



Let's Get Digital Social Media Tips for UNA-USA Chapters

Introduction

Social Media is a fun and easy way to connect with other people who care about the same issues you do. The more active you are on social media, the more effective your Chapter will be in growing its network and spreading the UN's message to the community.

Facebook Best Practices:

Post "sticky" content. You'll know if a message resonates with your audience by the number of impressions, likes, comments and shares you receive. Before you post anything, ask yourself:

- What story are you trying to tell?
- Is there a call to action?
- Would that story be best told using images, video, or text?
- Can you tap into existing Facebook users and/or your advocates to help tell that story?

Use active and concise language – keep it short and get to the point. Add a sense of urgency, especially if you're trying to get your audience to take action. People are more likely to engage if the message is timely and relatable.

- Be clear and specific in your ask. (i.e. 'Sign this petition'; 'Share this post if you agree'; 'Read this blog post to learn more')

Engage with your audience.

- Ask questions. Respond to people.
- Give them a strong call to action.
- Make sure you're talking with people not at people.
- Share what students on your campus are doing too! It should be a two-way conversation, so don't only promote your own work.

Highlight your events.

- Facebook is a great tool to use for inviting people to your events.
- After your event, create a Facebook gallery and share photos with all your friends, fans, and partners

Keep your page active, especially before and after events, or other times when people are most likely to visit.

- Don't forget to keep up-to-date profile and cover photos!



Have more than one administrator to the page to help keep it running throughout the school year.

- When you set up your chapter's Facebook page, make sure it's linked to an email address that multiple chapter leaders can access.
- Make sure the page has multiple users with full admin priorities. This will help ensure multiple ways to access the page in case someone graduates or gets locked out of their Facebook account.

Twitter Best Practices:

Start a conversation and share information that's relevant and unique.

Retweet fellow Campus Chapters and organizations doing interesting work.

- The more social media love you give others, the more love they'll give you.

Use #hashtags, especially during breaking news, events, or international days of celebration, to be part of the bigger conversation.

- Tip: Keep an eye on the "trends" section of Twitter's homepage to see where you can strategically join large conversations.

Show personality – no one likes a robot!

Be consistent. Tweet often, stay on message, and use good judgment with the content.

Tag @UNAUSA and #USAforUN!

Instagram Best Practices:

Post unique content.

- Everyone loves fun 'behind the scenes' shots or quote graphics.

Tag people or organizations relevant to your posts.

Use hashtags.

If the photo is blurry, confusing, or boring, it's best to wait for a strong photo.

Engage with your followers. Be sure to like and comment on their photos and hopefully they will do the same!



Follow hashtags such as #USAforUN, #UnitedNations, #GlobalGoals, etc. to discover new content and accounts.

Use Instagram Stories and Story Highlights. Use this as a way to capture behind-the-scenes content during your events, promote work your chapter is doing, conduct interviews, etc.

Tag @una.usa and #USAforUN!

When to Post

If you have more time: Facebook/ Instagram – once a day; Twitter: three times a day + retweets

If you have limited time: Facebook/ Instagram – 3-4 times a week; Twitter: once a day + retweets

Only have one hour a week? No problem. Schedule multiple posts for the week ALL AT ONCE! (We like free services such as Hootsuite and Tweetdeck.)

You've built a strong network of supporters and influencers. Now what?

Create a digital calendar.

- Mapping out your month or year ahead of time will help your Campus Chapter take advantage of key opportunities, i.e. UN Day, International Women's Day, the UN General Assembly, etc.

Don't be afraid to ask for others' help!

- It's easy for one person to run out of things to say—especially when you have limited time to devote to your chapter's social media handles. Rally your chapter members to help source original content for your social feeds. If each member can create a few "evergreen" tweets per week, you'll have more content, and more variation!
- It's extremely effective to send friends, partners, and fellow organizers sample Tweets and Facebook posts promoting your work. If you create as little as 5 sample posts to send around, people are more likely to share it on their platforms because you took the hard work out of it.

Look at your metrics and measure success.

- Using social listening tools like Topsy, TweetReach, Facebook Insights or Youtube Analytics will help you see how your audience is interacting with your message.



UNA ★ USA

Don't forget!

Any time you create a new social profile, let us know by [updating your chapter information for your chapter's landing page](#). This ensures we'll be able to highlight your channels on your chapter page and promote the work you're doing from UNA-USA's national accounts.