

Social Media Tips and Best Practices



DATA AS OF JANUARY 2017

Youtube	Over 1 billion users
Facebook	1.71 billion users
Instagram	400 million users
Twitter	320 million
Google+	300 million users
Pinterest	100 million users
Snapchat	100 million users
Flickr	112 million users
MySpace	50.6 million users

SOCIAL MEDIA AFFECTS



INSTANT CELEBRITIES



DO'S

Be Understanding

We are people first and foremost.

THINK

T- Is it TRUE?

H – Is it HELPFUL?

I – Is it INSPIRING?

N – Is it Necessary?

K – Is it Kind?

You are the captain, not the entire team.

When you post, tweet, upload as your group, you're not posting as yourself. You represent your group.

What to post, tweet, upload, etc.

Positive, funny, uplifting, and newsworthy (Sharing YouTube Videos on other platforms is proper social media etiquette.)

Say why.

For example, "here's a great article that talks about a five-minute routine to improve your efficiency at work" or "I just finished this great book. . ."

Ask questions to encourage interaction like, "What does everyone think about a fundraiser for this" or "What kinds of topics do you think we should cover at our next meeting?"

Kudos and Congrats

If it's doable on your end, upload photos into albums first so if you need to reference something, it's easier to locate.

Say who/what is in the photo.

Still feel free to upload topical photos or funny memes in singular form.



**When someone is not
listening in my class**



Timing of Posts, Tweets, Uploads

Try to post, tweet, upload, etc. one thing a day. No more than three.

Events

Make event pages so your group members can add it to their calendars. It's a great tool that sends automatic reminders, too.

Photos and graphics!



DON'TS

Use the same verbiage on all social media platforms.

Think you have to engage on every single social media platform.

Use a lot of text.

Just repost the main AFC Facebook Posts and Tweets.

Engage in social media in the middle of the night.

Upload photos that are fuzzy, butts, bald heads, blinking eyes, unflattering angles, alcoholic drinks, etc.



Engage in social media when you're angry. Try to refrain from negative tones. You can use "disappointed" or "let down".

Negative: *I can't believe the low turnout at today's event! What a waste of time.*

Endearing: *Thank you so much to those great team members for taking part in today's event. Let's try for a higher number next time!*

**Don't let social media replace real human interaction.
Let it be an added way to interact.**

