



Top Five Social Media Posting Tips

- 1. Be Active**
 - Having consistent posts is key in sharing your work/mission and staying relevant
 - Make sure to post regularly – whether that’s once a week, twice a week, etc.
- 2. Be Comfortable**
 - Become familiar with using your platform, learn as much as you can, look to other organizations who you feel are doing it right
 - Spend some time playing around with the different features of Facebook and Instagram. Try different types of posts and save drafts to show other team members and brainstorm together.
 - The more you use your account, the more comfortable you’ll get!
- 3. Be Brief/Prudent**
 - Use catchy words and phrases to draw audience in.
 - Link to longer articles or posts.
 - Use powerful graphics and videos.
 - Be careful when sharing personal information, as you will be sharing on a public forum.
- 4. Be Current**
 - Don’t let your news, posts or information go stale
 - Be timely, share what’s newsworthy and engaging
- 5. Be Creative**
 - Try new things, think outside the box, use varied content

Social Media Etiquette and Tips

- 1. Be a Listener**
 - a. Make sure you monitor which accounts you are following, your followers will be interested in who you are following to compare content and messaging. Remember, this is not a personal account, so be careful who you follow. Be sure to like/follow people who align with your mission and who will support your mission. Examples include: other chapters, the NCCS page, the Mary Virginia Merrick page, your diocese or archdiocese, any partners you may have.
 - b. Oftentimes, if you begin to follow an account, they will follow you back.
 - c. You will be able to share content from the accounts you follow, creating a larger conversation that will benefit both sides by increased reach.



2. Be Authentic

- a. Take the time to think about what the story is that you are trying to tell on social media. Is there a certain facet of your group that you are trying to promote over another? Is your focus on a certain audience?
 - i. Spend some time developing your “voice” on social media – how is your organization going to be heard on these platforms?
 1. This is especially crucial if you are going to have multiple people managing your accounts, you don’t want the voice to change depending upon who is posting.
- b. What sets you apart from other groups?
- c. This story should be integrated throughout all your accounts so that no matter where your follower is interacting with you, the message and voice is the same.
- d. Are you embodying your organization’s mission on social media?

3. Be Empowered

- a. Social media is a way to share your work and mission, do not be afraid to share it!
- b. What you post online can have the same impact as talking to someone in person – you never know what is happening on the other side of the screen. Be sure you provide coherent content rooted in vetted resources.
- c. Re-use the resources you are creating. Items that you are crafting for social media can be placed on a website, blog, etc. This also works the other way around, just because it wasn’t first built for social media doesn’t mean it can’t be re-worked for a digital audience.
- d. Use social media to update people on what’s going on with your group. Events, new resources, press releases, new staff, etc.

4. Be Strategic

- a. Identify what you want to promote, establish goals on outreach, and develop a comprehensive strategy that you can measure against. What is success for your organization on social media?
- b. Never forget that we are not just sharing for people to have a reaction or a laugh – we are sharing for people to be educated, transformed, and inspired. We share also in the hopes of inviting others to join our mission.
- c. The interaction should not begin and end on social media, however if it does – what are your followers walking away with?

5. Be Charitable

- a. The internet can be a negative place, especially on social media. Your goal should be to try and be positive, inspiring, and encouraging.
- b. Do the best you can to stay away from controversial topics.
- c. Do not disparage other organizations on social media.
- d. Share other’s content – especially those whom you might collaborate with!



- i. Be sure to recognize them when appropriate, do not be afraid to give them credit when it's due. Tag them in your posts!

FACEBOOK Expert Tips



1. Take note of what posts receive a lot of engagement. It will become easier over time to see what types of posts people are interested in.
2. Pictures and videos receive more engagement than text-only posts.
3. Try to have a consistent voice for your posts. It's helpful to identify 2-3 people who understand your work and its tone of voice in writing.
4. Consider scheduling posts out in advance if you're short on time or want to ensure consistent online posting activity.
5. Facebook includes an analytics page, so you can monitor which posts are doing well, how your engagement rate is, and how your page is faring overall.

What makes for good Facebook posts?

- Highlight events - post pictures and recaps
- Interesting articles and news related to your chapter or the Christ Child Society overall
- Sharing content from other chapters, sponsors, or supporters
- News about chapter life and chapter members
- Reflections from group leaders, volunteers, chapter members

A vital part of maintaining a Facebook page is interacting with followers.



- Be sure to respond to questions about events or things going on in your chapter.
- Share relatable items
- Ask questions - asking questions is a great way to encourage people to interact with you. Questions should be simple and non-confrontational.

Sometimes, you may have negative feedback or comments on your page. Here are a few tips (or guidelines) for handling these negative comments:



- If first comment is offending, hide the comment.
- If offensive comments persist, privately message the individual if you feel comfortable doing so.
- If you feel uncomfortable sending the person a message, Facebook gives you the option to ban that individual from your page.

Remember, Facebook is a tool that can be used to spread your chapter's reach, recruit members, receive donations, and engage in new ways. It can be used for thought-provoking reflection, a call to action, to connect with potential members and maintain those you have.

INSTAGRAM Expert Tips



1. Instagram is ideal for posting pictures of events, highlighting your local chapter's work, and showcasing how you're impacting the community positively.
2. A great Instagram photo series could include an introduction of the members of your local chapter, some photos of the people whose lives your work has touched, or various photos of volunteers in action.
3. Videos are easy to shoot on Instagram - you could upload videos of interviews with volunteers and those you serve, other chapter events, prayers inspired by your mission and founder, or even a quick history of the Christ Child Society and Mary Virginia Merrick.

Using Hashtags Effectively



1. One of the easiest ways to help your posts be seen on Instagram is to use hashtags. A hashtag is created by adding the pound sign (#) in front of text. Ex. #ChristChild
2. Create your own hashtag and encourage others to use it! For instance, you could use the hashtag #ChristChildPasadena or #CCSDetroit to identify your local group on all your posts so that your followers could also use that and follow along.
3. If you use a hashtag, be sure to search it occasionally to see if others are using it. If they do, comment on their images - or ask if you can share them on your main account.
4. Creative hashtags can be used to start trends or tie events together: #LayettesofLove, #ReadToMe, #MDDAY, #ChristChild
5. Hashtags allow people to search for their interest on Instagram and see all posts mentioning the hashtag.



Resources to Help You Stay Current

- [Hubspot Blog](#)
- [SocialMediaCrashCourse.com](#)
- [Facebook for Nonprofits](#)
- [TechCrunch](#)
- [Social Media Today](#)
- [Pew Research Center](#)
- [Facebook Blog for Nonprofits](#)
- [Twitter Blog](#)
- [Instagram for Business Blog](#)