

# Social Media



Fact Sheet





## TOP FIVE TIPS TO BE MORE EFFECTIVE AND EFFICIENT ON TWITTER AND FACEBOOK

### 1. GET ORGANIZED

- Facebook and Twitter let you create public or private lists and subscribe to lists others have made. With lists, you can see the updates that are most important to you.
- Facebook also lets you filter your updates so they only appear to certain groups of friends.

### 2. POST REGULARLY

- The best way to attract followers and start conversations is to post on a regular basis.
- For Facebook, “regular” can mean posting anywhere from a few times a week to a few times a day – though try not to make more than three or four Facebook posts per day and be sure those posts are different from each other.
- For Twitter, try and post at least once a day. While tweets are limited to 140 characters, aim for 120. This leaves room for your followers to retweet and to add their own comment to the conversation.

### 3. INTERACT

- Don't just spread your message in a one-way direction the whole time. Engage with others.
- You have to be social for social media to work. It helps to acknowledge people who comment on your updates. Try using a shout-out, a comment, a “like” or a “favourite”.

### 4. SHARE

- If you share what others are posting, they'll be more likely to share from you. Use your lists to find interesting content that you can share with your followers.
- Include #hashtags, links and photos to help your content get shared and to attract new followers.
- Don't cross-post your content automatically. Take a few seconds to customize the message for Twitter or Facebook.

### 5. BE YOURSELF

- Let your personality show. Just remember, when tweeting or posting for work you should put a professional filter on yourself.

#### CONTACT US:



Twitter: @FarmFoodCare  
Facebook.com/FarmFoodCare  
[www.FarmFoodCare.org](http://www.FarmFoodCare.org)  
[www.FacesofFarming.ca](http://www.FacesofFarming.ca)  
[www.letstalkfarmanimals.ca](http://www.letstalkfarmanimals.ca)  
[www.caringfortheland.com](http://www.caringfortheland.com)  
[www.farmcarefoundation.ca](http://www.farmcarefoundation.ca)  
[www.virtualfarmtours.ca](http://www.virtualfarmtours.ca)  
[www.visitesvirtuellesdesfermes.ca](http://www.visitesvirtuellesdesfermes.ca)



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## TIPS FOR FACEBOOK PAGES

### YOUR TIMELINE:

- Using a cover photo on a Facebook timeline is a great branding opportunity. Be aware that Facebook has rules about what can and can't be part of a cover photo. These rules include no contact information, calls to action, sales, prices or references to Facebook features such as encouraging others to "like" or "share"
- At the top of your timeline view is an "Admin" panel that only you can view. It shows any private messages, interactions from others and insights, plus it gives the more traditional administrator options.
- Beside the "About" section on your page is a row of boxes, with the first being photos. Photos will stay in this first position and the photo shown is the most recent one posted. All other application boxes can be re-ordered. If you have more apps than what will fit in the first row, the rest are hidden.
- Your page's timeline can show key stories from when your company or organization was founded until present. This enables you to mark milestones your group has had to date by adding pictures, links and articles.
- For important posts you really want to see, "pin" your post by clicking the pencil icon displayed at the top-right side of the post to edit and then pin it. A pinned post will stay at the top of the page for seven days before it is automatically unpinned and returned to its chronological spot in the timeline.
- Posts can also be highlighted by clicking on the star icon. This keeps the post in the correct chronological order, but makes it stretch across the entire page, rather than just one column.
- You can adjust the date and time of posts and review them while they are waiting to be posted. This feature exists for updates, links and photos (not for questions, notes or shares from other pages). Enter your text as usual but before clicking "post" click the clock icon on the same bar as the post icon. You can back-date a post or schedule it up to six months into the future. View and edit your scheduled posts by reviewing them in your "activity log."

### FACEBOOK POSTS FROM OTHERS:

- By clicking on the "x" that shows beside posts from others, you will get a menu that lets you hide, approve, highlight, delete or report a post.
- It's good practice to create a posting policy that you include in your page's description about section. This will give you grounds to delete inappropriate posts. The Farm & Food Care's posting policy is:
  - We encourage you to post on our page, however we expect that users will not post content that falls into the categories of:
    - Commercial/advertorial in nature
    - Abusive, defamatory or obscene
    - Fraudulent, deceptive or misleading
    - In violation of any intellectual property rights of another
    - In violation of any law or regulation
    - Otherwise offensive
    - Off topic
  - We reserve the right to delete posts that fall within these guidelines.



## TIPS FOR FACEBOOK PAGES

### OTHER FACEBOOK NOTES:

- With Facebook pages, others can privately message you, but a page cannot initiate contact by sending a message first.
- It is possible, in extreme circumstances, to block a user from posting on your page. Use this option sparingly.
- The more interaction (comments, likes, shares) your page has, the more it will appear in the news feeds of your followers.
- Create a posting schedule to keep you inspired and posting fresh, varied content.
- Pre-scheduled or even pre-written posts can be handy and reduce stress. Use programs such as HootSuite to help schedule posts.
- Respond promptly to questions or comments from followers.
- Photos make your posts stand out. Using simple photo editing software, you can add a watermark with a website or a short phrase to make sure your messaging stays with the photo if it gets shared.

### FACEBOOK TERMS OF SERVICE

- Be aware of Facebook's Terms of Service. Violating them can lead to your page being shut down – it happens swiftly and with no/minimal warning. You'll be back to square one to re-establish your page, followers and content.
- It's advised to review these terms before making major changes to your page – such as running a contest or making changes to your cover photo. As an example, it's currently against Facebook's Terms of Service to offer that you will donate a dollar to charity for every "like" your page gets.



## GETTING SOCIAL: MAKING THE MOST OF YOUR SOCIAL MEDIA POSTS

### FOR ALL SOCIAL MEDIA SITES:

It is very helpful to make a posting calendar – whether it's simple or complex. That way, you always have an idea for the next post(s)

Use “Share” buttons on your website to enable people easy access to social media streams.

Also share your social media links on your publications and handouts, or include a QR code to the site which people can scan with their smart phone. QR codes are easy to set up with free online code generators such as <http://prcode.kaywa.com/>.

### TWITTER:

- Use #hashtags to increase the number of people finding your account.
- Include links and images as part of your tweets to draw attention.
- While tweets are limited to 140 characters, aim for 100-120 so your followers can retweet and add their own comments to the conversation.
- Interact with others – don't make every tweet about you. Use the rule of thirds: one third original content, one third shares or re-tweets, one third conversations and interactions.
- Respond to questions and direct messages promptly. It's also nice to acknowledge mentions and positive comments.
- You can't hide negative tweets sent out about you or your product. Though tweets have a short shelf-life, in most cases, if you ignore the comment, it will fizzle out on its own.
- To be effective, you don't have to spend all day on Twitter. Take a 15-30 minute window, scan through any tweets or direct messages you've received, reply as needed, and then send or schedule a few tweets or retweets.
- Use tools such as HootSuite and TweetDeck to schedule tweets that can be sent automatically at times when you can't.
- Holding an event? Identify a hashtag (a twitter identifier) that you want people to use several weeks in advance and start including it in your tweets. Promote the hashtag at your event with help from signs at the registration table, announcements throughout the event and on your PowerPoint slides.
- Organize people into lists and follow lists made by others to help you follow posts on topics or groups that interest you. Lists can dramatically cut the time you spend sorting through tweets for others to interact with and material to share.

## GETTING SOCIAL: MAKING THE MOST OF YOUR SOCIAL MEDIA POSTS

### PINTEREST:

- It's helpful to have an online presence through platforms such as Facebook or Twitter before creating a Pinterest account. Your existing logins can be used to create a Pinterest login.
- Spread the love – post your own videos and photos, but be sure to re-pin photos and videos from others too.
- Include #hashtags in your pin descriptions (like on twitter) to help others find your posts.
- If you put a price in the pin description, your pin will show up when people search for “gifts”.
- You can create secret boards (either private or to share with select individuals). This is a great option for team brainstorming or photo sharing.

### BLOGS:

- If you have a blog, you should be updating it on a regular basis to maintain your readership.
- Include photos in your blogs to make any shares on social media sites more visual. This can really help drive visitors, especially via Pinterest. Even if you don't have a Pinterest account, make it easy for others to pin and share from your site. Those visitors spend a much longer amount of time on blog sites.
- As with all social media, have a variety of things covered to attract a wider audience.

### HOOTSUITE:

- This site is a useful tool that lets you manage most of your social media accounts from one place, making it quicker and easier to reply and reducing the amount of time you spend on the sites. You can use it for Facebook accounts, Facebook pages, Facebook groups, Twitter, Wordpress and others. You cannot use it for Pinterest.
- With a free HootSuite account, you can connect up to five of your social media accounts. Paid HootSuite accounts can connect to unlimited accounts. There can be one collaborator on each HootSuite account. Additional collaborators can be added for a fee.
- HootSuite can be accessed through your internet browser on a computer, or via a downloadable app for smartphones. Note: HootSuite smartphone apps are more limited than the full online version. For example, you can view pending tweets, but cannot edit them.
- You can schedule posts at five-minute intervals, add links and attach images, allowing you to reduce your time spend on social media sites, while still giving you a strong presence.
- There are some limitations of HootSuite: you cannot ask a question with poll options on Facebook and for Wordpress, the blog title and blog text are all posted together in one block.

## USING LISTS ON FACEBOOK AND TWITTER

Both Facebook and Twitter allow you to make public and private lists to streamline updates from the people/pages you are following (and ones you are not following).

**FACEBOOK:** When you categorize your Facebook friends into lists, you can also streamline your posts so only certain people see certain ones. For example, lists can include school, family, friends, co-workers and close friends. Unless you are using a Facebook-created smart list, they do not know what list they are appearing on. Facebook explains this as you create the lists.

**TWITTER:** Twitter does not have a way to prevent certain groups of people from seeing certain posts. Any time you want to track accounts without liking or following them, and want it to stay secret, use the private list functions on Facebook and Twitter.

### STEP-BY-STEP GUIDE TO CREATING OR SUBSCRIBING TO A FACEBOOK INTEREST LIST.

1. On your home screen in Facebook, click on “add interests” near the bottom of the left column.
2. A new screen will appear. On it, you can select “create list” or you can search for topics or subscribe to suggested lists.
3. A new screen appears when you click on “create list” which lets you select which pages or friends you would like on the list. When you are finished, click “next” at the bottom.
4. Name your list and select the privacy settings for it (public, where anyone can see and subscribe; only friends can see or subscribe; or private). Click “done” at the bottom and your list is created.

Note: You can add pages to lists that you have created, either with or without adding that page as one of your likes.

To add a page to an existing list:

1. Go to the page you want to add.
2. Click on the icon beside the “Like” button (it looks like a gear or a flower).
3. Click “Add to my interest list” and select the list you want the page to appear on.

### STEP-BY-STEP GUIDE TO CREATING OR SUBSCRIBING TO A TWITTER LIST.

1. Log in to Twitter and go to your profile page. Click on “lists” on the left-hand side. From there, you can see the lists you are subscribed to, the public ones you have been added to, or create a list.
2. When you click “create list”, a new screen lets you set the name, privacy settings and a description.
3. Add people to the list (either search in the list, or from a profile) and you’re done.
4. To change the settings later on (name, privacy or description), go to your list in the “lists you subscribe to” section and click “edit”.

To subscribe to a list someone else has created:

1. Go to the profile page of the list creator.
2. Click lists and look at the “subscribed to” and “member of” sections.
3. When you see the list you want to subscribe to, click on the name of that list, and click “subscribe” when the list shows up.