# SOCIAL MEDIA MANUAL FOR FACEBOOK AND INSTAGRAM

This manual will provide the RRNO foundation with a step-by-step process on how to promote its brand and presence on social media

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# 1.0 - GETTING STARTED

Here we detail how to begin developing your social media presence.

1.1 - Outline your Goal(s) for Social Media

1.2 - Set-up Buffer

1.3 - Post Daily for 2 to 3 Months

# 1.1 - OUTLINE YOUR GOAL(S) FOR SOCIAL MEDIA

- Why: Helps determine which practices, components, and strategies will be the most beneficial for social media development

## IDENTIFY THE TARGET AUDIENCE

- Why: To determine what content they find appealing and interesting
  - Target audience demographics determine which platform will be your primary focus
    - Instagram: To target younger demographic
    - Facebook: To target older demographic
  - Also determines how you will structure your content

# 1.2 - SET UP BUFFER

- Why: Provides many features and tools to help manage social media

## INSTRUCTIONS

### PRIOR TO SETUP

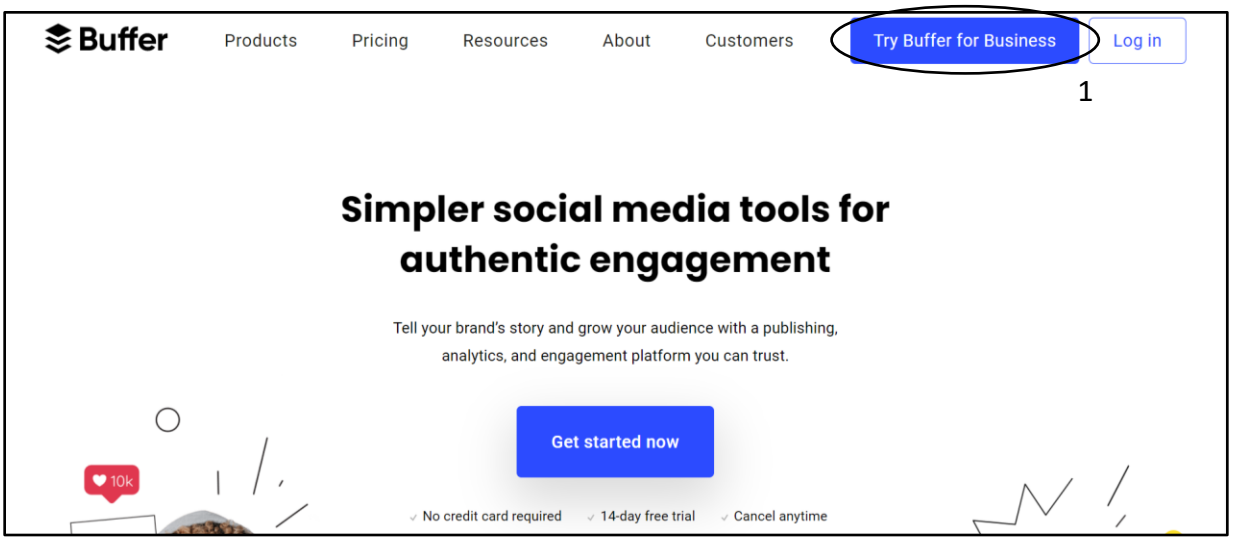
- Need to have a Facebook and Instagram business page or creator account to link it to Buffer
- Need to link your Facebook and Instagram business profiles
  - * Note: Buffer connects to Instagram through Facebook *

Linking Instructions:

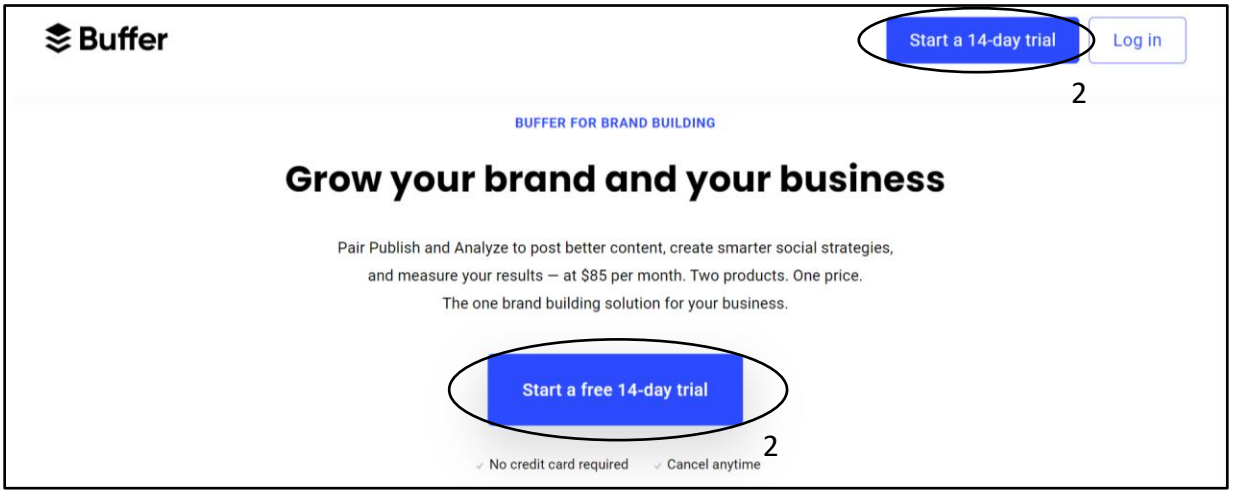
1. Open your Facebook Page
2. Click Settings
3. Click Instagram
4. Click Connect Account
5. Enter account credentials

## SETUP

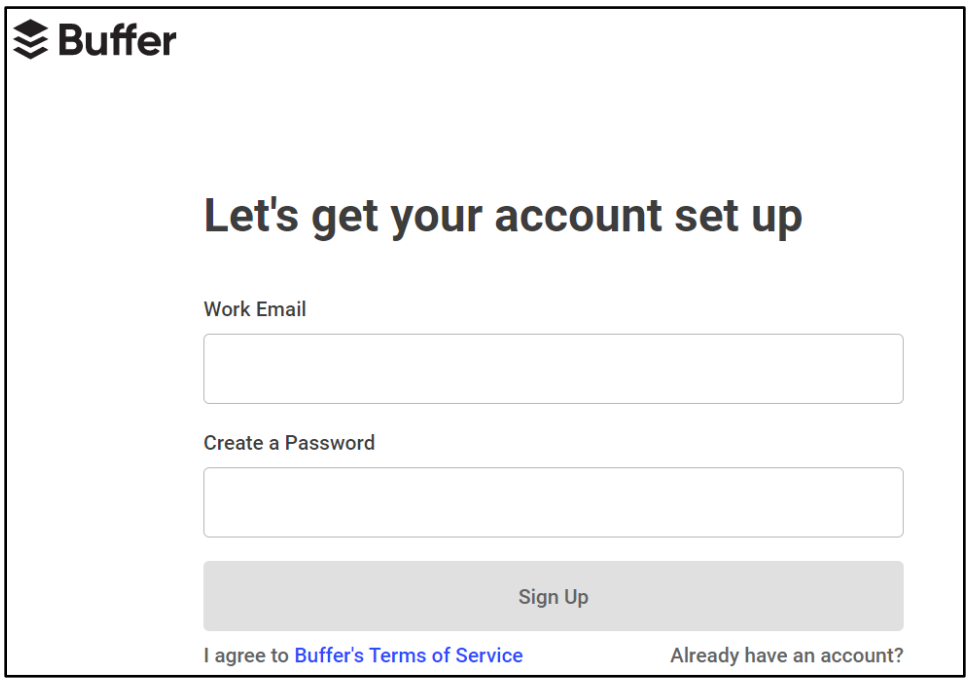
1. Go to buffer.com and click “Try Buffer for Business”




2. Click either “Start 14-day free trial” button



3. Enter your email and create a password



4. For the following questions use the answers below

Q: “How did you hear about us?”

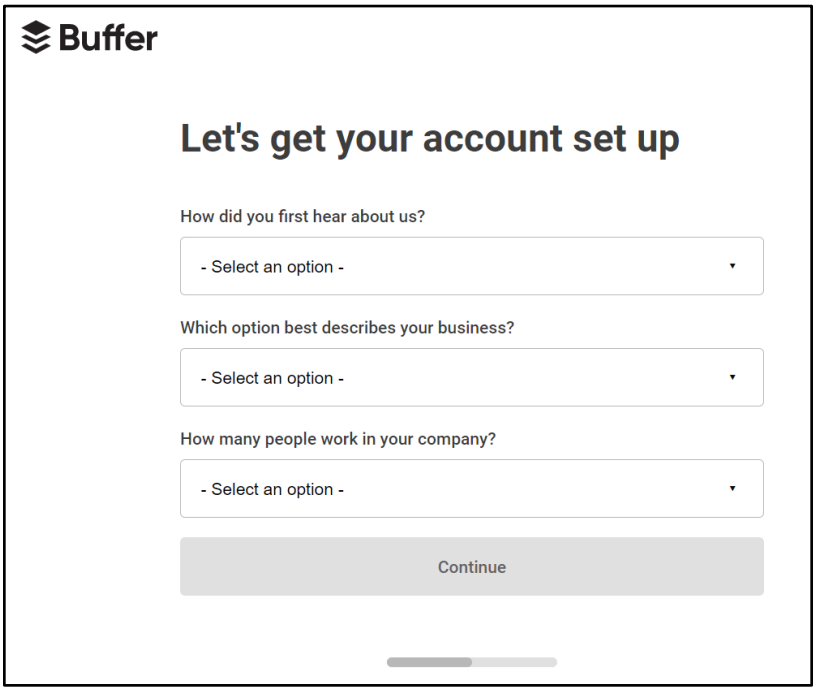
A: Other

Q: “Which option best describes your business?”

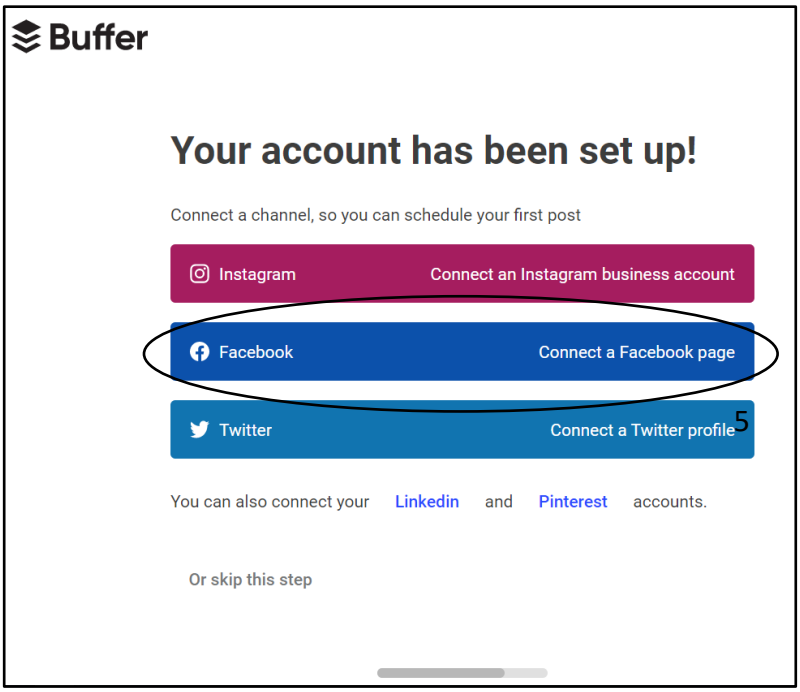
A: Prefer not to answer

Q: “How many people work in your company?”

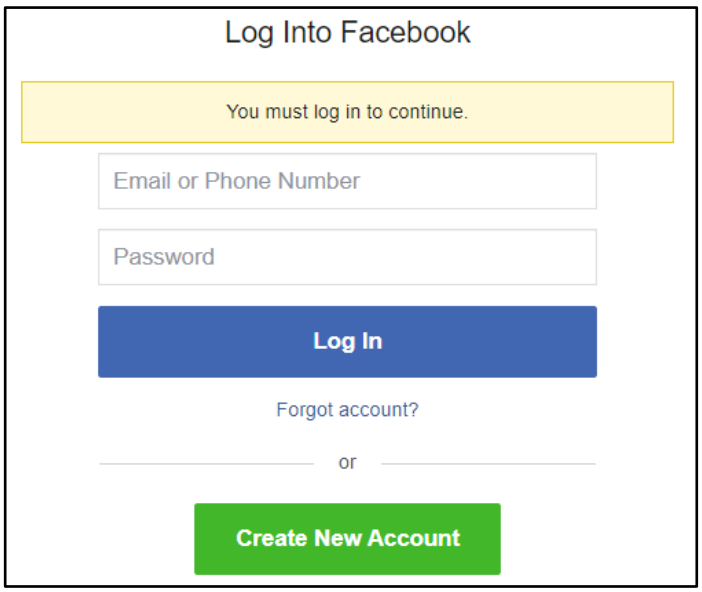
A: 5 to 50



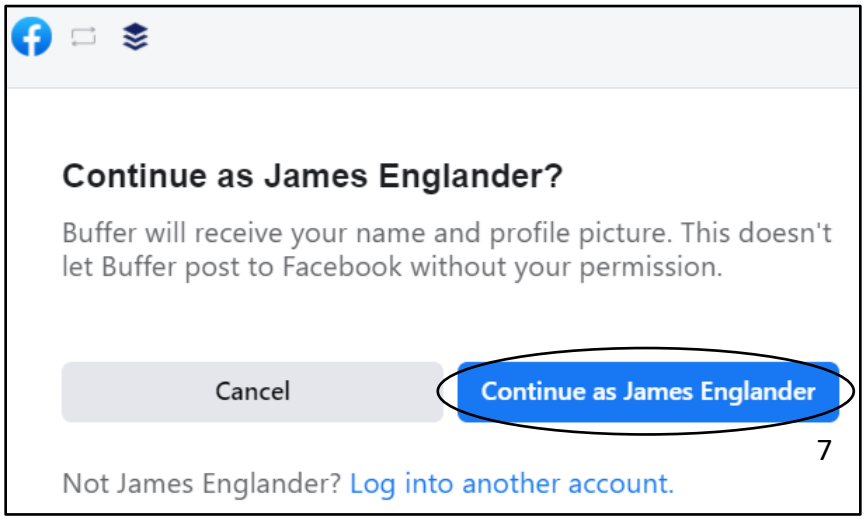
5. Click on the Connect Facebook button and follow the instructions on Facebook to connect the Instagram Business account



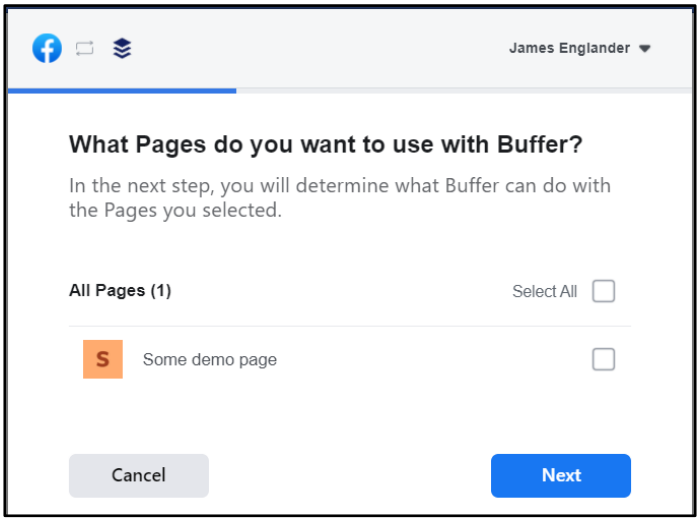
6. Log into your Facebook account if you haven't already



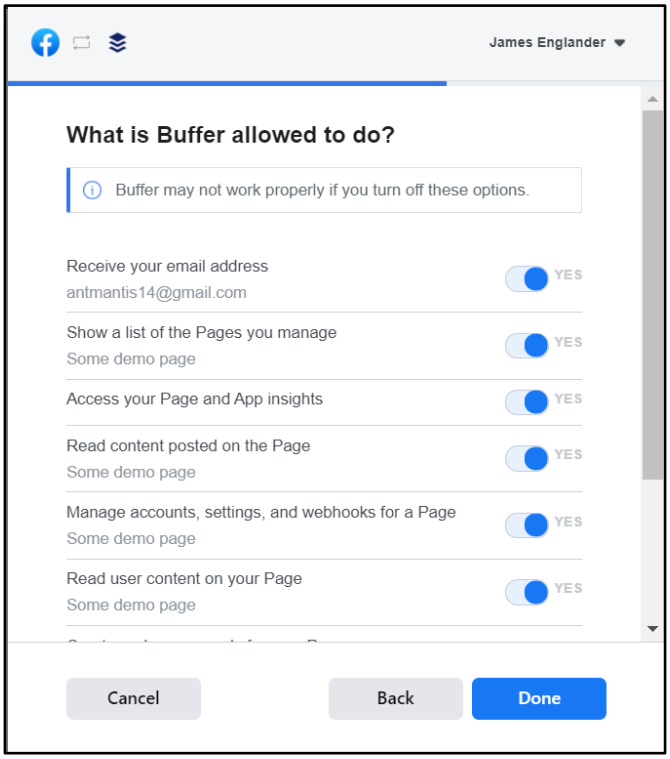

7. Click the "Continue as _____" button



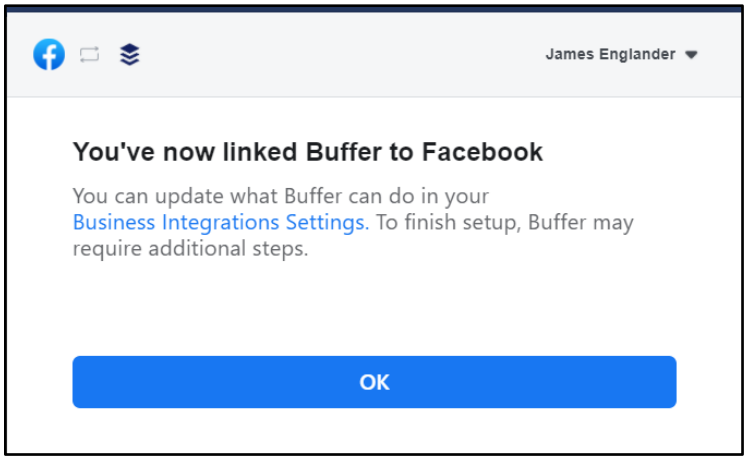
8. Select the page or pages to link to buffer and click “Next”



9. Allow all permissions and click “Done”

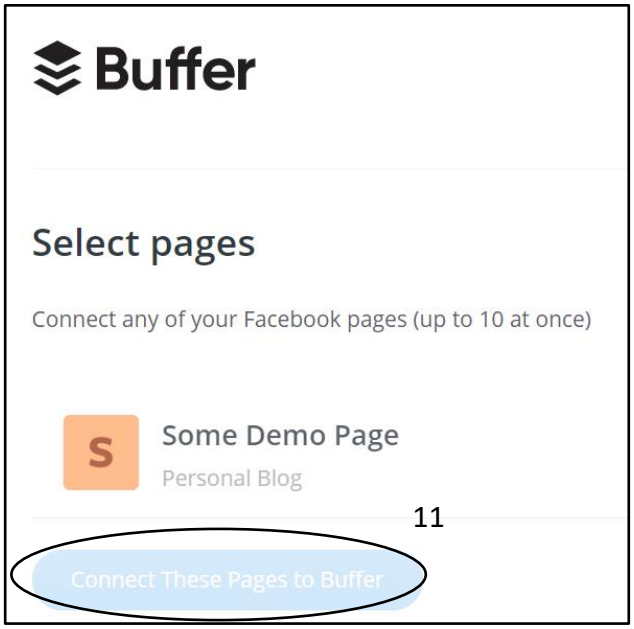



10. Click “OK”



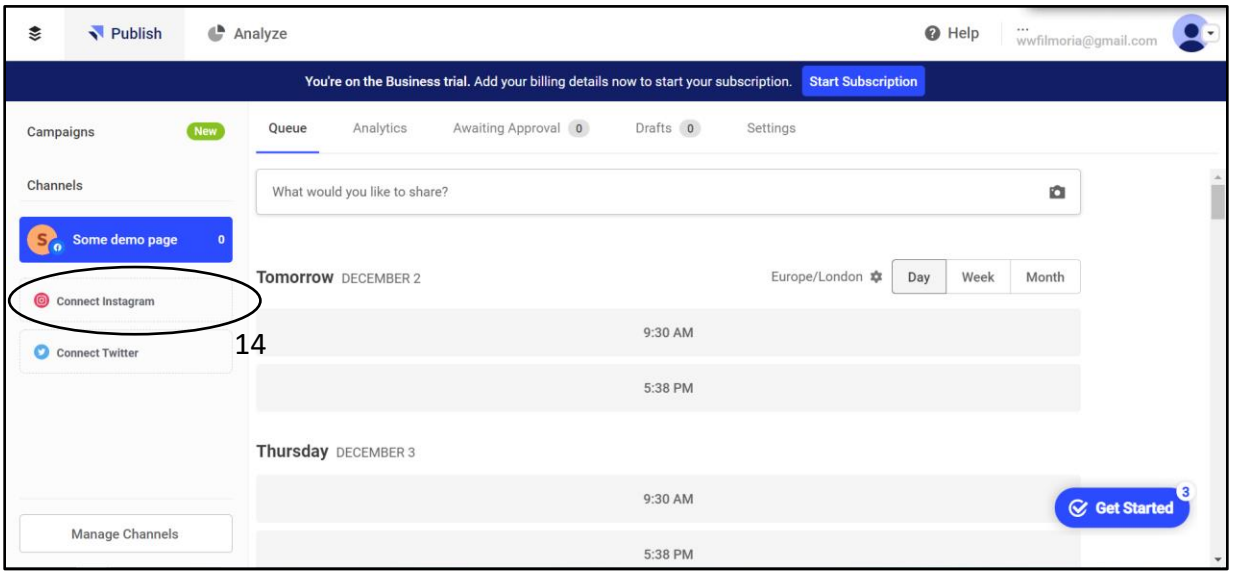
11. Confirm the pages on Buffer (move circle to 11)

12. Click ok on Facebook

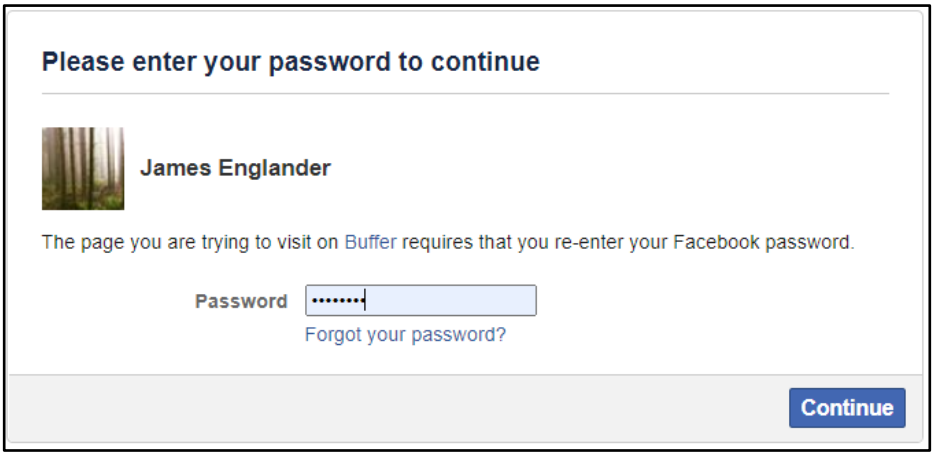


13. Once connected to Facebook, Buffer will redirect to the main publishing page and there will be a few buttons to connect other accounts

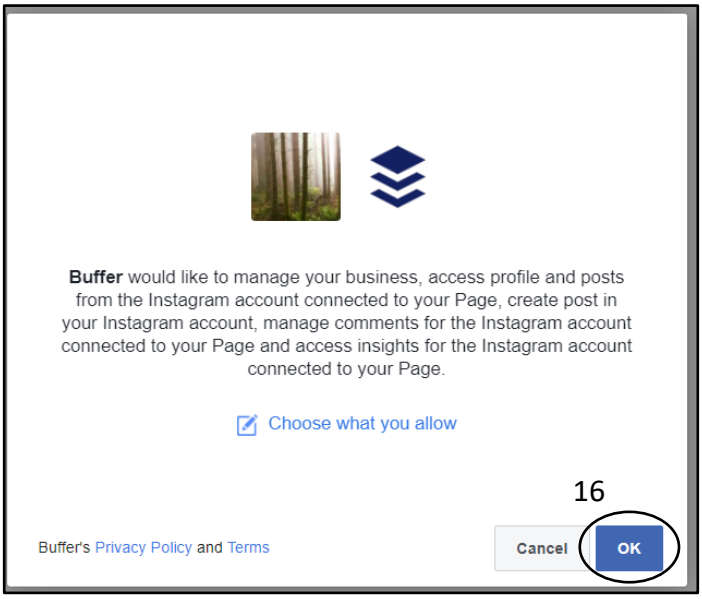
14. Click the “Connect Instagram” Button



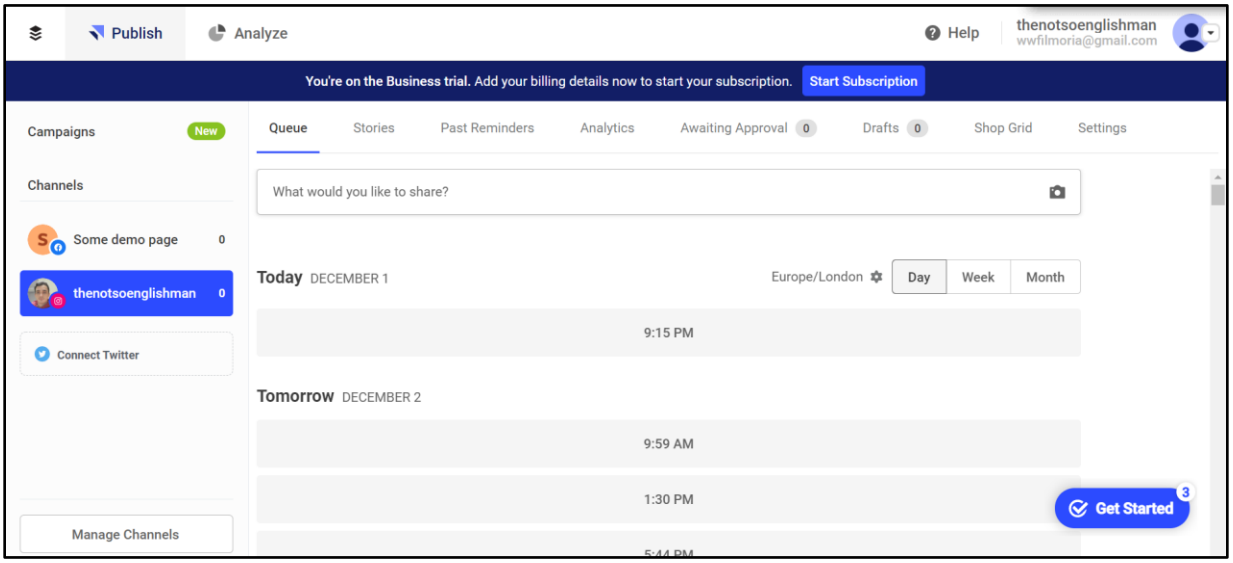

15. Log in to Facebook again



16. Click “OK”




17. Then you are finished



## 1.3 - POST DAILY FOR 2 TO 3 MONTHS

- Why: Provides a backlog of raw data to be analyzed by you and Buffer which can show (Figure 1):
  - Best time to post
    - Best day of the week and time of the day
  - Best type of post
    - Videos
    - Photos
    - Carousels – series of photos
    - Text only
  - Best post frequency
    - How often you should post in a week or day
  - Best hashtags to use (Example: Figure 30)
- Why: Helps build a loyal following on social media

- Post content of different themes
- Post content at different times everyday
- See Production chapter for crafting posts

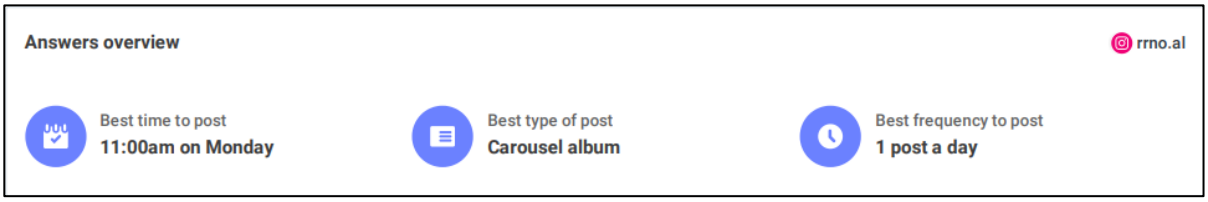



Figure 1: Example of Buffer analytic recommendations

## CHOOSE THEME RELATED HASHTAGS FOR THE POST

- Why: Increases engagement and reach

- Attach 30 hashtags to each post
  - 30 is the maximum number of hashtags allowed on a single post.
- Use hashtags related to post content
  - Example: Food related hashtags for food post
- Refresh hashtags every few posts to reach new people

# 2.0 - PRE-PRODUCTION

This section details tasks that need to be completed before posting.

- 2.1 - Identify How Frequently You Want to Post
- 2.2 - Identify Best Time to Post
- 2.3 - Identify What Type(s) of Post You Should Post
- 2.4 - Identify Possible Collaborators
- 2.5 - Research Organizations Doing Similar Work

## 2.1 - IDENTIFY HOW FREQUENTLY YOU WANT TO POST

- Decide based on frequency recommendations from Buffer analytics (Figure 2)
  - Posts per week
  - Posts per day

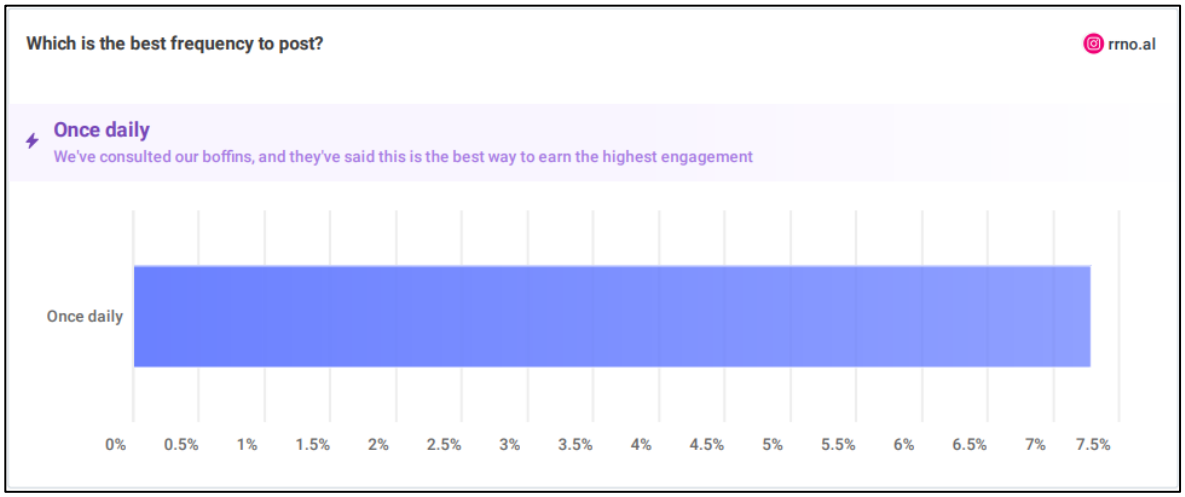



Figure 2: Example of frequency analytic and recommendation

## 2.2 - IDENTIFY BEST TIME TO POST

- Decide based on post-performance and peak follower activity time.
- Provided by Insights as well as Buffer.
  - Examples: See Figures 3-6

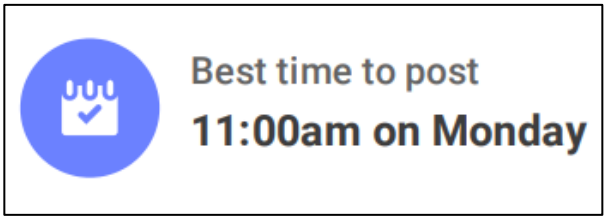



Figure 3: Example of Recommendation from Buffer

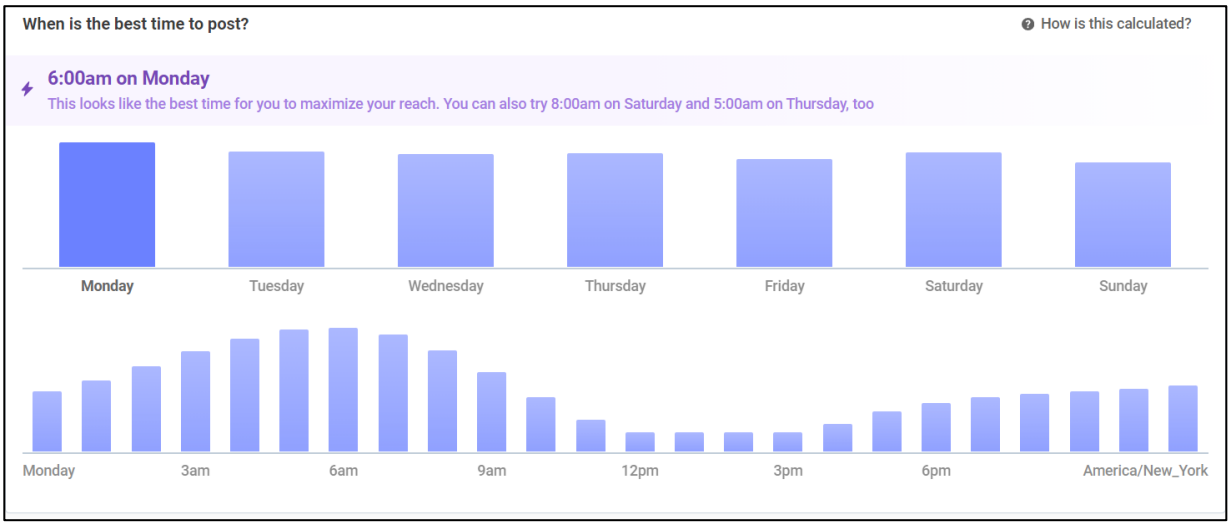



Figure 4: Example of Buffer Timing Analytics

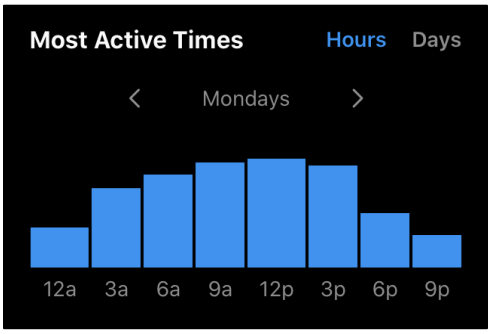



Figure 5: Example of Instagram Insights Showing Active Follower Times

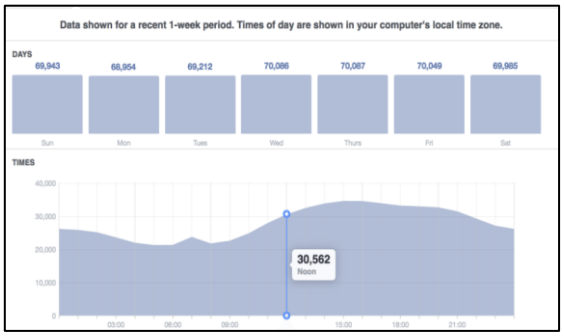



Figure 6: Example of Facebook Insights Showing Active Follower Times

## 2.3 - IDENTIFY WHAT TYPE(S) OF POSTS YOU SHOULD POST

- Types: Video, photo, series of photos, or series of videos
  - Why: Different post types could affect reach and engagement differently

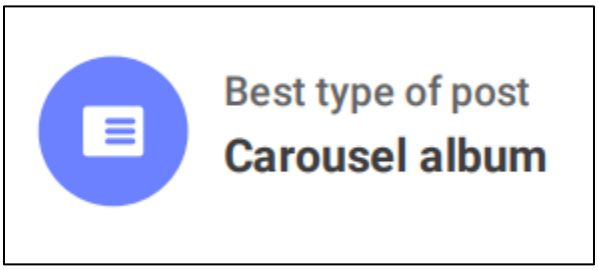



Figure 7: Example of Post Type Recommendation from Buffer

- Decide based on recommendations from Insights and Buffer
  - Examples: See Figures 7 & 8

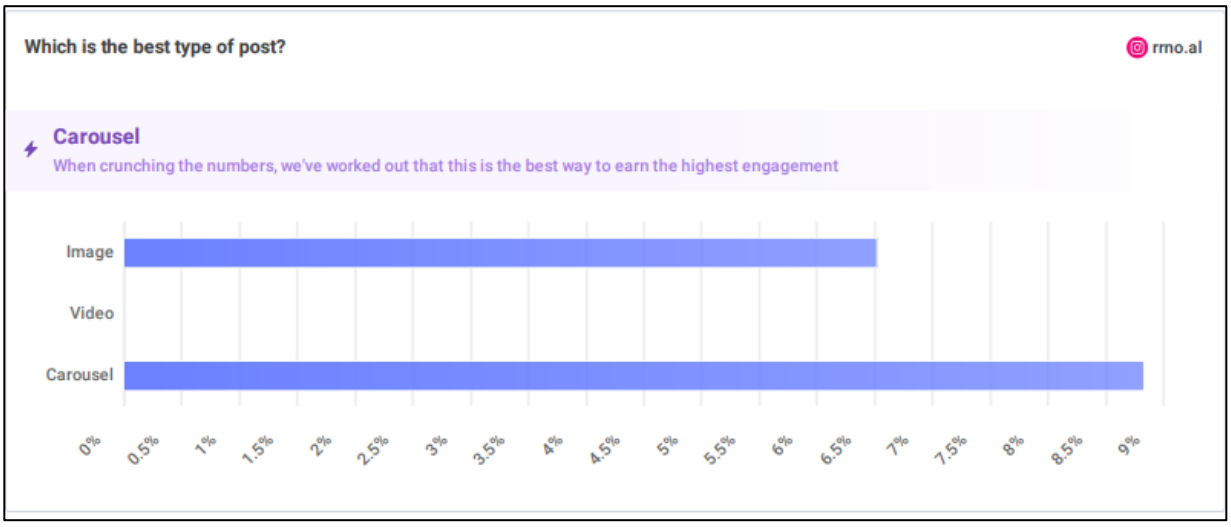



Figure 8: Example of Buffer analytics to determine type of post

## 2.4 - IDENTIFY POSSIBLE COLLABORATORS

- Why: Collaborations for posts can increase awareness of brand and boost engagement
- Ask yourself these questions when considering who to collaborate with:
  - Can they significantly boost brand awareness?
  - Do they do similar or related work to your organization?
  - Do they share similar values to your organization?

- Ways to reach out
  - Direct messaging on social media
  - Emailing (if provided)
  - Mention them in a post

- Contents of message for reach out
  - Who it is from
    - Explain the organization and its mission
  - What its intentions are with this particular post
    - To give it some attention
  - Why it chose to ask this particular influencer to collaborate
    - Typical Reason: This user has shown interest in the topic
  - Asking if they would be willing to share this post with their followers

Example Message

"Hi _____, we are (organization name), (describe mission). We see that much of your work relates to the many projects we are working on. Would you be interested in collaborating with us in the future?"

## 2.5 - RESEARCH ORGANIZATIONS DOING SIMILAR WORK

- Why: Helps identify useful strategies for social media

- Find organizations that:
  - Target the same audience
  - Share the same goals
  - Are in the same industry as your organization

# 3.0 - PRODUCTION

This section details how to create and upload posts on Buffer.

3.1 - Create Draft Posts in Buffer

3.2 - Approving and Queuing a Draft Post in Buffer

3.3 - Schedule Time for the Post to Upload in Buffer

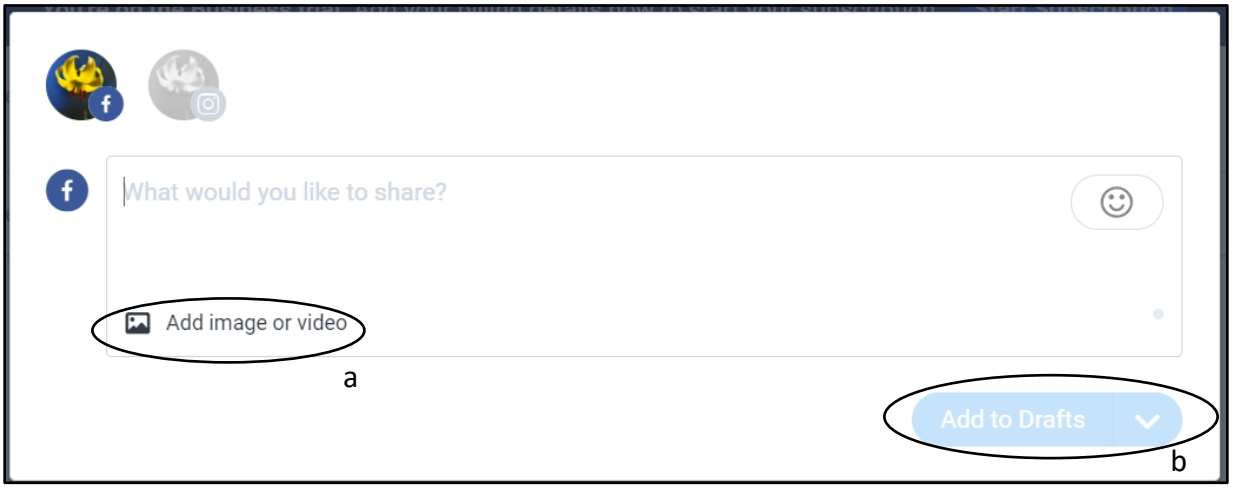
# 3.1 - CREATE DRAFT POSTS IN BUFFER

1. In the publishing menu, click the account on the left that you want to create a draft for
2. Click on the Drafts tab
3. Click the create new draft button

4. Add your images to the post along with your captions

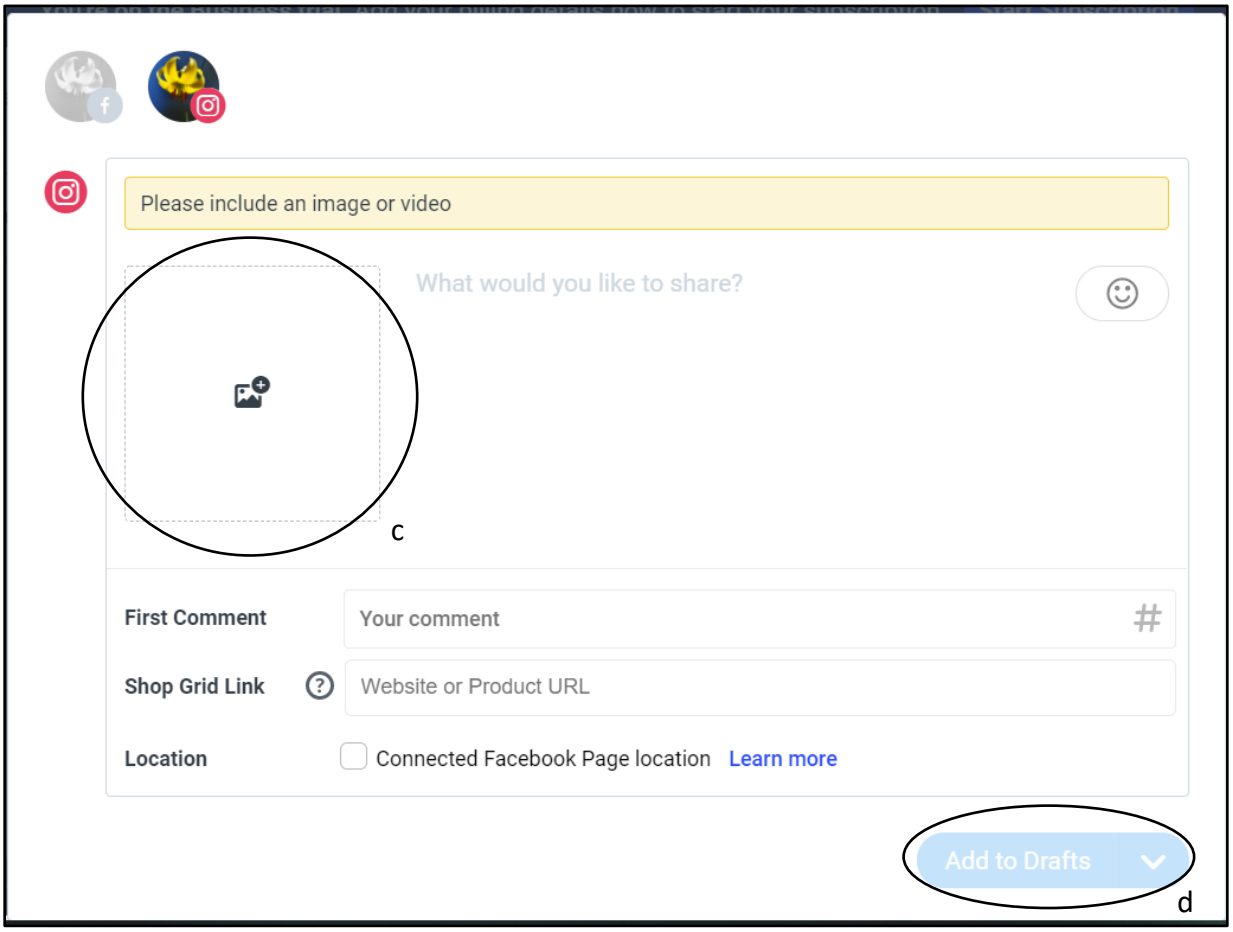
   a. For Facebook, click the add photo or video button at the bottom to begin adding visual content. After you add one piece of content another box with display for the second piece of content

   b. Press Add to Drafts



c. For Instagram, click on the large square with a small icon in the middle with a plus in the top right corner to add visual content. After you add one piece of content another box with display for the second piece of content

d. Press Add to Drafts



## CONTENT RECOMMENDATION

- Use photos and videos that have themes that engage your audience
  - Found by observing past post analytics and engagement trends
  - For example: Sporting goods company posts about sports rather than something like books
    - Audience engages with that content

To note:

<u>Post Theme Recommendations for Albanian Gastronomy Expedition Social Media</u>

- **Albanian cuisine:** Albanian dishes in their final, ready-to-eat state in the hands of the chefs who made them, on a table for a meal, in front of a plain background to accentuate the dish, or encased for preservation
- **Albanian food preparation:** Chef creating a dish or the raw ingredients used to create a dish
- **Cultural significance of Albanian food:** Explaining the significance of Albanian food in post

## CAPTION RECOMMENDATIONS

- Provide background context to the visuals
- Section out the caption
- Make it easy to read
- Make it short and informative

**Figure 9: Example of sectioned, easy to read, short caption**

## USE HOOK/QUESTION

- Why: Captivates the audience into the post
- Can be seen without clicking “see more”

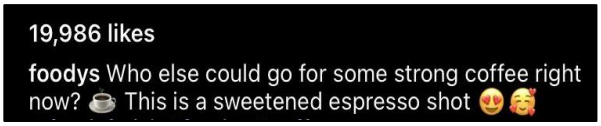



Figure 10: Example of Instagram caption with a hook or question

Figure 11: Example of hook/question on Facebook in the form of a trivia

## USE CALL TO ACTION

- Why: Tells your audience to do a certain task
  - Cannot expect them to complete it unless you suggest it.

- Rephrase call to actions in every post
  - Keeps content fresh
- See examples in Table below

Figure 12: Example of Call to Action, “TELL US IN THE SURVEY BELOW,” shown in a Facebook post caption

Figure 13: Example of call to action in Instagram shown in the numbered list

| **Call to Action Phrases:** | **Meaning:** |
|---|---|
| “Tag a Friend” | In the comments of a post, mention another account handle. |
| “Comment Below” | Write a comment in the comments section of the post |
| “Like/Share this post” | Either click the like button on a post or click the share button and send the post to another user |
| “Follow us” | Go to the poster’s profile and click the follow button |
| “Create a post with the hashtag” | Upload content on a personal account with the specified hashtag in the caption |
| “Create a post and tag us” | Upload content on a personal account and mention the original account in the caption or in the photo |
| “DM us” | Use a direct messaging service to send content to the poster’s account. |

## USE HASHTAGS

- Why: Helps increase reach to new potential followers
  - Users can follow hashtags and get notified when posts with the hashtag are uploaded (Instagram only)

- Use globally known and niche hashtags
  - Globally: Contains millions of posts
  - Niche: Self-made or used in thousands of posts (or less)
- Use 30 hashtags per post
  - Maximum number per post
- Determine hashtags to use from Buffer's hashtag performance analytics
- Section hashtags at the end of the caption (seen in Figure 14 & 17)
  - Can also be included as a comment (see Figure 18) (Instagram Only)

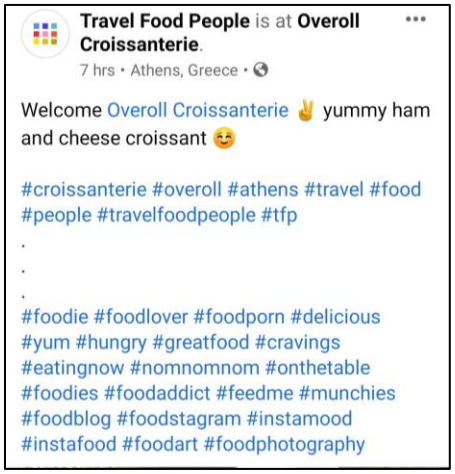



**Figure 14: Example of using the maximum hashtags on a Facebook post**

Figure 15: Example of globally known hashtag

Figure 16: Example of niche hashtag

Figure 17: Example of maximum hashtags in Instagram caption

Figure 18: Example of maximum hashtags in the first comment of an Instagram post

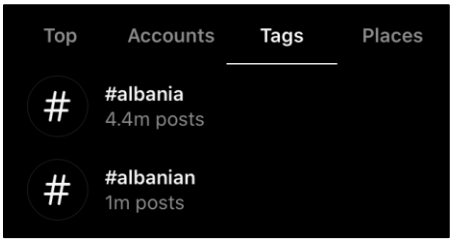



Figure 19: Example of globally known hashtags on Instagram

Figure 20: Example of niche hashtags on Instagram

## INCORPORATE GEOTAG IF POSSIBLE

- Why: Helps reach new potential followers
  - Allows users to look up location and see post

- Categorizes post by location

To note: this cannot be done from Buffer because Instagram and Facebook's API for geotags is out of date.

Figure 21: Example of Facebook post with geotag

Figure 22: Example of geotag on Instagram post

## TAG/MENTION OTHER ACCOUNTS IF POSSIBLE

- Why: Connects posts with other accounts
  - Allows followers of tagged account to potentially see the post and its account
    - Potentially reach new followers

To note: you might need to change the mentions on Facebook after posting through buffer because they are sometimes not recognized.

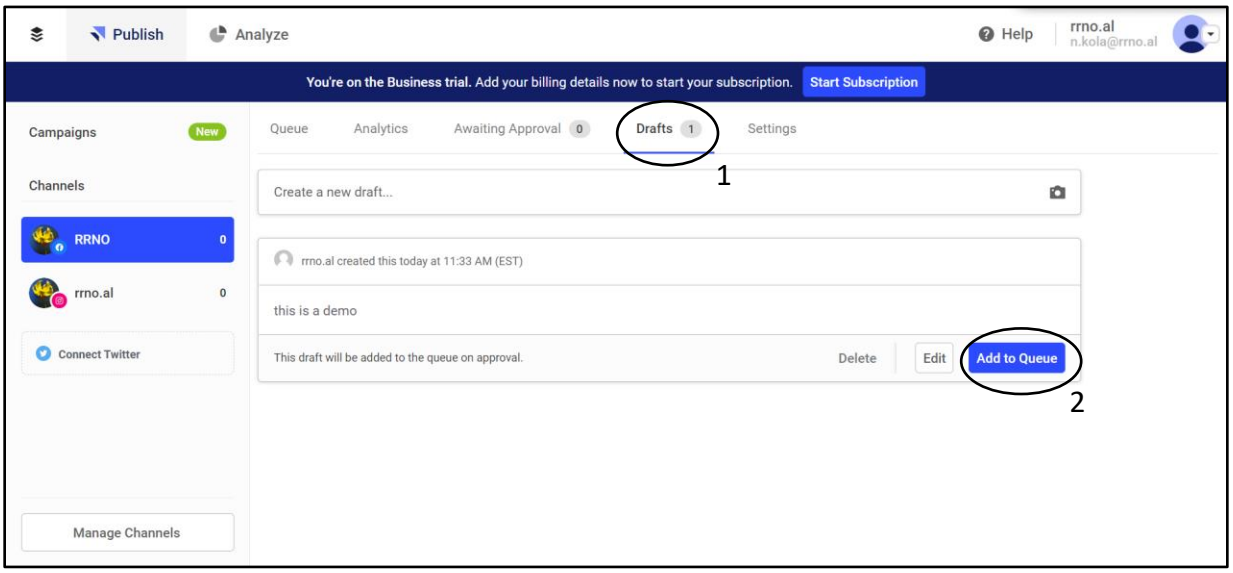
Figure 23: Example of tagging in a caption on Facebook

Figure 24: Example of tagging on an Instagram post

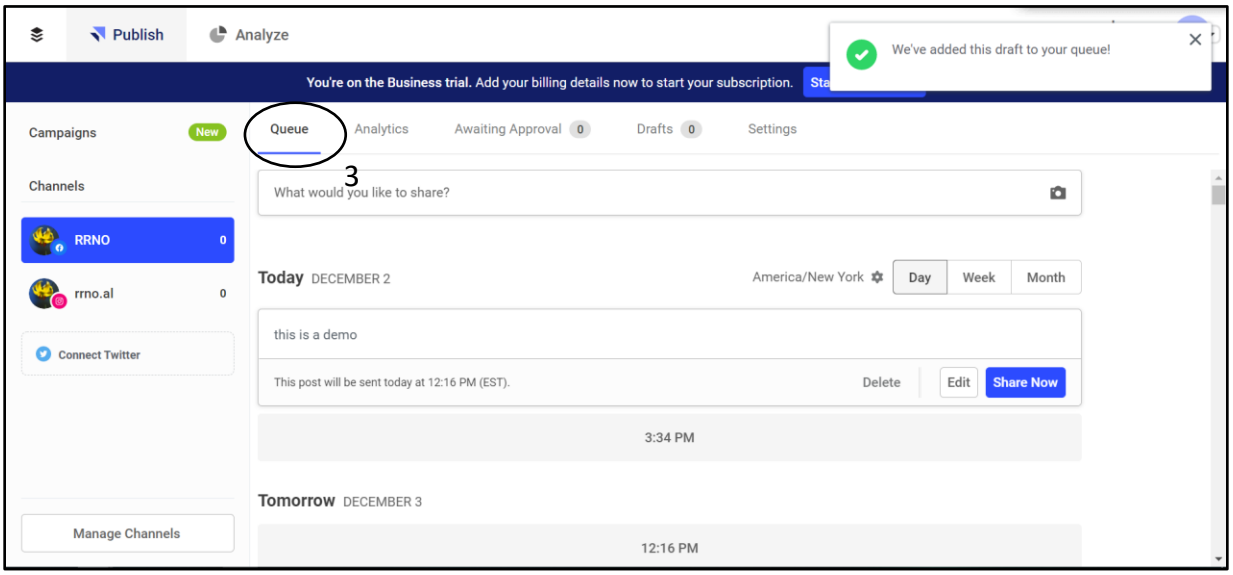
## 3.2 - APROVING AND QUEUING A DRAFT POST IN BUFFER

1. In the publishing menu select the drafts tab

2. Scroll to the draft you want to approve and press “Add to Queue”



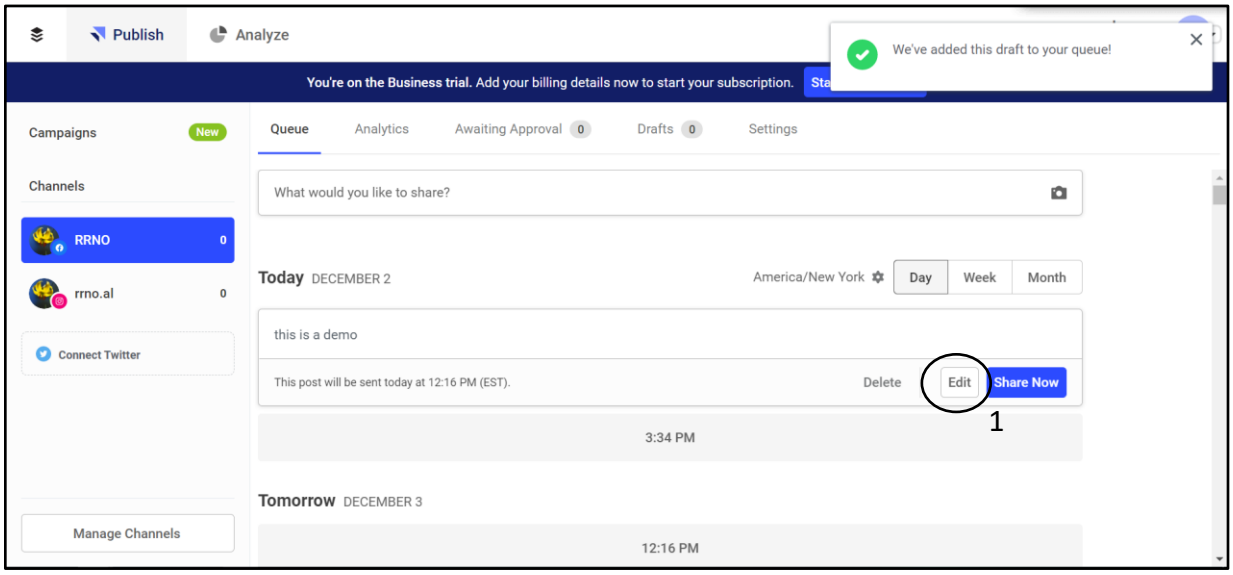
3. Check in the Queue tab for the post at the top of the queue



## 3.3 - SCHEDULE TIME FOR THE POST TO UPLOAD IN BUFFER

- Schedule posts at least 1 week in advance
- Use previous guidelines to choose time for post

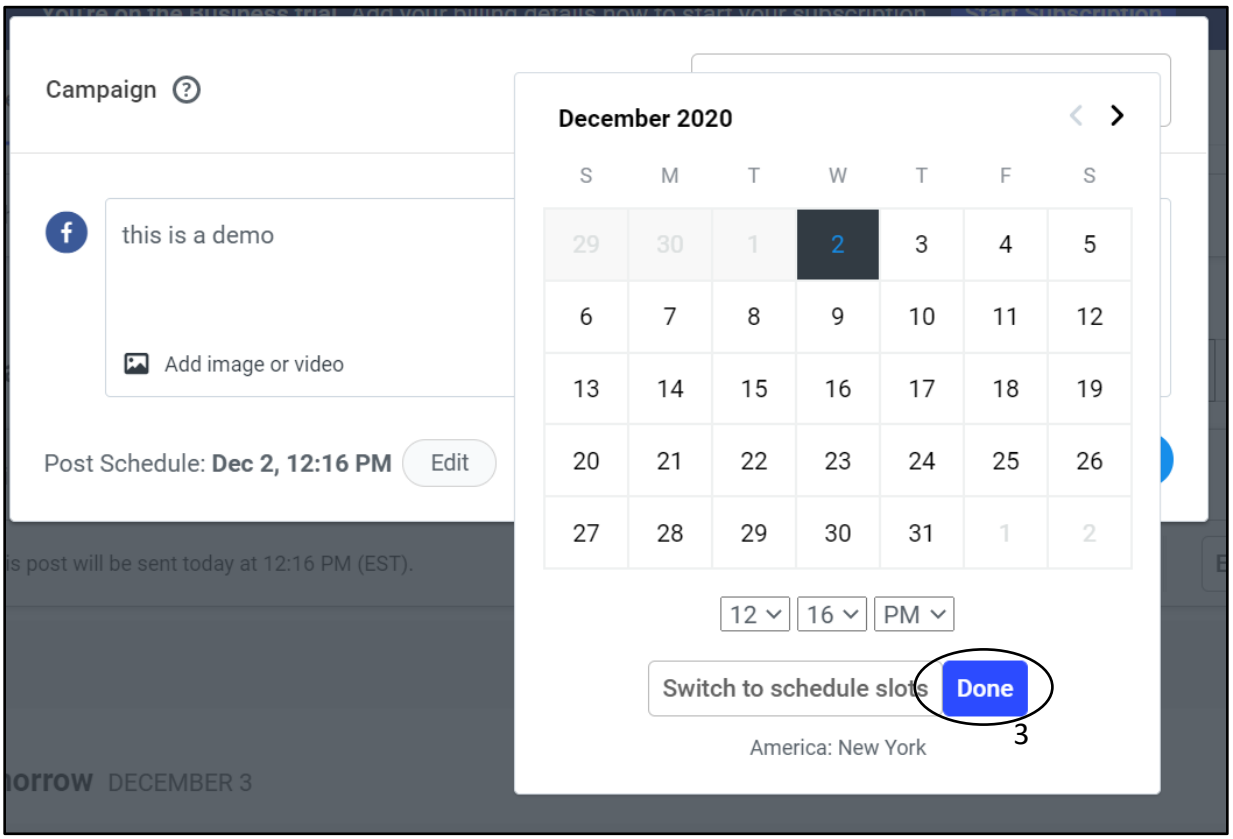
1. Click the edit button on a post that is queued



2. Click the edit button next to the publish date

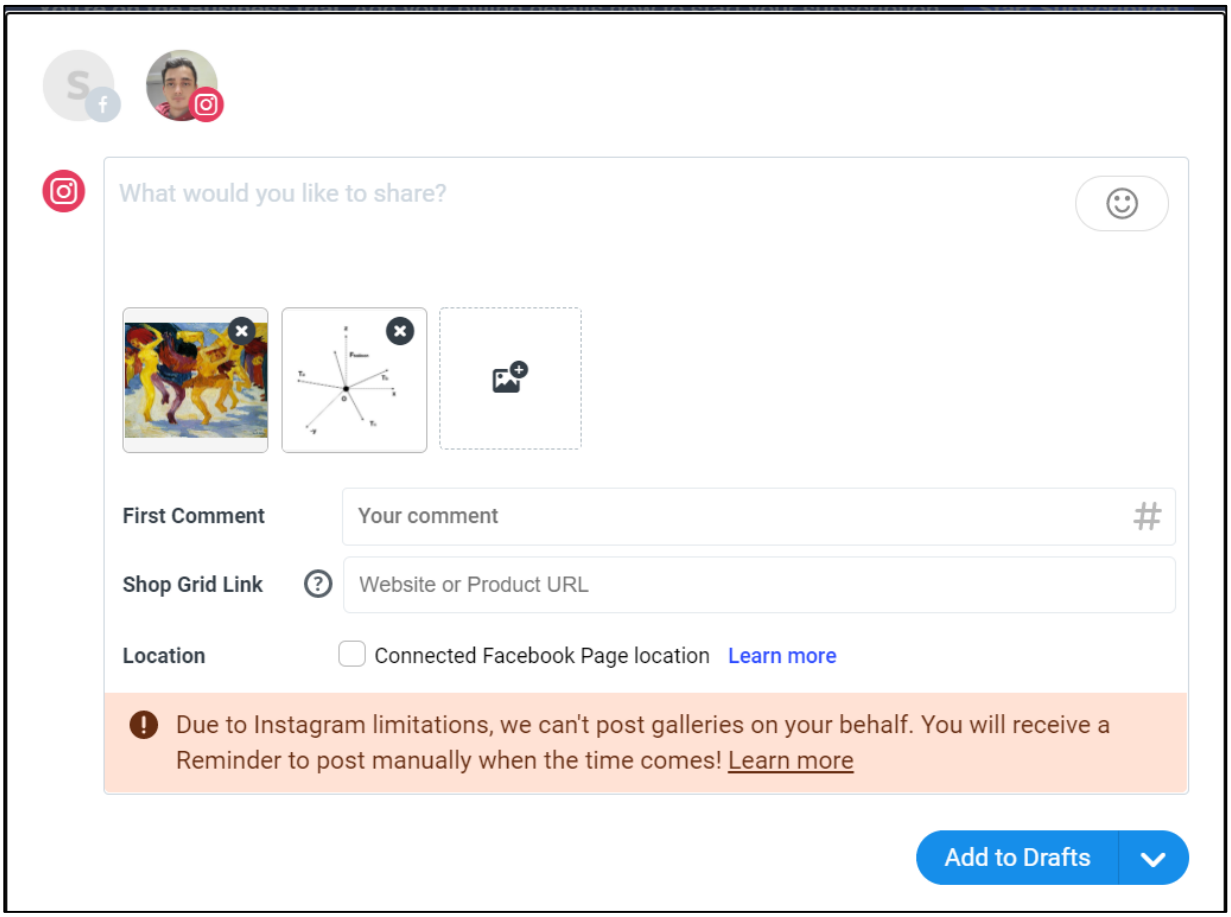
3. Select the day and time in the menu and press done

   To note: Due to limitations presented by Instagram, Buffer cannot auto-post on Instagram drafts that contain more than 1 photo or video. You will have to complete the post manually on your phone using the Buffer and Instagram apps



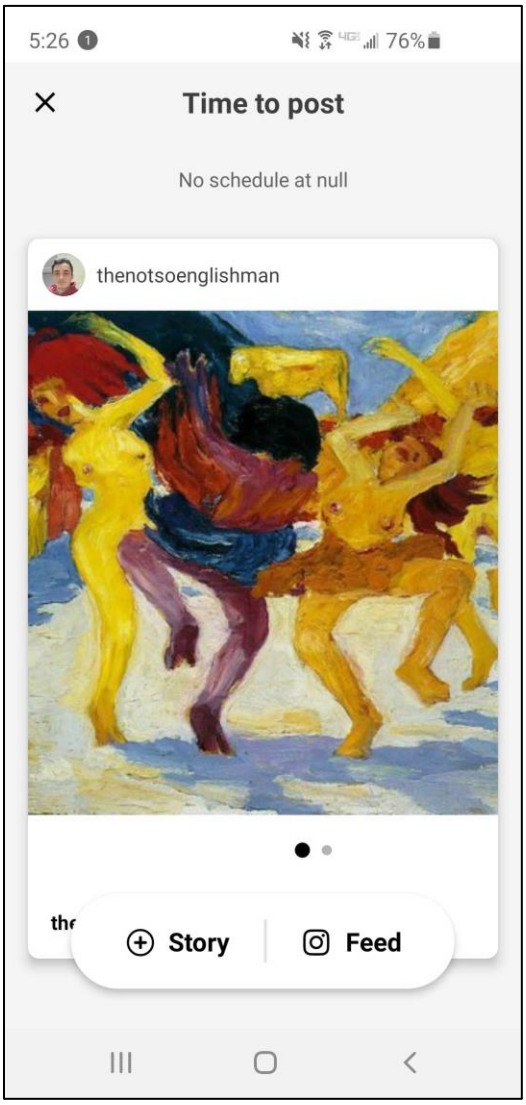
Special Circumstance: Instagram Posting:

1. Put it in the queue
2. Set the time you want to upload the post
3. Wait for a notification on your phone from buffer mobile app

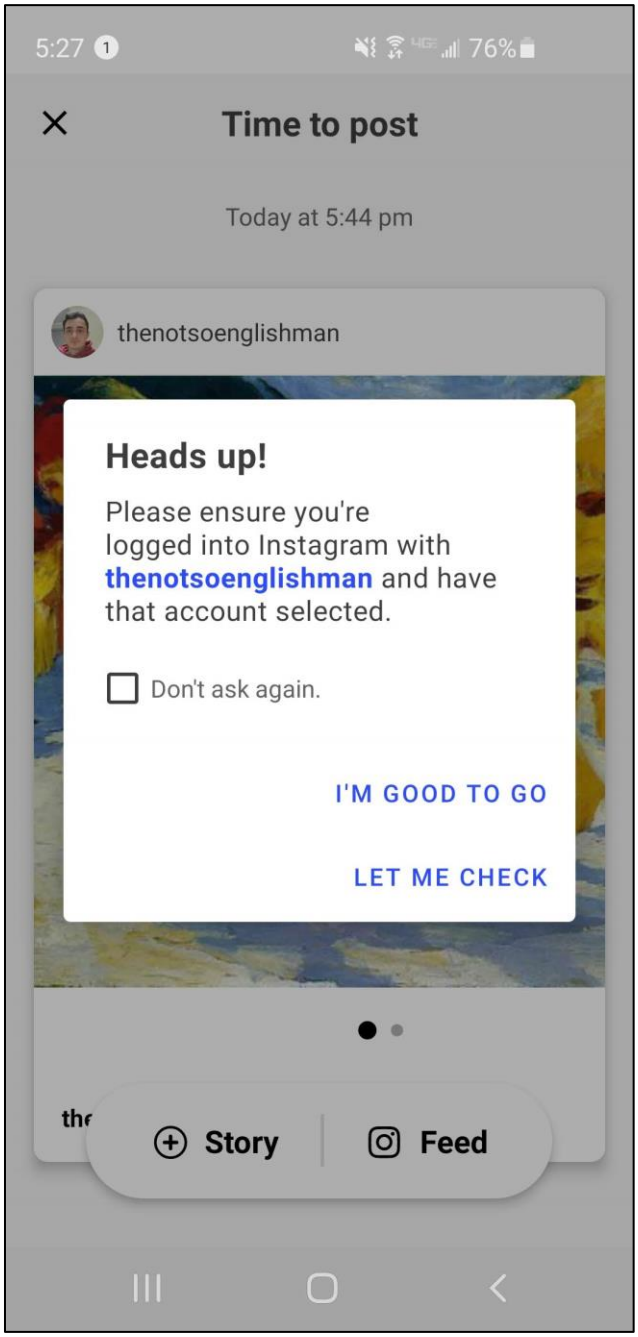


4. Tap the notification
    a. (Image called Buffer app page after you click phone notification)
5. Select whether you want it to be a story or feed post

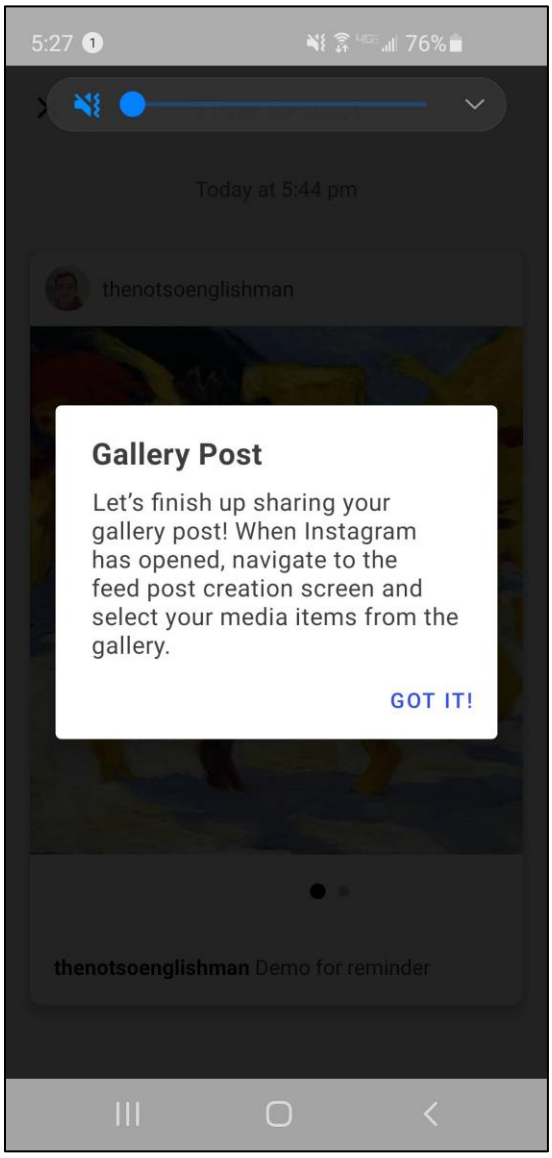
    Feed post is another phrase for main post



6. Tap I'm good to go
    a. Make sure, in the instagram app on your phone, that you are logged into the account you want to upload the post to
        i. (image called warning to make sure you are on the right account on instagram)



7. Buffer will copy the caption and download the photos or videos from the draft onto your phone and redirect you to Instagram where you can upload manually
8. When prompted select the images you want to post and paste the caption into the caption field
9. Upload the post



# 4.0 - POST-PRODUCTION

This section details tasks to be completed after uploading posts

- 4.1 - Respond to Comments and DMs
- 4.2 - Analyze Your Posts Through Insights and Buffer
- 4.3 - Identify Hashtags to Use on Future Posts
- 4.4 - Follow Other Accounts

## 4.1 - RESPOND TO COMMENTS AND DMS

- Why: Tells audience you have an interest in their opinion
- Why: Shows that you are present on social media
- Why: Creates a connection between you and your audience
  - Makes audience more likely to engage with your content.

## 4.2 - ANALYZE YOUR POSTS THROUGH INSIGHTS AND BUFFER

- Why: Shows the successes and detriments of the post

- Completed 2 to 3 days after uploading a post

## LOOK AT SPECIFIC METRICS ON INSIGHTS AND LOOK AT BUFFER

### ENGAGEMENT RATE

- Shows how engaging a post was
- Provided by Buffer in the form of a percent

Figure 25: Example of posts analytics from Buffer including engagement rate on the bottom right

### ENGAGEMENTS/REACTIONS

#### INSTAGRAM

- Reactions:
  - Collective number of likes, comments, shares, and saves.
  - Found in Buffer

## FACEBOOK

- Reactions: Commands for reacting to a post

| Reactions | Icons |
|---|---|
| Like | |
| Love | |
| Care | |
| Haha | |
| Wow | |
| Sad | |
| Angry | |

- Engagements
  - Collective number of reactions, comments, shares, and post clicks
  - Found in Facebook Insights

## REACH

- Number of accounts that have seen a post
  - Includes the accounts that are and are not following you
    - Percent of reach by non-followers also shown (Instagram only) (see Figure 27)

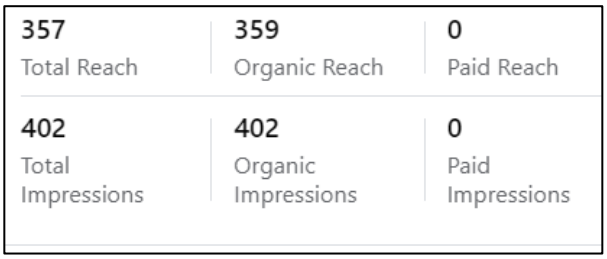



Figure 26: Example of Insights showing reach of a post on Facebook

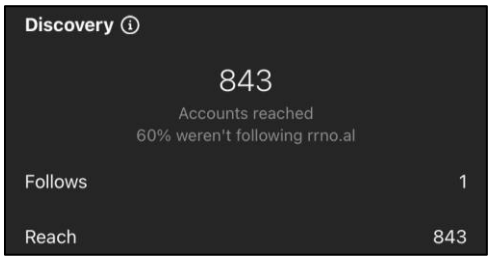



Figure 27: Example of Insights showing reach on an Instagram post

## IMPRESSIONS

- Number of times your post has been seen by users
  - Includes repeat views and views from non-followers
- Impressions from hashtags also shown (Instagram only) (see Figure 29)

Figure 28: Example of Insights showing impressions of a post on Facebook

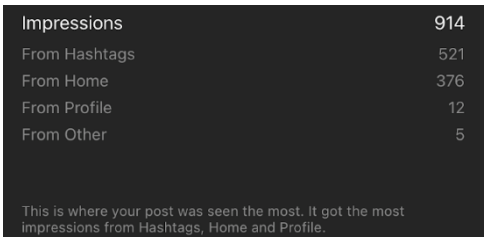
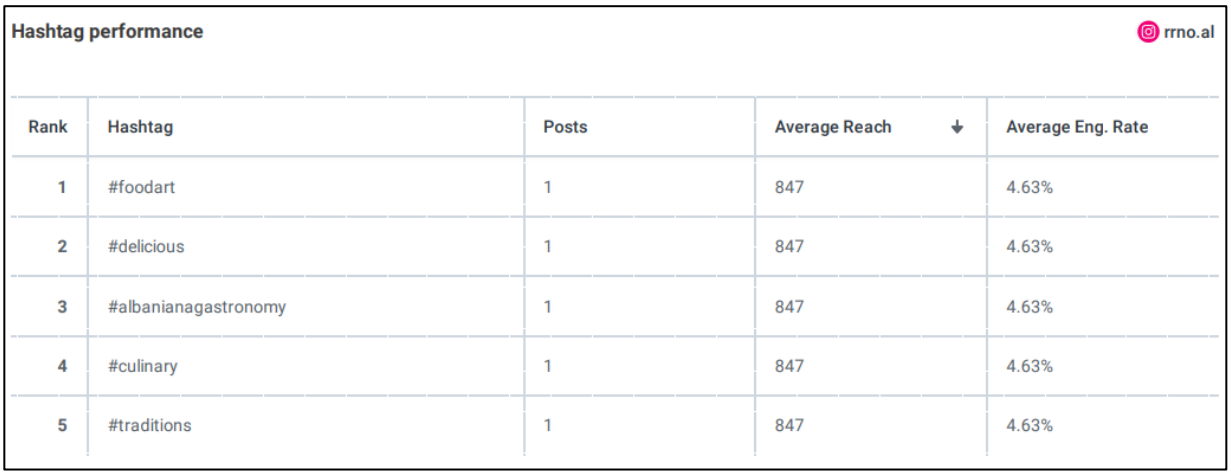



Figure 29: Example of Insights showing Impressions on an Instagram post

## HASHTAG PERFORMANCE

- Identifies the most popular hashtags that increase reach
- Calculates reach of a hashtag from the reach of all the posts containing the hashtag

To note: Keep a spreadsheet of all the hashtags used



**Hashtag performance** rrno.al

| Rank | Hashtag | Posts | Average Reach ↓ | Average Eng. Rate |
|---|---|---|---|---|
| 1 | #foodart | 1 | 847 | 4.63% |
| 2 | #delicious | 1 | 847 | 4.63% |
| 3 | #albanianagastronomy | 1 | 847 | 4.63% |
| 4 | #culinary | 1 | 847 | 4.63% |
| 5 | #traditions | 1 | 847 | 4.63% |

Figure 30: Example of hashtag performance analytics from Buffer

## 4.3 - IDENTIFY HASHTAGS TO USE ON FUTURE POSTS

- Find new hashtags through research
  - Refresh your hashtags on every post to reach new followers
- Identify a few low reach hashtags to replace on future posts
  - Using Buffer hashtag performance analytics

## 4.4 - FOLLOW OTHER ACCOUNTS

- Why: Possibly increases the reach and engagement of your future content

- Look at similar organizations' followers and follow them

# 5.0 - SPECIAL CIRCUMSTANCES AND HOW TO HANDLE THEM

This section details special circumstance that could arise while using social media and how to go about dealing with them.

## 5.1 - Handling Controversy

## 5.2 - Holidays

## 5.3 - Giveaways

# 5.1 - HANDLING CONTROVERSY

## INTERNAL CRISIS

- **Problem: Crisis from within your organization or a member of your organization**
  - Example: a member of your organization posted something offensive on the organization's page
  - Real life Example: *The Flash* tv show actor, Hartley Sawyer, had racist and misogynistic tweets surface

- Solution: Upload an apologetic, appropriate post that admits fault and details your organization's actions to fix it
  - Real Life Solution: See Figure 31

Figure 31: Example of accommodative response in an internal crisis

## EXTERNAL CRISIS

- **Problem: Crisis caused by organizations or people not directly related to your organization.**

- Situation 1: Something happens that affects the audience of your organization

- Solution: Upload an apologetic post and show empathy with your audience and detail action to avoid issue in the future
  - Also: Show that you have a plan to help fix the problem

Example wording

"We apologize immensely …(the situation)… we understand …(the problem at hand)… we will…(actions to avoid problem in future)"

- Situation 2: Something happens that hurts the reputation of your organization
- Solution: Upload a post defending the reputation of the organization and clarifying you had nothing to do with the issue but still stay empathetic to your audience and detail action to avoid issue in the future

Example wording

"We would like to inform you that our organization was not involved with/unaware of …(the situation)… but, we understand …(the problem at hand)… we will…(actions to avoid problem in future)"

- Situation 3: Something controversial happens that does not affect your organization or audience
- Solution: Do not respond or acknowledge the situation

Example wording

*no comment*

## OTHER GENERAL TIPS FOR RESPONDING

- Be concise
- Make sure everyone involved supports the action decided on
- Respond promptly to the situation
- Take a break from posting if users begin harassing the organization on future posts after the controversy
- Do not delete any comments or posts from followers about the controversy
  - Makes it look organization is trying to hide the controversy

## 5.2 - HOLIDAYS

- Upload a holiday post if applicable
  - Why: Boosts engagement and attracts new followers

- *Important*: Assess audiences' opinion of holiday prior to posting
  - Some holidays are controversial
  - Posting can lead to controversy
- Optional: Can take break from posting on holidays

## 5.3 - GIVEAWAYS

- Why: Incentivizes audience engagement and interaction

- Audience completes a task to get a reward
  - Example Tasks: Like, comment, share, tag a friend, follow

- Two forms
  - Random choice
    - Audience enters by completing a task (like raffle)
    - Winner chosen randomly out of those who completed the tasks
      - Should be chosen on a live stream to ensure authenticity of random choice
  - Reward everyone who participated
    - Audience participates by completing a task to reach a goal as a full group
    - Reward is given to the whole audience if the goal is reached