



HOW TO...

Use social media

There are many types of social media you can use to engage your community. If you are looking for a great networking platform where users can post photos and videos and interact with each other in a variety of ways, then [Facebook](#) or [Twitter](#) are the best options. If you like to tell your stories through images, graphics or short videos, then [Instagram](#) is the way to go. If you can't decide, consider which platform would be most effective at reaching those you are trying to influence. Here are a few tips to help you get the most out of your Facebook, Twitter and Instagram accounts.

Facebook

Setting up a Facebook page or group is a great way to engage and communicate with your community. You can post regular updates, "like" other pages and answer post comments or messages. Whether you choose a group or a page depends on what you're trying to achieve.

Start a Facebook GROUP if...	Start a Facebook PAGE if...
Your community needs a place to connect and have discussions with each other	You want to make announcements and updates about your organization or share news and resources with a broader community
You want it to be mostly populated by member content	You want to primarily produce your own content and post updates
You want to establish a friendly image of your organization to your supporters	You want to establish an official, public presence for your organization/group
You want members to be notified every time there is a post to the page	You want to be able to post as the Facebook page (instead of posts coming from you personally)
You want to be able to keep the page closed or private	You have a small budget to boost or promote your posts to a wider audience

[Here is a great step-by-step guide on how to create a Facebook group](#)

[Here is a great step-by-step guide on how to create a Facebook page](#)

You will need your own Facebook profile to set these up. Don't have one? Use [this beginner's guide](#) to help you.

Here are a few tips to help you once your Facebook group or page is up and running:

- Post only when you have something to say. Quality over quantity.
- When you post, try to include a visual. If a link preview does not include an image, you can upload one.
- Post high-quality content that is interesting, relevant to your audience and worth sharing.
- Make your posts short; fewer than 40 characters is best.
- When posting a critique, offer your audience a way to take action. Gather stories from people in your community. Personal stories can make a big impact!
- Try to have no more than two links per post; add as comment if more are needed.
- Keep people engaged: respond to direct messages and comments on posts, encourage people to contribute, post quality content.

Twitter

At its most basic, Twitter is similar to sending out a 280-character mass text (“tweet”) to everyone who follows you. You could use it to share an effective story, post a compelling video or ask your audience a question. You can link to important articles, updates, photos or videos; you can tag groups and individuals; and you can retweet and respond to questions via tweet or direct messages.

New to Twitter? Here's [How to create a Twitter account](#).

Here are a few general tips to help you on your way:

- Be clear about who you are and what you offer.
- Follow other users. When you do, they will receive a notification that you are following them. If they look at your profile, they may follow you back.

- Be thoughtful in your tweets. Think about why others would want to follow you and what you can offer, and contribute to a conversation.
- Only use one link per tweet. If you need to add additional information, create a thread by replying to the original tweet.
- Interact with other tweeters using the @ feature. If you put a period before you @mention someone, your tweet will show up in the feed of all your followers, not just who you mention. For example: *@climateaction just explained to me why one puts a period at the start of a tweet!*
- Use hashtags (#) to highlight keywords so people can find your tweets on these subjects and encourage the topic to trend.
- Make sure to check links and spacing between hashtags.
- Try to tweet a few times a day.
- When you post, try to include a visual.
- Try to follow the 80/20 rule: 80 per cent of your content should be offering something to your audience (news stories, important articles, etc.) and 20 per cent can be self-promotional.
- Keep your posts short and sweet. Don't use up all the characters, and limit to one or two hashtags.
- Reply to tweets when people @mention you.
- Promote your Twitter account often.

[Here is a full guide to Twitter.](#)

Instagram

Instagram is a social networking service that allows you to tell stories through photos and videos. The platform allows you to create engaging posts to keep your followers up to date on your actions or communicate directly with supporters through direct messages and informal [stories](#).

Here are some pointers to get you started:

- Create an account: go to [Login • Instagram](#) to sign up your group or organization.
- Choose a recognizable, simple username for your account.

- Update your profile with a profile picture (with your organization’s logo, if you have one), description of your group and website (more information [here](#)).
- Grow your number of followers: begin by asking everybody in your organization to follow the account, as well as your friends and people in your networks. If you have an email list, you can share your new Instagram account with your supporters. Or, start following like-minded organizations to expand your reach on the internet.

[How do I create an Instagram account? | Instagram Help Center](#).

What to post

It is common for organizations to use Instagram to share their upcoming events, actions, petitions and updates. Instagram can also be an outlet to share current events and keep your followers informed about important news. An important aspect of organizing for a more just world is to amplify and repost the work and knowledge of other organizations. Here are some accounts to follow to get you started:

- [@indigenousclimateaction](#)
- [@blkivesmatter](#)
- [@cricket.guest](#)
- [@nikkilaes](#)
- [@yintah_access](#)

General tips and ideas to help you with social media:

Engaging people

Once you become more comfortable with Instagram, you can explore ways to increase the number of people you reach with your posts. Check out this guide for more information about timing, captions, Instagram Stories and more: [Instagram Engagement: What It Is and How to Improve It in 2021 \(oberlo.ca\)](#)

Creating graphics

It can be intimidating to begin graphic designing with no prior experience. [Canva](#) is a very useful, beginner-friendly website that provides graphic design templates to help you out. For more tips check out [25 graphic design tips for beginners | Canva](#)

If you are part of the Future Ground Network, you can reach out to the [#design-support](#) Slack channel, and talented Design Superteam volunteers will help create custom designs for your group.

Being accessible

It is important to recognize that humans have a diversity of abilities. To create spaces that include all people, we recommend using image descriptions, clear colour contrast for graphics and captions for video content. Here is an article from Hootsuite with more tips for inclusive design: [Inclusive Design for Social Media: Tips for Creating Accessible Channels \(hootsuite.com\)](#)

Dealing with challenging posts

When you create a public social media page, you could face some challenging comments from your community. Here is a chart to help you decide whether or not and how to respond:

