Social Media 101
HOW TO TAP INTO SOCIAL MEDIA

Get Personal!
Tell the (hyper-abbreviated) story of your work and why it is important. Explain what a donation would mean to your organization and what that revenue goes toward. Share pictures of yourself and/or your group, because posts with pictures of people almost always perform better than any other image.

Don’t Be Nervous
Don’t be nervous about over-posting or sharing too many things.

Don’t Stress Yourself Out
Don’t stress out too much. Speak from the heart and include images or video when possible. Do this regularly, and you’ll see your audience grow!

Get The Word Out!
Make sure other members of your group are sharing your project’s posts.
Build a system where after something is posted, an email or notification goes out to the rest of your group so that everyone can go into their own Facebook/Twitter/Instagram profiles and share to their networks. This is the most reliable way to ensure potential donors and new supporters see your posts.

Extra Tips
Take a week-by-week approach
• Try to plan ahead and ensure you plot out posts leading up to key events and fundraising campaigns
• Putting a plan in place helps you stay on track and remain visible in your followers’ social media feeds.

Look at examples to inspire new ideas
• Follow friends and similar projects on social media to see how they share their stories. It will inspire you!

Choose the best channels to post on
• Your audience may prefer one social media platform over others – or you may feel one platform helps to get your message across more effectively than others!

Narrow down the type of content you’ll post
• Will you only focus on your project, or will you incorporate your personal voice? You have options, but the key is to be authentic.

Know the best time to post on each social media channel
• Certain times of day may garner more engagement from your followers than other. Try things out to see what works best.

Build key messaging around existing marketing materials
• You don’t have to start from scratch! You can use existing photos, graphics, or messaging when posting about your project.

Link Your Page
Make sure you link to your SPF project webpage or Classy donation page in posts.

We’re On Social Media Too!
We want to help get the word out about your project, fundraising campaigns & upcoming events!

If you mention Seattle Parks Foundation in any of your posts on social media, be sure to tag us:
Facebook at @SeattleParksFoundation
Twitter at @SeaParksFdtn
Instagram at @seattleparksfoundation

We’ll be able to see and reshare your posts to our audience, boosting views and responses.

SEATTLE PARKS FOUNDATION
Set Up Your Profile

**Description:** A quick one sentence about who you are and the vision your group is working towards.

**The link:** You can put your website in this section, or set up a linktree to showcase multiple links.

**Highlights:** Use this function to save evergreen (always relevant) Insta stories you’ve shared.

What to Post

Instagram is a highly visual platform—so using images, GIFs, and videos will help attract followers.

- Choose photos that are square and high quality (1080 x 1080 px and 300dpi). Images of people & landscapes work well.
- Carousel info posts are also a good way to educate your following or promote your work.
- Choosing a theme helps promote recognition. Try to stick to a set of colors and fonts.

Caption

While Instagram captions can be up to 2,200 characters long, the recommended length is around **3 sentences**.

To boost engagement, you can include:

- **Questions:** Give people a chance to engage and respond to questions in the comments.
- **A call to action:** Learn more, RSVP, donate!
- **Hashtags:** Using 5-9 hashtags can help increase your visibility and help like-minded audiences find your account.

When to Post

According to Hootsuite, the best time to post on Instagram is **11:00 AM on Wednesdays**.

It’s best to post to the Instagram feed **3-7 times per week**, but no more than 1 time per day.

Engagement

Don’t forget to regularly check your account to respond to DM’s or comments people have left!

Instagram Story Options

- **Questions** - Viewers can submit their answers to your questions, and you can re-post them as a story.
- **GIF** - Use GIFs to add a fun element to shared posts or stories.
- **Polls** - Having folks vote on different topics can increase engagement and teach you more about your audience.
- **Quiz** - Test folks on a shared article or facts about your group.
- **Sliding Scale** - Gauge viewer’s reactions or feelings about something.
- **Countdown** - Use this feature to launch a new campaign, event, or article coming out.

• 51% of all Instagram users worldwide are female.
• One third of Instagram’s users are ages 25 to 34.
• It is the most-used platform among American teens.
Facebook
HOW TO TAP INTO SOCIAL MEDIA

What to Post

Facebook is extremely versatile. You can post many types of content to the platform, including written articles, videos, images, events, GIFs and more.

Some things to keep in mind:

• **Specs:** Photos should be 1080 x 1080 pixels.
• **Limit text:** Keep important info that appears “above the fold” to about 1-3 sentences. Keep things snappy, timely, and relevant!
• **Compelling call to action:** Stick to one action--RSVP, Sign Up, Follow us, Learn more!
• **Consider mobile:** 88% of Facebook users access the platform from a mobile device. We recommend testing your images on a mobile device before posting them to ensure your text is legible and the focus is clear.

When to Post

Hootsuite research finds that the best time to post on Facebook is between **8 AM and 2 PM on Tuesdays and Thursdays.**

Be sure to use Facebook Analytics to confirm the peak times for your page’s traffic.

How Often to Post

Hootsuite recommends posting between **1-2 times a day,** but it’s important that you include a mix of content: photos, videos, interesting blog posts or articles.

Schedule Your Posts

Posting daily can be tricky, especially during the evenings or over the weekend. Make use of Facebook’s scheduling platform to keep a consistent posting cadence.

Post Checklist

Using the example above, we can break down what makes it an effective post.

- Eye-catching opening line
- Tagging relevant partners
- Call to action
- Event includes (Date, Time, Location)
- Link to register and learn more
- A vibrant image (atleast 1080 x 1080 pixels)

Engagement

Don’t forget to regularly respond to messages or comments people have left!
Sharing Your Work
WE’D LOVE TO SPREAD THE WORD

Monthly Email Newsletter

Our monthly email newsletter is sent to our largest email list. We created it with the intention of sharing advocacy and volunteer opportunities along with other ways for people to connect with and support our community partners and their work.

If you have a specific opportunity or event that you’d like us to include in an upcoming email newsletter, please email us at communications@seattleparksfoundation.org.

Be sure to include all relevant information in your email (who, what, where, when, why) plus any related photo or graphic and links to more details. We will be happy to work with you on when it could make best sense to include your information in our monthly email newsletter.

Social Media Accounts

We regularly highlight community partner projects on our social media accounts and would love to include you!

If you have a specific event or social post that you’d like us to amplify, please email us at communications@seattleparksfoundation.org.

You can also tag or message us on our social media accounts, and we’ll do our best to share:

• Facebook at @SeattleParksFoundation
• Twitter at @SeaParksFdn
• Instagram at @seattleparksfoundation

Seattle Parks Foundation wants to help share information about your project, fundraising campaigns, and upcoming events.