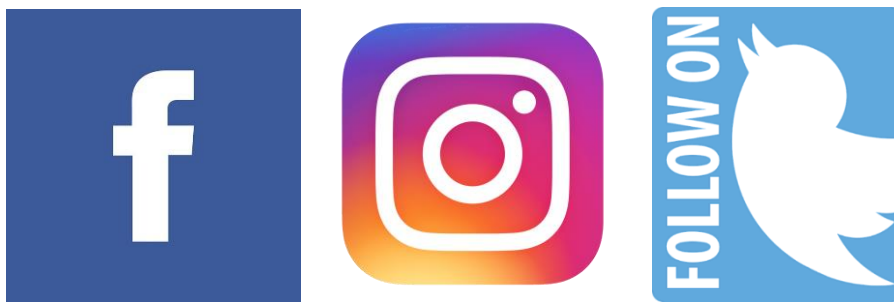




Integrating FACEBOOK/Instagram/Twitter

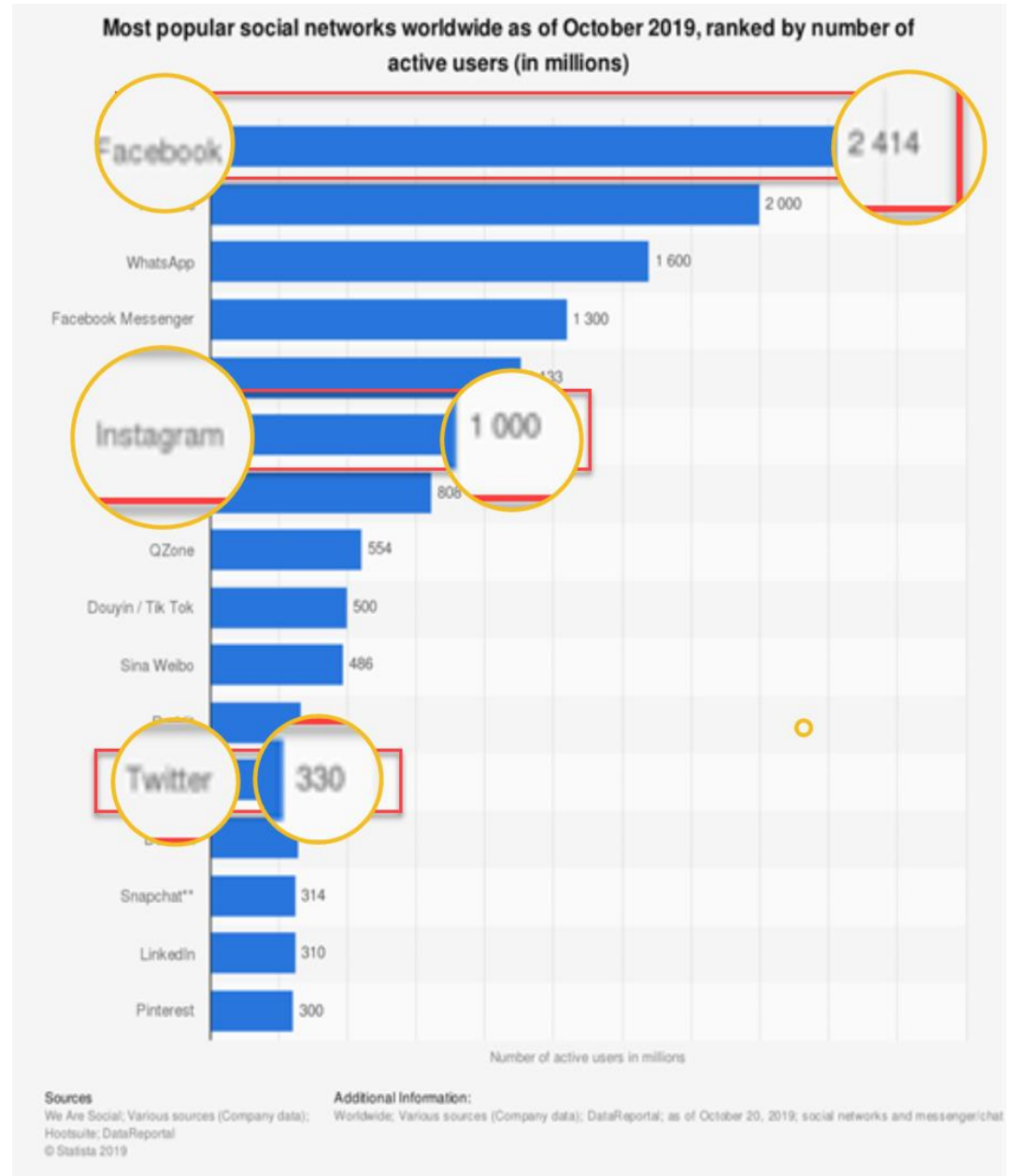


Reminder: Do not post

- Anything endorsing a political party or political candidate. AAUW is legally nonpartisan and cannot support or endorse any candidate or party.
- Anything that could be offensive on the basis of race, creed, sexual orientation, gender identity, national origin, religion, disability, age, or any similar grounds.
- Anything that is not in line with AAUW's mission.

Social Media

Where to
Spend Your
Time



Platform Focus



Instagram is dedicated mainly to pictures



Facebook is inclined towards recent updates.

Facebook encourages users to share fun elements



Twitter is more about sharing serious elements such as news.

Use by Age



Facebook has universal appeal and is the most popular social network among middle-aged (in internet terms) users.



Twitter's audience skews younger than Facebook's and is primarily a source for news.



Instagram's users tend to be very young—in their teens and twenties—and very active and loyal.

Who Uses What Tools?

Use of different online platforms by demographic groups

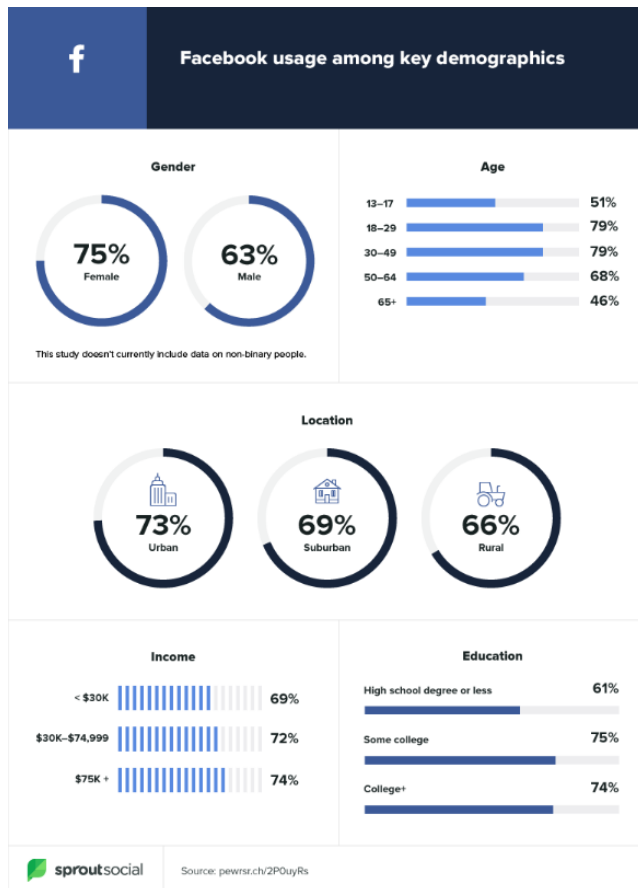
% of U.S. adults who say they ever use the following online platforms or messaging apps

	YouTube	Facebook	Instagram	Pinterest	LinkedIn	Snapchat	Twitter	WhatsApp	Reddit
U.S. adults	73%	69%	37%	28%	27%	24%	22%	20%	11%
Men	78	63	31	15	29	24	24	21	15
Women	68	75	43	42	24	24	21	19	8
White	71	70	33	33	28	22	21	13	12
Black	77	70	40	27	24	28	24	24	4
Hispanic	78	69	51	22	16	29	25	42	14
Ages 18-29	91	79	67	34	28	62	38	23	22
18-24	90	76	75	38	17	73	44	20	21
25-29	93	84	57	28	44	47	31	28	23
30-49	87	79	47	35	37	25	26	31	14
50-64	70	68	23	27	24	9	17	16	6
65+	38	46	8	15	11	3	7	3	1
<\$30,000	68	69	35	18	10	27	20	19	9
\$30,000- \$74,999	75	72	39	27	26	26	20	16	10
\$75,000+	83	74	42	41	49	22	31	25	15
High school or less	64	61	33	19	9	22	13	18	6
Some college	79	75	37	32	26	29	24	14	14
College+	80	74	43	38	51	20	32	28	15
Urban	77	73	46	30	33	29	26	24	11
Suburban	74	69	35	30	30	20	22	19	13
Rural	64	66	21	26	10	20	13	10	8

Note: Respondents who did not give an answer are not shown. Whites and blacks include only non-Hispanics. Hispanics are of any race.
Source: Survey conducted Jan. 8-Feb. 7, 2019.

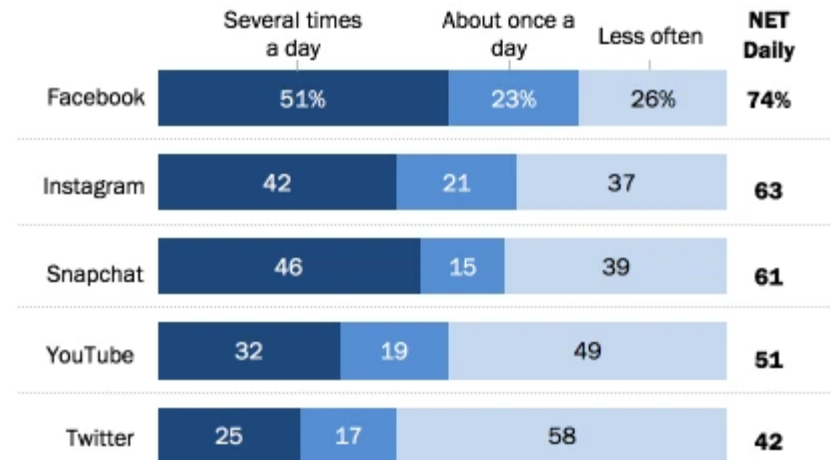
PEW RESEARCH CENTER

Facebook Usage



Roughly three-quarters of Facebook users visit the site on a daily basis

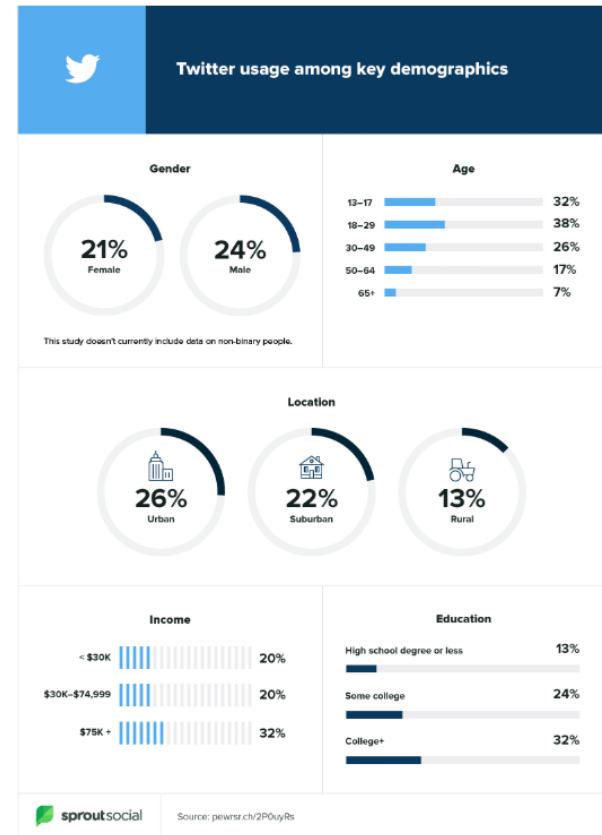
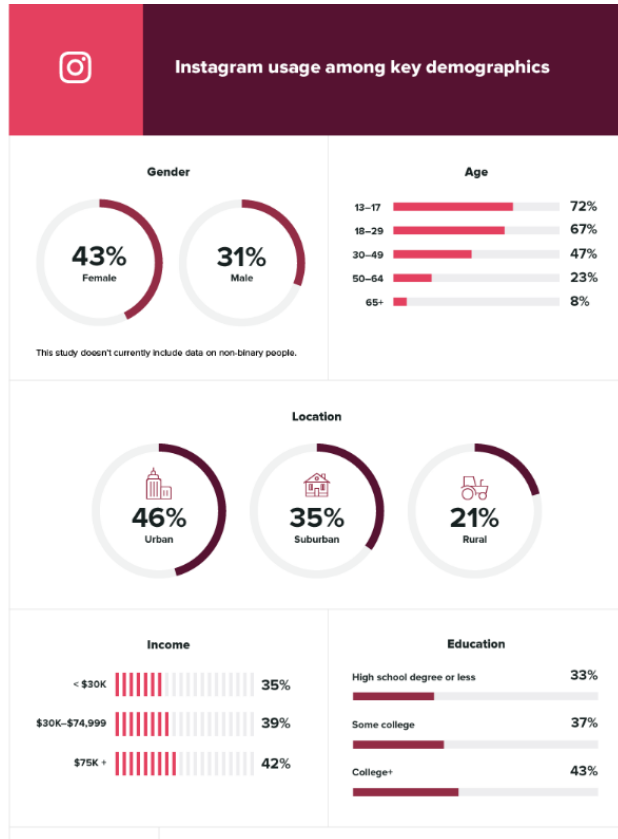
Among U.S. adults who say they use ___, % who use each site ...



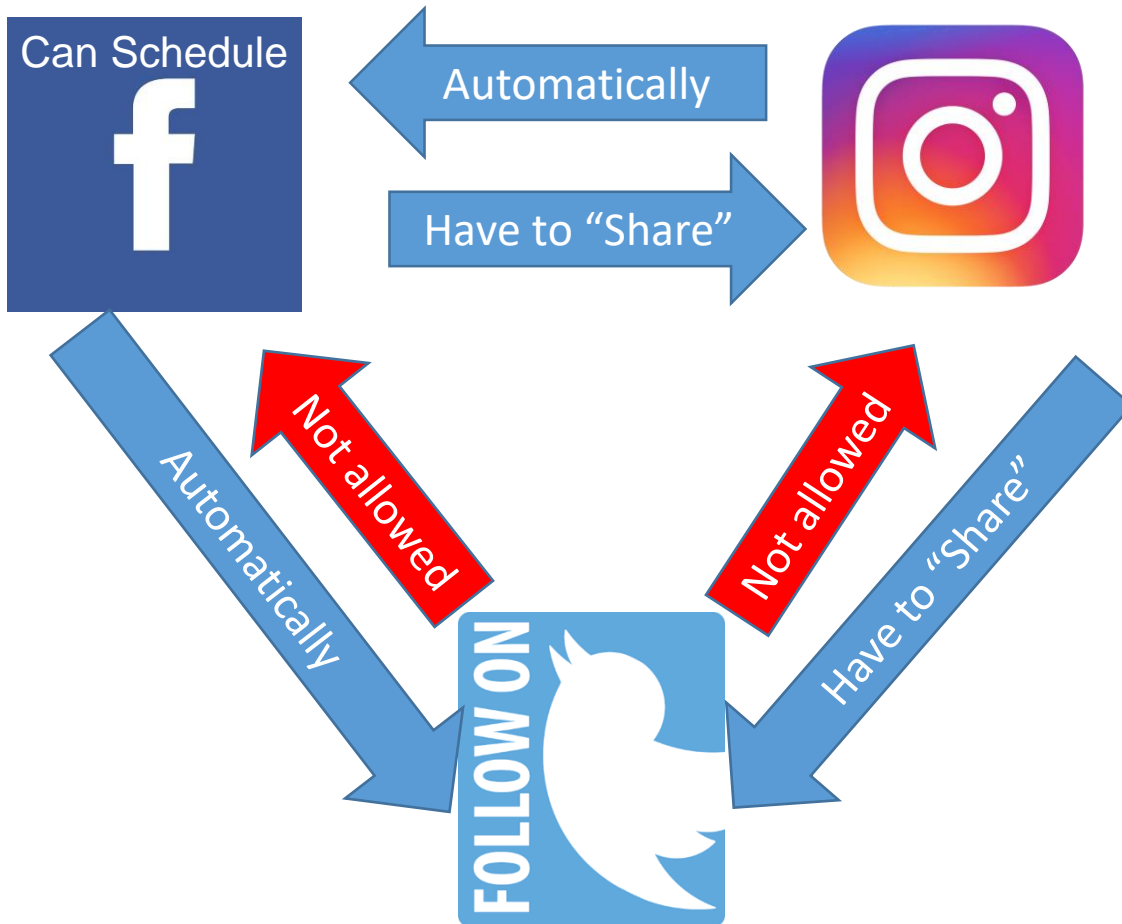
Note: Respondents who did not give an answer are not shown. "Less often" category includes users who visit these sites a few times a week, every few weeks or less often. Source: Survey conducted Jan. 8-Feb. 7, 2019.

PEW RESEARCH CENTER

Instagram and Twitter Usage



Integration?



Facebook Setup

The screenshot displays the Facebook Page settings interface. On the left is a navigation menu with various settings categories. The 'Instagram' option is highlighted with a red box, and a red arrow points from it to the right-hand panel. The right-hand panel is titled 'Manage Instagram on Facebook' and features the Instagram logo. Below this is a section for 'Instagram Account Details' which contains fields for basic information, business contact information, and private information.

Manage Instagram on Facebook

Reach more people who care about what you do by connecting an Instagram account to your Facebook Page. You'll get additional features to interact with people across Facebook and Instagram.

Instagram Account Details

Basic Information

Name	AAUW California
Username	aauwca
Website	http://www.aauw-ca.org/
Bio	Empowering women in California.
Category	Business

Business Contact Information [Sync Information](#)

Email	office@aauw-ca.org
Phone Number	
Address	
City/Town	
Zip Code	

Private Information

Email	office@aauw-ca.org
Phone Number	
Gender	Not Specified

Facebook/ Instagram Configuration

Connect your Instagram account to your Facebook account.

1. Settings
2. Choose Instagram setting
3. Add your Instagram details

The screenshot shows the Facebook page settings for 'AAUW California'. The 'Settings' tab is selected, and the 'Instagram' option in the left-hand menu is highlighted with a red box and a red circle containing the number '2'. An orange arrow points from this box to the 'Instagram Account Details' section on the right, which is also highlighted with a red box and a red circle containing the number '3'. The 'Instagram Account Details' section includes fields for Name, Username, Website, Bio, Category, Business Contact Information, and Private Information.

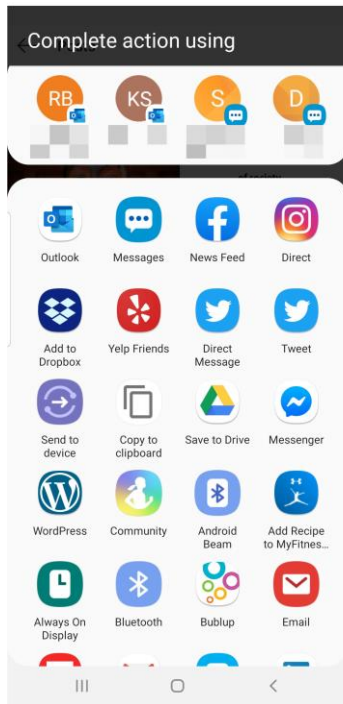
Setting	Value	Action
Page Visibility	Page published	Edit
Visitor Posts	Anyone can publish to the Page. Anyone can add photos and videos to the Page. Post moderation is turned on.	Edit
Post and Story Sharing	Post shar	
Audience Optimization for Posts	The abilit your post	
Messages	People c	
Tagging Ability	Only peo	
Others Tagging this Page	People a	
Page Location for Effects	Other pei and effec	
Country Restrictions	Page is v	
Age Restrictions	Page is s	
Page Moderation	No words	
Profanity Filter	Set to me	
Similar Page Suggestions	Choose v	
Page Updates	Page pos reach mil	
Post in Multiple Languages	Ability to	

Manage Instagram on Facebook

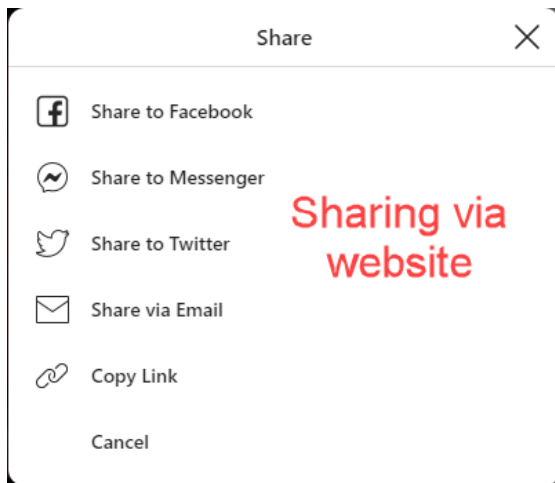
Reach more people who care about what you do by connecting an Instagram account to your Facebook Page. You'll get additional features to interact with people across Facebook and Instagram.

Instagram Account Details

Field	Value
Name	AAUW California
Username	aauwca
Website	http://www.aauw-ca.org/
Bio	Empowering women in California.
Category	Business
Business Contact Information	Sync Information
Email	office@aauw-ca.org
Phone Number	
Address	
City/Town	
Zip Code	
Private Information	
Email	office@aauw-ca.org
Phone Number	



Sharing
via
mobile



Sharing
via
website

Instagram Setup

- Set up as a business account
- Upload via mobile device only
- Sharing options vary between mobile and website

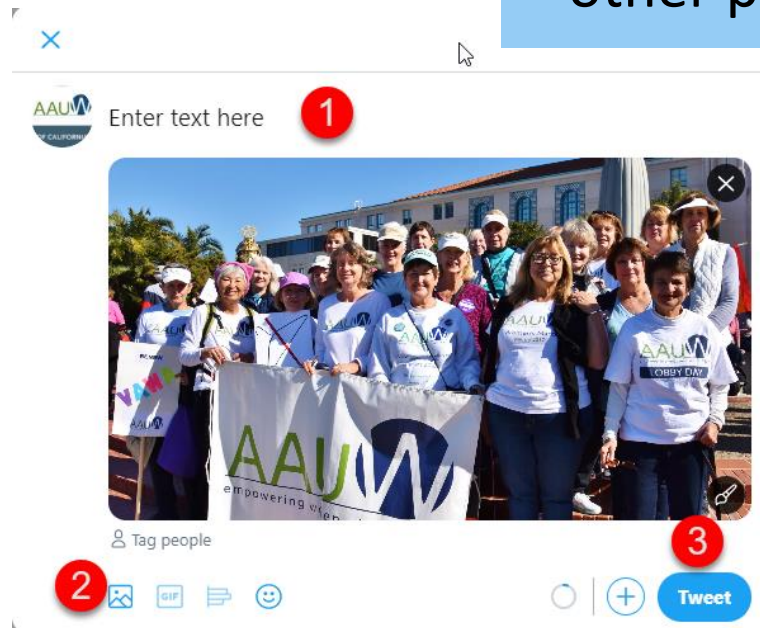
Twitter

Send a tweet

1. Enter text
2. Upload picture
3. Send

Can't "share" a tweet.

- Download picture
- Recreate on other platform



Twitter Tips

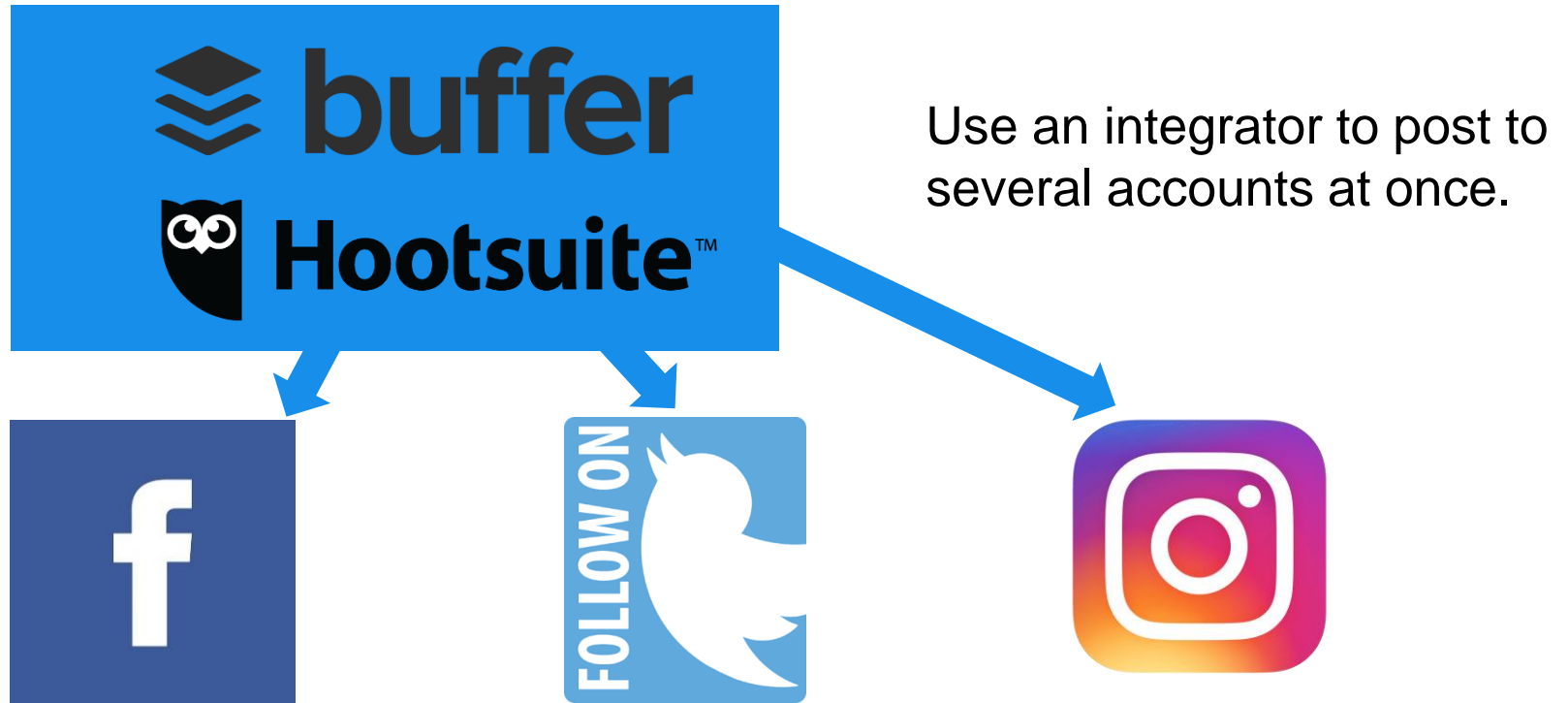
- **Use the right hashtags.** If you're not using [hashtags](#), you're more or less talking to a brick wall. Don't let that happen! Avoid creating your own hashtags, since it's incredibly hard to create hashtags that take off. Instead, do some research to [identify popular hashtags](#) about AAUW's mission and your branch's work. You can also take a look at [@AAUW's](#) Twitter feed to see which hashtags are popular and useful. Key hashtags that @AAUW uses are #EqualPay, #TitleIX #womeninSTEM, #AddWomen, and #LeadHERship. Don't forget to use local hashtags. For examples, specific hashtags often exist for state and local elections. Jump onto those existing hashtags to amplify your work and message!
- **Tweet regularly.** Don't appear inactive! It's best to tweet not more than once every hour. If you're just starting off, aim to tweet at least once a day, or about five to 10 times a week. The key is not falling dormant. To help with the lift, use a free tool like [Hootsuite](#) or [TweetDeck](#) that allows you to schedule tweets.
- **Make it visual.** You can get a [150 percent increase in retweets](#) just by attaching images. Try to [attach an image](#) to a tweet whenever possible, even if it means shortening your word count. Remember to snap photos at your events, and tweet them live. Don't forget that you can always reshare photos or images from [AAUW's Facebook Photo Album](#).
- **Perform direct outreach to key influencer groups.** Social media is all about interaction. If you follow an account, that user will receive a notification and will likely follow you back. Follow, follow, follow! It's also important to reach out to these accounts directly about your work. The goal, of course, is for them to engage and share your message.
- **Community collaborators.** Tap into the right audiences! Be sure to follow your local community groups (college campuses, high schools, nonprofits, women's professional groups, etc.), and reach out them with links and information about relevant events and programming. Don't be shy! It's [highly effective](#) to ask accounts to retweet your links. Retweets help your message reach entirely new networks, so the payoff is invaluable.
- **Members of the media.** Find the Twitter accounts for local [journalist and bloggers](#), and tweet them links to your events, announcements, or press releases. Many journalists list their Twitter handles in their bylines, or you can Google the journalist's name and the word "Twitter" to find it.
- **Elected officials.** Twitter is a great way to interact directly with elected officials, who are often highly active on the platform. Working on a petition, pushing for legislative action, or looking to thank a politician for her or his vote? Tweet the official with your message! You can also write a sample tweet and encourage your followers to tweet the link or message to the elected official.
- **Spread the word about your work and programming.** Just as with Facebook (and any other social media outlet), you always want to direct users to visit content on your own website or content that is about your branch's work. Tweet links to your events, announcements, and press releases. You can also tweet articles that mention your branch or quote your members. Tweet links to AAUW's articles, events, positions on priority issues, and more.

Confused?

Wondering
Where to
Post?



Another Option



Hootsuite vs Buffer: <https://zapier.com/blog/hootsuite-vs-buffer>



<https://buffer.com/>

Free Account Pros and Cons

- + Set up a posting schedule and forget it
- + Post up to 10 posts at a time
- + Cleaner dashboard
- Can't schedule more than 10 posts at a time



Publish Reply Analyze

Queue Analytics Settings

AAUW California 0

AAUW_CA 0

aauwca 0

1

2

3

What would you like to share?

Today JANUARY 21

7:33 AM

5:09 PM

3

Tomorrow JANUARY 22

7:33 AM

5:09 PM

Thursday JANUARY 23

7:33 AM

5:09 PM

Friday JANUARY 24

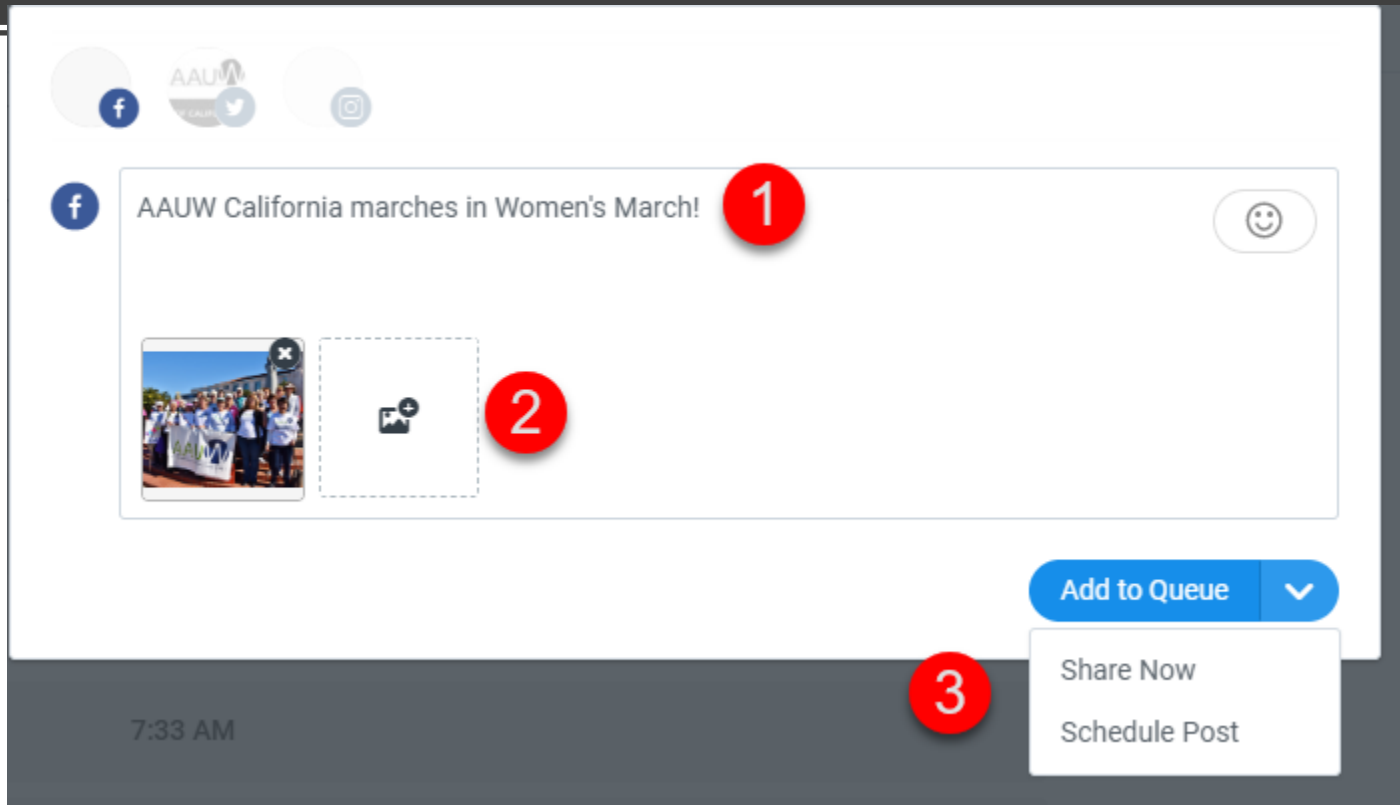
7:33 AM

5:09 PM

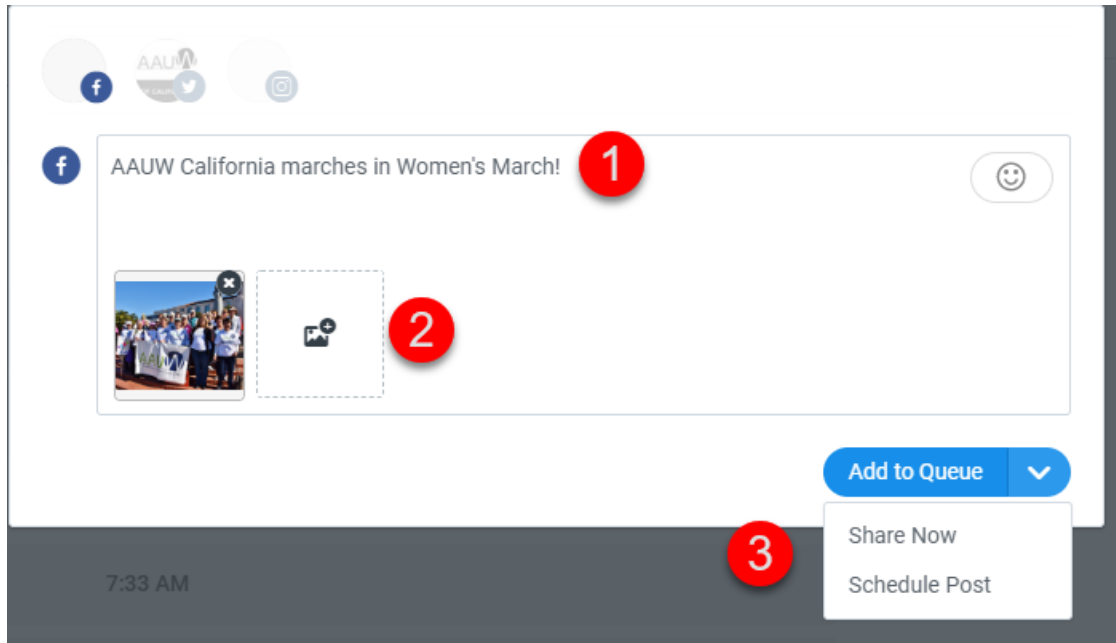
Saturday JANUARY 25

Manage Social Accounts

1. Listing of your attached accounts
2. Post from dashboard
3. Automatically scheduled times can be set up by day.



1. Dashboard of your attached accounts
2. Post from dashboard



1. Enter text
2. Upload image
3. Schedule or share now



Hootsuite™

<https://hootsuite.com/>

Free Account Pros and Cons

- + Schedule posts at a specific time
- + Post up to 30 posts at a time
- + Dashboard has more features

- Automatic scheduling is a premium feature



Hootsuite™

The screenshot displays the Hootsuite dashboard interface. At the top, there are navigation tabs for 'Streams', 'My Posts & Mentions', and 'New Tab'. A search bar is located on the right side. Below the navigation, there are three main columns of content. The left column shows a post from 'AAUW California' with a photo of a group of people holding a banner. The middle column shows a post from 'AAUW California' with a photo of a group of people holding a banner. The right column shows a post from 'Amanda Aronczyk' with text about NPR hiring a supervising editor, and a post from 'PBS NewsHour' with text about a live broadcast. On the far right, there is a 'Add a stream' section with a grid of icons for 'Home', 'Mentions', 'Retweets', 'Followers', 'Lists', 'Likes', 'My Tweets', 'Search', and 'Scheduled'. A red circle with the number '2' is positioned above the 'New Post' button, and a red circle with the number '1' is positioned above the 'Add a stream' section.

1. Dashboard of your attached accounts
2. Post from dashboard



Hootsuite™

New Post:

The screenshot shows the Hootsuite 'New Post' interface. It includes a 'Post to' section with selected accounts (AAUW California, aauwca, AAUW_CA), a text input field containing 'AAUW California joins the Women's March!', a media section with an uploaded image 'women march 2020.jpg', and a scheduling section with a calendar for January 2020. A 'Facebook Page' preview is visible in the background. A 'Facebook Audience Restrictions' dropdown is open, showing 'Timeline Photos' selected. Red boxes and numbers 1-4 highlight key steps: 1. Account selection, 2. Text entry, 3. Media upload, and 4. Scheduling.

1. Choose accounts
2. Enter text
3. Upload media
4. Choose when to post