



Facebook, Instagram, and LinkedIn

Part I - Establishing Accounts



Presentation materials:

- Download the presentation from the AAUW California website home page.
- The meeting recording, a summary Q&A document and example documents will be posted following the meeting.

Questions:

- Use the Q&A function to pose a question. We'll stop periodically to answer general questions.
- Chat has been disabled.

Welcome and Introductions



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AAUW California President-Elect
AAUW California Marketing Committee Chair

Agenda

- Social media basics
- Images
- Demos
 - Facebook
 - Instagram
 - LinkedIn
 - Hootsuite
- Website integration



Social media basics - getting started

Be consistent

- Use similar names for all accounts.
- Remember your brand
 - Logos
 - Pictures - diverse
 - Branch description
- Use a branch email address.
- Include a call to action.



Images and design are important

Images	There are many sites with free images. “Free” = No cost and royalty free Just because you can google it doesn’t make it “free.”	
	Pexels Pixabay Clipart Library	Pngmart Needpix Unsplash
Social media icons	https://blog.hootsuite.com/social-media-icons/	
AAUW logo	Currently only national logo is available. https://aauw1.sharepoint.com/sites/AAUW_Box/Documents/Forms/AllItems.aspx?id=%2Fsites%2FAAUW%5FBox%2FDocuments%2FExternalShare%2FVendors%2FBranding%20Materials&p=true	
Design tool	Canva - free and paid version	



Facebook basics

You have to have a personal Facebook page to start. You'll be adding a "page" to your account.

Page or group? Start with a page.

Facebook Page	Facebook Group
<p>Gives you a public presence. Unlike your profile, Facebook Pages are visible to everyone on the internet by default. You, and every person on Facebook, can connect with these Pages by becoming a fan and then receive their updates in your News Feed and interact with them.</p>	<p>Groups allow people to come together around a common cause, issue or activity to organize, express objectives, discuss issues, post photos and share related content.</p> <p>Can be Public, require administrator approval for members to join or keep it private and by invitation only. Like with Pages, new posts by a group are included in the News Feeds of its members and members can interact and share with one another from the group.</p>



Basic process

1. Create Facebook page (you must have a Facebook account.)
2. Add profile picture and cover photo.
3. Add admin [page role](#) to allow other people (friends) to administer the page.
4. Like other pages.
5. Invite people to like your account.
6. Announce your page.
7. Place link on your website.



Setting up your account

Facebook Page Type	“company, organization, or institution” nonprofit organization
Name Format	AAUW “branch name” (CA) Branch. Try to make your name as close to the suggested format as possible. This will help make AAUW branch pages more searchable while showing the local presence and national reach of AAUW.
Let AAUW California and AAUW National know you’ve created a Page	e-mail webteam@aauw-ca.org so we can follow and support all of the great work that you do!

YouTube Videos - how to
<https://www.youtube.com/watch?v=-BF7-d0WaAA>
<https://www.youtube.com/watch?v=trBA7xGgzjk>
<https://www.youtube.com/watch?v=DkPKtcVVtr0>



My account is set up. Now what?

Post, Post, Post	<p>As the creator of the page, you are automatically the moderator.</p> <ul style="list-style-type: none">● It's useful to have at least one additional administrator for your page.● While anyone who likes your Page can post on your wall, only those users assigned as Page "admins" can manage all aspects of the Page, including posting to the Page as your branch, sending messages, creating ads, and adding additional users as Page admins or related roles.● Facebook statuses of around 40-80 characters perform best.
Set up a social media calendar	<p>Consider assigning board members to post on a specific day of the month.</p>
Link your Facebook page	<p>Embed your Facebook link into your website Link your social media accounts (Twitter, Instagram) so you only have to post once.</p>
Get "likes"	<p>Like similar pages. Ask your members to "like" your page. Ask them to invite their friends to "like" your page.</p>



When's the best time to post?

If you have limited time to post, choose a consistent time and stick to it.

You can also “schedule” your posts ahead of time.

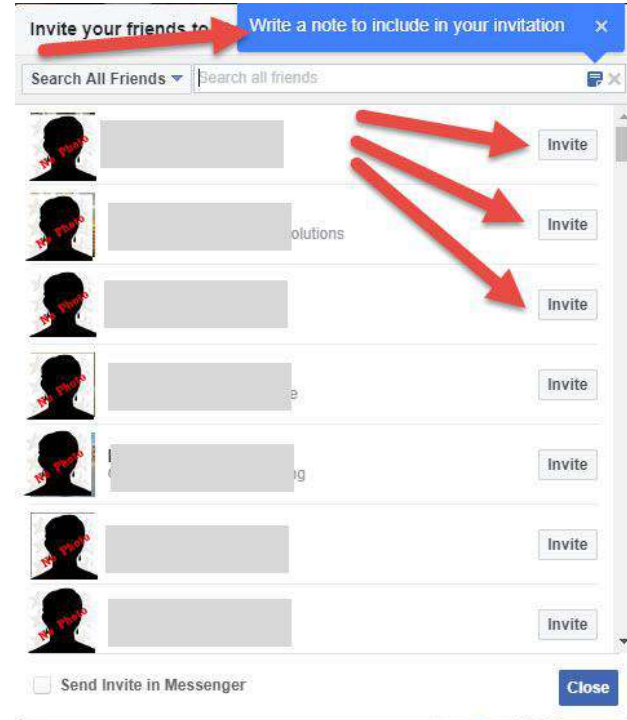




Where can I find content?

- Share content that you like from your own page.
- Seek out other pages that have similar content.
- Share URLs.
- Post branch events.
- Post items from your newsletter.
- Tag people (with their permission.)
- Remind branch leaders/members to alert your social media coordinator about interesting news.

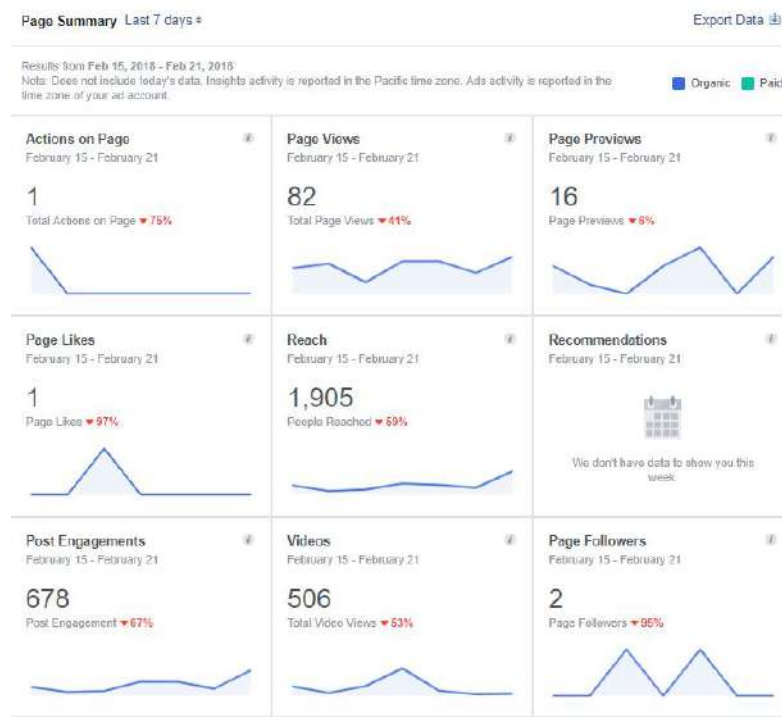
Getting more “likes”





It's not all about "likes"

- Engagement is KEY
 - Likes, Shares, comments, reach. Encourage dialogue by responding to comments.
 - Ask members to "share" and/or comment on your posts.
 - Drive them back to your website for more information.
 - Videos get the best responses.





Oh No! (We got a negative comment)

- Resources:

- <https://marketingland.com/10-tactics-handling-haters-facebook169322>
- <https://www.practicalecommerce.com/how-to-deal-with-negative-comments-on-facebook>

Sample Facebook comment policy



We welcome you and your comments to the Facebook page for [COMPANY NAME].

This site intends to inform and engage with the fans, friends, family members, and other businesses, entities, or interested persons of [COMPANY NAME].

You are encouraged to submit comments, questions, and concerns, but please note this is a moderated online discussion site and not a public forum.

Once posted, [COMPANY NAME] reserves the right to delete submissions that contain vulgar language, personal attacks of any kind, or comments we deem to be offensive or disparaging.

Further, [COMPANY NAME] also reserves the right to delete comments that:

- *Contain spam, advertising, solicitations or include links to other sites;*
- *Are clearly off topic or disruptive;*
- *Are obscene, vulgar, or sexually explicit. This includes masked words (***), acronyms, and abbreviations;*
- *Are chain letters, pyramid schemes, or fraudulent or deceptive messages;*
- *Promote particular services, products, or political organizations or campaigns;*
- *Infringe on copyrights or trademarks;*
- *Advocate illegal activity;*
- *Violate any policies of [COMPANY NAME].*

Please note that the comments expressed on this site do not reflect the opinions and official position of [COMPANY NAME].



Instagram basics

- Instagram's users tend to be very young—in their teens and twenties—and very active and loyal.
- People come to see Instagram images and videos.
- Posts are short. 138 to 150 characters is optimal. Captions are truncated at 125 characters.
- Links are not available in Instagram posts.
- Links are available in Instagram stories (24 hour posting.)



Setting up your Instagram Account

1. Create account on your phone.
2. Start with a personal account - change to professional account.
 - a. Gives you analytics, contact button, scheduling.
3. Link to your Facebook account.

YouTube Videos - how to
<https://www.youtube.com/watch?v=mnAlI8h6ZhA>
<https://www.youtube.com/watch?v=1x9OqU8stzA>



LinkedIn basics

- LinkedIn is a powerful online networking tool used by >750 million professionals to connect people in industries, and colleagues of colleagues
- Recruiters use as research tool to identify job candidates.
- Organizations/Companies and individuals post news and comment on others' news items.
- The ideal length for a LinkedIn status is around 100 characters. The “See More” button cuts off messages at about 140 characters.

YouTube Videos - how to

<https://www.youtube.com/watch?v=jh5eDSMPvjE>

<https://www.youtube.com/watch?v=qG4NF-2tt4c&t=142s>

<https://youtu.be/27BTcka64wQ>

Hootsuite

- Link all your social media accounts on one page.
 - Post the same information to all accounts at once.
 - Post different information to different accounts.
 - Schedule information to post.
- Save a copy of a post and alter for different days/accounts.
- Use the free version or upgrade to premium.
 - Free = limited number of scheduled posts

YouTube Videos - how to

<https://www.youtube.com/watch?v=Ztk6PXD1EjU>



Add social media to your website sidebar

1. Log in to your website as administrator.
2. Choose **customize** from the menu bar.



Note: These instructions are for websites using the AAUW National template



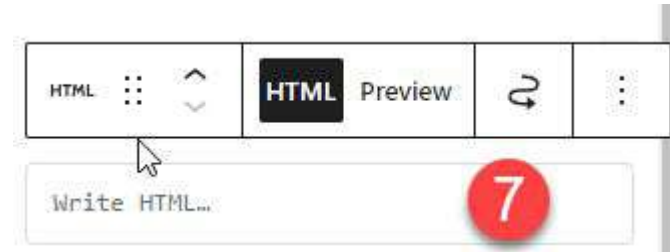
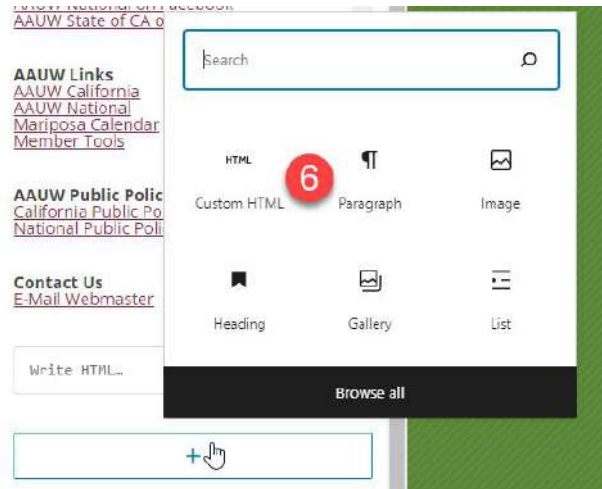
Add social media to your sidebar

3. Choose **Widgets**.
4. Choose **Main Sidebar**.
5. Add a new section (+).

The screenshot displays the website customizer interface. On the left, a sidebar menu lists various customization options: Site Identity, Colors, Header Image, Background Image, Menus, and Widgets. The 'Widgets' option is highlighted with a red circle containing the number 3. The main content area shows the 'You are customizing Widgets' section. Below this, there are two informational messages: 'Your theme has 2 other widget areas, but this particular page doesn't display them.' and 'You can navigate to other pages on your site while using the Customizer to view and edit the widgets displayed on those pages.' The 'Main Sidebar' widget area is highlighted with a red circle containing the number 4. At the bottom of the 'Main Sidebar' area, there is a plus sign (+) and a red circle containing the number 5, indicating where to click to add a new section.

Add social media to your sidebar

6. Add **Custom HTML** widget.
7. **Write HTML.**





HTML for sidebar

1. Copy the text to your custom HTML widget.
2. Replace yellow text with your social media link.
3. Replace pink text with the image URL from your website media library.

```
<div style="text-align:center"><a  
href="https://twitter.com/aauw" target="blank"></a></div>
```

This is your social media account.

This is the image you want to use.

Next Steps

- Create your social media accounts.
- Add links to your website.
- Begin posting.
- Learn more about how to create the perfect message.
- Attend [Facebook, Instagram and LinkedIn – Your Key to Outreach – Part II](#)
 - February 22nd, 7 pm