Basics

How Can Social Media Engagement Help Your Chapter Save the World?

- **Reach more people**
- **Share content** about issues that matter with people who might not know about your organization and your work
- **Connect digitally** with people who wouldn’t otherwise have access to your organization
- **Get more people to follow/ like/ share your page** and its contents
- **Take credit for the work that you do** and elevate and amplify the work of partners and allies
- **Engage in and participate in movement moments** in ways that are not limited by geography
- **Engage with younger generations**, who often participate in social justice activities online and use social media as a major organizing tool
- **Engage with people who have accessibility issues** and can only participate in movements and actions digitally or online
- **“Show up” for a movement** - you want people to know that you were a part of an issue campaign/rally/action/march/etc.
- **Get more people to take action on issues**
- **Small donor engagement**
First Step: How to Set Up an Account

FACEBOOK FOR YOUR ORGANIZATION
• Go to facebook.com/business and click “Create a Page” in the top right hand corner. Select the option that matches “organization.”
• Fill out your organization name and contact info and upload a profile picture (your logo) and a cover photo.
• Make sure to use images and language that reflect your brand.
• Follow instructions to fill out your profile and bio.

TWITTER FOR YOUR ORGANIZATION
• Go to twitter.com and select the option to “Sign Up” for an account.
• You’ll need to set up a name (this will be the displayed name for your organization) and list either a working phone number or email.
• Click “next” and set up your preferred Twitter handle, i.e. @username (this will be the name people use to tag you in posts, e.g. @PSR or @CNN.)
• Follow instructions to fill out your profile and bio.
Branding

Twitter Handles and How to Choose Yours

- Your Twitter handle is your Twitter username
- Your Twitter handle should ideally be short and sweet for easy tagging (e.g. we use @PSRnuclear not @PhysiciansForTheTotalEliminationOfNukes)
- Choose your name for Twitter and Facebook accounts wisely - use either the official version of your name or the one’s that’s most popular/ recognizable
- Don’t use a name format that could be confused for another organization
- Stay consistent when possible across platforms
- Your bio and other descriptions should be short and should include a link to your website and any other social media accounts to increase exposure
Starting to Post

Terminology 101

- Tweet/ Post: a message published publicly on a social media account
- Twitter Handle: the “username” for an account; an “@” symbol followed by a name which is then used to tag your organization’s account in posts (e.g. @psrnuclear)
- Reach: a number representing the estimated potential audience for an account or an individual post; can be unpaid (organic) or paid (sponsored)
- Tagging: including another account’s handle in your post to get their attention or draw attention to them, e.g. “Congrats @nuclearban on winning the 2017 Nobel Peace Prize”
- Influencers: people or social media accounts with a large following on one or more social media platforms
- Algorithm: a formula that a social media platform utilizes to predict and curate content for each user and to determine trending/ popular content, based on a series of calculations about each user’s past behavior and expressed interests, and generally popular topics and social media accounts; Twitter and Facebook each have different algorithms which are regularly updated, and these algorithms help determine how much reach a post or an account will probably have
What’s a Hashtag and Why Use It?

- “#” symbol followed by a word or phrase, used to identify posts on a specific topic and used to draw attention to an aspect of a post, e.g. #TacoTuesday
- Use relevant hashtags (e.g. #nuclearban) in all Twitter posts
- You can use trending (popular) hashtags and link them to your work
- Check hashtagify.me to see which versions of hashtags are most popular with users

PSR Nuclear Weapons Abolition
@PSRnuclear

#InThe80sWe were on the front lines of the #nuclearban movement, working to prevent the ultimate disaster #nuclearwar. That critical work continues today.
How Can I Tell What’s Trending on Twitter?

• Twitter makes it easy – Twitter trends automatically appear in the left hand corner of your Twitter feed when you log in – check out the sidebar next to your feed
• You can see the most popular topics or hashtags in your area, the country, or worldwide- to change what area or region Twitter focuses on for your individual account, click “change” at the top of the sidebar to adjust the type of location Twitter tracks (see example on right)
• Make a habit of checking trending topics and hashtags whenever you log in, and try to incorporate relevant ones into your organization’s content when you can
Say It with Images

• Include images or graphics with text posts whenever possible
• Images or videos automatically increase the potential reach of your post
• Post your photos or videos of an event/rally in real time

• Graphics illustrate your point and add a compelling visual element to your posts
The Mercury and Air Toxics Standards (MATS)

protect against exposure to mercury, which can damage the brain of developing fetuses, infants, and young children.
Use Graphics to Tell Stories

- Prepare graphics or images to share in advance of a major event
- Other organizations may have photos or graphics you can use for an event
- If your organization does create its own graphics, always share/post those first and brand them with your logo
- Tag partners and other participants in event photos to increase exposure for your organization – and for them, too
When to Post- General Guidelines

- **Post on Facebook and Twitter at least twice a day, ideally 3-4 times a day** (no more)
- **Time your posts to be shared at peak hours of the day** (e.g., in the morning right as people get to work, afternoon lunch, evening during rush hour)
- **Research** what time of day works best for top performance and **experiment with scheduling posts** to find out what works best for your organization
- **Start posting regularly** if you haven't already done so. Post at least once a day on each of your social media accounts and build up your routine to 3 times a day when you have capacity to do so, even if your following is very small, or you’re just starting to be active on social media, or you’re not sure if you know what you’re doing. You will easily get into the habit of posting often
- **The social media algorithms for both Facebook and Twitter strongly favor active accounts that post regularly** over ones that don't
- Not sure where to start? **Borrow from PSR national social media accounts**- feel free to share content from us, or post about the same articles or themes we do. (Feel free to tag us, so we can amplify your posts!)
Pay Attention to Notifications- Facebook

- **Check your notifications** and engage with people who comment on your pages or leave reviews or message you privately.
- **You can always control content** that gets posted on your Facebook page, including hiding, reporting or deleting offensive content.
- In general, **the more you engage with your audience, the better**.
- **Don't feed the trolls, but do respond to other comments, messages, and questions**.
Tag Allies and Influencers- Twitter

- Add to your own organic (non-paid) reach by tagging other entities, especially entities who have equal or greater follower counts
- Your potential organic reach is automatically increased to include followers of entities you tag

![National Museum of American History](https://i.imgur.com/3gQ5Q5G.jpg)

#NationalBowtieDay is a good one to take a selfie with a lab coat worn by @BillNye in our "T is for Television" display, which closes September 4. s.si.edu/2wmhCgJ

6:40 AM - 28 Aug 2018

169 Retweets 1,635 Likes
Pay Attention to Trending Topics

- **Follow major news stories and topics that are trending** and use relevant ones in your posts - note popular hashtags on Twitter and popular topics on Facebook
- **Weigh in on news stories** that are relevant to your issue areas
- **Note what your partners and allies are sharing** and amplify their insights or contribute your own
Don’t Forget: It’s Only Social Media

- Social media users have a sense of humor. Funny posts are just as welcome as serious, on-brand messages.
- Don’t sweat your metrics. It takes time to build followers and influence. We can’t all be Neil deGrasse Tyson.
PSR and Chapters Can Build Social Media Power Together

Make Use of Your Best Allies

- Whether you've got a large social media following or are just starting to build your online brand and strategy, one key tool to building your influence is to use the network of allies you've already got to build your social media reach- and that means sharing content posted by partner organizations and individuals and asking them to do the same for you.

- **You are a great asset**- you represent the health voice, speaking out on issues that matter- when you post regular content that informs others and shows your perspective, more people will get to see the work you do and the voice with which you speak- and more people will come to value your work.
  - Make a habit of retweeting or sharing core partners' posts and tagging them or emailing them to let them know you've done so (if you email people, include links to your posts!)

- **Your biggest ally is always PSR National!** Let us know when you post, and we can help amplify your content. We share as much content from chapters as we come across, but we don’t always see your posts- let us know what you’re up to, and we’ll give your social media content a boost, and we’ll also give you a shout out in our own content. When in doubt, email Olivia at oalperstein@psr.org. She'll be happy to assist.

- **Use PSR's social media toolkits that we send around as inspiration and start making your own toolkits** when you've got something interesting to share. Send these around to core allies. These help PSR build our brand. Ask us how- it's easy to create toolkits like a pro!

- Don't worry if you don't start getting a ton of engagement overnight after starting to use these strategies — especially if you've only just started posting regularly to your account(s). Twitter and Facebook algorithms are also unpredictable for many small nonprofits who don't do paid outreach or ads and have small follower counts—don't sweat the numbers when you first start out.
Social Media Pro Tips: Twitter

- **Schedule your posts ahead of time if you can**
  - Use Tweetdeck (free and downloadable online) or Buffer or Hoot Suite (both paid programs that offer scheduling options, measure metrics and track post performance, and create shortlinks)
  - Try posting in the morning, afternoon, and evening at key times when people will be arriving to work, on a lunch break, or heading home in the evening

- **Never post a full URL! Shorten your hyperlinks.** If you use a program like Buffer, these will automatically be shortened for you when you draft a post. Full URLs look strange on Twitter, because they’re cut off. Don’t have a paid program? **Use bit.ly—simple go to this free website, sign up for an account, and then copy and paste your URL.** Use the new URL on social media, and you will be able to track clicks on it in real time whenever you log into your bit.ly account.

- **Jump on the bandwagon when you can!** Participate in any and all relevant Twitterstorms (moments when a whole bunch of partners tweet about the same hashtag/topic at the same time) and trending topics (hashtags and topics that are shared the most at any given moment). Your posts get an extra boost from posting about a topic when that topic is trending, even if it’s only in your local area (e.g. Wisconsin partner organizations tweeting about air pollution at the same time.)

- **You don’t have to do all the legwork!** A lot of times, organizations working on a given topic will develop social media guidance for important campaigns, issues, or events. Email organizers and ask them- and feel free to copy and paste tweets from the messaging guidelines they send. The same thing goes for graphics and any other content organizations give their partners permission to use.

- **Tag relevant social media partner accounts** if you are posting something as part of a mass Twitterstorm or as part of a partner effort, and especially if you’re using a graphic someone else gave you permission to use. Make a habit of giving your partner organization(s) a shout out. For example, PSR national is participating in a year-long Healthy Air For All campaign- we always tag @LungAssociation when we post about it, because ALA is the creator of the campaign and we want them to see and be able to track posts.
about the campaign. Make sure not to tag too many people or organizations at once, though.

- **Pay attention to the features you can and cannot use with mobile and desktop aspects of Twitter.** Sometimes, you won’t be able to tag your partner organizations in a photo if you’re on the mobile version of Twitter. Sometimes you won’t be able to schedule tweets effectively. Test out what features work and which don’t with each of your devices and plan ahead accordingly.

- **Live tweets:** stuff that happens in the moment, shines in the moment. “Live tweeting” means posting about an event right as it’s happening. Quotes from speakers or key takeaways and updates are a great way to show your followers you’re “in the room,” so to speak, when something’s happening. Post using hashtags (ask an event or rally organizer if you’re unsure what hashtag to use), feel free to link to a livestream, and don’t worry about tweet multiple times in less than an hour. Be careful, though—too many tweets in a short time frame can sometimes mean some of your tweets will get lost in the shuffle. We recommend posting a couple of times over the course of the event, tagging different speakers or organizations, but don’t go overboard.

- **Your posts represent the PSR brand as a whole.** We don’t endorse candidates for office or post partisan content. Likewise, we prefer to attack the issue, not the person. We shy away from posts or topics that would be deemed too partisan for a 501(3). PSR chapters have many different movement spaces in which they engage, so sometimes our allies will post content that we cannot. When in doubt, feel free to ask PSR national.

- **Don’t feed the trolls!** This is intuitive, but not always instinctive. Don’t engage with accounts who are purposefully trying to bait you, be divisive, or spread false information or defamatory remarks. Feeding them by engaging them makes them stronger and more likely to reengage.

- **Do respond to people who engage your account in a good way.** This builds rapport. If someone replies to your tweet, you can like or retweet their post- or respond with a message of your own. You can also direct people to your website or ways to take action. You can even follow up with people via Private Message, if they have that enabled, but use that judiciously.