

# **Social Media Guidelines**

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**For A Public Awareness Campaign**

# Main Goal

Welcome to the Social Media Guide for Public Awareness Campaigns. The goal of this guideline is to support and provide your organization with useful and usable rules, strategies, and tactics when looking to drive awareness for your mission, programs, or cause marketing initiative.

By utilizing this guideline, you will learn simple steps to building best standards and practices when identifying and reaching your target populations, enticing them to engage in your mission and/or get involved in sharing your messaging.

Our hope is that you can use this document to help launch your next initiative, assisting in the creation of messaging, frequency, and outline of topics/discussions to implement across different platforms, creating approaches to engage new audiences in visiting your website and other helpful resources.

# Strategy Objectives

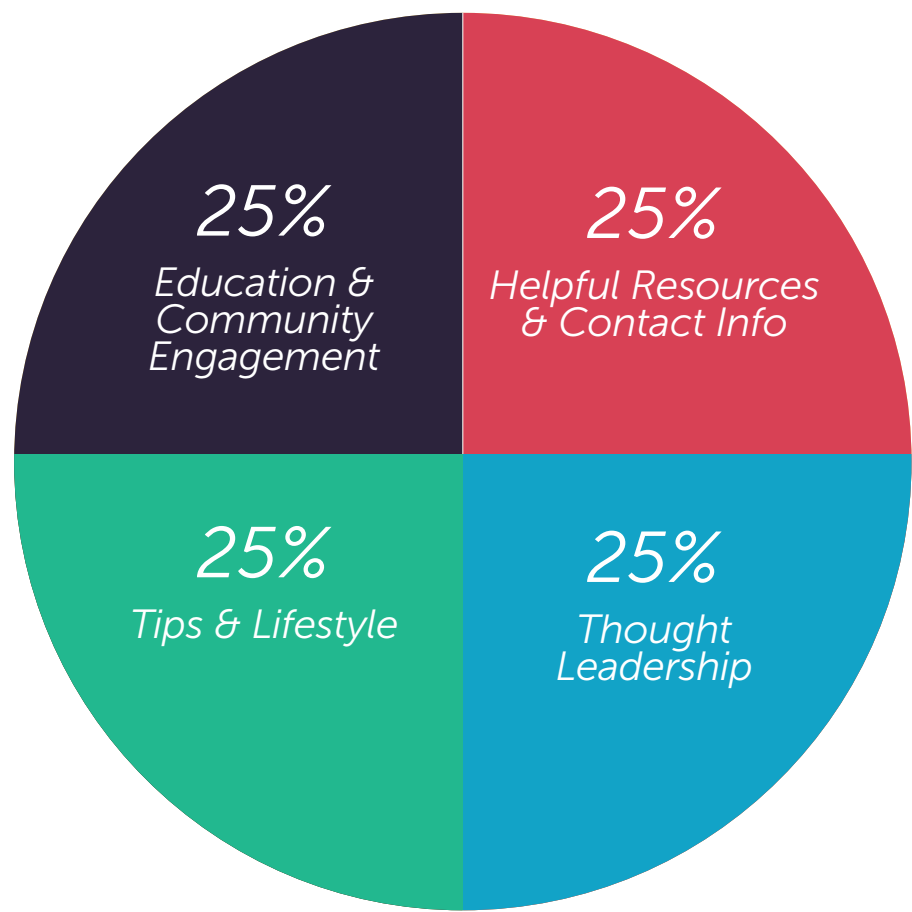
- 1 Leverage pre-generated messages, hashtags, and content guidelines to create awareness for your organization or campaign website through social media and content marketing tactics. By using your social network, you can help connect audiences to the tips, messaging, and resources provided in your Plug & Play document.\*
- 2 Implement the provided guidelines to help develop your content strategy for social media, blogging, and e-blasts, allowing you to eventually build your own content system and flow chart that aligns topics, messaging, and tactics for different days of the week that work for your organization.
- 3 Follow the tips and suggestions outlined in this document to generate an approach to posts and content that align with your organization’s values and initiatives. This document will help develop a structure around frequency, topics, and sharing practices that will promote awareness for the resources and tips offered by your campaign and/or mission. Use your Plug & Play document for pre-generated posts and messaging to use in your campaign.
- 4 Define the tone and voice of your own social media strategy by using the guidelines and Plug & Play document for your campaign to create initial graphic templates, messaging, and pre-generated posts. The content should be recognizable, inspiring, proactive, and cohesive.
- 5 Design templates for posts on social media platforms by using the assets of your brand and/or campaign, while also promoting important resources and tools offered on your website. These are to be used as a starting point, allowing the development of new posts in the future.



**\*PLUG & PLAY DOCUMENT:** Please note, this is a General Guideline. For each campaign, there should be a **Plug & Play** document with the pre-generated posts, graphic assets, and other resources to use when launching and managing your specific cause marketing initiative. Ask your program leader for this document. And if this is not yet created, you can begin crafting one for your campaign based on the guidelines within this document.

# THEMES & TOPICS

Whether it is your organization or a partnering group, it’s good to create a content calendar and framework with an engaging mix of topics and approaches, appealing to your audience in different ways. Each post, no matter the topic, should contain a “call-to-action”, letting the audience know what you want them to do.



## Education & Community Engagement: 25%

Posts that provide information about the available resources from your organization, including:

- Tips & education
- Stats & figures on issues (infographics)
- Questions and polls to users
- Links to online activities
- Warning signs
- Downloadable resources & links

## Helpful Resources & Contact Info: 25%

Posts that encourage those at risk of specific issues to seek (potentially free, confidential) help, including:

- Helpline information
- Resources for support or treatment
- Stats and inspirational messaging
- Messaging to reduce stigma for seeking help

## Tips & Lifestyle: 25%

Posts that promote tips on how to take proactive actions to help your mission, including:

- Simple tips to engage in your cause
- Breaking common myths
- Risks & warning signs
- Tips for responsible behaviors
- Success stories & testimonials
- Posts promoting healthy or positive activities and messaging

## Thought Leadership: 25%

Posts that advocate third-party sources that align with your mission and cause, including:

- Links to recent articles
- Links to other support services or organizations
- Sharing partner organizations’ posts
- Studies and research around your cause



**PLEASE NOTE:** This is a starting point for developing your own content, but it is important to create a mix that fits well for you. Also, use your **Plug & Play** document provided by your program leader to leverage pre-generated and approved posts for your campaign that fit into these categories, or create your own by developing new posts or sharing links.

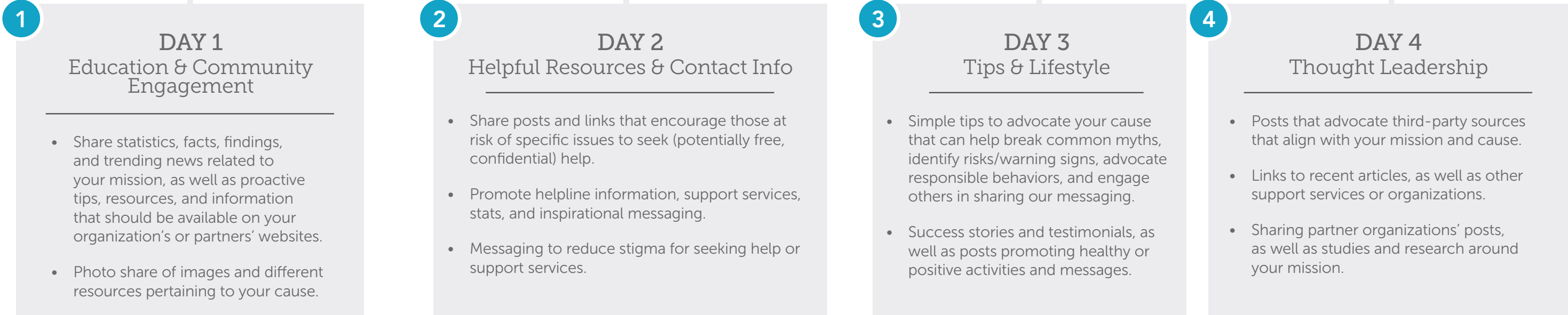
# CONTENT FLOW CHART

To better align content with a topic or strategy, below is a starting guide on how you can develop a content system (or flow chart) aligning a topic/discussion for different days of the week. Make a plan that fits your overall social media activities, deciding which days work best for your organization. While content can be created by multiple roles in the organization, posts should be managed and planned by one social media lead.

SOCIAL MEDIA LEAD  
Facebook, Twitter, Instagram, & LinkedIn

BLOG POSTS:

- While the below topics outline different social media posts, these can also be good subjects for blog posts that drive discussions, resources, or imagery.
- Pick which ones deserve a full post and link users back to your website.



- If you have others partnering with this campaign, encourage them to share (or repost) the social media activities of your organization that reflect the work and resources of their mission.
- It is also helpful to take opportunities to share other organization's posts about relevant subjects, events, or studies, creating new relationships with already established networks and partners.
- It is also suggested to advertise or "BOOST" posts when possible, or invest in paid advertising, targeting your key regions and interests of users when wanting to reach audiences beyond your current network.

# HASHTAG BEST PRACTICES

Hashtags are a critical part of any social media campaign. While your Plug & Play document may suggest which hashtags to use for your own campaign, it is also important to know the purpose behind hashtags. Follow these basic best practices when generating content for the different social media platforms.

## Why Use Hashtags?

Hashtags are useful for many reasons. They increase engagement with followers, build your brand, show support for social issues, add context to a social media post, and help the right target audience find you. But how do you use them? We've come up with a few simple things to keep in mind when creating hashtags.

## General Best Practices:

- Don't string too many words together.
- Use hashtags that are short and easy to remember.
- Use relevant and specific hashtags.
- Pick hashtags that are likely to be used by other social media users.
- Limit the number of hashtags you use depending on the platform.

## Finding the Perfect Hashtag:

- **Monitor social media influencers and similar organizations.** Which hashtags do they use most often? How many hashtags are in their posts? Learning how similar organizations engage with a shared audience will help you learn what hashtags to use.
- **Use online generator tools.** Tools like *Hashtagify.me* help you find the best Twitter or Instagram hashtags.
- **Keep an eye on trending hashtags.** Use a platform like *RiteTag*, which helps you identify trending hashtags based on your content.
- **Find related hashtags.** If you know a hashtag that works well for your brand, using related hashtags might extend your reach even more.



**PLEASE NOTE:** Check your **Plug & Play** document to see if there are pre-approved hashtags for you to utilize in the campaign. You can also research other hashtags that fit within the themes and subject matter of your campaign to gain greater visibility to new audiences.

## HASHTAG BEST PRACTICES (CONT.)

### Hashtags on Twitter:

- The optimal number of hashtags: 1-2 hashtags per post (see: <https://help.twitter.com/en/using-twitter/how-to-use-hashtags>).
- You can use hashtags anywhere in your tweets or replies.
- Make sure your hashtag usage is within the 280-character limit.
- If you're trying to build engagement with a new branded hashtag, make sure it's not used by someone else or has a negative hidden meaning.
- You can search for a hashtag in the search bar and enter your hashtag.

### Hashtags on Facebook:

- The optimal number of hashtags: 1-2 hashtags per post.
- Hashtags can be used in any Facebook post or in the comments.
- You can search for a hashtag in the search bar, click on a hashtag to see a feed of that specific hashtag, or search hashtags in private Facebook groups.
- You can monitor your organization's hashtags and see which public profiles are engaging with it by using: [facebook.com/hashtag/\\_\\_\\_\\_\\_](https://facebook.com/hashtag/_____) (by filling in the blank with your hashtag, you can see a bulletin of recent posts from other profiles using your hashtag in their messaging)

### Hashtags on Instagram:

- The optimal number of hashtags: 5-10 hashtags per post.
- Include hashtags after your caption or in the first comment on the post.
- If wanting further reach and engagement of your chosen hashtags, consider making a comment on your own post, using the hashtags that followers can use, allowing the post to enter other conversations on Instagram that are using the same hashtags.
- If you have an Instagram Business account, you can use the "Insights" section to see how many impressions your profile received from hashtags.
- You can search for a hashtag by clicking the search bar, selecting the "Tags" page and entering your hashtag.

### Hashtags on LinkedIn:

- The optimal number of hashtags: 1-2 hashtags per post.
- Use hashtags anywhere in a written LinkedIn update or article.
- Keep the hashtags professional.
- Follow hashtags on LinkedIn to see recent posts using that hashtag.



FACEBOOK

To further educate the audience and engage them in your messaging, your organization and other partners can utilize assets from your brand or campaign on your Facebook page, promoting your mission. Here are a few tactics on how to use this platform in promoting your messages. (the Before You Bet Facebook page is used as an example)

HEADER IMAGE

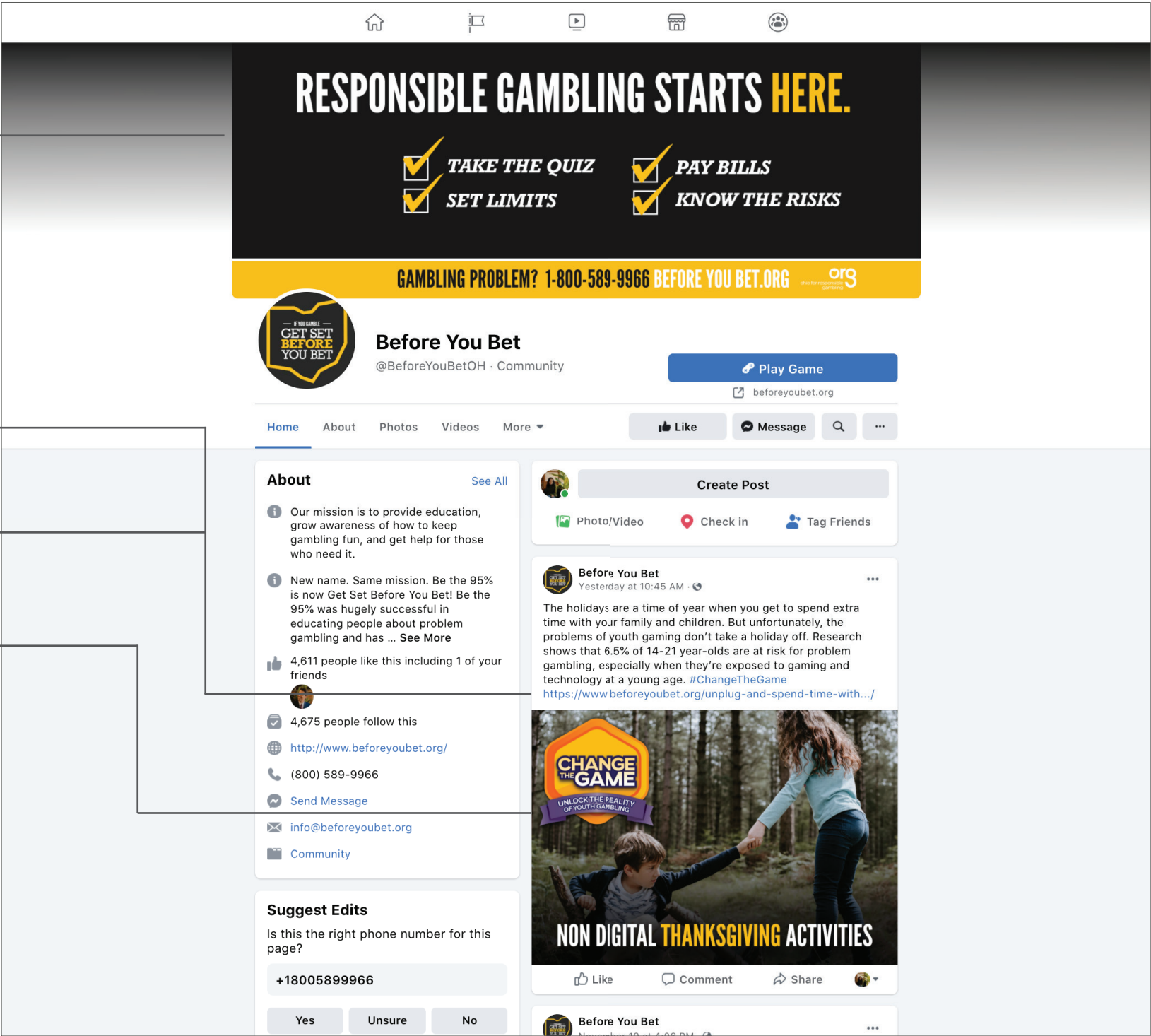
If you would like to promote the campaign on your organization's Facebook page, use the cover image to implement the graphics and messaging of the initiative. Be sure to test on mobile to see if any critical messaging or graphics are cut off.

Use relevant hashtags for each post. Please see your Plug & Play document for a list of potential hashtags.

Attach a relevant link that will encourage the audience to learn more.

Always try to include a graphic image or pre-generated image from a link to help promote a message, resource, or event to engage the user. If using your own image, include a call-to-action and link in the text above for them to learn more.

If a user responds with a question, it is CRITICAL to respond in some positive way, either answering their question or responding to a concern.



SHARING AND CONVERSATIONS

Utilize other relevant Facebook pages to share their content and build online conversations by reposting other relevant organizations who share an interest in spreading awareness around your mission.

Ask your program leader or refer to your Plug & Play document for other organizations that you can follow to share their posts.

# TWITTER

You can utilize assets from your brand or initiative to better align with your campaign efforts and promote your new messaging/visual strategy. Below are a few tactics on how to use this platform in promoting your messages. (the Before You Bet Twitter page is used as an example)

### HASHTAGS

Hashtags are critical in Twitter to help inspire/track conversations. To start discussions, utilize the hashtags outlined in your Plug & Play document, or find new hashtags that align with your mission by utilizing the tips in the Hashtag Best Practices section of this guideline.

### PARTNERING ORGANIZATIONS

Connect with organizations who have a similar mission in posts, always tagging their name in the post so that organizations can click through to their account.

Utilize the graphics and approach of your brand or campaign to promote different research, messages, and campaigns on Twitter.



### SHARING AND CONVERSATIONS

Repost other relevant organizations involved in your cause to help drive retweets and conversations.

Ask your program leader or refer to your Plug & Play document for other organizations that you can follow to share their posts.

You can utilize assets of your campaign to brand your Twitter page to better align with your outreach efforts and promote your new messaging/visual strategy.

Entice users to post images or respond to discussions through different topics and inquiries.

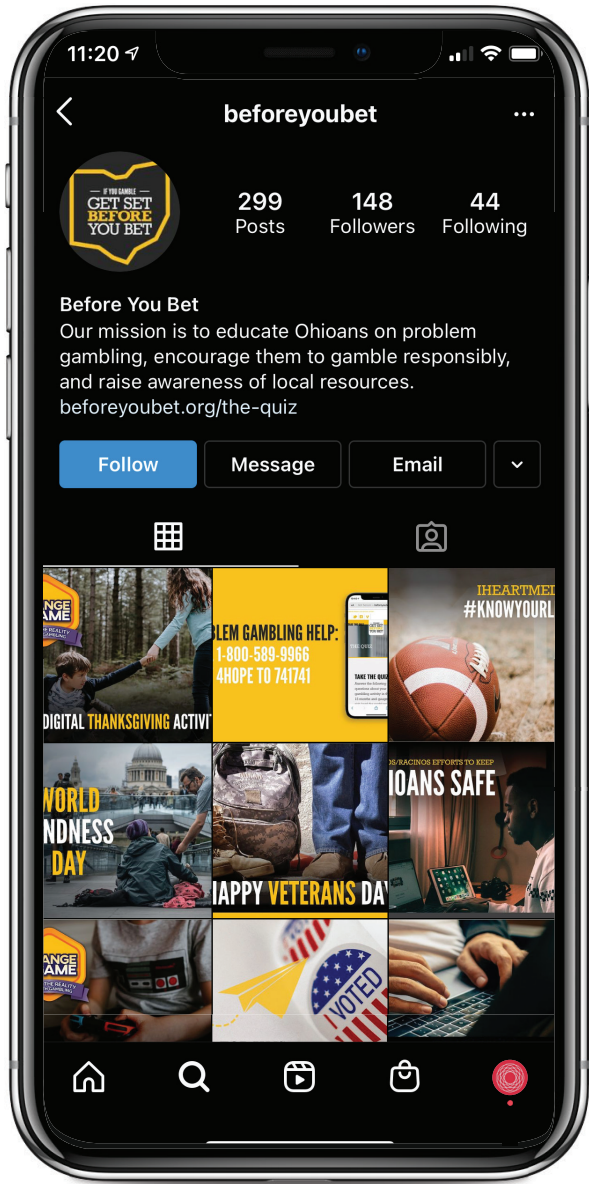
- If a user responds with a question, it is CRITICAL to respond positively, either answering their question or responding to a concern.

Attach a relevant link that will inform the audience to learn more. Include a graphic image to help promote a post or event to engage the user. If doing so, include a link in the text above for them to learn more.



# INSTAGRAM

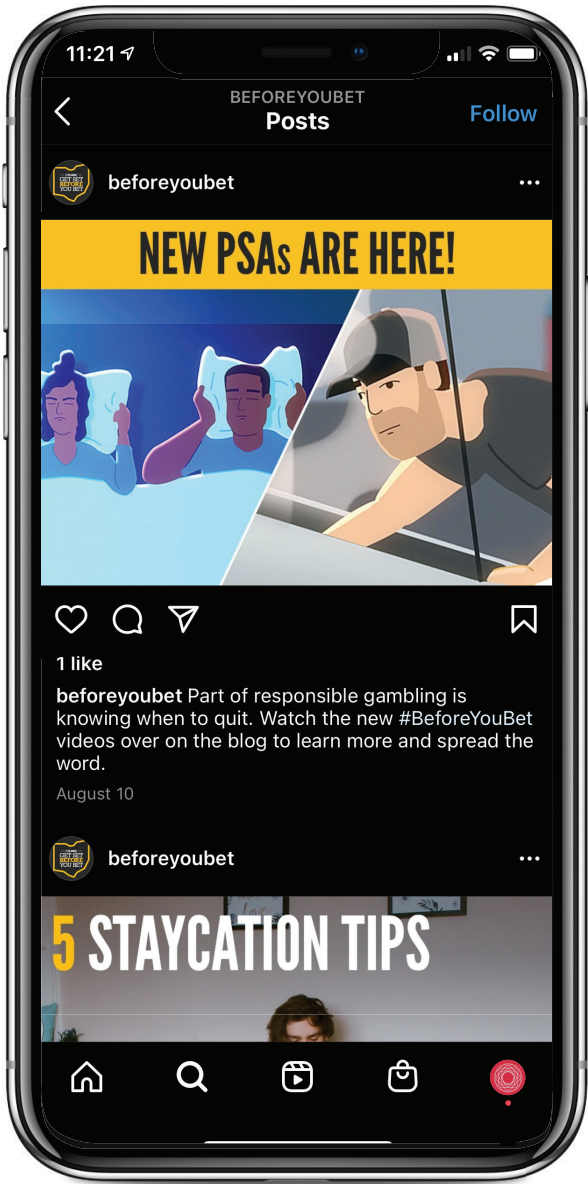
You can utilize assets of your campaign or brand on your Instagram page to better align with your outreach efforts and promote your new messaging/visual strategy. Below are a few tactics on how to use this platform in promoting your messages. (the Before You Bet Instagram is used as an example)



Ask Instagram users to post their pictures or videos of their own story on how they partner or advocate for your cause, utilizing hashtags relevant to the topic that will help promote the campaign.

For more hashtags, please see the Hashtag Best Practices page.

Post pictures to Instagram of current statistics representing the messaging of the campaign, intermixed with quick and simple tips to educate others on your mission. Instagram can also be used to show different lifestyle photos of individuals engaging in community events, self-care practices, and people who are positively impacted by engaging in the goals of your initiative.



Post graphic promotions to Instagram, utilizing hashtags for the organization activity involved.

Create Instagram campaigns, encouraging users to repost pictures as part of an incentive campaign, enticing them to submit and share their experiences.



## CONTENT STRATEGY: BLOGGING, EMAIL, & PR



- With a mission to raise awareness of the issue and provide information on your specific causes and programs, it's critical to demonstrate thought leadership by sharing posts from your organization or developing your own blog content around important topics.
- These can be developed on a monthly or weekly basis, based on the frequency of your organization's choice.
- Create a content calendar with a list of topics and assign them to specific leaders in your organization to write, with the content leader of your team formatting and proofing to ensure the voice and tone is consistent.
- Posts that are leveraged through blog sections of your site can also be promoted through e-blast strategies, social media posts, and PR efforts as media releases to news outlets when appropriate.



**PLEASE NOTE:** Check your **Plug & Play** document to see if there are blog topics or pre-generated content for you to use in your content marketing strategies.



## THANK YOU

For more information on your social media campaign, talk to your program leader for a Plug & Play guide or other pre-generated posts/messaging.