




Social Media Guidelines

We tell the story of ACS CAN and look to build strong connections with our elected officials and advocates across the state. While some of us grew up in the social media age, everyone is welcomed to join in on the fun! Always remember: There are many people on our team that would love to work with you to help boost your advocacy efforts on social media.

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Platforms



INSTAGRAM Audience: **18+**

Best uses: High-quality photos, event promotions, story takeovers

Consider: This is where a majority of popular content found on social media is housed. Large amount of users but you need to have a good content plan in place.



FACEBOOK Audience: **25+**

Best uses: High-quality photos, nostalgia, news articles, events

Consider: Algorithm is a challenge. Tagging people and regular posting helps significantly.



TWITTER Audience: **ALL**

Best uses: Text updates, quick announcements, GIFs or memes

Consider: You have very few characters and will need to get creative to get on people's feeds.

Note: All federal lawmakers are active and reviewing X/Twitter



LINKEDIN Audience: **22+**

Best uses: News articles, job updates/openings, alum connection

Consider: It might be a challenge to host a page but think about doing a group for your advocacy work.



YOUTUBE Audience: **ALL**

Best uses: Promotional video, easy embedding, archive virtual events

Consider: If you don't need to post much, connect with your staff partner about other options.

Note: ACS CAN only uses to post videos



TIKTOK Audience: **18-35**

Best uses: Video creation, utilizing a different "voice"

Consider: The wild west. Content needs to be created by someone that knows the platform to thrive.

Note: ACS CAN does not use

Tips for your account

► Keep it simple.

Keep your messages simple and concise. Each post should have a focus, and get right to the point. Whether you're sharing something fun and engaging, or asking your audience to take action, the shorter the better.

► Make it visual.

Visual retention is your best bet to be memorable. It's often cited that people remember 65% of information when text is paired with a visual, but only 10% of what they read or hear. In addition to photos, consider incorporating GIFs, and videos (reels) to make your content more dynamic and engaging.

► Have a call to action

What do you want your audience to do when they see your post, Reel, or video? Don't expect them to know what you are asking.

Tip: If posting your fundraising link, do so in the comments on Facebook or "in the bio" on Instagram

► Have fun!

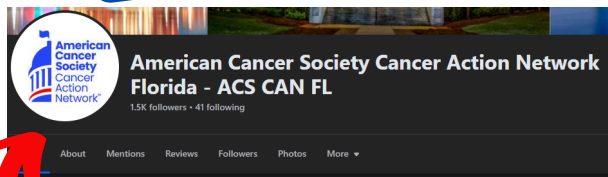
Social media can be a lot of work, and can be frustrating at times- but if you're not having fun with it, your audience won't either. Get creative with your posts, photos,, and more. Social media is an opportunity to reach your audiences on their level- so don't forget to play!

► Engage whenever possible.

If people are taking the time to comment or like your post, find ways to engage with them. Like their comment, reply to a happy (or unhappy) comment and answer their questions.

Your profile

Make sure to use a high definition profile picture.



Include a URL (Light of Hope) to your website! It's another easy promotion tool!

Have a high quality cover image on platforms that require one!



Posting tips



Keep post text short and sweet. Experiment with your tone. Sometimes more personality is better!



Try to include a visual. Photos, videos, or GIFs.



Have Friends on social media? Ask them to engage on your posts- especially fundraising posts or action alerts to help drive activity.



Experiencing negativity? Take a deep breath. Feel open to reaching out to us for help. We're always available.



Engage with comments and direct messages. Respond to your audience and make them feel heard! But remember - DON'T FEED THE TROLLS!



Tag/message the @ACSCAN_Florida account so we can see you activities and if you'd like your posts shared to a wider audience! (Not every post can be shared).