

## SUMA Social Media Handbook

### Introduction

Social networks have gained recognition over the years and are a good avenue to increase value to members. To truly connect with your audience now means you need to engage them. Your followers have the ability to interact with you on a one-to-one level creating a “pull” for feedback rather than the traditional “push” approach. This is a great opportunity to reach those who are interested in hearing what you have to say and to solicit direct feedback from them.

This handbook is meant to be a guide for using social media as an additional communications vehicle. It will focus on using Facebook and Twitter as your main social networking sites.

### What is Social Media?

Social media refers to online tools and services that allow individuals to create and publish content. Some of these sites use personal profiles where users post information about themselves. They call it “social” due to the interest in individuals finding others with similar interests and interacting with them online. It allows them to share knowledge, offer support, and network. Social media allows users to expand the reach of their work and allow others to share it, respond to it, and like it. It is becoming the way to connect, interact, and learn. Social media use is so widespread that you may already be involved even if you are not actively participating.

### How to Analyze Your Impact

There are a number of third party providers that offer social media monitoring and analysis. Some of those providers are:

**Klout** – Scores your Facebook or Twitter page based on your influence and gives tips on how to grow your score.

**Sprout Social** - Allows you to engage, publish and analyze across your social networks.

On Facebook you can also use the built-in “Insights” page to monitor what’s effective, who is engaging with your posts and make decisions about the best ways to connect to your audience.

On Twitter you can also measure by retweets and tweet mentions or responses.

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## How to Get Started

1. Find your social media champion: This person will be the day to day manager of your platforms. They should understand your organization's social media policies and have appropriate capacity. A back-up champion(s) should also be available. It is important to have a backup in order to provide timely responses.
2. Set up your accounts: Below are step by step instructions for setting up your social media account.
3. Start communicating! Experiment and find what works best for organization and engages your audiences the most.
4. Follow others: Follow groups like you or associated with you and see how they interact and engage. Sit back and watch how they operate.

# Facebook

## What is Facebook?

Think of Facebook as an online publication like a blog or website. You write and publish content on a regular basis to educate and engage your audience.

### Common Facebook Terms

**Content:** Text, pictures, video or any other meaningful material that is on the internet.

**Direct Message:** Message sent to one customer that only the 2 parties can see.

**Post:** A message to your friends.

**Tags:** Keywords attached to an item of content so you and others can find them easily.

**Friends:** Someone you add to your Facebook network.

**Like:** Option for people to give their opinion about your messages.

**Wall:** Page where people can see what has been posted by you or others.

**NewsFeed:** A summary of updates from others that you follow. They are shareable.

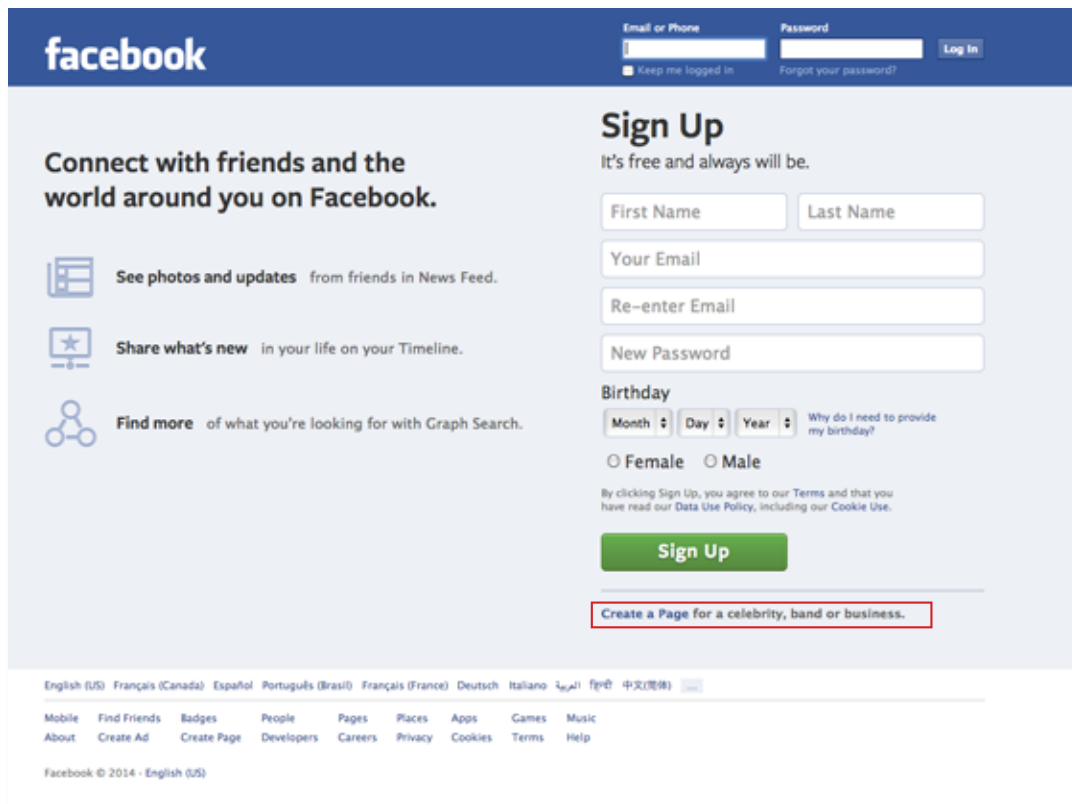
**Timeline:** A collection of photos, updates, and interactions between you and your community. This is where you add content to share with your audience.

For a full Facebook Glossary click [here](#).

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# How to Create a Facebook Account:

1. Go to [facebook.com](https://facebook.com)



The screenshot shows the Facebook sign-up interface. At the top, there are fields for 'Email or Phone' and 'Password', with a 'Log In' button and a 'Keep me logged in' checkbox. Below this, the main heading is 'Sign Up' with the subtext 'It's free and always will be.' The form includes fields for 'First Name', 'Last Name', 'Your Email', 'Re-enter Email', and 'New Password'. There is a 'Birthday' section with dropdowns for 'Month', 'Day', and 'Year', and radio buttons for 'Female' and 'Male'. A green 'Sign Up' button is prominently displayed. Below the button, there is a link: 'Create a Page for a celebrity, band or business.' At the bottom, there is a language selection menu and a footer with various links like 'Mobile', 'Find Friends', 'Badges', 'People', 'Pages', 'Places', 'Apps', 'Games', 'Music', 'About', 'Create Ad', 'Create Page', 'Developers', 'Careers', 'Privacy', 'Cookies', 'Terms', and 'Help'.

2. Sign Up for a free business account
3. Click on create a page for a business
4. Select the “Company, Organization, or Institution page” option.
5. Create the page name. Be consistent, try to use the same username for all social media accounts
6. Upload your profile picture (e.g. SUMA logo). Select a cover image that is aesthetically pleasing and relevant. (e.g. The Amplify Our Voice logo)
7. Provide basic “About Us” information, and link to your website.
8. Choose a username: facebook.com/username. E.g. facebook.com/SUMA
9. To add additional administrators select “edit page” on the admin panel and select “admin roles”. Additional administrators will be the backups to your primary champion.

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## Facebook Tips:

- Use notes to write messages or lengthy posts
- Adding photos and videos to your profile adds interest. Take photos at events or share relatable news stories or videos.
- Need additional help with Facebook? <https://www.facebook.com/help/>

# Twitter

## What is Twitter?

Twitter is an information network made up of 140 character messages called “tweets”. You can discover news, learn more about topics you are interested in and get it all in real time.

## Common Twitter Terms

**Follower:** Someone who subscribes to receive your updates

**@reply:** An update that is directed to another user in reply to their update. Replies are sent by either clicking the “reply” button or typing @username (ie. @johnsmith2)

**Retweet:** If you read a tweet that your audience would also like, you can retweet it to your followers. All you have to do is add RT at the beginning of your message (RT@username)

**#hashtags:** These are used to add a subject keyword to a message. It makes it easier for your followers to find updates on certain topics (ex. #SUMAConvention)

**Short URL:** A short name of a long web address. It often starts with tinyurl.com or bit.ly. When you only have 140 characters to work with you want your links to be short.

The official Twitter Glossary can be found [here](#).

## How to Sign Up:

1. Go to [twitter.com/signup](https://twitter.com/signup)
  2. Create an @username that is easily identifiable that will appear with your tweets. Ex. @SUMA.  
Note: At any point, you can change this name while maintaining all of your current followers and posts.
  3. You will be prompted to build your profile by following others, making your profile searchable by category, and adding an image and bio to your profile.
  4. A verification email will be sent. Click the link in the email to confirm your account.
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Have an account? [Sign in](#)

## Join Twitter today.

Full name

Enter your first and last name.

Email address

Create a password

Choose your username

Keep me signed-in on this computer.

Tailor Twitter based on my recent website visits. [Learn more.](#)

By clicking the button, you agree to the terms below:

These Terms of Service ("Terms") govern your access to and use of the services, including our various websites, SMS, APIs, email notifications,

Printable versions:  
[Terms of Service](#) · [Privacy Policy](#) ·  
[Cookie Use](#)

[Create my account](#)

Note: Others will be able to find you by name, username or email. Your email will not be shown publicly. You can change your privacy settings at any time.

## Understand the landscape

- With Twitter, you create tweets to share information with the public and follow others to stay informed.
- Each user has an individual page, which can be found at [twitter.com/username](https://twitter.com/username). This page displays the tweets of those you follow and a place for you to create your own tweets.
- Tweets are no more than 140 characters long. They can contain links, images, video etc.
- Follow others and retweet their content and reply to their posts. Select reply if you would like to respond to a tweet with your own comment. Select retweet if you want to share a tweet with your followers.

## How to Write a Tweet

- If you are mentioning another person or organization, check to see if they have a twitter handle and include it in the tweet. Ex. [@reginapolice](#).
- Use hashtags to emphasize a particular keyword, topic, or event. Ex. [#SUMAConvention](#)
- Use photos and videos.
- Don't use all 140 characters. Leave room for people to retweet with their own comments or mention of your username.
- Sample: CFA Society of [#Regina](#) is holding a "day in the life" program. Want to know more about being a [#financialplanner](#)? Check out [bit.ly/19tMTia](https://bit.ly/19tMTia) for more information.

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## Twitter Tips:

- Often online news articles will have the option within them to tweet content.
- You can use third party services like TweetDeck or HootSuite to schedule and publish your tweets.
- For support with Twitter visit: <https://support.twitter.com/>

## The Importance of Participating In the Community

- By liking other pages from likeminded community groups, members, people, businesses and news outlets you can easily expand your network. This gives your messages more reach.
- Share photos, videos, information, news articles and other relevant information with your audience using the “Share” menu visible from your Timeline. This will help keep your audience engaged and interested.

## General tips

- Post frequently: Find the balance between saying too much and saying too little.
  - Post value added content.
  - Be engaging: ask questions, and invite feedback – create conversations.
  - Create a content calendar – a schedule of upcoming posts. It will help you be strategic.
  - Mix up your content mediums. Don’t rely exclusively on just text or photos.
  - Don’t forget to talk back. Engaging others in conversation in a timely manner helps to create an online community.
  - Be sure to link to your website and other social feed to your pages to grow your network.
  - Be human: Don’t get caught up in policy. Respond and engage as you would with a stranger on the street.
  - Don’t be afraid to try new things: Experiment with your content and find out what works best for you.
  - If you ever need to deal with a negative situation: acknowledge publically, but deal with it privately.
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