How to SPEAK UP
on social media

TIPS FOR SUCCESS:

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 and Instagram, try and post at least once a day.

INTERACT

- You have to be social for social media to work.
- Engage with others, don't just spread your message using one–way communication.
- Acknowledge people who comment on your updates. Try using a shout-out, a comment, a "like".

SHARE

- If you share what others are posting, they'll be more likely to share from you.
- 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.

BE YOURSELF

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

PROMOTE YOUR PRESENCE

- Don't be afraid to mention your Twitter or Facebook account on Instagram and vice versa.

FACEBOOK

ABOUT

- A platform for sharing and connecting with other.
- Allows for sharing of photos, video, links, comments.
- 75% of users visit once per day.
- Character limit: 63,206

BUSINESS PAGE VS. PERSONAL PROFILE?

- A Facebook Profile is used for personal needs while a Facebook Page is created for a business or personal brand.
- **A profile:** users must request to be your friend before they can view any content.
- **A page:** must be created from an existing account and provides easier access to content.
  How to create a page

TIPS TO MAXIMIZE YOUR REACH

- Make posts visually interesting.
  - Provide pictures or graphics that go with your captions.
- Be original.
  - Don't always re-post content, share your own thoughts as well.
- Important posts can be pinned to the top of your profile.
  - Click the pencil icon displayed at the top-right side of the post to edit and then pin it.
- Customize your page settings.
  - Add in contact information and a page description.
  - Explore different templates and pick one that works for you.

ADDITIONAL NOTES

- With Facebook pages, others can privately message you.
  - A page cannot initiate contact by sending the first message.
- Comments from users may be "hidden" where people still think their comment is posted but no one else can see it. It is possible, in extreme circumstances, to block a user from posting on your page. Use this option sparingly or as a last resort.
- Create a posting policy that you include in your page's about section. This will give you grounds to delete inappropriate posts.
- The more interaction (comments, likes, shares) your page has, the more it will appear in the news feeds of your followers.
- Respond promptly to questions or comments from followers.
- When creating graphics, use minimal text over top of images. The Facebook algorithm will demote posts with too much text.
  - Check your text rating here.

⊙ INSTAGRAM

ABOUT

- One of the most popular social media networks.
- Photo sharing platform.
  - Visual content is required (photos or videos).
  - Can be single or multiple visuals.
  - Content can only be posted using the Instagram app on a cellphone or a third party application from a desktop.
- Character limit: 2,200

TIPS TO MAXIMIZE YOUR REACH

- Create a business profile rather than a general one.
  - Similar to Facebook pages, business profiles are public.
  - Once established, you'll have access to analytics, including where your followers are located, your top posts, and an archive of any stories you've posted.
- Use a mix of posts and stories.
  - Posts will appear in your feed and will last forever.
  - Stories will disappear after 24 hours.
    - Viewers watch with sound on.
    - Shared in the moment or as a check in.
  - How to post a story
- Find the right time to post.
  - Monday-Friday 9 a.m. to 4 pm are the most popular times.
  - Once your profile is more established, you can use the insights tab to view when your followers are most active.
- Engage your fans.
  - Ask questions.
  - Encourage sharing/re-posting.
  - Point people to your bio link.
  - Reply to comments/questions.
- Use hashtags.
  - They make your posts searchable to a greater audience.
  - Don't overdo it, less hashtags are better.

TWITTER

ABOUT
- Used for timely content (news and customer service).
- Character limit: 280

TIPS TO MAXIMIZE YOUR REACH
- Include #hashtags to expand the reach of your tweets.
  - Jump on relevant trending topics.
- Include links and images as part of your tweets to draw attention.
- Engage more than you broadcast- Interact with others – don't make every tweet about you.
  - Ask questions, make polls, engage in public conversations.
- Use "Retweet with Comment".
  - When retweeting, take it a bit further by adding your own thoughts and commentary.
- Respond to questions and direct messages promptly. It's also nice to acknowledge mentions and positive comments.

ADDITIONAL NOTES
- Check it over: Tweets can not be edited once they are sent.
- 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.

REMINDERS
- **Think before posting.**
  - Assume everything you put out is permanent. Even if it was only up for a few minutes, assume someone will see it.
- **Use common hashtags.**
- **Know when to take conversations private.**
  - It's important to know when to take the conversation off your feed and into your direct messages.
- **Distinguish between genuine questions and troll accounts.**
  - Avoid people who will try to bait or attack you/your brand to try and gain attention.

GET ORGANIZED

1. CREATE A CONTENT CALENDAR

2. SCHEDULE POSTS

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 Twitter, Instagram and others.
- With a free HootSuite account, you can connect up to three 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.

CANVA

- A useful site that lets you easily create designs suited for any social media platform.
- Design templates are searchable so you can feel confident creating engaging images that match the correct sizes for the platform you will be using.
- Canva offers a free version that includes access to design templates, stock photos, and graphics. Upgraded versions can be purchased that allow you to upload brand fonts and colours along with a greater selection of images and graphics.

Farm&Food Care