



## Helpful Social Media Tips

This resource provides tips on promoting your mission and content using social media.

### What should I promote on social media?

You can promote anything you put online on social media. If you have a Children's Mental Health Acceptance event, Twitter chat, or a graphic you developed, promoting it on social media is a great way to reach your audience.

Here are some examples of things you can promote on social media:

- Facebook events
- Twitter chats
- Live events
- Studies and research
- Social media campaigns (online marketing campaigns in which businesses leverage social media to increase brand awareness and build client relationships.)
- Graphics
- Promoting development efforts, such as Giving Tuesday

### Which platforms should I use?

You should decide where to promote your materials based on which platforms your audiences are on. If you want to reach middle-aged females, for example, Facebook is your best bet. If you want to reach youth and teens, Instagram or TikTok may work better for that audience.

Know where your audience is and meet them there. Dedicate some time to researching where your intended audiences are engaging. However, you should have a realistic idea of how much capacity your team has to maintain that presence. Social media platforms require a considerable amount of time to maintain, so be sure you've mastered one before moving onto the next.

### What should I include?

Each platform has specific requirements and best practices. If you are promoting on Twitter, you may not use the same language or content as you would use on Facebook or Instagram.

#### Below are a few best practices for all social media platforms:

##### 1) Include a "Call to Action." (Tell your readers what they can do.)

This may be for example, registering for an Awareness event or just clicking a "Like" button. Whatever your post is, there should be a suggested action for the user to keep them engaged with your content.

##### 2) Include a link when appropriate.

Don't just reference an event, etc.—include a link to the web page that contains detailed information. Since social media is geared toward short-form content, give your users a brief snapshot of what it is you're showing them and then direct them to where the information is kept.



### 3) Visual Content:

- Audiences are more likely to gravitate to visual content – whether it's graphic, photos, or videos.
- For example, tweets with visuals get three times more likely to get engagement than those without. On Facebook, Facebook posts with photos receive an average 37% increase in engagement.
- **It's not just photos – visuals include:**
  - Videos
  - Carousel posts (multiple photos or videos)
  - GIFs
  - Illustrations
  - Infographics
  - Animations
  - Memes
- **Accessibility: Consider using alt-text descriptions.** Alt-text allows people with visual impairment to better understand visuals. Facebook, Twitter, LinkedIn and Instagram now provide fields for alt-text image descriptions.

### 4) There are many free resources (with free tutorials) that will help you create images without investing a lot of time. Below are two:

- [Canva](#)
- [PicMonkey](#)

### 5) Include relevant hashtags and handles.

- One of the strengths of using social media to promote your content is that you can leverage relevant audiences to send out your message to a wider group of people. Make sure that when you promote specific campaigns or reference a user, you mention the individual or organization in the post. As events and campaigns often have specific hashtags associated with them, make sure you add those hashtags when applicable; the organizations running those campaigns will be looking for content.

### 6) Here are a few guides on how to tag on different social media platforms:

- [Facebook](#)
- [Twitter](#)
- [Instagram](#)