

BASICS

Know your goal

Know your audience

Know what you want to share

Know where you want to share it

Create, Post and Share!



Content Checklist

WEB

- Headline
- Tagline
- Content
- Tags

SOCIAL

- Call to action
- Image/video/content
- Tags/hashtags

EMAIL

- Subject: Call to Action
- Content
- Correct links

Creative tools

For creating visual content

- ▣ Canva
- ▣ Any paint app on your computer
- ▣ <https://buffer.com/library/free-images/> for what “free” really means and several sites and <https://www.canva.com/learn/free-stock-photos/>

For checking in and sharing on social

- ▣ Directly on the site/search
- ▣ Hootsuite or other shared posting service
- ▣ Google alerts

For link shorteners, tracking, checks

- ▣ Bit.ly, tinyurl, etc. (free link shortening services, helpful to track)
- ▣ Twitter Card Validator

Engagement Ideas and Good Practices



Post daily



Use images



Be personal



Mention people



Listen



Encourage readers



Monitor



Run contests



Build partnerships



Pose a question



Host a weekly/monthly
Twitter chat



Schedule

Content Calendar Inspiration

There are MANY Social Media and Content Calendars available online for free or at a cost, but having a plan as basic as this can work equally well. The key is planning and amplifying what you and others are doing.

Sample Social Media Plan, May-June 2022

Your Communications

- Topics/focus for the month(s)
- Newsletter/blog features to share

Inspiration: Affinity Months

- National Speech and Language Month (May)
 - Weekly Tweets, share related org materials
- National AAPI Heritage Month (May)
 - Weekly Tweets, share related org materials
- LGBTQ+ Pride Month (June)
 - Weekly Tweets, share related org materials

Inspiration: Holidays

- Memorial Day (May 30)
- Juneteenth (Observed Monday, June 20)

Inspiration: Recognition Weeks and Days

- Global Day of Parents (June 1)
 - <https://www.un.org/en/observances/list-days-weeks>
 - <https://nationaldaycalendar.com/june-overview/>
 - <https://nationaldaycalendar.com/june-weekly-observations/>

Inspiration: Unit/Division Events

- Your own events and activities
 - And more: <https://exceptionalchildren.org/events>