

SOCIAL MEDIA HANDBOOK

How to use Facebook, Instagram, and Twitter.

Made for Open

Streets Cape Town

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Introduction to Social Media

Social media offers a useful platform to stay connected with friends. However, it can also be used to make and maintain contacts for business. Not only can connections be made with people met in person, all other people can have the possibility to be reached. Reaching known people is as easy as requesting a “follow” or “friendship” with them on different social media platforms. Broadcasting a message to new people is simple with the addition of a “hashtag” or a “mention” in a post. This handbook will explain how to hashtag, mention, and effectively post on social media so that the amount of publicity received is maximized.






Social Media: What Is It?

Social media is not limited to maintaining past connections and creating new ones. When used wisely, social media can greatly benefit all sorts of businesses, particularly non-profit organizations (NPOs). Social media provides a whole new approach for organizations to keep in contact with individuals and has changed their relationships. It has allowed organizations to be more direct in message targeting, and provides cheaper alternatives to standard media platforms. One post can assist with relaying the organization's mission, self-promotion, and fundraising (Young, 2016).

Each social media platform is unique. For example, Instagram might be better for pictures whereas Facebook might be better for long descriptions. The following table is a short list of social media platforms that nonprofit organizations use and why they are useful, as identified by MediaCause.org and BethKanter.org, two blogs that are dedicated to assisting organizations and nonprofits with their social media growth:



Platform	What to Post	NPO Benefits
<p>Facebook</p>  <p>Users: 57% male average age: 38</p>	<p>Facebook is visual platform where users share a diverse mix of content. However, relying only on content produced by a single organization can be repetitive. Adding in thought-provoking content will provide for more social engagement through Facebook posts. Every Facebook page only reaches 16% of its audience organically so spending money for a pay-to-play can provide some additional reach.</p>	<p>Facebook pages are the center of conversations and can act as a community hub to host discussions about key issues and as a broadcast medium.</p>
<p>Twitter</p>  <p>Users: 55% female 39% over 35</p>	<p>Twitter is all about timely content and breaking news. Organizations can benefit from posting relevant content that has news value.</p>	<p>Tweets can be a broadcast medium as well as a personal communication platform. This means that it is easy to both engage with individuals and provide content about the organization.</p>
<p>Instagram</p>  <p>Users: 56% female 41% under 24</p>	<p>Instagram is a free smartphone application where users post pictures that they can apply filters over for visual effects. Photos posted can create intimacy, engage audiences, create visual stories and appeal to emotions.</p>	<p>Instagram is perfect for reaching younger audiences, especially Generations Y and Z. Its platform also allows for simultaneous posting between social media platforms so that the Instagram picture can be posted on Instagram, Facebook, Twitter, Tumblr and Foursquare at the same time.</p>

General Tips

Linking Accounts

With today's technology, people like information to be right at their fingertips. Those who use social media are looking for information to be easily accessible. To make social media accounts more accessible, each account should have a link to all other accounts. The easiest way to link social media accounts is to write the link to other social media accounts in the description or biography section of your profile.

Example:

Here are three different twitter accounts who provide their website alongside other social media accounts or even other twitter handles they are associated with:





The Black Keys ✓
@theblackkeys

This is the official account for @TheBlackKeys (@DanAuerbach & @PatrickCarney). Download TURN BLUE now: smarturl.it/turnblue.

📍 Akron, OH

theblackkeys.com

📅 Joined March 2010



Popsicle ✓
@JulienSolomita

snapchat: juliensolo // FR X JS pin 📌

📍 Los Angeles

shopfreeradicals.com/collections/ju...

📅 Joined January 2010



Reasoning:

If someone were to stumble upon Open Street's twitter account and read about an upcoming Open Streets day happening around town, it is likely that they would look for an associated Facebook event page so that they could click 'going to' to put in their calendar. The first place one might look for the Facebook link would be in the description of the twitter profile. Next, one might look at the latest tweets and/or any pinned tweets (tweets that

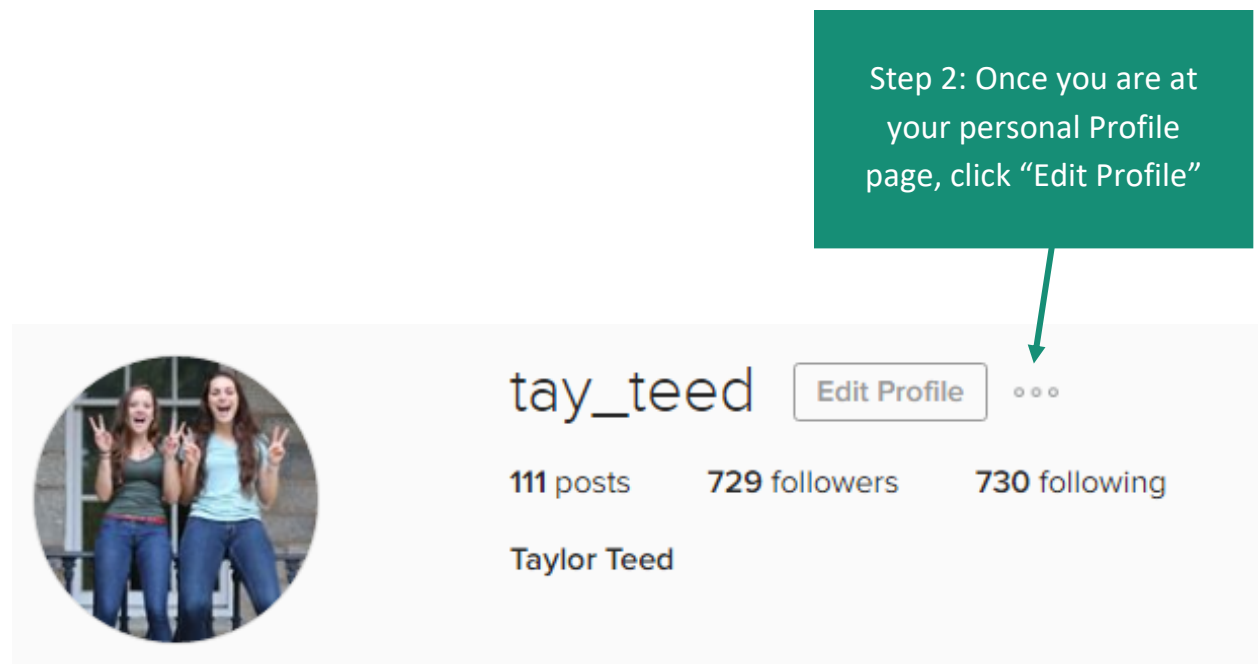
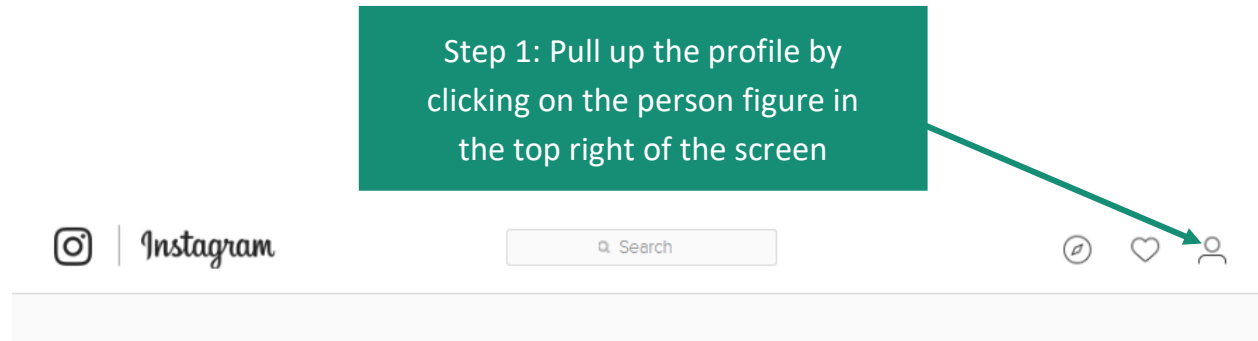
will show at the top of a profile as set by the account owner) to see if there is a Facebook link there. If there is not, a reader might give up.

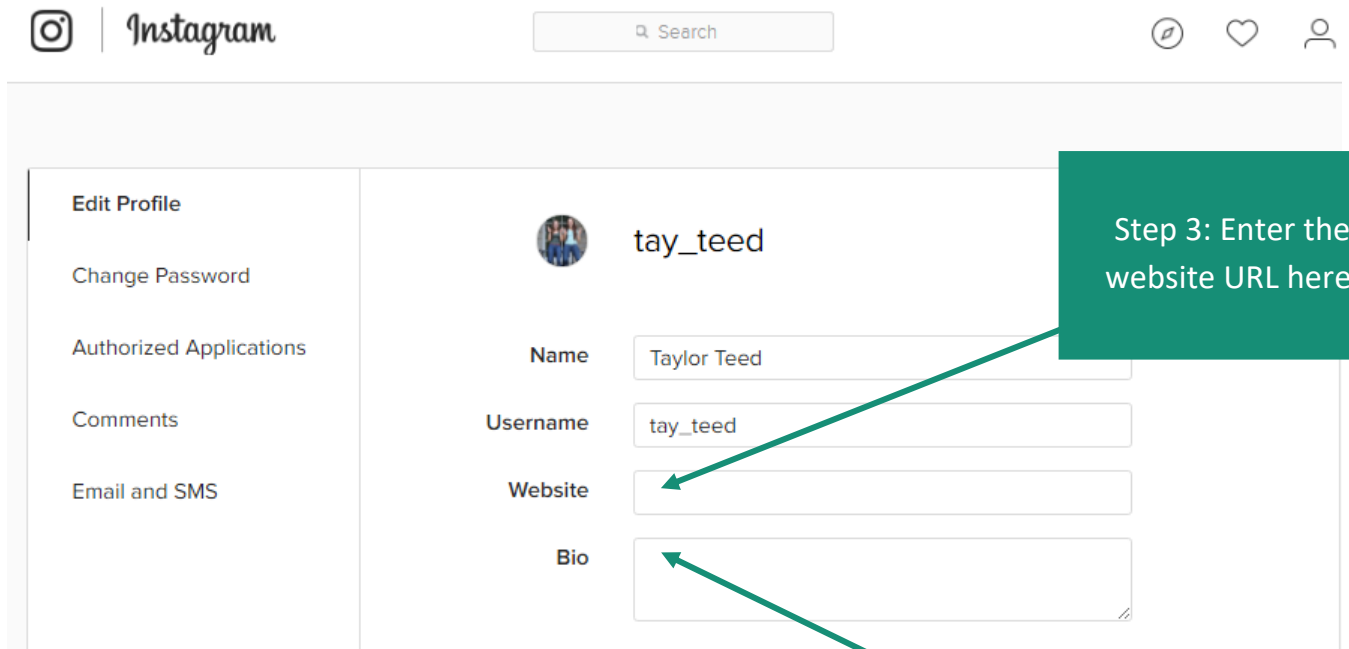
To grab a reader's attention before they give up, add links to all your social media pages! For example, your Facebook profile should have a link to your website, twitter, and Instagram. Your twitter bio should have a link to your website, Facebook, and Instagram. Your Instagram bio should have a link to your website, twitter page, and Facebook page.

How to Link Accounts

These tutorials are from the desktop website version of each social media:

Instagram





Step 3: Enter the website URL here.



Step 4: Enter the URL to Twitter, LinkedIn, and any other social media here.

Step 5: Scroll down and click submit!

Instagram is incredibly useful when it comes to posting on other social media. Here is how to link a Facebook profile and page from Instagram's help page:

✓ How do I link my Instagram account to my Facebook profile?

You can link your Instagram and Facebook accounts to share posts directly from Instagram to Facebook:

1. Go to your profile and tap  (iPhone) or  (Android) in the top right
2. Scroll down and tap **Linked Accounts**
3. Tap **Facebook** and enter your Facebook login info


Once you link accounts, you'll have the option to share a post to Facebook from the same screen where you add a caption.

✓ How do I link my Instagram account to a Facebook Page that I manage?


To link your Instagram account to your brand's Facebook Page, you first need to be [an admin of that Page](#) on Facebook.

To link your Instagram account to a Facebook Page:

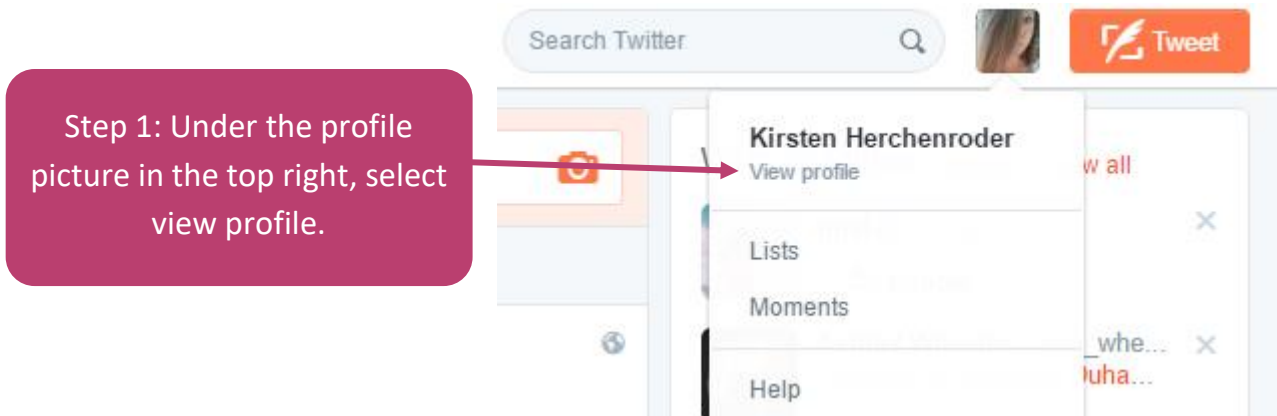
Android

1. Go to your profile and tap  in the top right.
2. Scroll down and tap **Linked Accounts**, then select **Facebook**.
3. Your Instagram account will link to your personal Facebook Timeline by default. To link to a Page instead, tap **Facebook** and choose a Page that you manage.

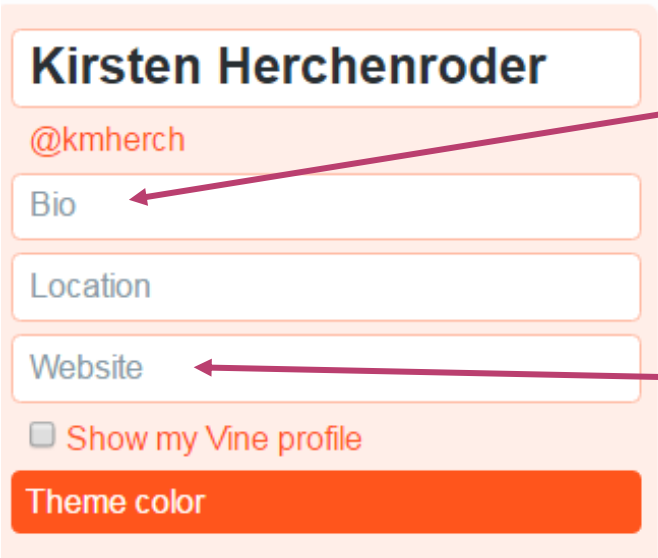
iPhone or Windows Phone

1. Go to your profile and tap  in the top right.
2. Scroll down and tap **Linked Accounts**, then select **Facebook**.
3. Your Instagram account will link to your personal Facebook Timeline by default. To link to a Page instead, tap **Share to** and choose a Page that you manage.

Twitter



Step 2: Select "Edit Profile" on the right side of the screen.



Step 3: Enter the URL to Facebook, Instagram, LinkedIn, and any other social media here.

Step 4: Enter the URL to the organization website here.

Step 5: Select "Save Changes" on the top right of the screen.

Facebook

The image shows a two-step process for editing Facebook page information. Step 1 involves navigating to the 'About' tab of a sample organization's page. Step 2 involves clicking the 'Edit Page Info' button in the top right corner of the 'About' section.

Sample Organization
@sampleorganization1

- Home
- Posts
- Photos
- Shop
- Videos
- Events
- About
- Likes
- Manage Tabs

Step 1: After navigating to the organization's page, click on the about tab.

Step 2: Edit the about page information by clicking on the Edit Page Info button.

About Sample Organization [Edit Page Info](#)

PAGE INFO	
Category	Community Organization
Name	Sample Organization
Username	www.facebook.com/sampleorganization1

Edit your details ×

General | Contact | Location | Hours

Description

Impressum

CONTACT

Phone **Has a phone number**

Website **This page has a website**

Email **Has an email address**

Step 3: Add links or usernames to other social media sites like Instagram and Twitter in the Description Section. The sooner they appear, the easier they will be to find.

Step 4. Enter additional contact information like the organization's website in its own contact category.

Step 5. Save any changes made!

Content

The Case Foundation collaborated with Social Media for Nonprofits to survey almost 500 nonprofit organizations to find out how they are engaging their communities through their use of social media. The study found that many NPOs are using social media as a megaphone to share information regarding updates and events, but just posting facts may not be the most effective way to engage the public (Creedon, 2013).

Make your posts engaging! John Haydon, a

digital Public Relations expert, has found that posts that end in a question mark instead of a period result in twice as many comments, likes, and shares (Creedon, 2013). The more shares a post receives, the more people will be exposed to your message.



Make your posts eye catching! Adding a picture or video can grab the attention of someone who is scrolling through their newsfeed. Nonprofits who took part in the study found that photos and videos of their sponsors and community drew the most attention from the public (Creedon, 2013). The post on the previous page is more likely to catch your attention than the post on this page because of the included picture.



Hashtags

Google defines a hashtag as a word or phrase preceded by a hash sign (#), used on social media sites such as Twitter to identify messages on a specific topic. Hashtags are not only used on Twitter but also on Instagram and Facebook to advertise posts and connect people with similar interests. Anyone can search a keyword or phrase and all posts that have used that hashtag will be shown. For example, if you added #CapeTown to your posts, anyone who searches Cape Town could stumble upon your tweets or pictures. Simply click or tap on the desired hashtag to bring up a page with other posts containing the hashtag. Using as many applicable hashtags as possible gives you more of a chance to be discovered. This is especially relevant for your Instagram account because the word count is not limited like it is on twitter.

“Hashtags are a search function, so using them for social media will help more people find your profiles, posts, and content.”

-Dhariana Lozano

Marketing Specialist,
business2community.com

Twitter

For Twitter, using more hashtags in each tweet, rather than frequent tweeting, is more effective. In general, people who scroll through their feeds and consistently see the same handle come up in a short period will be more likely to unfollow this handle than if an account uses more hashtags than usual. *Nonprofit Tech for Good* suggests that nonprofits experiment between two to eight tweets a day and see what quantity evokes the best responses from followers. These tweets should be spread out throughout the

day (Nonprofit Tech, 2015).



Using social media is different for businesses/organizations than for individual people. The typical short post with a few hashtags works great for individual people because they are only trying to impress the people they know that follow them. Frequent, short posts are not so effective for organizations. Organizations should use many more hashtags because they are trying to reach as many people as possible. Any sort of branding would not be affected because, in context, it makes more sense, especially if done in the right way.

Even if tweets are of high quality, tweeting an excessive amount of times in each day can take away from the effectiveness of the tweets because it makes it difficult for

the readers to digest an excess of information. Having multiple tweets in a row is called a Tweet Storms. They are useful when live-tweeting, tweeting about a live event in real time, but are otherwise overwhelming. Limiting tweets to a maximum of five informational tweets a day would stop the issue of followers being bombarded by one account and would make it easier for people to digest the information being presented. There are two exceptions to the rule of five tweets a day. The first being tweets in conversations between the NPO and another twitter account. The second is if the account is live-tweeting during an event such as an Open Streets Day.

Finding a couple of hashtags that really work for an NPO is ideal, but do not be afraid to use more. These hashtags could be more useful to specific groups of people in

Cape Town and could broaden your network, like occasionally tweeting and Hashtagging in Afrikaans. Other local languages might be a good idea to consider as well. To the right is a list of

USED HASHTAGS	POSSIBLE HASHTAGS	
#OpenStreets	#Community	#publicplace
#Langa	#CapeTown	#openstreetsct
#BikeBus	#EarthFriendly	#vriende
	#HealthyEarth	#SouthAfrica
	#CarbonFootprint	#gemeenskap
	#Green	#KaaPstad
	#Outside	#carfree
	#Streetsforpeople	#walkCPT
	#pedestrianzone	#streetsofCPT

hashtags that could be useful for Open Streets Cape Town. A useful resource to find relevant hashtags is: <http://hashtagify.me/> .

Instagram

By adding a hashtag to your Instagram, your post will be visible to anyone who searches the hashtag. Since Instagram does not have a character limit like Twitter, many more hashtags can be used. Using more hashtags will increase discovery of your pictures and therefore increase the likelihood that your profile will be discovered. Below is a figure that shows that more hashtags generate more likes and comments (Kanter, 2015).



On Instagram, people tend to get annoyed when they see hashtags. Matt Kapko, senior writer at CIO.com, warns Instagram users to take it easy with the hashtags (Kapko, 2015). Jenn Herman, a social media strategist, agrees and tells readers that using too many hashtags can annoy your followers and make your posts look like spam (Herman, 2016). To avoid agitating your followers, it is a good idea to hide your

hashtags. Below is an example of how you can hide the hashtags but still use them effectively.

There are a lot of people, advertisers, and public figures that use a format like this:

thethrowerfam Talk about some serious motivation, Chloe is only 10 years old! Let's help Chloe get to the Australian National Meet, in which she already qualified for. Her GoFundMe link is in the bio.

. . .



@selinakerswell

@selinakerswell

@selinakerswell



. . .

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<http://www.nelcosport.com>

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. . .

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. . .

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<https://www.prowriststraps.com/?affiliates=14>

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. . .

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@PROMiXXmixer today! Makes shakes lump free in 5 seconds!

. . .

Turn on post notifications to stay up to date on all things throwing

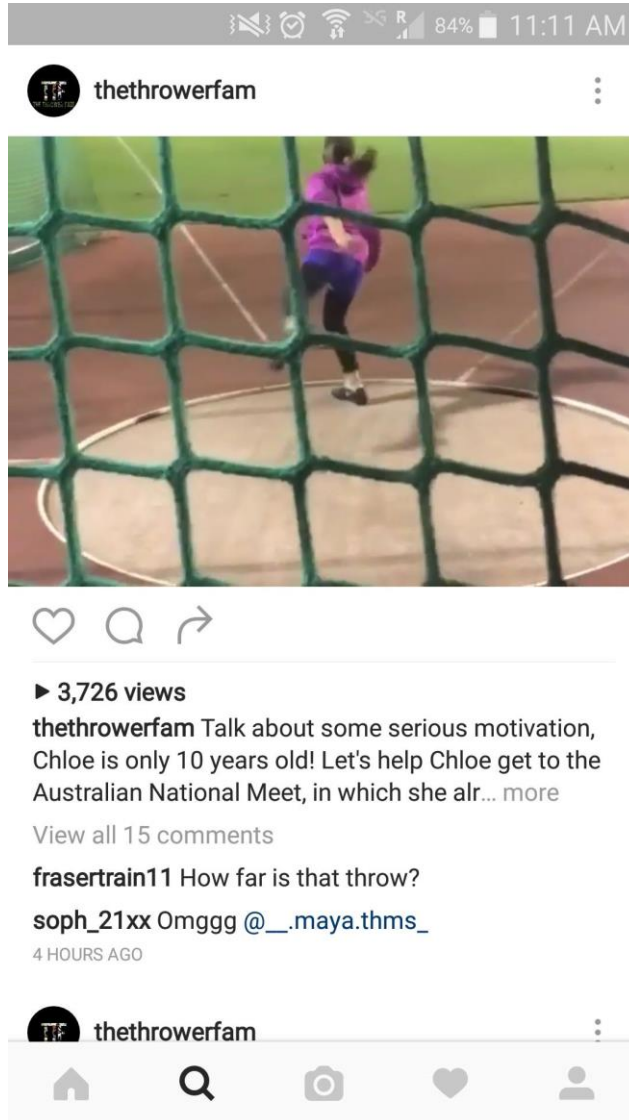
. . .

Tag your friends! Like, comment and follow for the largest and fastest growing throwers only page on instagram! Don't forget to use hash tag #thethrowerfam for a shoutout. Please make your account public to ensure repost compatability.

. . .

#discus #discusthrow #discusandshotput #throwerswag #thrower #throwers
 #throwersunite #throwernation #throwerslife #shotputanddiscus #highlandgames
 #scottishgames #scottishhammer #throwerfam #hammer #javelin #weightthrow
 #javelinthrow #hammerthrow #goballisticandthrowthings
 #goodthingscometothosewhothrow #goodthingscometothosewholift #throwerswag
 #throwerlife #thethrowerfam #hviii #hviiiirandgoods #teamhviii #feelthehviii.

Notice the number of hashtags that they use. It is very excessive, but when the post is viewed on a phone it looks like this:



Hiding hashtags

Here is a comprehensive guide from ITCHBAN blog by Benjamin Lee that describes how to affectively hide hashtags using formatted dots:

Hiding hashtags is as easy as forcing Instagram to hide a comment due to length.

Adding enough line breaks causes a comment to look like this:



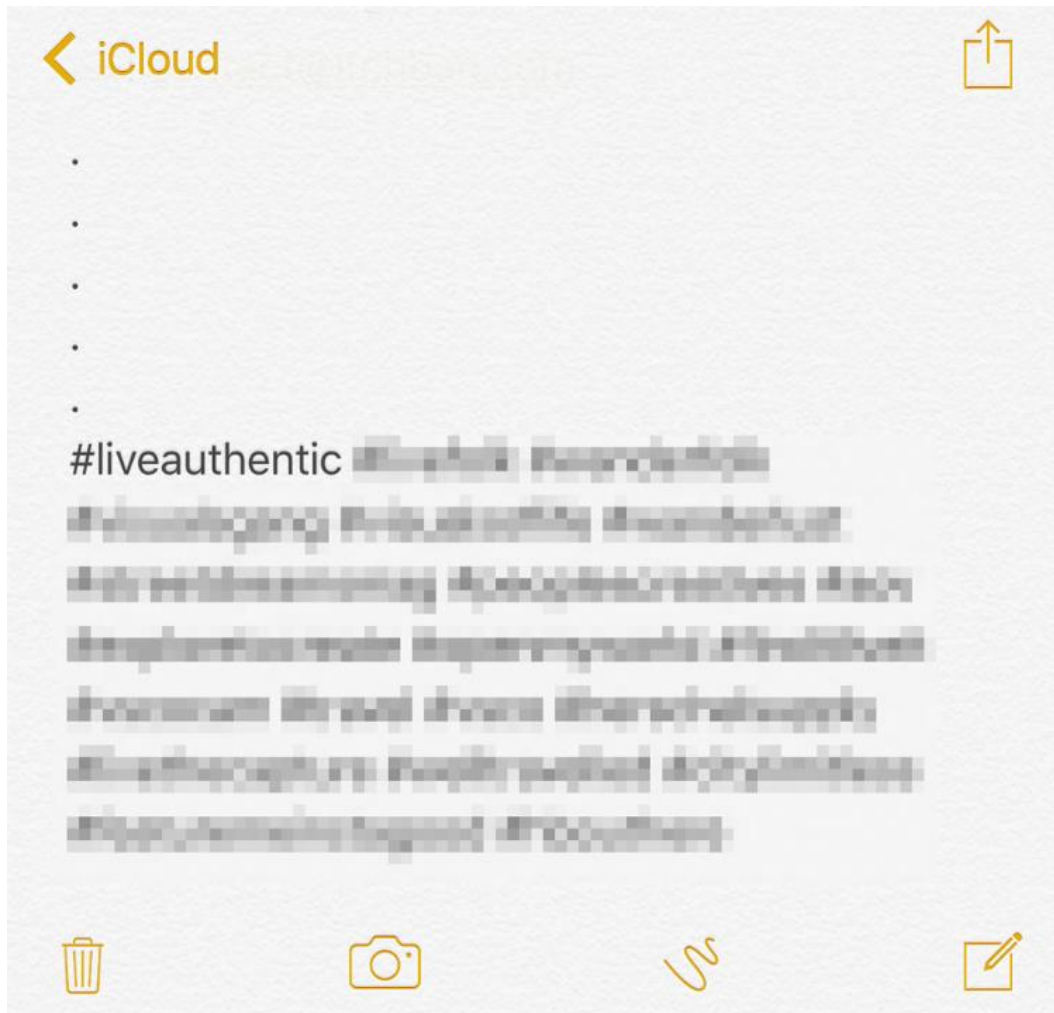
This single comment actually contains a bunch of hidden hashtags

It is easy to do:

1. Use a text editor to save all your hashtags in one paragraph. I use Notes on iOS.
2. Add 5 dots, with each dot on a separate line. **Make sure each dot is on a separate line.** See example below.
3. Add all your hashtags **below** the last (5th) dot. The hashtags should sit on a new line below the last dot.
4. Copy & paste all the dots along with the hashtags into a **comment** on your photo.

PLEASE NOTE: The 5 dots must all be on a separate line. You must copy and paste it into a **COMMENT** of your photo - **NOT THE CAPTION.**

The caption of the photo is the place where you write before you post the photo. It sits directly under the photo. **DO NOT copy and paste your hashtags there.** Paste it into a new comment **AFTER** you have posted the photo.



Using iOS Notes to save & format Instagram Hashtags

Caption Spaces (Line Breaks):

In the caption of your photo, hit the **123** button on the bottom left of your keyboard.

The keyboard set will change.

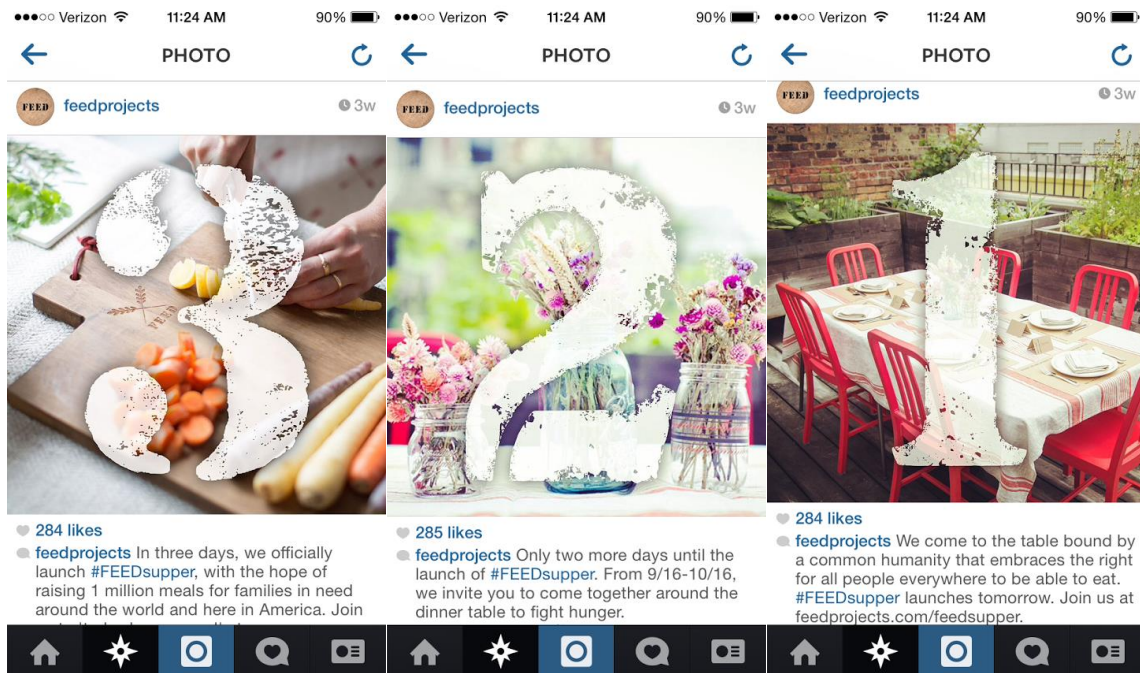
A **return** button will appear on the bottom right of the new keyboard set. Use the **return** button to add caption spaces (line breaks).



iOS keyboard

Countdowns

To hype-up an event, organizations will use their Instagram account as a countdown to the event. The best way to do so is to use pictures that would be posted anyway with the number of the countdown overlaid onto the image. Here is an example from a blog on Classy.org, a website dedicated to assisting nonprofit organizations, displaying the Instagram account @feedprojects for their countdown skills:



This example only shows three days however it is up to the organization on how many days would be an appropriate amount of time to start hyping-up an event.

Social Media Safety

Online safety is a very important aspect of social media that is often overlooked. Not only is online security extremely important for individuals, it is extremely important for organizations and the people who run their accounts. There are many helpful resources and guides on the internet such as www.TakeBackTheTech.net , www.FemTechNet.org and www.ArgByte.com . Some safety suggestions from these websites include having separate phones for communication, encrypting data using encryption apps and software, keeping systems updated, using two-factor authentication, and using dedicated private computers or phones for online banking.

“Action was taken by the internet service provider in less than 1/3 of the reported cases [of technology related violence].”

“41% of cases are perpetrated by someone known to the survivor.”

Two of the top five findings of technology related violence against women 2012-2015:
www.genderit.org/onlinevaw/

Conclusion

Social media is a helpful tool for non-profits, organizations, and individuals. Staying safe online, monitoring posts, knowing how to reach new supporters, and acknowledging the difference between each type of social media can help boost followers, friends, and partner organizations. Social media can generate enthusiasm and allow for connections that would not be made otherwise.

Thank you for taking our suggestions into consideration. We hope that this information will be beneficial. Please take a look at the links that we have provided; they are extremely useful, give much more in depth explanations, and include more ways to boost social media presences.



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