

Social Media How-To Guide 2020-21

**Publicity Committee
Tanya Young, Chair
August 2020**

The Purpose of a Social Media Presence:

- Promotion of our public activities and events
- To be a beacon for inactive Sorors who are interested in becoming active or to active Sorors in the area looking to connect to a local chapter.
- To inform and educate Leavenworth County and beyond about Leavenworth Alumnae Chapter programs and activities.

Social Media Check List

This checklist will help to ensure you have everything needed before you submit your request to the Social Media Managers for posting.

- Identify potential social media content based on the sorority calendar.
 - What events are planned? What programs need posting on our social media feeds?
 - Know your target audience – who are you trying to reach?
 - Enlist the assistance of the Publicity Committee Chair (lacnews@dstlvksalumnae.org) in devising a social media plan to determine what content needs to be posted and when.
- Develop your post at least 2 weeks in advance of the event/activity and make sure your submission contains the following:
 - The Five Ws: “Who, What, When, Where, Why” of your event or post:
 - Event Name
 - Chair/Point of Contact
 - Date, time and location of event
 - Purpose of event
 - Event message for social media if different than the purpose of event statement
 - Indicate whether you would interested in going “live” on Facebook and/or Instagram at the event.
 - Any graphic, photo or flyer that you would like the post to include

- Note: If the Social Media Team's assistance is needed in creating a graphic, at least 3 weeks are needed to meet the request and return it to the submitting Soror(s) for approval before the submission continues through the approval process, which includes sign-offs from the Publicity Chair, Social Media Managers and Chapter President before posting.
- Submitting your post
 - Please submit a complete post to the Social Media team ready for posting on all three of LAC's platforms – Facebook, Instagram and Twitter – by emailing the Publicity Committee at lacnews@dstlvksalumnae.org.
- Approval Process
 - When planning publicity via social media postings, please allow 2-3 weeks from initial submission to approval and posting in the timing of content requests.
 - The Publicity Committee and Social Media Team reserve the right to make minor edits to submissions for the sake of clarity, grammatical accuracy and formatting. Any substantive edits proposed will not be done without first obtaining sign-off from the original submitter, committee chair or other designated point of contact.

7 Steps for Engaging Social Media Posts

1. Understand your Audience
 - Know your target audiences(s)
 - Get Specific
2. Don't be WORDY
 - You're busy and so is your audience
 - Get your point across in a few KEY words
3. Think headline, not article
 - Get attention
 - Add action or a link
4. Tell good stories
 - Be mindful and adhere to the recommended message lengths detailed in this guide for each of the platforms (Facebook, Instagram, Twitter)
 - Use high-quality images and videos

- Remember – visuals are what engage!

5. Proofread

- Take an extra minute to proofread

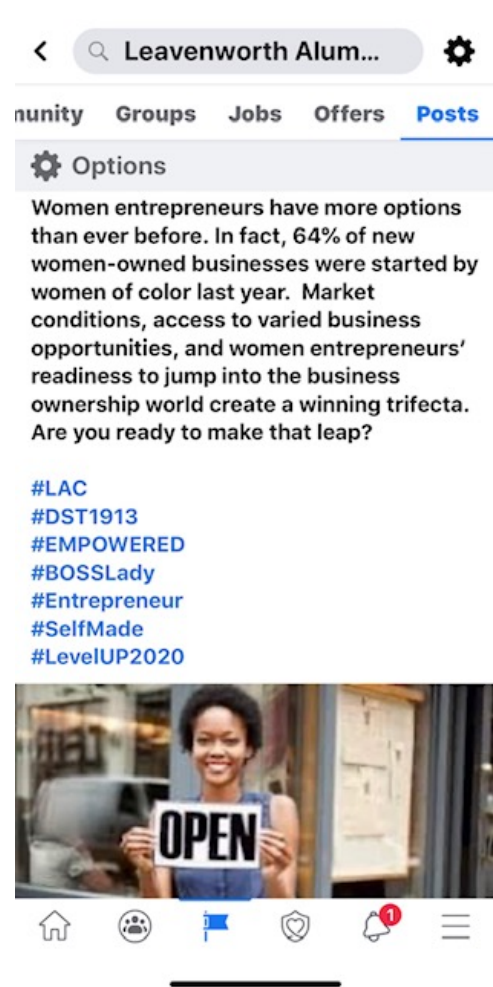
6. Share and share some more!

- The Social Media Team will post to the Chapter's account, but please do share that post to your personal account to expand the post's reach

7. Hashtags

- #DoNotGoOverboard with #TooManyHashtags
- Hashtags expand our reach, making our posts more searchable and helping a larger audience discover our programs and activities. Put hashtags at the bottom of a post and not in the middle of a sentence.

Social Media Post Examples:



CREATING THE BEST SOCIAL MEDIA POST



Facebook

- ❖ Ideal message length: 80-120 words

**IMAGE
SIZE:**
**1,200 x
630
pixels**



Twitter

- ❖ Ideal message length: 71-100 characters, maximum of 280 characters.
- ❖ Can Tweet up to 4 images at a time

IMAGE SIZE:
**1,024 x 512
pixels**



Instagram

- ❖ Emphasis on visuals – images and videos -- in this photo-sharing network
- ❖ Ideal message length: Captions of 138-150 characters (less than 40 words)
- ❖ Ideal number of hashtags: 5 to 10; maximum limit of 30 hashtags

**IMAGE
SIZE:**
**510 x 510
pixels**

Source: SproutSocial, August 2020, <https://sproutsocial.com/insights/social-media-image-sizes-guide/#facebook>