

## Social Media Best Practice Guide

### Facebook

- Post content once per day to ensure time for interactions with followers
- Post after 9 am, but ideally between 1 – 3 pm on weekdays
- Include images with posts whenever possible AND keep posts brief
- Create a day where you always post pictures, such as “Photo Friday”
- Interact with fans and have the confidence to reply to comments
- Selectively share Pinterest pins on Facebook
- Tag other pages frequently to gain visibility among their fans, too
- Encourage families to tag your profile and use your hashtags when they share photos on Facebook

### Twitter

- We recommend tweeting once or twice per day; then focusing on engagement
- Tweet in the afternoon between 3 – 7 pm (majority of retweets occur at 4 pm)
- Tag other profiles frequently to gain visibility among their followers, too
- Encourage families to tag your profile and use your hashtags when they share photos on Twitter
- Focus on engagement to boost interactions – ask questions, answer questions, favorite and re-tweet others’ content
- Use your event hashtag to tie into your broader communities’ content streams
- Follow other Down syndrome walks and engage with them to gain new followers
- Follow other local community organizations and nonprofits to gain new followers
- Limit tweets to less than 100 characters for higher engagement (e.g., more re-tweets)
- Host creative contests on Twitter, where far fewer governing rules and regulations exist than on Facebook. For example, raffle off a free walk t-shirt among followers who tweet about the walk (with link to your Stride site) in a certain timeframe

### Pinterest

- We encourage you to take advantage of our ds-connex shared walk resource boards by following ds-connex on Pinterest and then accepting our invitations to add you as a group pinner – this automatically populates your Pinterest profile with these eight thriving boards
- Pin or re-pin 5-30 items per day
- Pin between 2 – 4 pm and 8 pm – 1 am; Pinterest peak time is Saturday morning
- Avoid pinning between 5 – 7 pm
- Create searchable captions for each pin using keywords like Down syndrome, your organization or your event name
- Credit original sources either by pinning directly from them or including their name/website in the caption
- When you create new boards, add descriptions to the top of each board
- Follow pinners with similar content and a high number of followers; re-pin their content
- Encourage families to tag your profile and use your hashtags when they share photos on Pinterest



## YouTube

- Spend some time interacting with other users' content by liking, favoriting or adding others' videos into your playlists.
- Share YouTube videos across other social platforms as video is highly desirable content
- Include a call to action (e.g., link to your website or walk fundraising site) in the text description
- Understand that users come to YouTube to learn, watch and be entertained. As such, create videos that feature engaging original content.
- Keep your message simple and concise. A good benchmark is to try to keep video to two minutes or less.
- Use YouTube Insight Hot Spots to see which parts of videos keep your users most engaged. Based upon user engagement data, optimize your video content to keep users watching.
- Update your content on a regular basis. The YouTube users who have been most successful keep their message fresh with regular updates to their channel.
- Read user comments on your own and similar video and channel pages for ideas.



## Instagram

- Use a 1-2-3 strategy on Instagram to be a good community member: post one photo per day, like two other users' photos per day, and comment meaningfully and thoughtfully on three other photos per day.
- Content always trumps craft. Focus on stories, not just images. What a photo says is more important than how it was created.
- Authenticity and believability are everything. Focus on creating memories, moments and even art.
- Make your photography less casual and more intentional. Mobile photography is an imperfect art, and that's okay. Focus on "light, white and bright" environments and you'll get great shots.
- Maintain a high shoot to share ratio. In other words, take a lot of photos for every one you share on Instagram (don't feel like you need to share everything!)

