

Digital Best Practices and Guidance

The following memo outlines digital best practices for Instagram, Facebook, LinkedIn, and Twitter. The document also includes tips and guidance for recruiting and working with influencers.

Cross Platform Best Practices

Post Regularly

Being able to grow your following and increase your reach is directly tied to how often you post, so always aim to post consistently. The more content you share, the more opportunities you create to engage users and grow your following. However, there is such a thing as posting too much so remember to be strategic. Below is the recommended frequency for each platform:

- **Instagram:** 3-7 times per week
- **Facebook:** 1-2 times per day
- **Twitter:** 1-5 times per day
- **LinkedIn:** Personal pages should post 3-5 times per week. Companies should post at least once per week in addition to resharing content.

Engage with Others

Engage with your existing community, and utilize the Explore/Trending Page and hashtags to engage with new people/organizations that are within your target audience. Follow similar accounts and share their content, comment on their posts, and interact with their Stories to build relationships and grow your audience.

Consider Paid Options

High performing posts can be great to boost with money so they have increased reach and interest from audiences. When boosting your posts, you determine the budget you are comfortable spending – with the minimum spend set at \$1 per day.

Utilize Different Content Forms

A variety of content keeps users interacting and engaging for longer. Each platform allows for a variety of posting formats (videos, carousels, single-image posts, etc.).

Monitoring Your Engagement

It's crucial to monitor engagement and growth overtime to learn exactly what works and what doesn't. You want to be able to view your profile insights, which can be access through the administrative view in the settings of the account, and determine what sorts of content your audience values most, because those insights will inform decisions about how to grow and what types of content to post (videos, carousels, single-image posts, etc.).

Optimize Your Account

Before putting in work to get more followers and engagement, we recommend optimizing your public-facing page to be more engaging. You want to be able to give people a good idea of who you are, what you do, and why when they visit your profile – that way they’ll be more inclined to follow you. Here are some recommendations on what you should include:

- Change the profile picture so the thumbnail is recognizable.
- Consider changing the header picture to something with more information about who you are and what you do — or a more action-oriented photo.
 - You can possibly add text to the image — a mission statement, tagline, etc.

Instagram

Post at the Right Times

When you post on Instagram, it’s important to post at a time that allows you to interact with your audience when they’re online, making it more likely for them to engage with your posts. The best way to decide what time to post on Instagram is to share content at different times and monitor your analytics and see which posts have the highest engagement.

Use Hashtags

Using hashtags on Instagram helps you get your content seen by people who don’t directly follow you, but search the hashtags you use on their Explore page. Leveraging hashtags relevant to your organization throughout your posts will allow people to find your posts, discover your profile, and follow you.

Content Design

It’s important to design your content so that it’s able to drive high value actions from users, such as saves, shares, and clicks. One way to do this is to divide your content into different categories, such as educate, entertain, and invite. For example, do you want someone coming away with more knowledge about your area of work, to laugh/smile, or to take action?

Facebook

Implement a Video Strategy

Facebook is becoming heavily reliant on video content, and it’s no longer enough to just use images in your post lineup. Here are 4 best practices to follow when posting videos on Facebook:

- **Create a short intro trailer for longer videos:** A short three - to five-second intro trailer that hooks your audience is the best way to keep them interested in the valuable content you’re looking to convey.
- **Don’t make long videos:** Keep your video length anywhere between one to five minutes to convey your message.

- **Add captions:** Videos with captions tend to perform better on every engagement metric – impressions, views, and likes.
- **Use the correct aspect ratio:** The optimal video aspect ratio on Facebook is 4:5.

Avoid Using Hashtags

Although hashtags are important to include in your content strategy for other platforms, you should avoid using hashtags on Facebook as they make posts look less organic and overly promotional.

Respond to Your Page Messages

Facebook is a platform for you to connect with your audience and really understand their wants, needs, and feelings about your organization. Answering your page messages—albeit requires constant attention—is the perfect way to connect with your audience on a granular level. Responding to your page messages in a timely fashion is important because Facebook will display a badge on your page denoting the fact that you are very responsive if you have:

- A response rate of 90% or more
- A response time of less than 15 minutes

Twitter

Utilize Lists to Sort Content Easily

Create lists for finding content — lists like media outlets, coalition members, etc. Monitor these to see what is happening among these circles. Making lists public also acts as a tool to gain followers — they will get a notification that they've been added to a public list (make sure the list name is positive and professional!)

Monitor Trending Hashtags

For anything relevant to your work that you could leverage — trending hashtags have increased visibility in the feed, and can help you reach more people. Follow tweets using the hashtags from your hashtag bank, a list of relevant hashtags you keep up with, — these can be added as lists to a Twitter management platform like Hootsuite, or you can manually search in Twitter.

Make Your Own Tweets Engaging

For Twitter, this means keeping posts short and sweet when possible — you have 280 characters to use, but that doesn't mean you have to use them all. Often, shorter tweets are easier to read and lead to more engagement. Content that is useful for your followers — tips, tricks, guides, etc. are likely to be engaged with and shared.

Utilize The Ability To Pin Tweets

Pin a highly engaged-with tweet to the top of your profile that gives people a good example of what you do and what your mission is. To pin a tweet, first find the Tweet that you want to pin. Then, click on the inverted triangle on the top righthand corner of the Tweet. This opens a menu with different options for enhancing your

Tweet. Within this menu, choose “pin to your profile page.” Finally, wait for the confirmation, refresh, and confirm that the pinned tweet is indeed at the top of your profile.

LinkedIn

Complete Your Page Profile

When setting up your LinkedIn account, aim for close to 100% completeness on your page profile and continually optimize your profile. Pages with complete information get 30% more weekly views.

Utilize Keywords

Users share a lot of detail when building out their profile (company, job title, years of experience, skills) and all of it is targetable. Incorporate keywords and phrases into the About tab overview that clearly represents who you are and what you do so that it's easy for other users to find your page and content.

Influencer Outreach Guidance

Enlisting the support of influencers, someone in your niche or industry with sway over your target audience, in campaigns is one of the best ways for organizations to message directly to your target audiences, increase awareness, and drive action. To find influencers there are two main paths: pay-to-use influencer marketing platforms, such as [Upfluence](#), allow you to streamline your search process and outreach, or alternatively, simple keyword searches on the platforms you want to use can be just as effective in finding the right influencer for your campaign. Below are some additional best practices for influencer outreach:

Cast a Wide (But Tailored) Net

When identifying and vetting the ideal influencers for outreach, it's important to develop a longer list of options rather than getting settled on a few ideal candidates. The general rule is to take the total number of people you wish to work with and multiply by 10 to determine your outreach — so if you want 5 partners, reach out to 50. This approach to outreach will accommodate slow replies and potential availability conflicts, while also ensuring you are able to find a healthy number of partners interested in collaborating.

Have Opportunities at the Ready

Before reaching out to influencers, internally align on your goals for the partnership and the specific role the influencer will play. Once your goals are established, develop a creative brief overviewing the collaboration and ask(s) for the influencer. This way, once the influencer agrees to the collaboration, you can plug them in immediately. We recommend creating a spectrum of ideas from lower lift things — such as posting pre-drafted social copy — to more time consuming tasks, such as creating awareness videos or participating in local events.

Customize Outreach

When identifying and vetting the ideal influencers for your campaign, it's no secret that customized outreach will be more effective for your campaign. You don't need to force it, but simply be authentic and share why you feel the influencer would be a great fit for your brand, and give specific examples as to why. If you are able to pay influencers for their collaboration, be sure to include "Paid Opportunity" in the subject line of your outreach in order to generate more interest.

Be Patient

It's rare for an influencer to respond quickly but waiting is not a reason to be discouraged. We recommend following up only after 2 weeks of not hearing back and waiting at least 4 weeks before crossing them off your list. Once an influencer agrees to be a partner, continue to be patient because it typically takes 6 weeks for execution of the task to actually occur. This 6 week timeline accommodates initial outreach, answering any questions the influencer may have, getting the influencer familiar with your brand and messaging, having the influencer create content, providing feedback to the influencer's submitted work, and having the content finalized then posted online.