



Recap – Campaign Tools: Social Media

FACEBOOK – TOP TIPS

- Make a plan: when, who
- Keep posts short
 - o Focus on your 1 message and a call to action – think of your audience
- Use visuals: emojis, pictures, video
- Use features like events, groups and fundraising

TWITTER – TOP TIPS

Basics

- Make a plan: when, who
- Agree hashtags
- Follow others
- Draft a tweet – check it
 - o Have you included a hashtag?
 - o Have you tagged relevant people?
 - o Have you used images and emojis?
 - o Have you used a hyperlink to more info?
- Link your tweets to relevant activity (events)
- Share others content
- Say the same thing, many times, in different ways

Advanced tweeters

- Pin tweets
- Tag people in photos
- Create lists
- Use a scheduling app – like Hootsuite