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# SOCIAL MEDIA GUIDELINES

DO'S AND DON'TS OF SOCIAL MEDIA

# SOCIAL MEDIA DEFINITION

*Social Media is defined as any online presence for the Minnesota Women of Today. This includes, but is not limited to, the following platforms: Facebook, Twitter, YouTube, LinkedIn, Tik Tok, Pinterest.*

You can find this definition and other guidelines on the MNWT website: Member page/Forms & Publications/State: Committees/Social Media: MNWT Guidelines.



# COMPETITIVE LANDSCAPE

Social media can be an extremely valuable tool to inspire the public to help our cause. You have the ability to reach millions of people across the world. If you are using the right apps, the right content, targeting the right markets the skies the limit.

These do's and don'ts can help you keep on your social media strategy.

## **POSTING**

Recruit a team of volunteers to help with brainstorming ideas and taking turns posting. It is important to keep in mind the content you are putting out there; are you using the correct applications and are your posts engaging? Sidenote: adding a photo to your posts gives your page life. Images stand-out and can engage the view more readily. Posts with relevant images gets 94% more view than content without images.

# COMPETITIVE LANDSCAPE

## PLATFORMS

**Don't:** post the same exact message across all your social media applications. You do want to maintain a consistent identity, not all content is correct for all platforms.

**Do:** make sure your posts fit the platform you are posting on. Example:

**Twitter:** should be brief and one-liners

**Facebook:** short and conversational

**LinkedIn:** professional discussion that encourages participation

**Pinterest:** keep “pins” inspiration, positive and actionable

**Tiktok:** create short-format videos

Note: Tiktok is the fastest growing social media app with over one billion monthly active users to date.

# COMPETITIVE LANDSCAPE

## AUDIENCE

**Don't:** use just one format for your content. Your followers can be drawn to different types of content.

**Do:** utilize different characters and use to differentiate your posts to audiences. Each group tends to have its own content preferences:

**Generation Z:** brief, content for short attention spans

**Millennials:** reviews and contact with influencers

**Generation X:** straightforward, visually engaging posts

**Baby Boomers:** content heavy posts, polls, quizzes for info

# COMPETITIVE LANDSCAPE

## SOURCES

**Do:** share original posts created by your chapter. Blog posts are shares, add graphics, photos, events and behind-the-scenes action to encourage/build a following.

**\*Blog posts:** *is any article, news or guide that published in the blog section of a website.* The post covers a specific topic or question, can be educational, between 600 to 2,000 words and can include images, video, infographics and insights.

## AUTOMATION

**Don't:** use too much automation.

**Do:** start a conversation. Asking questions is a fun way to generate response and engage members/followers. Remember to answer any questions and promptly respond to comments.

# COMPETITIVE LANDSCAPE

## HASHTAGS

**Don't:** use too many hashtags as they can be distracting and doesn't really help you to reach your target audience.

**Do:** use relevant hashtags. Our organization has created hashtags specific to our organization and help us track conversation about our organization. Please use any of the following: #mnwt for Minnesota WT posts and #uswt for posts referencing United States WT. The Marketing VP will share others as the year progresses.

## TOPICS

**Do:** post inspirational and valuable content about your chapter, the MNWT mission and fun! Share your success stories.

# COMPETITIVE LANDSCAPE

## **TRADEMARKS**

Trademark infringement is defined as the “unauthorized use of a trademark or service mark”. It is not a criminal act, however, can be prosecuted under civil laws. Generally, you will be requested to stop using the trademark and if you made any profits from the use of said trademark you will need to return any profits or pay damages for the use.

## **COPYRIGHT**

*Creative Commons* is a huge database of photos whose authors waive the right to a fee for granting the license to use. Creative Commons licenses have different levels of restrictions and some authors request credit by linking back to their site or simply stating their name.

Embedding a link that contains copyrighted material you want to share is the safest way to go. Use this for Twitter, Instagram and Facebook posts.



# COMPETITIVE LANDSCAPE

## COPYRIGHT

### *Live Streams warning:*

Live streaming is considered creating own work. However, if there is background music and it is copyrighted than you are committing copyright infringement. Be aware of background music, video, images that are part of your live streaming event and confirm that you are allowed to use it before posting to Facebook.

If you cannot identify the author for permission, don't use the work.

**Questions?**



THANK YOU