
Facebook and Instagram, Part II - Creating a good message



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



Sandi Gabe

AAUW California President-Elect
AAUW California Marketing Committee Chair



Nancy Turner

AAUW California Social Media Committee
AAUW California Communications Committee

Agenda

Getting Started

- Message Basics
- Content
- Call to Action
- Timing
- Images

Demos

- Facebook
- Instagram
- Hootsuite



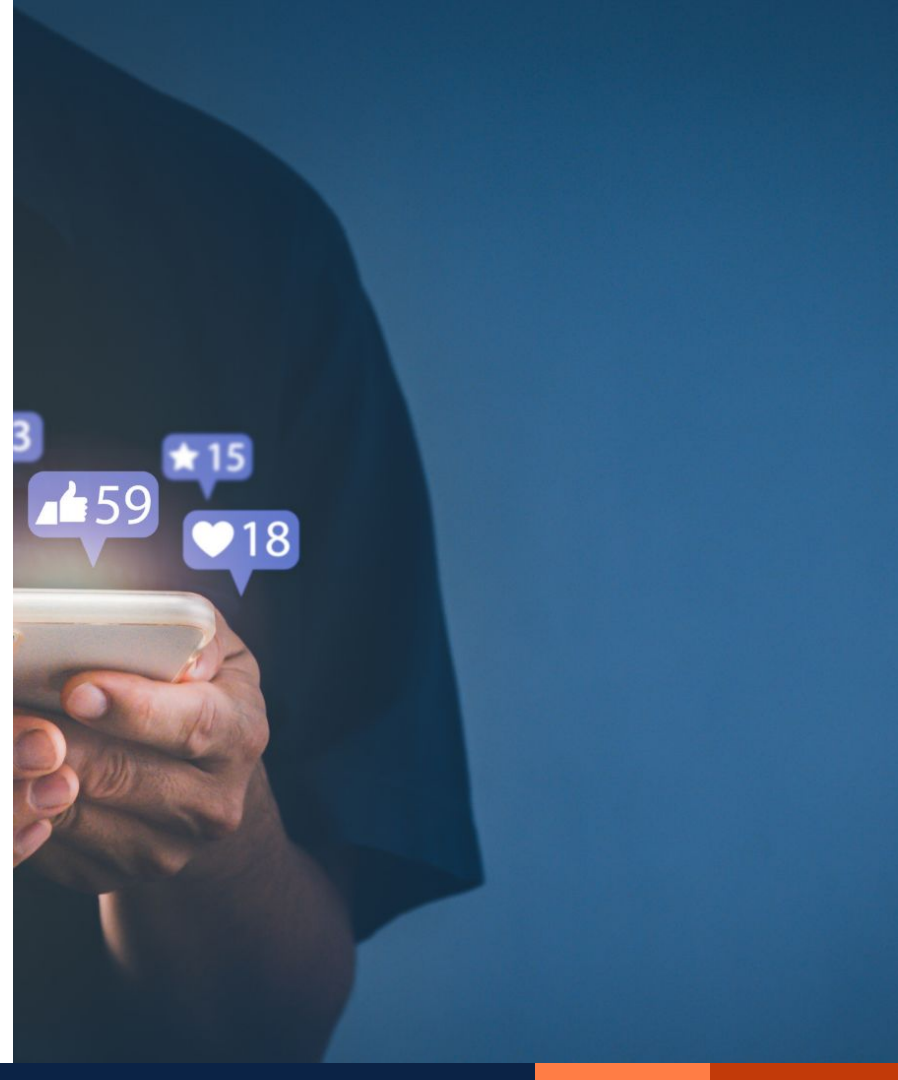
Who's in the "Room"

Poll 1

- Do you have a Facebook or Instagram account?

Poll 2

- What is your role in maintaining your branch Facebook account
- What is your role in maintaining your branch Instagram account



Message Basics

- Have a clear message with valuable information.
 - Shorter posts are much more likely to deliver a clear message.
 - Avoid unnecessary tangents, wordy sentences and bad grammar.
 - Include statistics, reports, or other data you think will make your fans go "WOW!"
- Include a Call To Action (CTA.)
- Keep your branding consistent.



Where Can I Find Content?

- Share content that you like from your own page.
- Seek out other pages that have similar content. Review AAUW National and California news feeds for content that matches AAUW purpose.
- Share URLs. It will automatically embed an image.
- 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.

Creating New Content

Message Ideas

- Call out a demographic or statistic.
- Tell a story.
- Share a video.
- Start or end a post with a question. Questions are the bait for engagement!
- Share a link (can be part of your CTA.)
- Create a list of topics and assign to others to expand.

Call to Action

A call to action (CTA) is a written directive used in marketing campaigns. It helps encourage visitors to take the desired action.

- Provides direction to know what to do next
- Creates a sense of urgency
- Encourages people to stay/get engaged



Get their attention

- Text hyperlink
- Button
- Plain text with no link

Provoke emotion or enthusiasm

Use strong words such as:

- Try, Get Started, Subscribe, Sign Up, Join
- Download, Get, Grab, Claim, Take advantage of
- Learn More, See More, See How, Start, Find Out, Check it Out
- Click here, Continue, Swipe Up
- Register for the free webinar

Call to Action Samples



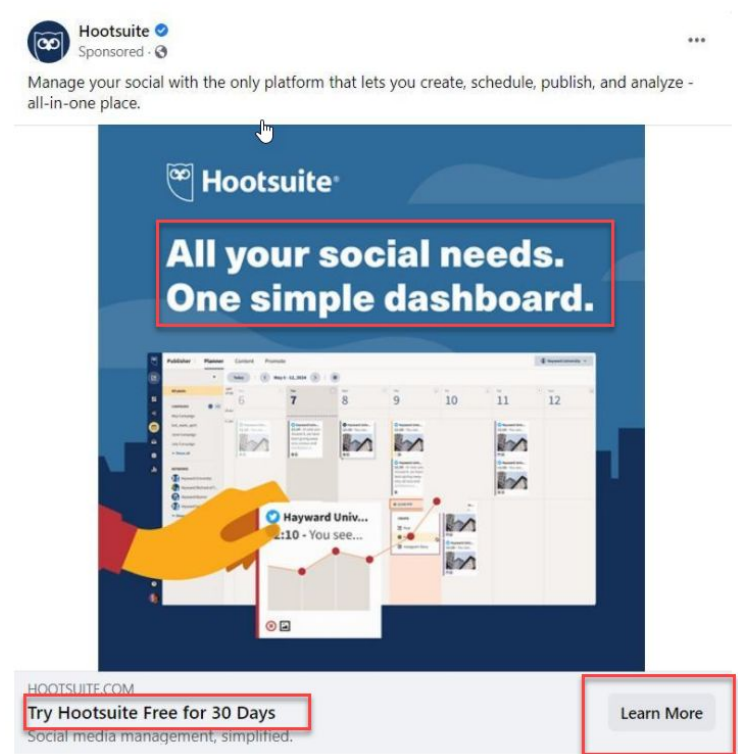
DIGITAL MARKETING

4 Weeks **FREE** Online Course

START NOW

THERE'S MORE IN YOU

This advertisement features a vibrant, multi-colored splatter background. The text 'DIGITAL MARKETING' is prominently displayed in large, white, bold letters. Below it, '4 Weeks FREE Online Course' is written in a smaller font. A dark blue button with the text 'START NOW' is positioned in the lower center. In the bottom right corner, a white box contains the text 'THERE'S MORE IN YOU'. A mouse cursor is visible near the top left of the image.



Hootsuite Sponsored

Manage your social with the only platform that lets you create, schedule, publish, and analyze - all-in-one place.

All your social needs. One simple dashboard.

Try Hootsuite Free for 30 Days
Social media management, simplified.

Learn More

This advertisement shows a screenshot of the Hootsuite dashboard. The dashboard interface includes a calendar view for the month of May, with dates 7 through 12 visible. A hand icon is shown interacting with a notification for 'Hayward Univ...'. The text 'All your social needs. One simple dashboard.' is highlighted with a red box. At the bottom, a red box highlights the offer 'Try Hootsuite Free for 30 Days' and another red box highlights the 'Learn More' button. The Hootsuite logo and name are at the top left of the dashboard area.

Call to Action Resources

- [40 examples from Hubspot](#)
- [15 Call To Action Examples \(and How to Write the Perfect CTA\)](#)
- [CRO glossary: Call to action: a definition](#)
- [Hootsuite CTA](#)
- [Canva - Creating calls to action that actually convert](#)



When's the Best Time to Post?

Facebook

1pm – 3pm on during the week and Saturdays.

Engagement rates are 18% higher on Thursdays and Fridays.



Instagram

Weekdays between 11 am to 2 pm CDT is the optimal time frame for increased engagement.

Tuesday is the best day.

Source: [Buffer](#)

Source: [Hubspot](#)

Schedule Your Posts

Simplify the process and create a social media content calendar so you can keep track of deadlines.

Keep it simple by using a spreadsheet or use a tool such as Hootsuite or schedule within Facebook.

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 Actions

- “Like” other pages - this will add content to your feed.
- Create a Post
- Create an Event
- Add to your Stories - visible for 24 hours
- Create Groups



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>



Ideal Facebook Post

- Is a link
- Is brief - 40 characters or fewer
- Is timely and newsworthy

Focus on QUALITY over quantity.

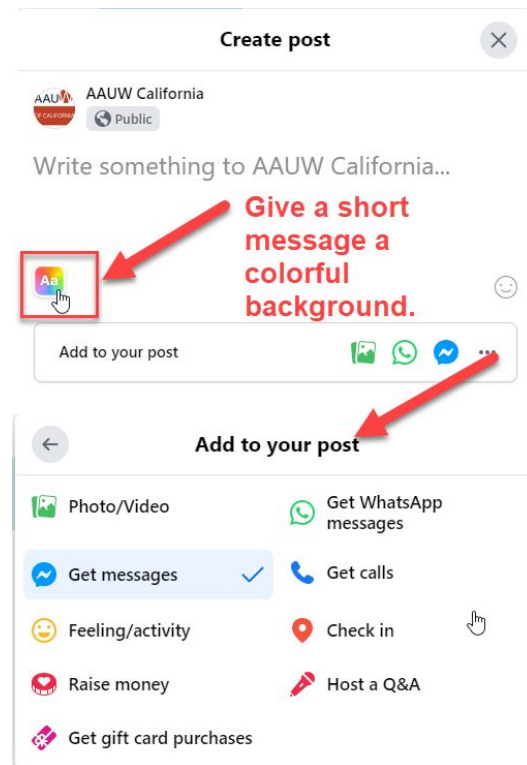
- Your content needs to stand out for the right reasons.
- If it's boring or offends your audience, you won't get the engagement you need to connect with more people (no matter how often you post).





Facebook Post Ideas

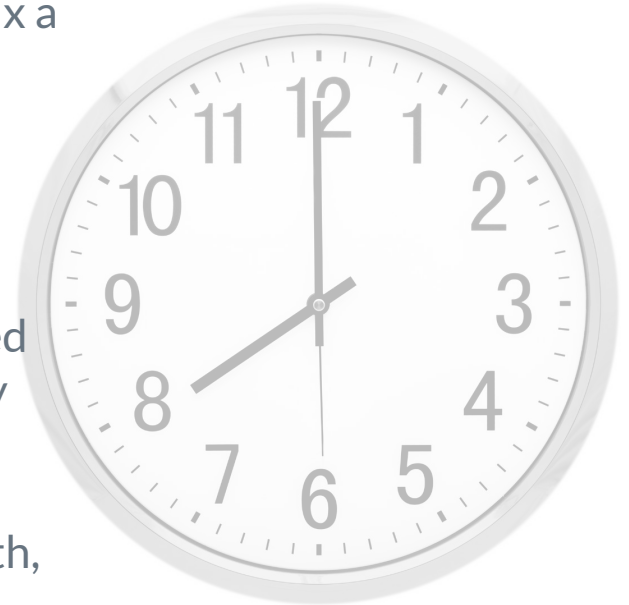
- Use emotional words to create connection and grab attention. Tongue-tied? Use a [thesaurus](#).
- Write your posts as a Facebook graphic to gain attention
 - Select the colorful box icon at the bottom of your Facebook post box and choose the background you like best.
 - Ideal for short posts.





Facebook Post Frequency

- Experts suggest posting once a day (or around 5x a week.)
- Is more better?
 - Businesses with >10,000 followers saw increased number of clicks when posting more than once per day.
 - Businesses with <10,000 followers received 50 percent fewer clicks per post when they published twice per day.
- Can't commit to 5x/week?
 - Brands that posted just 1-5 times per month, saw their engagement nearly double!
- Schedule your posts



Facebook Post Dimensions & Image Sizes: Cheat Sheet 2022



Facebook Profile images:

- Profile Photo: 2048 x 2048 pixels; ratio 1:1
- Cover Photo: 2037 x 754 pixels; ratio 2.7:1

Facebook Page images:

- Profile Photo: 2048 x 2048 pixels; ratio 1:1
- Cover Photo: 1958 x 745 pixels; ratio 2.63:1

Facebook Event images:

- Profile Photo: N/A
- Cover Photo: 1000 x 524 pixels; ratio 1.91:1

Facebook Photo Posts images (in the News Feed):

- All aspects: 2048 pixels (width)
- Square: 2048 x 2048 pixels
- Portrait: 2048 x 3072 pixels
- Landscape: 2048 x 1149 pixels

Facebook Link Post images (in the News Feed):

- Featured image: 1200 x 628 pixels

Source:

<https://www.postplanner.com/ultimate-guide-to-facebook-dimensions-cheat-sheet/>



Ideal Instagram Post

- Image, Image, Image!!!
- Links are not allowed. Use a QR Code in the image instead.
- Instagram shortens your caption after three to four lines, so include important details in the beginning.
- Put your call to action at the beginning.
- Ideal length 125 - 150 characters
- Use hashtags to get noticed.



Instagram - What's a Hashtag?



- A combination of letters, numbers, and/or emoji preceded by the # symbol (e.g., #NoFilter).
- A way to categorize content and make it more discoverable
- A clickable link. Anyone who clicks on an Instagram hashtag or conducts an Instagram hashtag search will see a page showing all the posts tagged with that hashtag
- A tool to increase your visibility



Instagram - Why Use a Hashtag?



- When you use a hashtag, your post will appear on the page for that hashtag.
- People can also choose to follow hashtags, which means they could see your hashtagged post in their feed even if they don't follow you (yet).
- You can use up to 30 hashtags on a single Instagram post. Aim for 1-3.



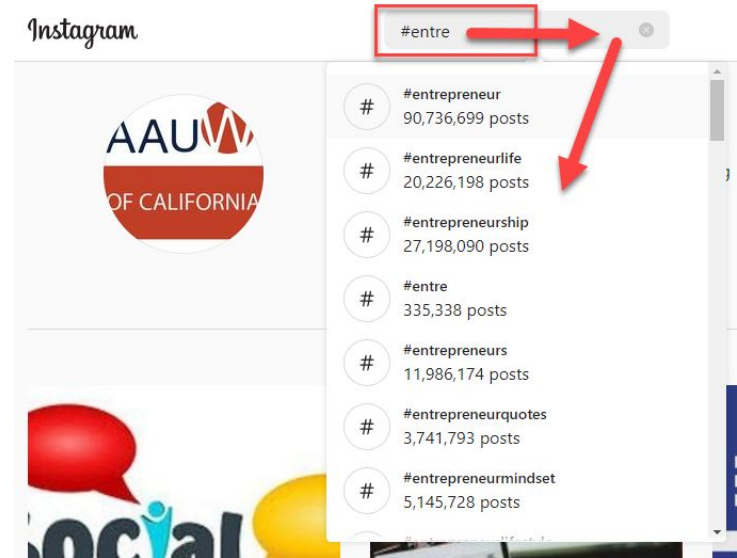


Instagram - How to Find a HashTag

See what people are following!

Some examples

- #aauw - 9,267 posts
- #salarygap - 331 posts
- #equalpayforwomen - 8,923
- #womenempoweringwomen - 4,465,778 posts



[Instagram Hashtags 2022: The Ultimate Guide](#)
[370+ Top and Trending Instagram Hashtags To Increase Likes and Follows in 2022](#)



1:52 • 11:11 • 50%

← Posts

saucw

Free Webinar SPONSORED BY AAUW

From Corporate America to Entrepreneurship- How Do We Transition?

Guest Speaker

Laura Hall
Consultant with WHYZ Partners

February 22, 2022
12 PM - 12:30 PM

Registration Link | www.aauw-ca.org

View Insights Boost Post

Liked by [santamonazuw](#) and 3 others

saucw Don't miss this fantastic FREE opportunity. You don't have to be an AAUW member to participate.

View Insights

Boost Post



Instagram Character Limits

- Instagram Caption Character Limit: 2,200 characters
- Instagram Hashtag Limit: 30 hashtags
- Instagram Bio Character Limit: 150 characters
- Instagram Username Character Limit: 30 characters
- Instagram Ads image/ video: text – 2 rows of text
- Instagram Ads Carousel image/ video: text – 90 characters
- Instagram Ads (all types) – no image can be more than 20% text

Other Tools

- Links - keep them short and test them
 - [Bitly](#)
 - [short.io](#) custom link shortener to create a clean and branded short link!

Facebook Tools

Facebook Algorithm

<https://www.socialchamp.io/blog/facebook-algorithm/>

[Facebook Post Dimensions & Image Sizes: Cheat Sheet
2022](#)

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>