



Social Media Guidelines

Table of Contents

- Social Media Platforms1
 - Facebook1
 - Followers and Analytics1
 - Twitter2
 - Followers and Analytics2
- Posting Best Practices.....3
- Scheduling Posts.....4
- Content Ideas5
 - Partners and Community Listservs5
 - Awareness Days, Weeks, and Months6

Social Media Platforms

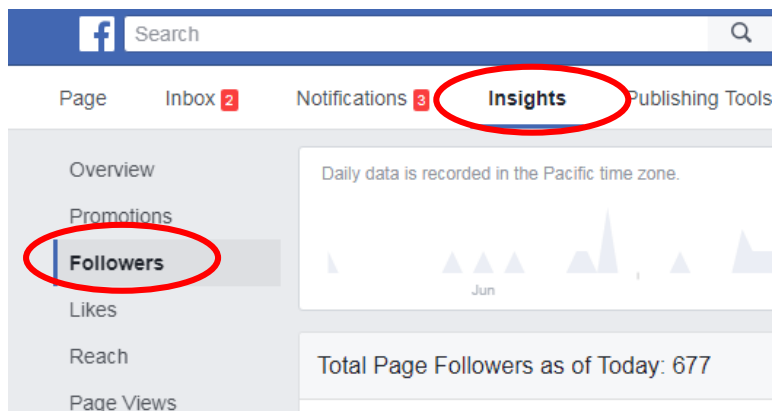
Facebook (setting up the title, intended audience, and the page goals)

	Title	Audience	Goals
Page	Title of the page	Intended audience	Specific goals

Followers and Analytics

To view # of followers and analytics:

- Click “Insights” on the top bar
- Then click, “Followers” on the left hand side



Twitter (setting up the title, intended audience, and the page goals)

	Title	Audience	Goals
Page		Intended audience	Specific goals

Followers and Analytics

- Click the Vital Village icon in the top right corner and then select “Analytics” in the drop down menu



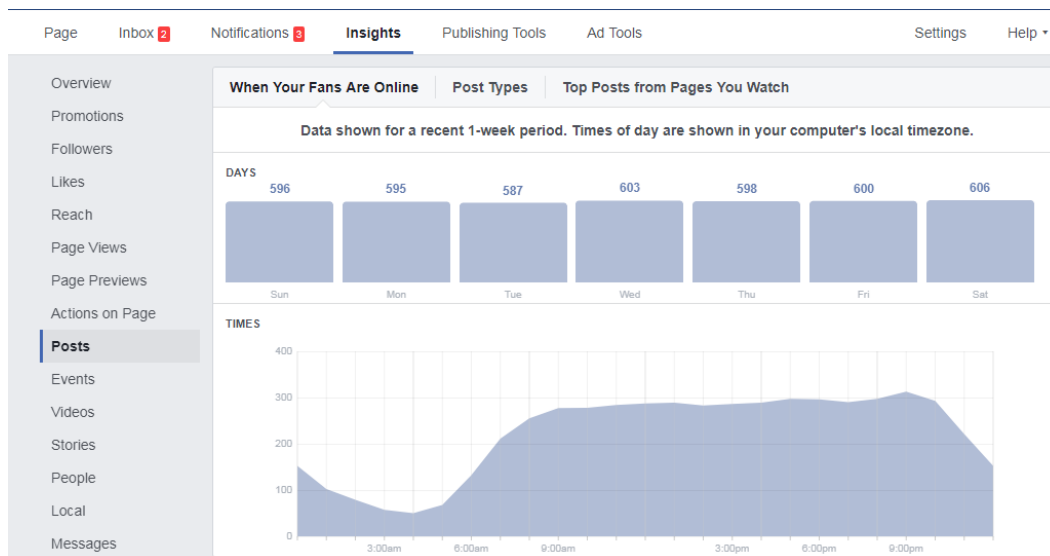
- Click “Audiences” on the top bar to view followers



Posting Best Practices

1. Strengths-based, location centered, and accessible language
 - Strength-based content:
 - There is a wealth of information about how BAD it is out there for children and families.
 - Seek to highlight how despite various conditions, families and children are thriving.
 - Rather than focusing on community, family, child, or health *deficits*, build on the *assets*, or *strengths*, of the topic at hand.
 - Example:
 1. Deficit-based: Families in Q experience food insecurity. <link to article>
 2. Strengths-based: Through the support of XYZ organization and advocacy, residents of Q address food insecurity. <link to article>
 - Tips/Notes:
 1. It may take extra time to read through an article or resource to identify how it can be framed in a strengths-based way
 2. Be sure to ask yourself “How does this post contribute to promoting the message that all children are thriving?”
 3. Read more about [strength based approach here](#).
 - Location, location, location:
 - Seek to identify resources, events, and research that are relevant to the area served.
 - Using accessible language:
 - Share research and relevant resources to the network members and followers in a way that is accessible for them.
 - Note: This may take extra time to read through an article or resource to reframe or rephrase content to be accessible.
 - Example:
 1. Version 1: “A new study of Spanish-English bilingual children by researchers at Florida Atlantic University published in the journal Developmental Science finds that when children learn two languages from birth each language proceeds on its own independent course, at a rate that reflects the quality of the children's exposure to each language.”
 2. Version 2 (Accessible): “Researchers in Florida find that children who learn both Spanish and English at the same time, each language is learned separately and the rate to which children learn each language depends on the quality of each language spoken that the child hears.”
 - Tip: Be sure to ask yourself, “Can all types of people read this post and understand it in a meaningful way?”
 - Read more about communicating science and content in an accessible way [here](#).
2. Plan ahead:
 - A week in advance
 - Draft in word document
 - Review the draft
 - Schedule
 1. (e.g.) Post every week day
 2. (e.g.) If have content, post on weekends (not required)
3. Length of posts

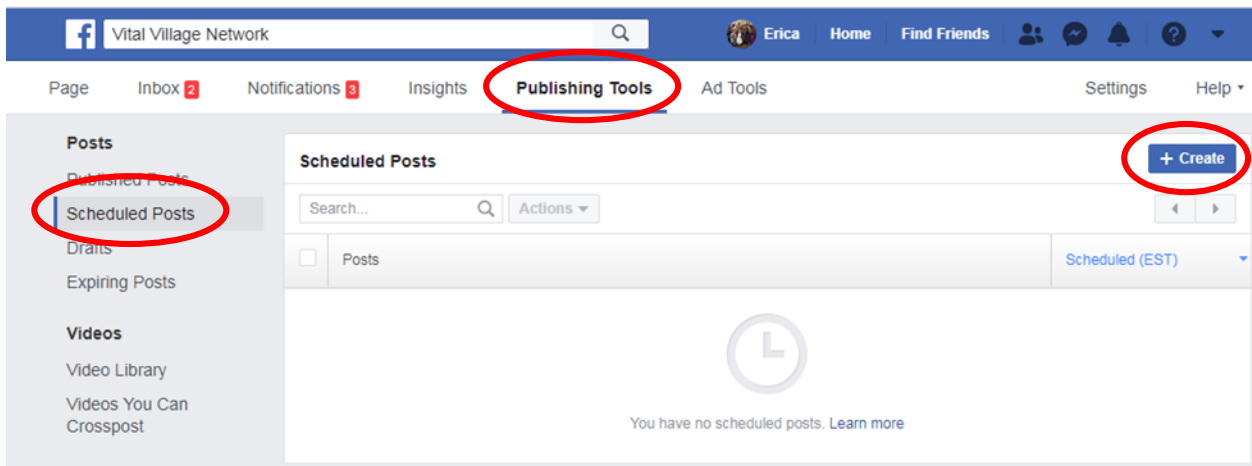
- Ideal: (e.g.) 30-40 words
 - Max: (e.g.) 50-60 words
4. Post when our fans are online:
- Evenings (5-9pm)



5. Delete hyperlinks:
- You can share a link without including the long hyperlink address
 - Once the link preview loads in the post, delete the address
6. Tag partners:
- Find partner pages, event locations, etc. and tag them in the post so that they know we are promoting their event
 - Followers can easily find further information about partners etc.
7. Include photos or videos whenever possible:
- Including video and photo increases post engagement (shares, likes, comments)
 - If you are at a public event, meeting, or training, take a photo and post from your iPad in real time
 - Note: Photo quality should be high. Here are some tips:
 - Stay away from windows
 - Be sure camera is in focus
 - Ensure subjects are center-facing

Scheduling Posts

- “Publishing Tools” on the top bar
- “Schedule Posts” on the left hand side
- “Create” on the right hand side



Content Ideas – Don't Reinvent the Wheel!

Sources

- Contents/information from the page owner's website (e.g. VVN website)
- EventBrite
- Partner organization pages

Partners and Community Listservs

Awareness Days, Weeks, and Months

Key related words and phrases: holistic health and wellness, what elementary schools celebrate, families, children, community, trauma informed, resilience

	Day	Week	Month
January			
February		2 nd Full Week: Random Acts of Kindness Week	- Black History Month
March	8: International Women's Day	1 st Full Week: National Sleep Awareness Week 3 rd Full Week: National Youth Violence Prevention Week	- American National Nutrition Month
April	7: World Health Day 10: Siblings Day	3 rd Full Week: National Family Volunteer Week	- Autism Awareness Month - Child Abuse Prevention Month - Stress Awareness Month
May	10: National Children's Mental Health Awareness Day 2 nd Sunday: Mother's Day	2 nd Full Week: National Women's Health Week	- Mental Health Month - National Foster Care Month
June	3 rd Sunday: Father's Day	2 nd Full Week: National Men's Health Week	
July			
August	13: Friendship Day		- National Breastfeeding Awareness Month
September	8: International Literacy Day 9: Grandparent's Day 19: National School Backpack Awareness Day	4 th Full Week: Child Passenger Safety Week	- National Preparedness Month - National Recovery Month
October	2: International Day of Non-Violence 5: World Teachers' Day 15: National Parental Involvement Day		
November			
December	10: Human Rights Day		- Safe Toys and Celebrations Month