Facebook, Instagram, and ~~LinkedIn~~

Part II - Creating ~~the perfect~~ *a good* message

Revised!

AAUW of California

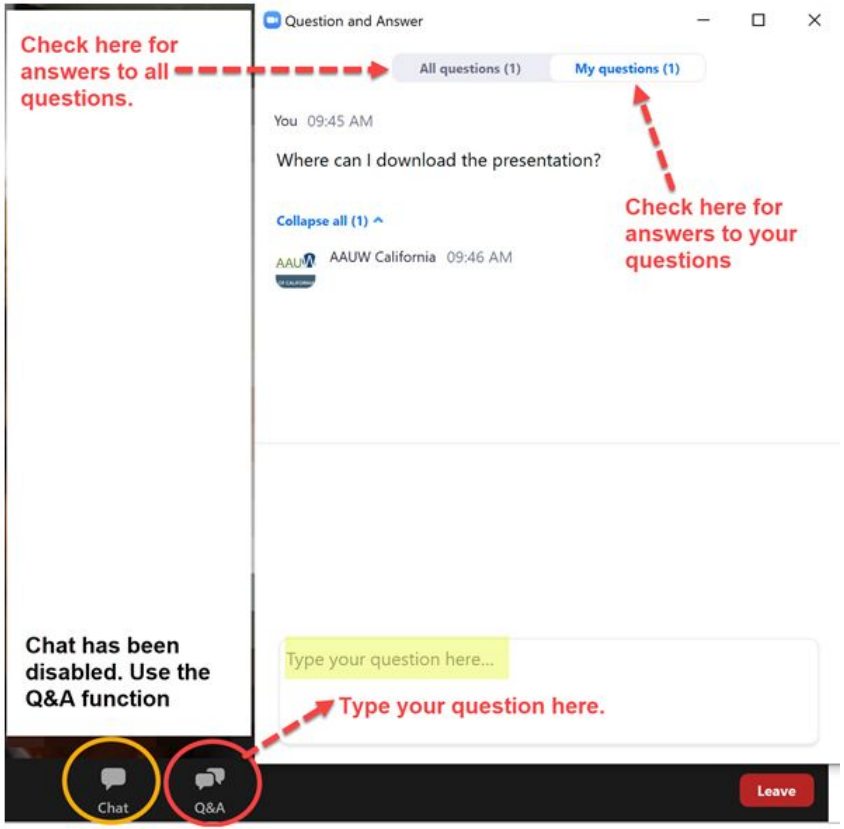
Welcome

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.



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Welcome and Introductions

Sandi Gabe
AAUW California President-Elect
AAUW California Marketing Committee Chair

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AAUW California Social Media Committee
AAUW California Communications Committee

AAUW of California

Agenda

Getting Started

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

Demos

- Facebook
- Instagram
- Hootsuite

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.

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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

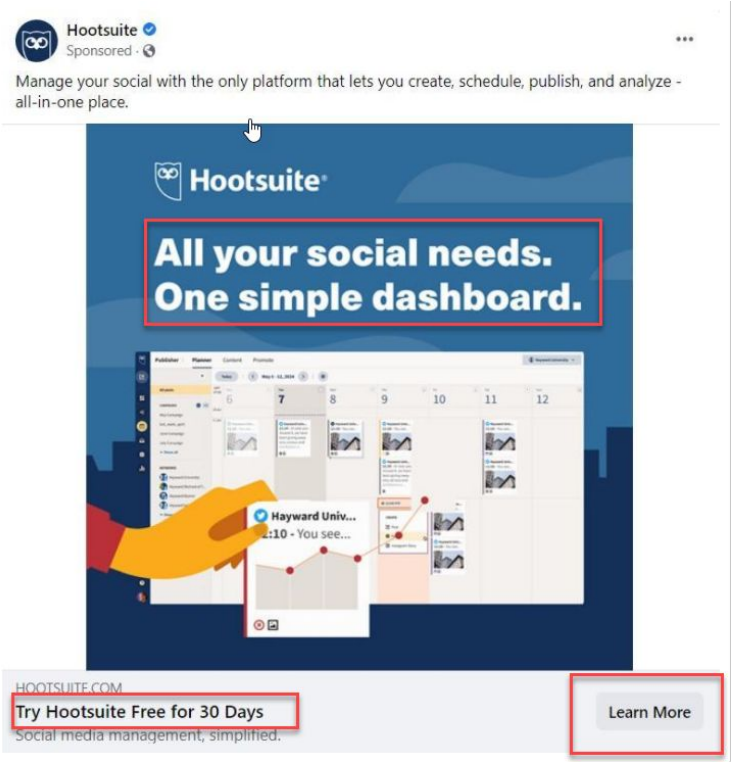
- Text hyperlink
- Button
- Plain text with no link

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

Provoke emotion or enthusiasm

Call to Action Samples



Call to Action Resources

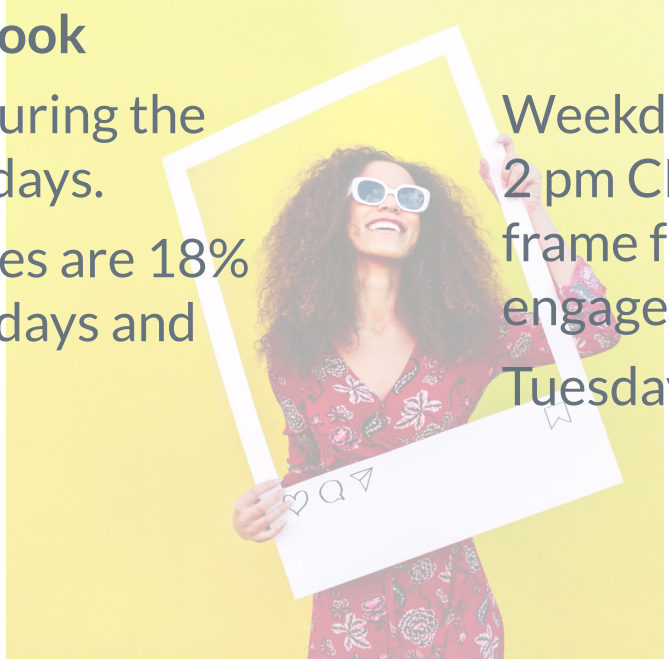
- 40 examples from Hubspot
- 15 Call To Action Examples (and How to Write the Perfect CTA)
- CRO glossary: Call to action: a definition
- Hootsuite CTA
- Canva - Creating calls to action that actually convert

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
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.	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. 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.

Ideal Facebook Post

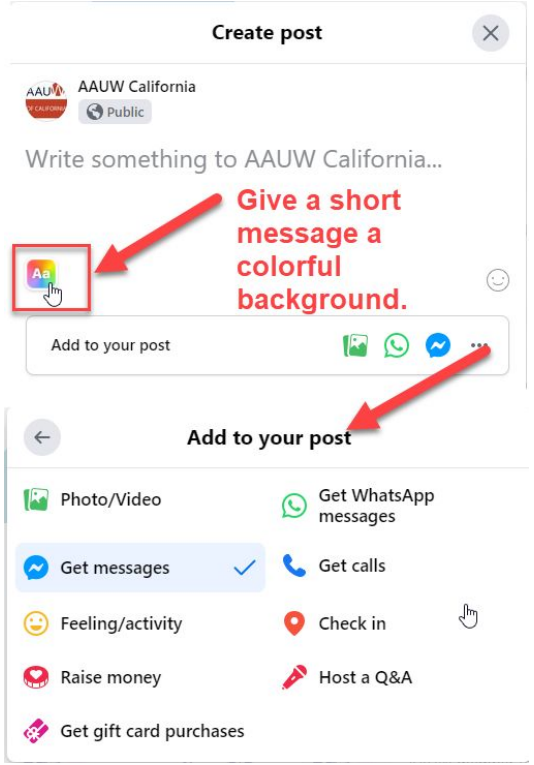
- Is a link
- Is brief - 40 characters or fewer
- Is timely and newsworthy

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).

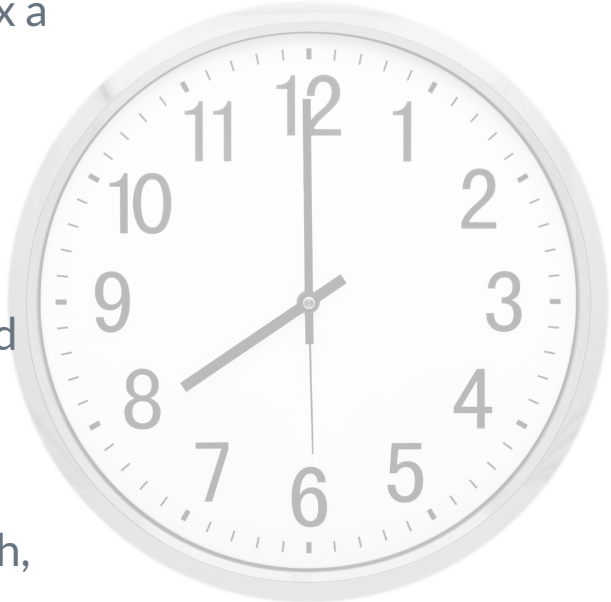
Facebook Post Ideas

- 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?

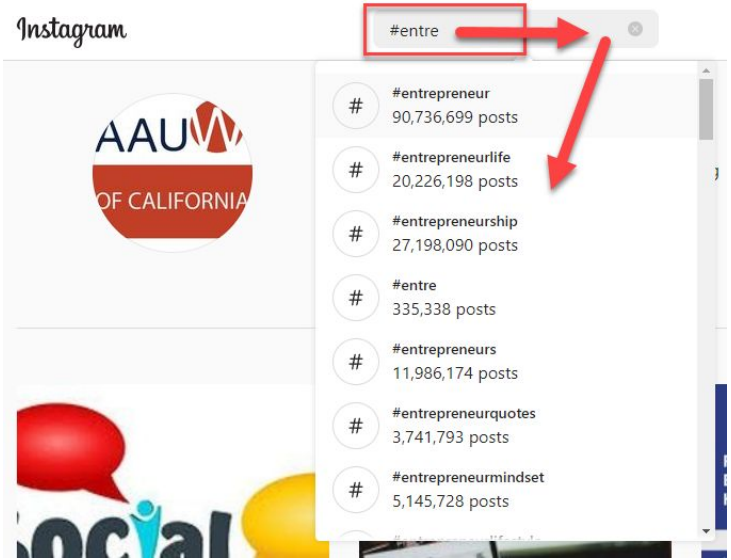
- When you use a hashtag, your post will appear on the page for that hashtag.
- People can also choose to follow hashtags, which means they could see your hashtagged post in their feed even if they don't follow you (yet).
- You can use up to 30 hashtags on a single Instagram post. Aim for 1-3.

Instagram - How to Find a HashTag

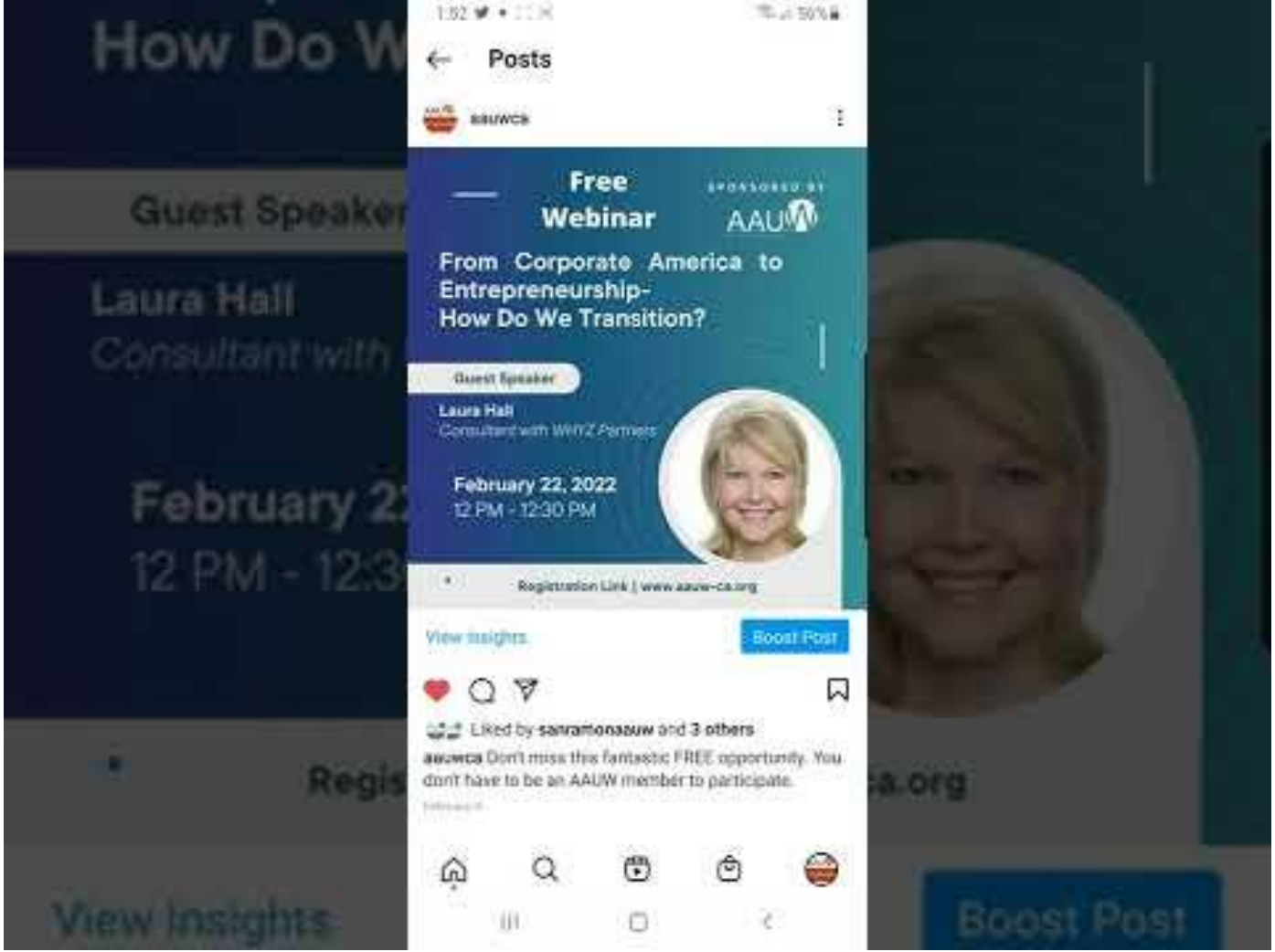
See what people are following!

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]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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