Getting Started on Social Media
GUIDE SHEET

ASH
ACTION ON SMOKING & HEALTH

GET TO KNOW YOUR PLATFORM

- **Identify the features of your platform and determine which ones will be the most useful to your mission and vision.**
  - Example(s):
    1. Post scheduling ➡ Does this platform allow you to schedule posts in advance?
    2. Live videos ➡ Does this platform allow you to have live Q&A sessions or conversations?
- **Understand the posting guidelines and expectations laid out by the platform.**
  - Example(s):
    1. What terminology should you avoid using to prevent your video from being removed or flagged?
- **Learn the functional capabilities of the platform.**
  - Example(s):
    1. Comment management ➡ Is there an ability to hide, delete, or turn off comments from others?
    2. Privacy mode ➡ Does the platform allow you to make your page/account "Private"?
    3. Paid Ads ➡ Can you invest in paid ads on the platform?
- **Learn how to work with the platform's algorithm instead of against it.**
  - Example(s):
    1. Posting frequency ➡ How often should users post to remain in the public eye?
    2. Video length ➡ What video length is best to increase how often it gets viewed?
    3. Video format ➡ Is it better to record a video horizontally or vertically?
    4. Music ➡ Does music help boost visibility?

MAKE YOUR PLATFORM PURPOSEFUL

- **Determine your target audience and take into account the demographics of the platform's users.**
  - Example(s):
    1. If your target audience is youth. TikTok would be an ideal platform for your organization.
    2. If your target audience is young adults, Facebook is an ideal platform for your organization.
    3. If your target audience are businesses, Instagram or LinkedIn is an ideal platform for your organization.
- **Determine the goal of your message and the format you aim to use according to each platform.**
  - Example(s):
    1. Short videos that educate young people and provide opportunities for them to engage/get involved with your organization.
    2. Opportunity for your organization's ambassadors to share exciting updates about tobacco control efforts in California.

CREATE CONTENT THAT SHOWCASES YOUR AUDIENCE

- **Consider ways and/or opportunities to feature individuals that represent the audience you aim to serve.**
    Example(s):
    1. Aim for diversity in every sense! Age, race, ethnicity, gender, sexual orientation, physical ability, language, occupation, etc.

CREATE INTERNAL GUIDELINES

- **Define the standards or expectations that you want your content to meet for each post.**
    Example(s):
    1. All messaging should be approved, first and foremost, and then reviewed for spelling, grammar, and punctuation.
    2. All external sounds used in posts should be copyright-free (or a license should be obtained), avoid cursing or derogatory/discriminatory language, and be credited somewhere in the post.
    3. All colors used should be organization-specific colors.
    4. Add captions to your posts to increase accessibility for all viewers.
    5. Videos with text overlaid should remain on the screen long enough for the viewer to read it twice; avoid producing videos that solely rely on text to convey your message.

KEEP YOUR TEAM IN THE LOOP

- Create a **review and approve workflow** to ensure that all content is vetted and viewed internally before publicly shared. This should be done in coordination with the standards/expectations your team has agreed upon.
- Create a **response protocol** for your team to follow if you receive harmful comments, comments seeking support, or comments that support your cause. Be prepared for all situations.
- Create a **document that defines the roles of each member on your team** as it pertains to reviewing and approving content, managing comments, and how often.
- Create a **social media content calendar** to remain organized and stagger content. Make sure your team has viewing access to this calendar.

To request assistance, visit:
projectsunset.ash.org
or contact: **Megan Manning |**
manningm@ash.org