Social Media 101

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OUTLINE

KEY DISCUSSION POINTS



- Facebook
- Instagram
  - Connecting FB to IG
- X
- Creating social media accounts

FACEBOOK 101

Facebook is a popular social media platform where users can connect with friends, family, and other people around the world, providing the following perks:

- A Facebook post can have up to 63,206 characters.
- A single post can include up to 10 photos or videos.
- Facebook is free to use, but it offers paid advertising options for businesses to reach a wider audience.
- Some of the services Facebook offers include creating a personal profile, sharing updates, photos, and videos, joining groups, and creating events.
- Facebook is great for staying connected with loved ones, creating online communities, networking with professionals, promoting businesses, and discovering new content based on personal interests.

FACEBOOK 101



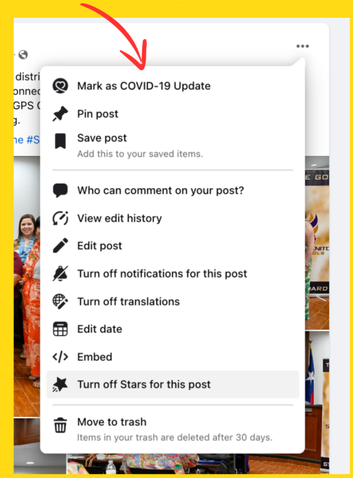
IMPORTANT FACEBOOK TERMINOLOGIES FOR PAGES:

- **Profile**: A personal account on Facebook used by individuals to connect and share with friends and family.
- **Page:** A public profile created for businesses, organizations, brands, and public figures to connect with their audience.
- **News Feed**: The constantly updating list of stories in the middle of your home page. It includes updates from friends, pages, and groups you follow.
- **Likes:** The way users show appreciation for posts or pages by clicking the "Like" button.
- **Share:** The action of reposting a post from someone else's profile or page to your own timeline or to someone else's timeline.
- **Reach:** The total number of people who see your content on Facebook.
- **Engagement:** The interactions that users have with your content, such as likes, comments, and shares.
- **Insights:** Facebook's built-in analytics tool that provides data on the performance of your page, including reach, engagement, and audience demographics.
- **Boost Post:** A paid feature that allows you to promote your posts to a larger audience beyond your current followers.
- **Call-to-Action (CTA):** A button on your page that encourages users to take a specific action, such as "Shop Now" or "Sign Up."

FACEBOOK 101

ANATOMY OF A POST





FACEBOOK 101

HELPFUL TIPS FOR MAXIMAZING OUR FACEBOOK PRESENCE

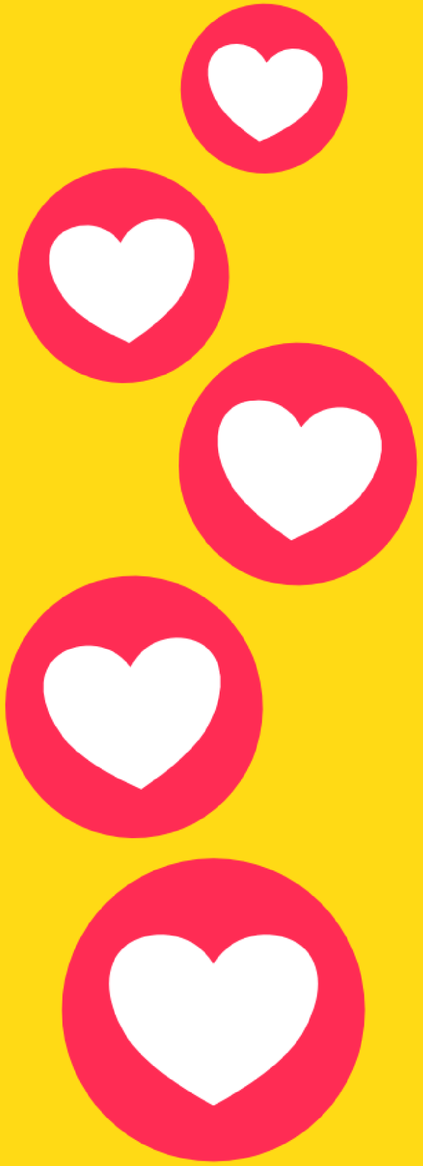


- Always create a post body for graphics or photos that is thoughtful and engaging, encouraging interaction and sharing.
- When sharing behind-the-scenes moments or event highlights, provide context to make your audience feel included and part of the experience. Be mindful of the tone and voice of your posts, reflecting the values and culture of your organization or brand.
- Check student permissions before posting photos of them on any social media platform.
- Use hashtags and tag other Facebook pages when they're a part of your post.
- Remember to regularly review and update your social media strategies to keep up with current trends and best practices. By doing so, you'll maintain a vibrant and dynamic online presence that resonates with your audience and fosters a sense of community.
- Take the time to review your page's analytics to learn about your followers' behaviors which will help you decide on a posting strategy for a larger reach.

FACEBOOK 101

FACEBOOK DON'TS

- Don't make posts back to back unless you absolutely must.
- Avoid posting too frequently and overwhelming your audience.
- Don't ignore comments or messages from your followers.
- Avoid using clickbait or misleading content to attract engagement.
- Don't overlook the importance of visual content – include images and videos in your posts whenever possible.



FACEBOOK 101

CONTENT IDEAS

THERE IS ALWAYS SOMETHING TO POST ABOUT

- Class announcements
- Showcase students' work
- Share student and staff accomplishments
- Campus special visitors
- Campus updates, news, and announcements
- Reminders of important dates and deadlines
- Birthdays
- Articles to read
- Upcoming tests
- School Appreciation Day celebrations and/or greetings



INSTAGRAM 101



Instagram is a popular social media platform that allows users to share photos and videos with their followers. Here are some points about Instagram:

- A post on Instagram can have a maximum of 2,200 characters.
- Users can post up to 10 photos or videos in a single post.
- Instagram Stories allow users to share photos and videos that disappear after 24 hours.
- Users can add filters, stickers, and captions to their posts.
- Instagram has features like Live video for long real time video and Reels for short video clips.
- Hashtags can be used to categorize posts and make them discoverable to a wider audience.
- Users can follow accounts and engage with posts by liking, commenting, and sharing.
- Instagram also offers features like Direct Messaging for private conversations with other users and broadcast channels to connect directly with your followers.



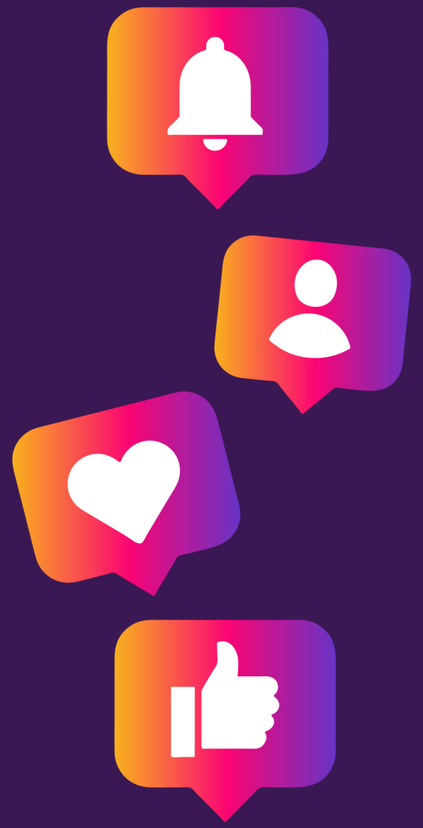
Instagram 101

TERMINOLOGY

- **Hashtag:** A word or phrase preceded by the "#" symbol used to categorize content and make it more discoverable.
- **Feed:** The main scrolling stream of content on Instagram where you see posts from accounts you follow.
- **Story:** A temporary post that disappears after 24 hours, often used for more casual or behind-the-scenes content.
- **Reels:** Short, entertaining videos that can be shared on Instagram and are similar to TikTok.
- **Explore Page**: A section of Instagram where you can discover new content and accounts based on your interests.
- **Instagram video:** A feed video which is a longer video that you share to your profile and it shows up in your followers' main feeds
- **Tagging:** Mentioning another user in a post by using the "@" symbol followed by their username.
- **Caption:** The text accompanying a post that provides context, storytelling, or additional information.
- **DM (Direct Message):** Private messages sent between users on Instagram.
- **Algorithm:** The system Instagram uses to determine what content to show users based on their interests and behavior on the platform.

Instagram 101

ANATOMY OF A POST





Location tag

Edit options

Eye catching, color image

post perfromance insights

Love, comment, and share options

Option to save for later

Attention- grabbing caption

Hashtags at the end of caption



Instagram 101

HELPFUL TIPS FOR MAXIMAZING OUR INSTAGRAM PRESENCE

Here are some tips to help you maximize your Instagram presence:

- Post consistently and regularly to keep your audience engaged.
- Use high-quality images and videos to capture attention.
- Utilize relevant hashtags to help your content be discovered by interest.
- Interact with your followers by responding to comments and messages.
- Collaborate with influencers or other brands to expand your reach.
- Utilize Instagram Stories and live features to connect with your audience in real-time.
- Analyze your insights to understand what content performs best and adjust your strategy accordingly.



Instagram 101

INSTAGRAM DON'TS

- Don't post low-quality content
- Avoid neglecting engagement with your followers
- Don't use irrelevant hashtags
- Avoid ignoring to use Instagram Stories and Instagram video
- Don't over-editing your photos
- Avoid ignoring analytics and insights
- Don't overwhelm your followers with posting back to back content

Instagram 101

CONTENT IDEAS

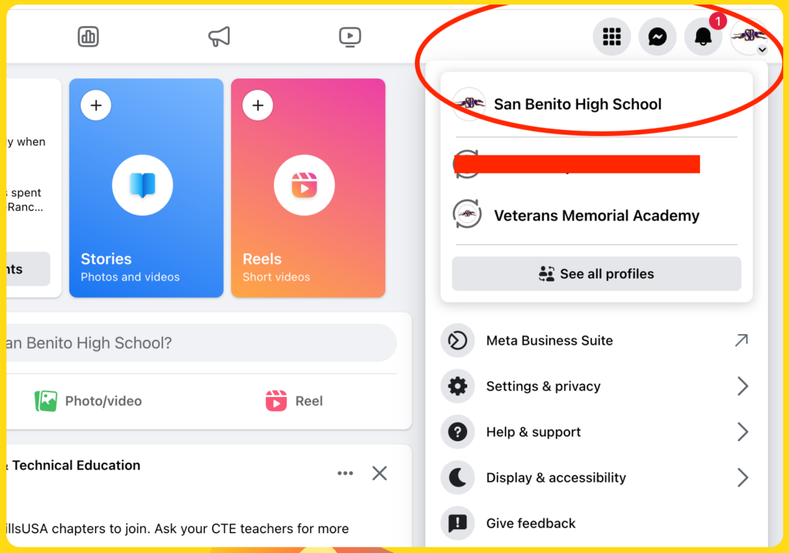
THERE IS ALWAYS SOMETHING TO POST

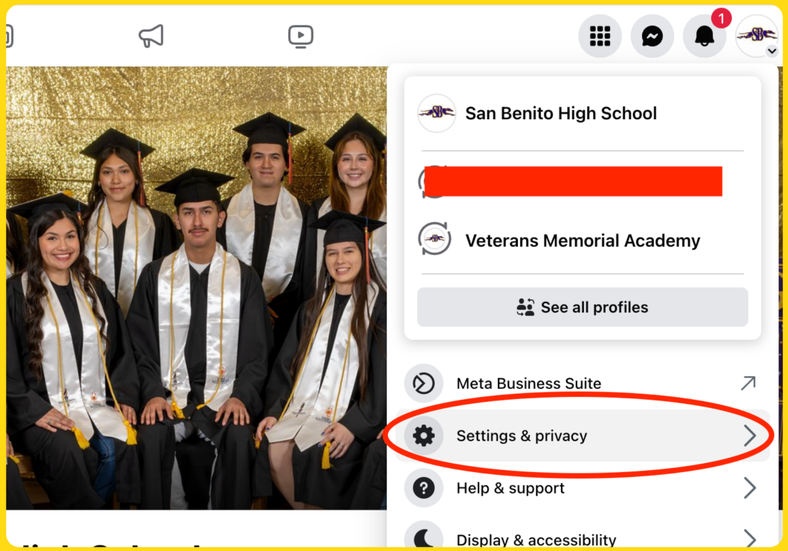
- Reels of fun classroom activities
- Class announcements
- Showcase students' work
- Share student and staff accomplishments
- Campus special visitors
- Campus updates, news, and announcements
- Reminders of important dates and deadlines
- Birthdays
- Articles to read
- Upcoming tests
- School Appreciation Day celebrations and/or greetings

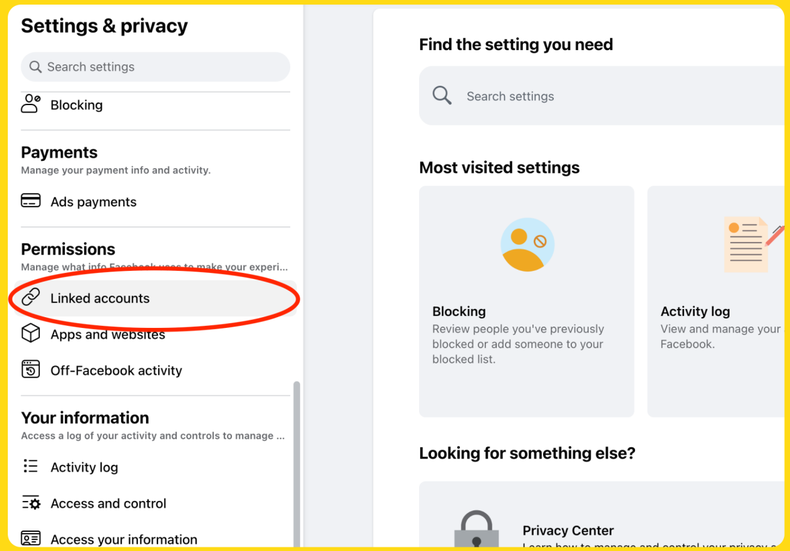


CONNECT YOUR FACEBOOK TO INSTAGRAM

By connecting your Facebook and Instagram accounts, you can save time by easily sharing content across both platforms simultaneously. This integration allows you to streamline your social media efforts, reach a wider audience, and maintain consistency in your online presence, ultimately saving you time and effort in managing your accounts separately.







STEP 1

1. Log into Facebook, then click your profile photo in the top right and click **See all profiles**, then select the Page you want to switch into.

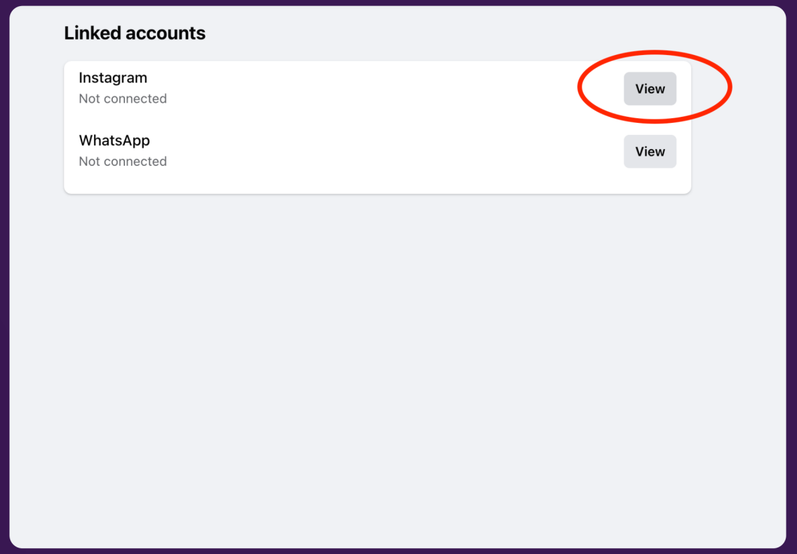
STEP 2

Click your **Page's profile picture** in the top right of Facebook. Click **Settings & privacy**, then click **Settings**.

STEP 3

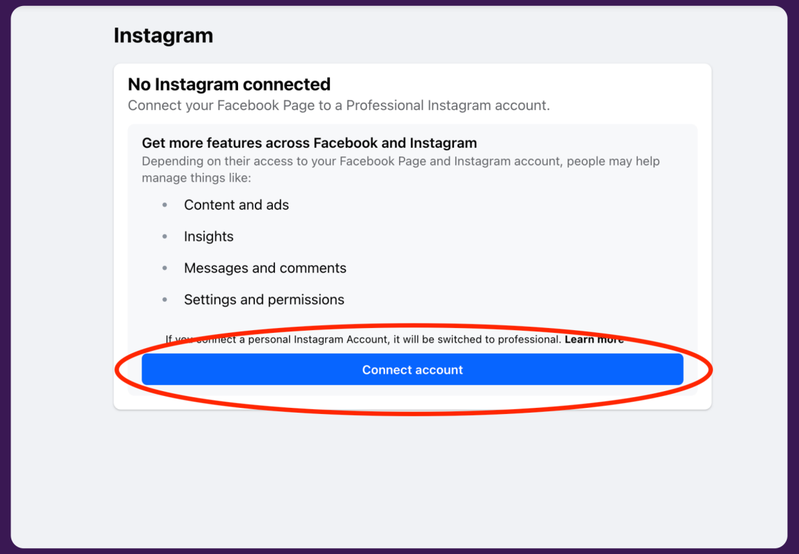
Under **Permissions**, click **Linked accounts**.

CONNECT YOUR FACEBOOK TO INSTAGRAM CONTINUED



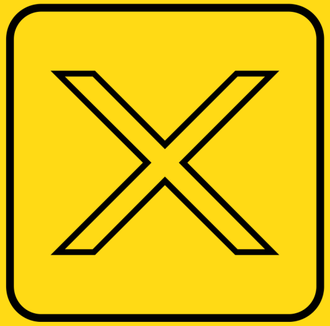
STEP 4

Next to Instagram, click **View**.



STEP 5

Click **Connect account**, then follow the steps to connect your Facebook Page and Instagram account.



101

FORMERLY KNOWN AS TWITTER

X is a popular social media platform recognized for its 'tweets' (now posts). It is the vison of X to be an “everything app“. These are some platform facts:

- Originally launched in 2006 as Twitter before rebranding to X.
- Has over hundreds of millions of active users worldwide.
- Known for its real-time updates and trending topics feature.
- Allows users to follow accounts and be followed back to create a network.
- A post can be up to 280 characters (longer for “Premium” accounts).
- Posts may contain photos (up to four), video, links, and can include hashtags so more people can find your post.

Widely used by individuals, organizations, and celebrities to share news, thoughts, and updates with a global audience.

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TERMINOLOGY

hashtag
A hashtag is any word or phrase immediately preceded by the # symbol. When you click or tap on a hashtag, you'll see other posts containing the same keyword or topic.

geolocation, geotagging
Adding a location to your post (a geolocation or geotag) tells those who see your post where you were when you posted that post.

name
Your (display or account) name is a personal identifier (sometimes a business name or real name) displayed in your profile page and used to identify you to friends, especially if your username is something other than your name or business name.

like (v.)
Tap the heart icon to like a post and the author will see that you appreciate it.

Post (n.)
A post (up to 280 characters) may contain photos, GIFs, videos, and text.

Quote post
You have the option to add your own comments, photos, or a GIF before Reposting someone's post to your followers.

Repost (n.)
A post that you forward to your followers is known as a Repost. Often used to pass along news or other valuable discoveries on X, Reposts always retain original attribution.

Topics
Topics are a way to see more of your interests on X without having to follow individual accounts. With Topics we can personalize your experience with relevant posts, events, and ads.

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ANATOMY OF A POST



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HELPFUL #TIPS FOR MAXIMIZING YOUR X PRESENCE



- Keep your message concise
- Limit hashtags to 1-2 per Post
- Include a clear call-to-action where applicable (e.g. "Read the full story")
- Avoid writing copy in all-caps
- Keep a conversational tone
- Consider using emojis to add emotion
- Add media to a post to help it stand out in the timeline.
- Avoid images with heavy text
- Keep videos to 15 seconds or less
- When driving to a link, consider using a Website Button to make your image or video clickable.
- Use captions or another "sound-off strategy" for videos with dialogue

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X DON'TS

- Don't over do it with excessive posts also known as "binge posting"
- Avoid going long periods of time (weeks or months) without posting.
- Don't forget to change the default photo.
- Avoid using too many hashtags
- Don't ignore grammar rules as mistakes reduce the impact of your content.
- Avoid getting involved in debates and negativity. Promplty address concerns privately.

CONTENT IDEAS

**CONTENT IS THE HEART AND SOUL OF SOCIAL MEDIA,
SHAPING THE ONLINE CONVERSATIONS THAT CONNECT US ALL.**

- Class announcements
- Fundraisers
- Showcase students' work
- Share student and staff accomplishments
- Campus special visitors
- Campus updates, news, and annoucements
- Reminders of important dates and deadlines
- Birthdays
- Articles to read
- Upcoming tests
- School Appreciation Day celebrations and/or greetings

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TO CREATE ANY SOCIAL MEDIA ACCOUNT

Contact the SBCISD Public Relations Department

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