



SOCIAL MEDIA GUIDELINES

The first step to any social media strategy is to establish the objectives and goals that you hope to achieve. Whether you are managing one social media platform or multiple, the following tips and guidelines will help you reach your goals.

KEYS TO SUCCESSFUL MEDIA MARKETING

MAINTAIN A CONSISTENT BRAND IMAGE

When managing multiple social media platforms, it's important to maintain brand standards and consistency. In other words, make sure your organization looks the same on each of your social networks. Be sure items such as your profile image and bio are consistent and ultimately align with your website in order to create a consistent brand identity.

POST FREQUENTLY

Building your list of followers and spreading your message requires consistent posting habits. Nothing hurts an organization more than creating social media accounts and then not posting to them. Aim for posting to your accounts twice a week.

BE POSITIVE

Your brand's voice should reflect the spirit of your organization and align with your marketing approach. Posts that are positive in tone are generally more effective and will engage your followers.

UNDERSTAND YOUR AUDIENCE

Understanding your audience should also make it easier to decide what type of voice your brand should have and which platform is best to reach each audience. Instagram and Snapchat are great platforms to reach younger markets; Facebook has become a mainstay for adults, but still remains an active site for youth. Tailor your posts accordingly.



SET GOALS & CHECK ANALYTICS

What exactly are you trying to achieve with your social media presence? Create a schedule for reviewing stats and creating reports once a month. This data can help inform future posts. Take note of what types of posts are performing best and what days and times are getting the most views, likes, snaps, or shares. Pay attention to engagement and grow those areas.

CREATE AN EDITORIAL CALENDAR / CONTENT BANK

An editorial calendar will allow you to create purposeful posts. Set aside time each month to think about your social media plan. Use this time to look ahead to upcoming events. Once the calendar is complete, you can schedule your posts in advance or post on a given day according to your schedule. This monthly calendar will ensure that you are posting regularly, even during those hectic weeks.

USE CONSISTENT HASHTAGS

Hashtags identify a keyword or topic of interest and facilitate a search for it. Whenever a user adds a hashtag to their post, it's able to be indexed by the social network and becomes searchable/discoverable by other users. Use popular regional hashtags and your own unique hashtags. Take some time to develop your brand specific hashtags and use them frequently.

FOLLOW THE 30/30/30 RULE OF CONTENT DEVELOPMENT

- 30% of the content should be about your organization and what you are doing, events you're promoting, and your team. Talk about what you do and why you do it.
- 30% of the content is about others and what they are doing. Share stories, photos, information, website links, and videos that relate to your organization. Promote agency partners, others in your network and other businesses that share your target audience.
- 30% of the content should have NO marketing or sales agenda. Simply give your organization a personality and character. Be inspiring; make a connection; be relevant and personal. Share stories about your region, an interesting article from the paper, or a personal story or photo from your core group of supporters. Take the time to highlight your staff and volunteers.



FACEBOOK BEST PRACTICES

An organization's Facebook page not only allows others to find and discover them, but also encourages communication from your organization to your fans en masse. It allows you to reaffirm your message, and is an outlet for people to reach out. In short, it shows your community more of your organization's "personality". Use these tips to create meaningful posts.

- Post regularly at the best times for your audience. Watch your Facebook Insights to determine the best time of day for your audience.
- Follow up on comments.
- LIKE, Share, and Comment on other businesses/organizations/partners in your network (Remember the 30/30/30 Rule).
- Tag other businesses and organizations your business follows or that are mentioned in a post. Share photos, videos, and links whenever possible. Give Facebook fans a "next step". Ask your followers to post, share, and tag photos as well when relevant.
- Post content that creates an emotional reaction.
- Post relevant and credible news.
- Promote events by creating specific event pages.
- Use Facebook call to action buttons.



SNAPCHAT BEST PRACTICES

Between 2015 and 2016, Snapchat's monthly active users doubled from 100 million to 200 million users, showing significantly faster growth than Facebook, Instagram, and Twitter. Of its 200 million users, 75% are active on Snapchat daily. Though it was once primarily a place for people to share an almost unreasonable number of selfies and photos of food, Snapchat is now a marketing hub for brands to reach youth. That's not much of a surprise, considering 83% of its users are younger than 35. Remember, Snapchat is not a platform built for perfection - use it to show off your organization's personality and you'll have an easier time connecting with your followers. Be creative and humorous and you'll have a Story your followers look forward to watching.

- **Post a photo or video to your Story**

When posting photos, get creative and keep your younger audience in mind. Take advantage of Snapchat's drawing tools as well as its filters to craft creative and engaging snaps. Pictures of kids hiking, playing an instrument in front of a crowd, mountain biking, or volunteering at events, will make great snaps.

- **Promote Sharing**

Encourage your audiences to screenshot the Snap and share it with their friends. You want them to follow you too. • Snap frequently Snapchat followers want to see frequent and unique photos.

- **Cross-promote your Snapchat on other social platforms**

Make sure you remind followers on other platforms (Instagram, Facebook) about your Snapchat account and point people to your Snapchat link at <http://www.snapchat.com/add/yourusername>.

- **Add a Snapcode**

Snapcodes make it easy for Snapchatters to add you as a friend and follow your Story.



INSTAGRAM BEST PRACTICES

Instagram is a social networking app made for sharing photos and videos from a smartphone. Similar to Facebook or Twitter, everyone who creates an Instagram account has a profile and news feed. When you post a photo or video on Instagram, it will be displayed on your profile. Instagram has 400 million monthly active users and generates an average of 80 million photos per day. In order to be heard and make an impact, follow these best practices.

- **Tell a compelling story.**
Your Instagram posts need to be about more than just a pretty picture. Make sure the images are compelling and tell a story about your brand.
- **Keep your captions short.**
Instagram captions are capped at 2,200 characters, which gives you plenty of space for your story. However, it is important to consider that Instagram captions cut off in the main feed in under 140 characters – less than a tweet. People can still read the rest of the caption after clicking MORE. However, you're likely to lose people if they have to take an extra step. Because of this, and the fact that Instagram is an image-based social media platform, it is best to keep your captions short and powerful. Try to tell the Instagram version of stories through the picture and use the caption to add context.
- **Use Hashtags**
Apart from your image, your hashtags are the most important element of your post. While captions help you tell the story behind your image, hashtags allow you to get your image (and caption) seen by those outside your current sphere of followers. Refer to the overview on hashtags found earlier in this guideline.
- **Be part of the Instagram community**
Instagram works best when you use it to form relationships with other users. Find like-minded organizations and community partners and follow them, repost their posts.