



American Friends
Service Committee

Making Media Work For You Utilizing Social Media for Social Change

facebook

Setting up your page

- When setting up a facebook page for your organization or issue, choose wisely among the options in facebook. Decide whether you want a “Cause” or “Fan Page”. Utilize the tabs available to you and provide as much detail as possible in the info tab: communicate your mission, history, etc.
- Choose a URL that represents your issue or organization and is easy to direct people to. Ex: www.facebook.com/peace

Posting to your page

- Plan ahead: Come up with a theme or topic for each day and create a content calendar and plan for Monday to be videos, Tuesday to feature fans, etc. This helps you focus when writing and makes planning ahead easier. Think about tie-ins to holidays, other marketing messaging, and creating a synergy between Facebook posts and email newsletter or Twitter updates. Be flexible with additions to your calendar, but use it as a guide and plan as far ahead as you feel comfortable, either by topic or actually writing out the full text.
- Look into services like www.hootsuite.com to help manage and schedule your posts.
- Focus on quality over quantity for your posts-don't post more than twice a day (once in the morning, once in the afternoon).
- Studies have shown that 3pm ET is the best time to post stories that will be shared-be sure to post positive and in depth stories at that time.
- Choose two times in the day that you will monitor your facebook Page and respond to comments or messages. Stick to it.

Links to learn more about facebook

- 21 Ways to Increase Your facebook Fanpage:
<http://www.socialmediaexaminer.com/21-creative-ways-to-increase-your-facebook-fanbase/>
- How Networked Non-profits Use facebook:
<http://www.bethkanter.org/facebook-netnon/>.

twitter

Setting up twitter

- Create a profile name that is simple and represents your organization or issue.
- Use a photo that you will KEEP. People tend to keep their profile pictures the same so other “tweeps” start to recognize their avatar. Don’t use a photo with more than one person in it, use close-ups of faces or a logo that doesn’t have too much text. Remember that if someone is using twitter via their phone, the profile picture will be very small.
- Your profile page is the place to really say who you are and what you’ll tweet about. Decide what kind of content you will tweet and state it succinctly in your profile. Always list a website or facebook page address for more info.

Tweeting

- Set up a schedule for when and how many times a day you’ll engage with twitter. Spend some time reading your timeline, responding to other tweets, retweeting stories that relate to your work and finding people to follow. Make this be the same two times a day you engage with facebook.
- 4pm ET is the most high traffic time for twitter. Be sure you schedule a tweet to go out right at 4pm so it shows up in your follower’s feeds.
- Establish a hashtag for your organization and utilize it over and over. (Ex: #afsc).
- Utilize other hashtags for your issue: search twitter for hashtags that reference your issue. For example, #peace, #iraqwar, #libya, etc.
- Use www.tweetdeck.com or another application to track hashtags and find people to follow. If you see people tagging #peace frequently, follow them.
- Follow local journalists, not just their news outlets.
- When people follow you, thank them! It’s good to establish relationships with other twitter followers.
- Use Follow Friday, or #FF, to let your followers know about other people you follow. It’s also a good time to find new people to follow.

Links to learn more about twitter

- Best practices: <http://support.twitter.com/entries/68916-following-rules-and-best-practices>.
- 3 Ways to Create Social Change on twitter: <http://www.twitip.com/3-ways-to-create-social-change-using-twitter/>.
- Twitter tips: <http://www.twitip.com/>
- EDF twitter Advocacy Guide: <http://www.edf.org/page.cfm?tagID=45878>

For more information: epolley@afsc.org