

Social Media Guide



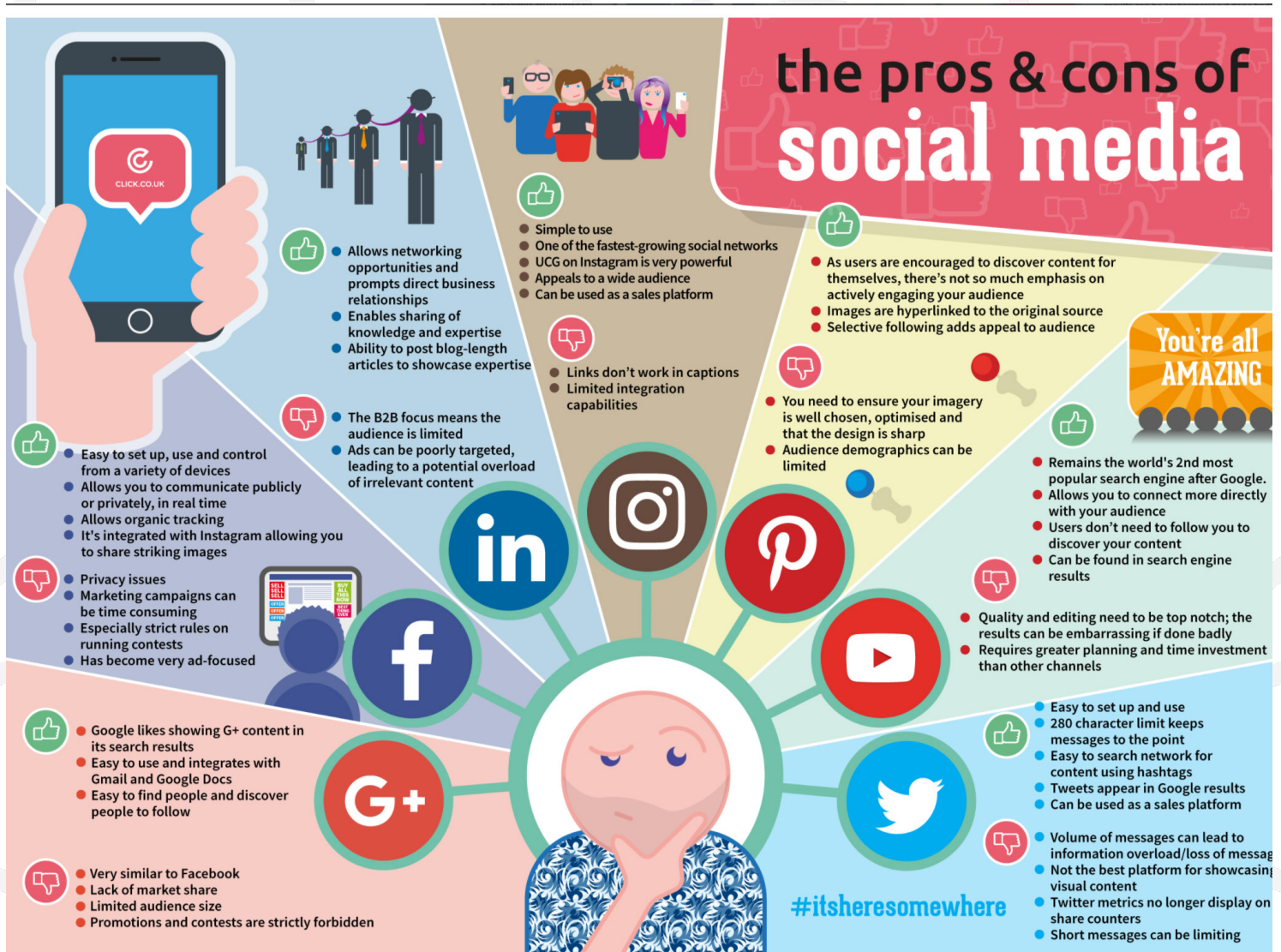
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About Social Media

We are moving into a Digital Age, where information spreads through new forms of online media with greater reach and speed than traditional media. There is no doubt that social media like Facebook and Twitter will continue to play an ever-increasing role in informing and connecting people worldwide.

Like people, every social medium has its strengths and weaknesses, its little quirks and foibles. So how do you know which one's right for you? Not all platforms were created equal, and some are more suited to one organization than another. Here are some pros and cons of social media.



Click here for download: <https://www.click.co.uk/resource/the-pros-cons-of-social-media/>

01

Facebook At A Glance

Facebook's audience is over 1.5 billion and growing, with more than 30 million business pages.

Facebook Size Guide 2021

*All sizes are in pixels



Cover Photo
851 x 315 px

Profile Photo
2048 x 2048



Link & Share Image
1200 x 628 px



Facebook Video Ad
1280 x 628 px



Image Post
1200 x 900 px



Facebook Story
1080 x 1920 px



Facebook Ad
1280 x 628 px

Facebook Ads with more than 20% of text in their image won't be approved.

Acceptable file format: JPG, GIF, PNG.

Measurability: Facebook's 'Insight' offers platform-specific information for normal posts, with engagement/interaction statistics, allowing users to analyze the times/days/varieties of posts that do well.

Setting Up Your Page

Making The Most Of Your Page

When setting up your page, make sure it accurately represents your brand.



Use a recognizable profile picture that's consistent with your brand

Hecel Oyate Kin Nipi Kte (So That The People May Live)

Edit



Great Plains Tribal Leaders Health Board

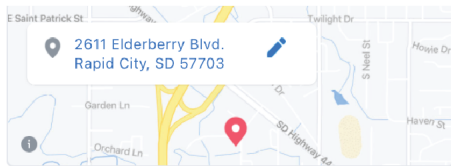
@gptchb · Nonprofit Organization

Home About Events Photos More ▾



Manage your Page and Instagram account together with Business Suite.

[Go to Business Suite](#)



Promote your business locally to lead people directly to 2611 Elderberry Blvd. Rapid City, SD 57703.

[Promote Local Business](#)

We work to improve the health and well-being of Native American peoples in the Great Plains region through tribal partnerships and public health practices.



Create Post

Photo/Video

Get Messages

Feeling/Activity

Create

Live

Event

Offer

Job

Ad



Great Plains Tribal Leaders Health Board

Published by Elitina ThreeStars · 3h ·

For community members wanting updates on the local Schroeder fire, please like, follow and share their most recent posts:

<https://www.facebook.com/SchroederFire2021/posts/112132327636445>

Coordinate your cover photo, pinned post & call to action to give a consistent message for visual impact

Your 'About' section is under your profile picture, so make it count! Fill in your milestone, tell your story

Branding

Branding is an essential factor in all marketing areas, and your Facebook page should be no different. From your page header to profile picture, your brand's Facebook page should instantly feel familiar to your audience that is familiar with your work. It should also send a clear message to any newcomers.

Increasing Reach

Probably the most challenging part of maintaining a Facebook page is the process of posting – what to post, how often, and why. The answer to these is dependent upon your brand, but there are several tips to consider.

What To Post?

To begin with, we are assuming that you will have established your brand's tone, its voice. Once you have defined your audience, the process of determining the material to share through your Facebook page becomes more manageable. You will know what you want your brand to say to its audience and how. Using your branding, mission & vision statement, you can extrapolate what kind of information will appeal to your audience.



Newsletters can be posted on your organizations website and linked on Facebook. When your audience clicks on the post, it will direct traffic to your website as well.

function making it harder for the body to fight off coronaviruses and other respiratory diseases. Available research suggests that smokers are at higher risk of developing severe COVID-19 outcomes. Quitting will help your lungs and heart to work better from the moment you stop. Within 2-12 weeks, circulation improves and lung function increases! For more informat... [See More](#)



This smoking tip is colorful, visual, and brand-ed. Great Plains Good Health and Wellness (GPGHW) show an eye-catching image with a link to informative, sharable content.

When it comes to posting, try asking yourself this question, “What kind of content do you use to represent your brand?” The standard rule of engaging content; apply interesting, unique, creative. Whether you use video or images, post long-form content through ‘Instant Articles,’ which allows for full-length articles to reach your audience, will depend entirely on what you are promoting.

When To Post?

Firstly, you do not want to risk over-exposure – brands that post too often are likely to be ignored or blocked – but equally, you do not want to be missed. I would recommend posting no more than three or four times per day, depending on what you’re posting. Consider when your audience is likely using Facebook and try to schedule your posts for these times. Use Facebook ‘Insights’ to analyze the times/days/varieties of posts that do well and build on that data.

There is also a variety of paid ad options to ensure that your content reaches the right audience.



[Click here for download: https://www.click.co.uk/resource/facebook-at-a-glance-infographic/](https://www.click.co.uk/resource/facebook-at-a-glance-infographic/)

Facebook has many options for creating ads, including;

Instagram ads - a cross-platform opportunity for brands, with Instagram targeted as part of Facebook's ad network.

Canvas ads- which are specifically targeted to mobile devices.

You can also use Facebook to promote your branded content using video and drive users to apps and websites. Other advantages of advertising on Facebook are that it allows advanced targeting for devices and allows for ad scheduling options. See examples below a video ad and an article ad to drive users to other social media platforms.



Quick Tips For Creating Content

Make it visual – Great visuals can make you stand out on a follower’s timeline.

Branded – Ensure that your posts are keeping with your brand’s voice, tone and visual experience. You should be able to tell one of your brand’s posts at a glance.

Targeted – Use Facebook’s targeting options to increase the number of posts you place each day by delivering targeted posts 3-4 times a day to specific demographics.

Measure, optimize, repeat – Monitor your posts’ performance – does a specific picture type or style seem to do better than others? Then ensure these are the main types used.

Paid Advertising on Facebook

To create an ad campaign: Go to the Ad Center on your dashboard and click “Create Ad.” It’ll take you to a window that looks like this:

The image shows a screenshot of the Facebook Ad Center interface. On the left, a sidebar menu is visible with various options. A blue circle labeled 'STEP 1' with a red arrow points to the 'Ad Center' option in the sidebar. The main content area shows 'Ads' activity, including a 'Video Views' report for 'Mental Health and Covid -19' with metrics: 5,698 Reach, 5,742 ThruPlays, and \$200.00 Spent. To the right, there is a 'Grow Your Business' section with a 'Boost Post' button. Below this, a 'Promote' section is shown with various campaign objectives. A blue circle labeled 'STEP 2' with a red arrow points to the 'Boost an Event' option in the 'Promote' grid.

STEP 1

Business App Store
Sources & Tools
Creator Studio
Manage Jobs
Notifications
118 new
Insights
Publishing Tools
Ad Center

Ads
Ads activity is reported in the timezone of your account.

Completed • Created by Brandon Ecoffey [View Results](#)

Video Views
Mental Health and Covid -19

5,698 Reach	5,742 ThruPlays	\$200.00 Spent of \$200.00
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Completed • Created by Brandon Ecoffey [View Results](#)

Post Engagements

Grow Your Business

Reach More People With This Post
Promote your Page by boosting this post so more people can see it:
"March is Colorectal ..."
[Boost Post](#)

Promote

- Great Plains Tribal Leaders Health Board
Public
- Automated Ads
Get personalized ads that adjust over time to help you get better results.
- Choose a Goal
Create a new ad from scratch
- Boost Existing Content
Create an ad from your Page content

Get More Website Visitors
Recommended

Boost a Post

Boost an Instagram Post

Boost an Event

Get More Messages

Promote Your Page

Promote Your Business Locally

Get More Leads

STEP 2

From there, you can choose your objective, name your campaign, select your audience, set your budget and ad schedule, select your images, add text and links, and place your order.

Instagram Ads

Instagram ads are a part of your Facebook targeting options. With no other campaign creation required, this is a fantastic cross-platform opportunity for brands, with Instagram targeted as part of Facebook's ad network.

Facebook Lead Ads

These ads are great for any brand that thrives on lead generation by reducing the user journey. It also has excellent potential as a remarketing tool for the previous non-converters.

Listen to your audience and data

Facebook offers plenty of data for you to monitor, such as; visibility, engagement, spend, etc., through its reporting tools. While we recommend a process of trial and improvement for ads to get the best results, on this occasion, listening to your audience is critical rather than just the data.

FACEBOOK CHECKLIST

- 1.** Did you ensure your status updates are eye-catching enough to stand out in users' news feeds?
- 2.** Did you share and comment on others' content and get involved in discussions?
- 3.** Did you vary your posts – engage with your audience with questions or a video?
- 4.** Posts featuring photos get more likes and comments – are you optimizing your imagery?
- 5.** Are you making full use of Facebook Events?
- 6.** Have you considered using Woobox - an app suite that allows you to add tabs to your page for other social platforms and apps for contests, quizzes, polls, and more?
- 7.** Are you using Facebook Page Insights to analyze the performance of your Facebook activity?
- 8.** Are you taking advantage of customer reviews and testimonials to boost brand awareness?

[CLICK HERE FOR A PDF VERSION OF THIS CHECKLIST](#)

02

Twitter At A Glance



1. Cover Photo: (1500 x 500 px) Should reflect your brand identity– remember it will be partially covered by your profile image and needs to be viewable on mobile devices. Avoid anything too busy

2. Account name: Your full company name here.

3. Profile image: (400 x 400 px) Ideally, use a high-quality image of your brand logo.

4. Twitter handle: This gives you your Twitter identity, so it needs to be memorable and appropriate to your brand image. Use the name of your business (or a close variation of it if it's taken).

5. Bio: (up to 160 characters) Your chance to introduce your brand to potential followers. There are separate spaces to enter your website and location.

6. Notifications: This gives you a real-time list of other users who have retweeted, liked, or commented on one of your tweets, followed your account, or mentioned your handle in one of their tweets.

7. Messages: Where you send and receive direct messages (DMs) from other Twitter users.

#Hashtags

Hashtags are denoted by the “#” symbol and mark clickable keywords or topics in a message. For example, if someone clicks on a hashtag for #healthcare, it will open up a search stream that shows all tweets related to the topic.

Hashtag All Of Your Significant Events and Campaigns

Create hashtags for every event that you host or attend and campaigns that you promote. People who aren’t present for these events will still have an opportunity to follow conversations online, build relationships, and engage.

Brand your hashtag with something easy to remember and relevant to your campaign. For example, we host a social media campaign that features health tips each week. Our hashtag for this campaign is #feedyourDNA.

Pinning

If you’ve tweeted something that you want to draw attention to, you can pin it to the top of your profile for your followers to see.

Tagging

You can tag up to 10 people (depending on their privacy settings), and it doesn’t affect your character count.

Anatomy of a Tweet

On Twitter, you have a 140-character limit per tweet, making the most of every character. The use of acronyms is acceptable and encouraged, such as “SD” for South Dakota or “GPGHW” for Great Plains Good Health and Wellness. If you want to link your audience to essential websites or news articles, use a link shortening tool like **bit.ly** to shorten website addresses to 20 characters and track click-through rates.

Link

Mention

Hashtag

GPTLHB @GPTLHB · Jan 25

The Great Plains Tribal Leaders Health Board, AT&T's FirstNet Program, and the @NIHBYouthRising have disstributed \$250k of PPE to tribal nations in the area.

ow.ly/yLb250DhMCQ

#southdakota #HCSM #healthcare #health #covid #instagood #nativeamerican #gpfightscancer

Twitter Etiquette

Never tweet anything that you would not say in person while representing your company.

What is unacceptable to say in the workplace is probably intolerable to say across your social network accounts, too.

Follow back and share!

Over time, individuals and organizations will naturally like your page and follow you on Twitter. Return the favor! Like and follow accounts in return, and don't forget to give them a quick shout-out and thank you for their support. You can mention new followers in Follow Fridays (#FF), which is the day in the week where Twitter users regularly give shout-outs to followers and user accounts they want to highlight and appreciate.

Follow Active Partner Organizations

Continue building your base by following and identifying organizations and influencers that do similar work. A compiled list of partner organizations and influencers will come in handy here. Search for these organizations and individuals on Facebook and Twitter, and follow/like them if they have accounts. Once you follow these accounts, you can check out who they follow and like, and expand your organizations' list to follow.

Example:

ISSUE AREA	PURPOSE	GOALS	CURRENT ISSUE	BUZZ TERMS
HEALTH PROGRAM	To develop solutions that improve tribal health for communities by addressing issues related to purchasing healthier foods, increase breastfeeding, physical activity, & reduce the prevalence of commercial tobacco use, type 2 diabetes, high blood pressure, and high cholesterol.	The goal is to promote policies that create PSE change towards healthier communities, especially low-income & minority communities.	Engaging & educating tribal communities about new ways to spread awareness & create PSE change within their community	Medicaid, disease management, healthcare reform, healthcare access, diabetes, breastfeeding, tribal communities, tribal healthcare, physical activity, walking, commercial tobacco

Making a List of Terms and Influencers

Creating a list is essential, especially if your organization has multiple issue areas or programs. Organize all of the information in a document that you can continually update and refer back on. Each of your programs/issue areas should outline its purpose and goals. Having a list of buzz terms and influencers will help you determine what people are talking about online. Concepts allow you to identify trending topics on Twitter, and influencers will provide you with a group of key individuals and organizations to follow.

TWITTER CHECKLIST

1. Did you comment and retweet others' messages to get involved in the community (don't forget you can now add your perspective to retweets)?
2. Are you maximizing engagement with high-quality imagery?
3. Are you using hashtags to make your tweets easy to find? You can research popular tags or go to Hashtagify.me, or create your own to reflect your brand.
4. Do you use a tool like who.unfollowed.me to determine whether you need to amend your Twitter strategy?

[CLICK HERE FOR A PDF VERSION OF THIS CHECKLIST](#)

03

YOUTUBE AT A GLANCE

Why Youtube?

YouTube has transformed the way people discover information on the web. Here are four reasons why it's such a great marketing tool:

1.

It's the second biggest search engine after Google – therefore, a massive opportunity for exposure.

2.

It offers vast organic Search Engine Optimization (SEO) opportunities because Google displays YouTube videos in their search results. Google loves video content as it promotes audience interaction and provides an immersive experience.

3.

Videos are more visually engaging than text or images alone.

4.

It gives brands an authentic voice to create an emotional reaction; this makes your content more memorable and encourages people to share it.

What Should Your Video Be About?

As with your other content format, you should only create video content relevant to your work and program. For example, Great Plains Tribal Leaders' Health Board's Youtube page has numerous videos. Videos posted on this page range from different webinar topics such as engaging tribal youth in health promotion activities, oral health and chronic diseases in North Dakota, Diabetes and COVID, and a series of Deskercise videos.

Aim to develop a brand personality that appeals to your target audience and reinforces the image and values you wish to convey. Your videos should also reflect your brand, vision, and mission statement.

Why Are You Making A Video?

Before you begin recording your video, make sure to clarify your objectives. This will help focus your content ideas to ensure relevancy.

What messages do you want to communicate?

What reaction do you want from your audience? What action do you want your audience to take? For example, do you want to increase traffic to your website or create brand awareness?

How will you measure success?

A strategy that works well with video is to use your research phase to identify any problems or challenges your audience faces, then create video content to solve these problems or fill these knowledge gaps that people face.

An example of problem-solving by GPGHW is this Media Toolkit Training. This audience needed assistance on brand marketing. This training goes in-depth about how to market your organization with presenters Brandon Ecoffecy (communications director) and Madonna Dolphus (Graphic Designer).



<https://www.youtube.com/watch?v= kWHqLbstSs>

Creating Videos

One of the most important rules is to connect with your audience in the same way you would if you talked to them in real life. While you must prepare what you're going to say, a full word-for-word isn't necessary. This can be distracting and make you appear stilted or flustered instead of natural and sincere.

Remember that the key is to communicate your message successfully. Keep filming simple. You don't need expensive, professional equipment; an iPhone is more than adequate.

*A good tip is to experiment with using a streaming platform such as Facebook Live or Zoom.

User Experience

You want your content to have an impact and to resonate with your audience. You can track your success on YouTube by analyzing these signals:



Watch Time & Audience Retention

The percentage watched in each video, which shows how engaged people are.



Comments

The feedback that provides you with insightful qualitative data and reaction from your viewers.



Subscribes after watching

If they want more, you're doing something right.



Social shares

Another measure of engagement and impact.



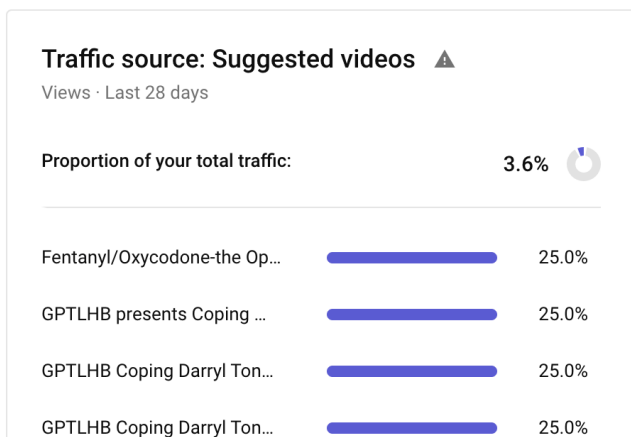
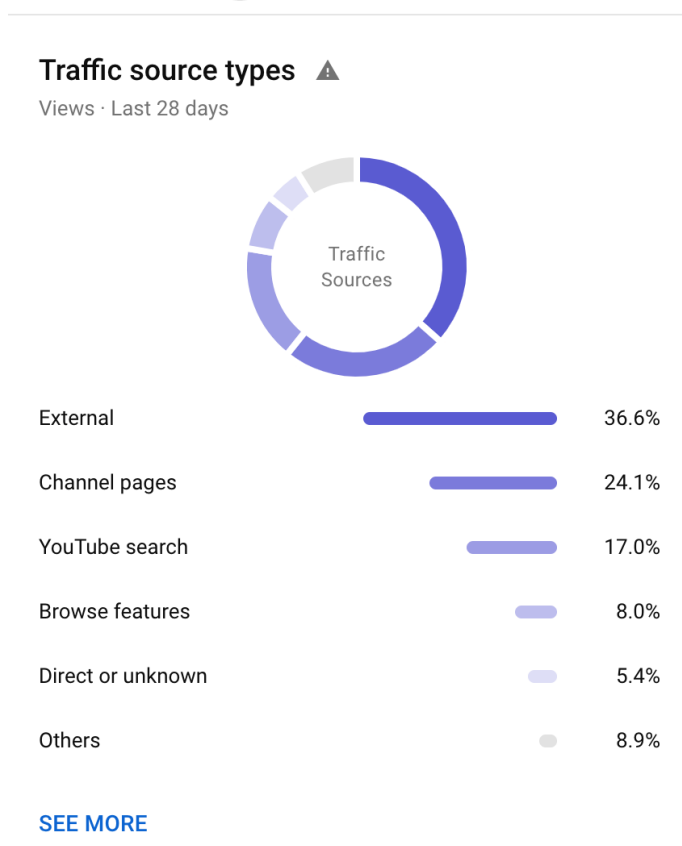
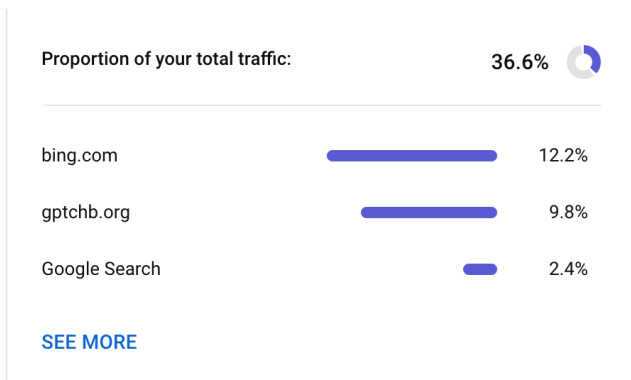
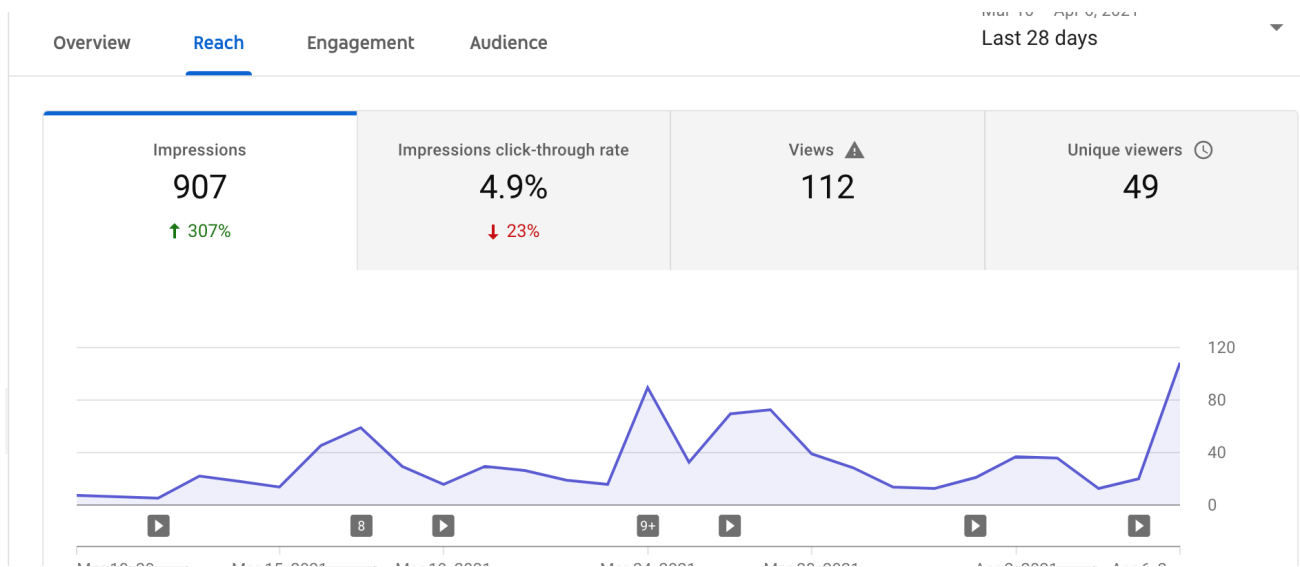
Likes/Dislikes

Self-explanatory.

Monitor Your Results

YouTube's analytics feature is one of the most detailed and intuitive of all the social media platforms. It can offer you some valuable info on views stats, demographics, community, and Traffic Sources: data on how users came across the video, including the popular links they followed to get there. This is incredibly useful if you share your YouTube video link on other social media platforms.

Here is an example of the types of analytics you can see.



Uploading Your Video

Title

From an SEO perspective, this is the most critical piece of text on the page. Aim to grab attention with something catchy that makes users want to find out more. Include your focus keyword and the word 'video,' as people often use this when searching on Google.

Description

This is your chance to describe what your video offers and helps people understand what it's about before they watch it. Use your focus keyword in the first sentence, as this helps Google discover your video and be discovered organically. Aim for around two paragraphs, and don't forget to include relevant links.

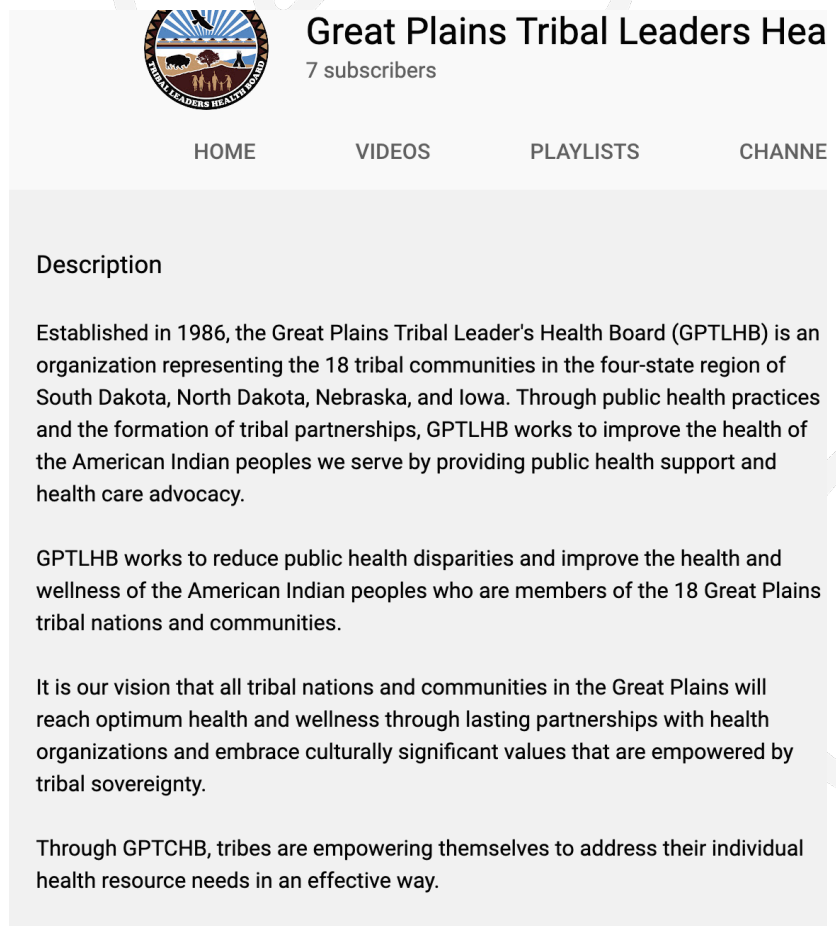
Thumbnails

This is the cover image for your video. These are key to improving your click-through rate. Visuals are essential for users in determining relevance. YouTube will automatically create a thumbnail using an image from your video, but you can custom design your own, which is highly recommended.

Your Channel

Use your channel's 'About' section to introduce your brand and tell its story, like this example to the right:

Organize your content to make your channel viewer-friendly. You can create playlists to group relevant videos together. For example, if you have different programs within your organization. You can embed entire playlists and individual videos into external sites, so give the creation of them, their titles and description, some thought.



The screenshot shows a YouTube channel page for the 'Great Plains Tribal Leaders Health Board'. At the top left is the channel's profile picture, a circular logo with a sun, mountains, and water, and the text 'GREAT PLAINS TRIBAL LEADERS HEALTH BOARD'. To the right of the logo is the channel name 'Great Plains Tribal Leaders Health Board' and '7 subscribers'. Below the logo and name are navigation tabs: 'HOME', 'VIDEOS', 'PLAYLISTS', and 'CHANNELS'. The main content area is titled 'Description' and contains three paragraphs of text. The first paragraph states that the organization was established in 1986 and represents 18 tribal communities in South Dakota, North Dakota, Nebraska, and Iowa. The second paragraph describes the organization's mission to improve the health of American Indian peoples through public health practices and tribal partnerships. The third paragraph states the organization's vision for all tribal nations to reach optimum health through lasting partnerships. The fourth paragraph describes how the organization empowers tribes to address their individual health resource needs.

Great Plains Tribal Leaders Health Board
7 subscribers

HOME VIDEOS PLAYLISTS CHANNELS

Description

Established in 1986, the Great Plains Tribal Leader's Health Board (GPTLHB) is an organization representing the 18 tribal communities in the four-state region of South Dakota, North Dakota, Nebraska, and Iowa. Through public health practices and the formation of tribal partnerships, GPTLHB works to improve the health of the American Indian peoples we serve by providing public health support and health care advocacy.

GPTLHB works to reduce public health disparities and improve the health and wellness of the American Indian peoples who are members of the 18 Great Plains tribal nations and communities.

It is our vision that all tribal nations and communities in the Great Plains will reach optimum health and wellness through lasting partnerships with health organizations and embrace culturally significant values that are empowered by tribal sovereignty.

Through GPTCHB, tribes are empowering themselves to address their individual health resource needs in an effective way.



PROS

Allows you to connect more directly with your audience

Can be used to explain complicated topics

Users do not need to follow you to discover your content

Can be found in search engine results



CONS

Quality and editing need to be top notch and engaging

Requires greater planning and time investment than other channels

TECHNICAL OVERVIEW

CHANNEL BANNER
(2560 x 1440 px)

VIDEO UPLOAD
(Up to 128 gb)

VIDEO TITLE
(Up to 100 characters)

VIDEO DESCRIPTION
(Up to 500 characters)

HD DIMENSIONS
(1280 x 760) HD

ASPECT RATIO
(16:9)

DEFAULT MAX LENGTH
(15 Mins)

GLOSSARY OF TERMS

Analytics - Quantitative and qualitative measures of social media activity used to evaluate impact and effectiveness

Aspect Ratio - the ratio of the width to the height of an image or screen.

Comment - A response often provided as an answer or reaction to a blog post or message on a social network. Comments are a primary form of two-way communication on the social web

Facebook Page- Pages allow organizations to publicly connect with people on Facebook through the sharing of content. Admins can post information and newsfeed updates to people who Like their pages.

Facebook Timeline - The Facebook profile page for an individual or organization that shows the collection of photos, stories, and updates that a user shares

Follow - On a social network, when you follow a user, you subscribe to the content that they share with others, which will be displayed through your newsfeed

Followers - People who have signed up on social networks to receive your shared content

Handle - A Twitter handle is not the same as a Twitter name. Twitter handles appear after the @ sign in your profile URL and it must be unique to your account. A Twitter name, on the other hand, is simply there to help people find a profile page

Hashtag - A tag used on social networks indicated by the “#” symbol used to aggregate and organize messages to centralize and mark topics in conversations. Hashtags are searchable and allow social media users to zone in and listen to discussions regarding specific issues.

(Ex: #healthcare, #race, #southdakota)


Influencer - A social media user/personality that is actively engaged and has a large audience base, especially within their specific sector/industry

Infographics - Graphics that are used to visually display information and data in a simple, engaging way

Insights - Facebook’s built-in analytics tool that is used to track Page activity and user demographics

Like - A feature in social networks that allows users to recommend content or demonstrate agreement with commentary and serves to move popular content up in the news feed or search rankings. In Facebook, when users Like a page, they subscribe to the respective page’s updates

Mention - Mentioning another user in your Tweet by including the “@” sign followed directly by



their username is called a 'mention.' Also refers to Tweets in which your username was included.

Newsfeed - A continuous feed of updates and news that you want to receive or have subscribed to. On Twitter, it is the collection of tweets from accounts you have followed. On Facebook, it collects posts and updates from your "friends" and fan pages you have liked.

Reply - An @reply is a Tweet posted in reply to another user's message. This is usually done by clicking the "reply" button in their Tweet. @replies always begin with the "@" symbol, followed by the username.

Retweet - A Retweet is a repeated tweet. It is sometimes used in reply to allow everyone to see the original tweet. It is also used to forward a message to one's followers

SEO (Search Engine Optimization)-Search engine optimization is the process of improving the quality and quantity of website traffic to a website or a web page from search engines.

Thumbnails-A thumbnail image is a small image that represents a larger one.

Trending - On Twitter, a word, phrase, or topic mentioned at a greater rate than others is said to be a "trending topic" or simply a "trend."

Tweet - A message shared through Twitter, limited by 140 characters

Twitter - Twitter is a real-time information social network that connects you to the latest stories, ideas, opinions and news about what you find interesting. Tweets (or updates) are 140 characters long.

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<https://www.click.co.uk/resource/the-pros-cons-of-social-media/>

https://www.youtube.com/watch?v=_kWHqLbstSs

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<https://www.youtube.com/channel/UCyE-0fgkCacwHbl-bumNyYg>

This publication was supported by the Cooperative Agreement Number, NU58DP006729, funded by the Centers for Disease Control and Prevention. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of the Centers for Disease Control and Prevention or the Department of Health and Human Services.