Twitter

Posting Basics

Twitter Best Practice

Keep messages short

-100-120 characters

-Shorter messages get more interaction

Twitter Best Practice

Do not start a tweet with an @ sign unless it is a response to someone.

-Twitter will assume it is a response and not show it to the public - only to followers.

-You can, though, start with a period, such as .@

Twitter Best Practice

Tweet frequently:

-Tweets don't last long!

-3-5 times a day is not overkill; tweet more often in an emergency

Twitter Best Practice

Hashtag your tweets

-See what's popular for your subject, city or region; or

-Create your own hashtag (especially in disasters)

Twitter Best Practice

Twitter Lists

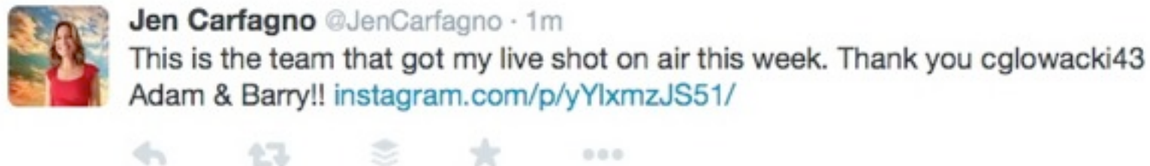
-Create lists of key Twitter accounts you want to monitor

-Media outlets, public agencies, social media sources, etc.

Twitter Best Practice

Include photos or videos in your Tweets whenever possible!

-Upload images to Twitter directly. Instagram photos won't show; only text link



Facebook Posting Basics

Facebook Best Practices

Post length

-Don’t be too wordy

-Posts with less than 80 characters get more engagement

Facebook Best Practices

Don’t throw multiple topics into the post

-Stick to one subject and one link per post

Facebook Best Practices

Always link to more content or a next step

-Photo
-Video,
-PDF
-Audio file
-Web page

Facebook Best Practices

When linking:

1) Paste in a link and the preview will be generated; or

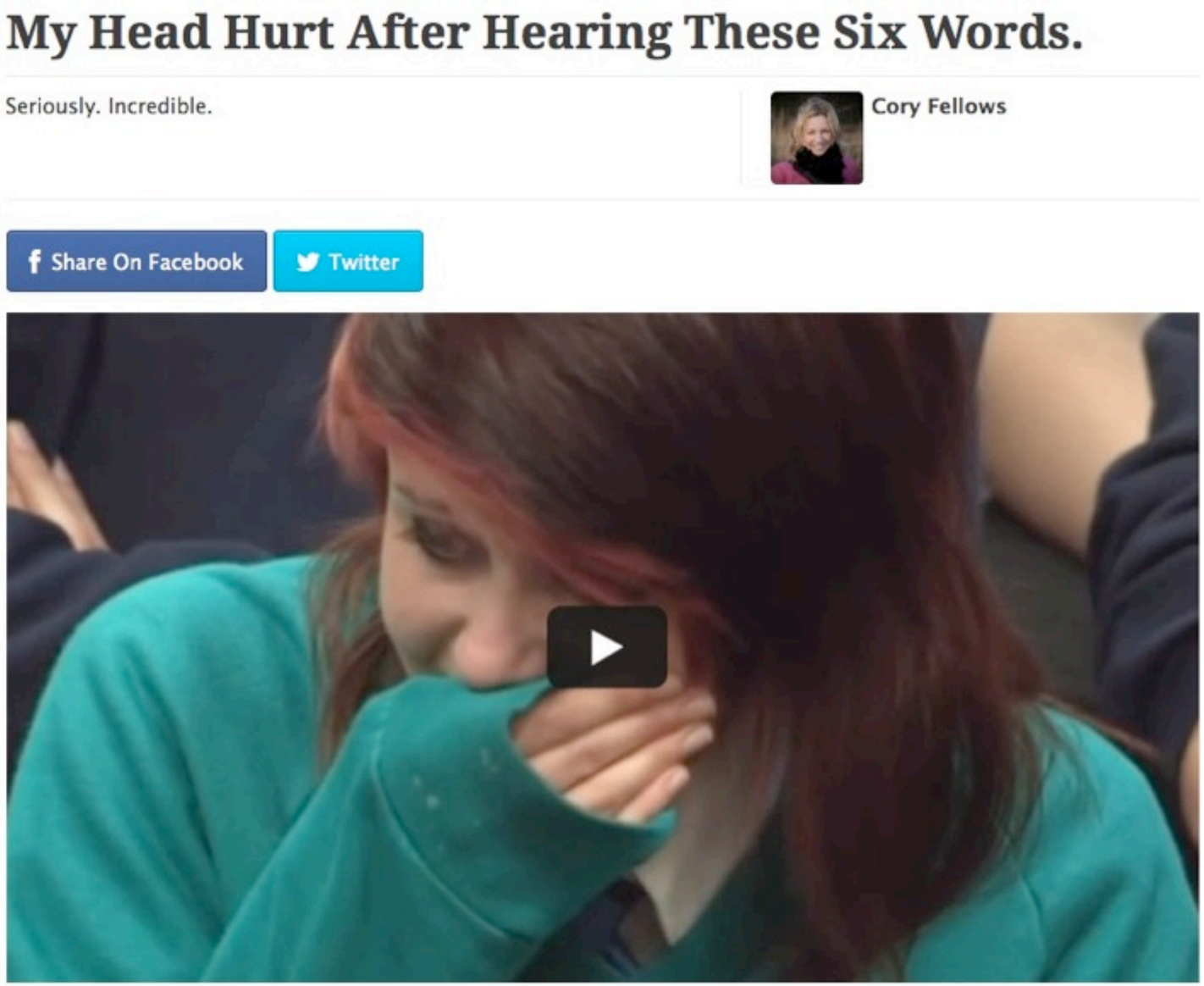
2) Click “x” to remove preview, or

3) Upload photo, then put link in Status box.

Facebook Best Practices

No more “click-baiting” headlines!

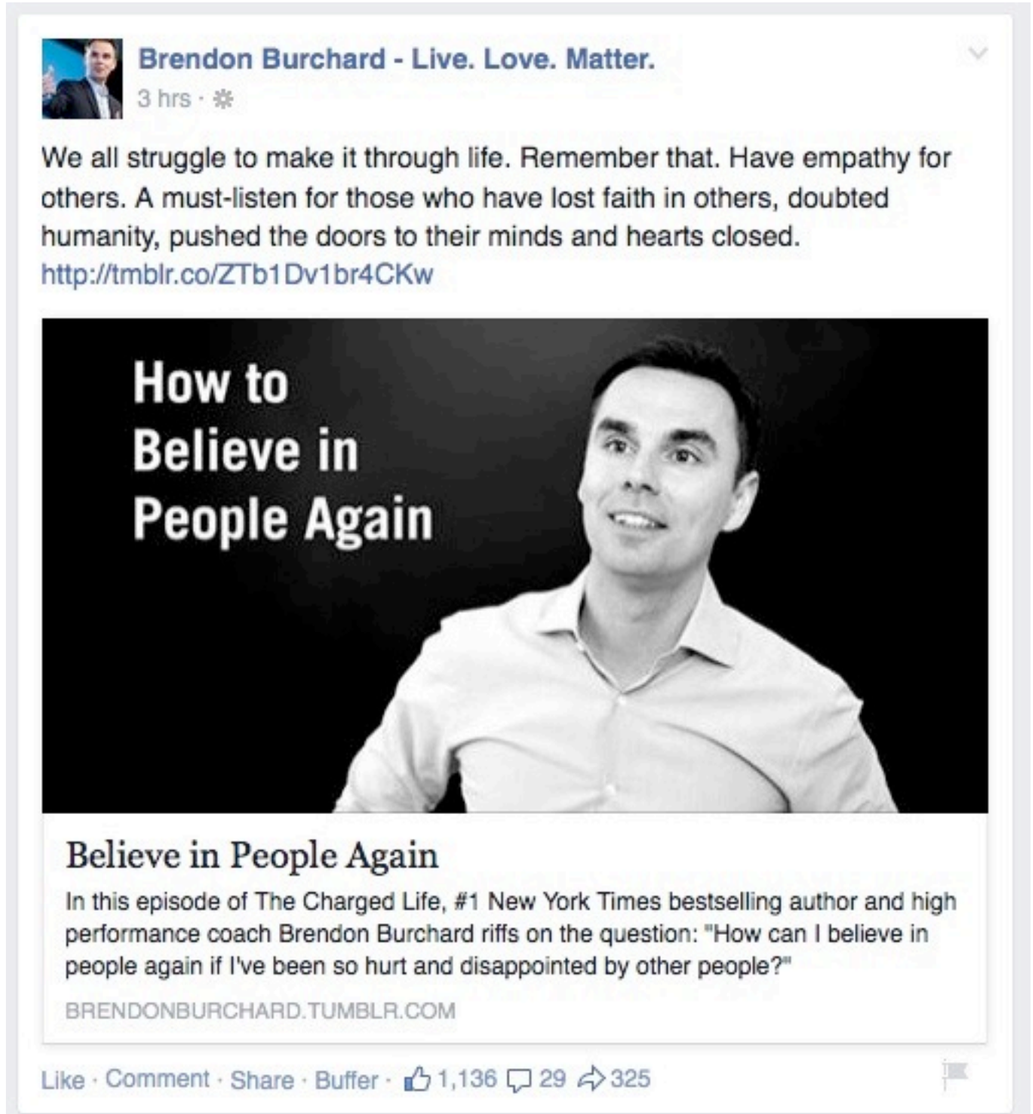
-Give the reader some idea of the content they will get



Tips For Maximum Engagement

Content

Create and share only high quality content



Content

Be descriptive and relevant with the title of the post

Content

Write a brief summary of the content you are sharing

Writing Headlines

Give surprise!
Ask questions
Arouse curiosity
Try negatives

Elaborate how-to
List numbers
Reference “you”
Facts specificity

Ideas for Maximum Engagement

“One little-known way to [solve a problem] : [solution]”

“Caption this!” [photo or video]

“Fill in the blank. My [activity] must-have is _____”

“‘Like’ for [option 1]. ‘Share’ for [option 2]”

How Often to Post?

5 PINTEREST
POSTS PER DAY

PINTEREST

Top brands on Pinterest have experienced rapid growth by posting multiple times per day.

3 TWITTER
POSTS PER DAY

TWITTER

Engagment slightly decreases after the third tweet.

3 GOOGLE +
POSTS PER DAY

GOOGLE+

Post consistently. Some users have experienced drops in traffic of up to 50% when posting less than normal.

2 FACEBOOK
POSTS PER DAY

FACEBOOK

You can post twice per day before likes and comments begin to drop off.

Source: Buffer Social

Writing Effective Headlines

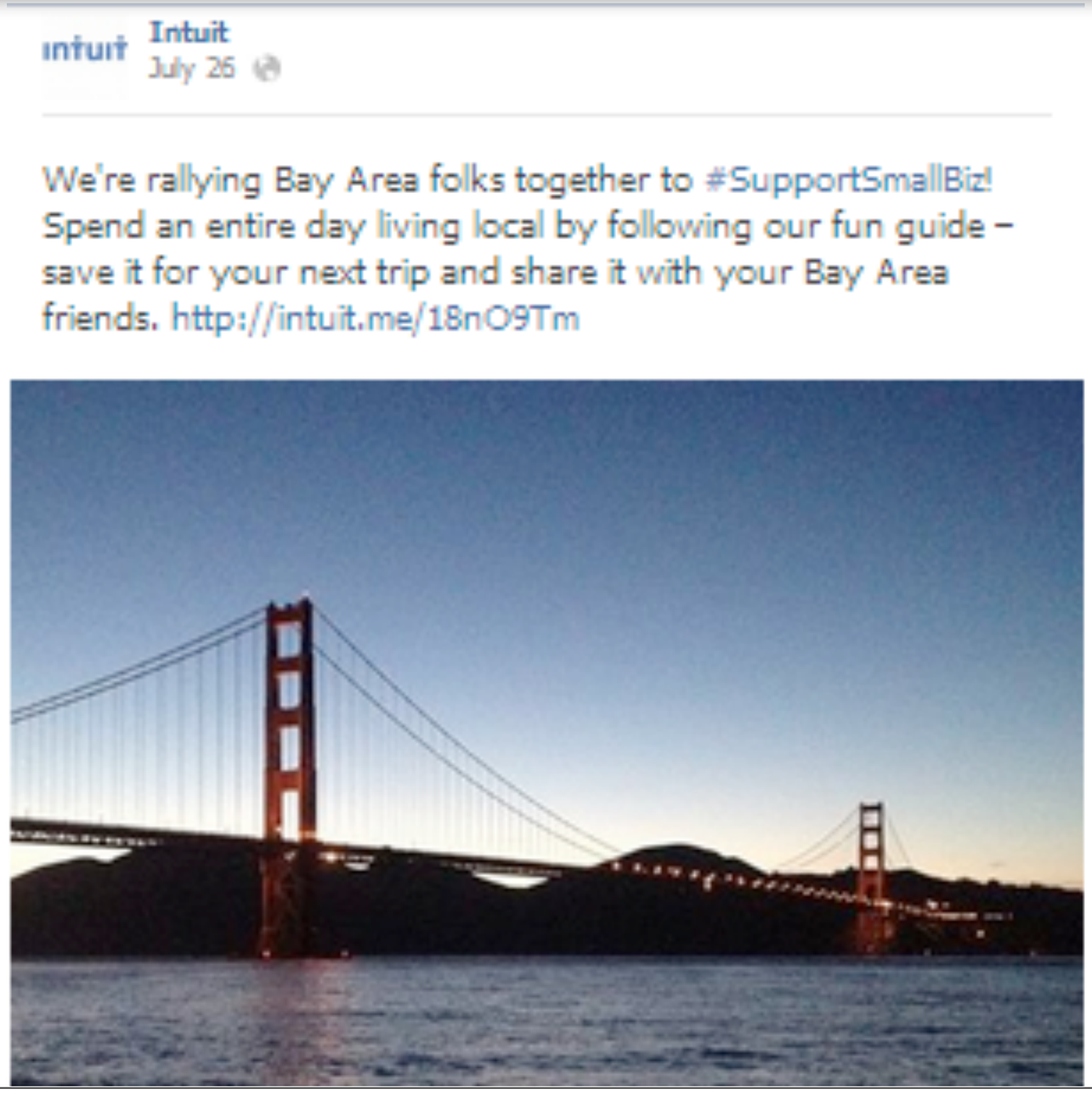
People Online:

- Read 20% slower vs. print
- Are task-focused
- Scan the page

Tone & Voice

People like:

- Upbeat
- Friendly
- Approachable
- Personal



Conversational: allow your humanity to show

Write for one person, not to a crowd

Up Next:
Bethany McDaniel
Web Content and Social Media Manager
Georgia.gov Interactive

Developing Your “Voice”

Headlines must be compelling and clear

Look for unintended double meanings

At Last singer Etta James dies at 73 after battle with leukaemia

By DAILY MAIL REPORTER

Last updated at 4:36 PM on 20th January 2012

Comments (0) | Share +1 1 Tweet 6 Like 137

Blues singer Etta James has died at 73 after a battle with leukaemia.

James, who also suffered from dementia and hepatitis C, died at a hospital in Riverside, California, according to her longtime friend and manager, Lupe De Leon.

Headlines

Use awesome adjectives for more interest

- “10 Unbelievable Discoveries in Our City Park”

Headlines

Should be in good taste, not like this:

- **“ill-timed Tweet Makes Fannie’s Cafe the Butt of Jokes”**

Headline Types (From The Copywriter's Handbook - Bob Bly)

Direct Headline

- "Summer Pool Membership - 30% off Today"

Headline Types (From The Copywriter's Handbook - Bob Bly)

Indirect Headline

- "Don't Let The Mark You Leave On The World Be A Dent In The Couch"

Headline Types (From The Copywriter's Handbook - Bob Bly)

News Headline

- "Introducing Our New Animal Shelter Director Dawn Doberman"

Headline Types (From The Copywriter's Handbook - Bob Bly)

How-to Headline

- "How To Register To Vote In Our County"

Headline Types (From The Copywriter's Handbook - Bob Bly)

Question Headline

- "Who Else Hates Potholes As Much As We Do?"

Headline Types (From The Copywriter's Handbook - Bob Bly)

Command Headline

- "Join Us Saturday At Memorial Park To Have Your Child Fingerprinted"

Headline Types (From The Copywriter's Handbook - Bob Bly)

Reason Why/Ways/Tips Headline

- "3 Reasons Why You Should Review Your Water Use"
- "5 Ways To Give Your Kids An Amazing Summer"
- "7 Tips For Reducing Green Yard Waste"

Headline Types (From The Copywriter's Handbook - Bob Bly)

Testimonial Headline

- **"This Man Saved His Neighbor's Life With CPR Techniques He Learned At Our Training"**

Facebook Best Practices

Be conversational

Facebook Best Practices

Be timely and topical

Facebook Best Practices

Be concise

- Newsfeed is overcrowded
- Longer posts get less attention
- Aim for 80 characters or less

Facebook Best Practices

Offer valuable information & clear direction

- **“Here’s why we’re re-paving Main Street (an interview with Public Works Director Arnie Asphalt)”**

Facebook Best Practices

Keep variety in your posts. Mix:

- Links
- Videos
- Questions

- Photos
- Polls
- Text-only updates

Facebook Best Practices

Questions and Discussions

- Posts with a question can get high levels of engagement

- Put the question at the end of the post

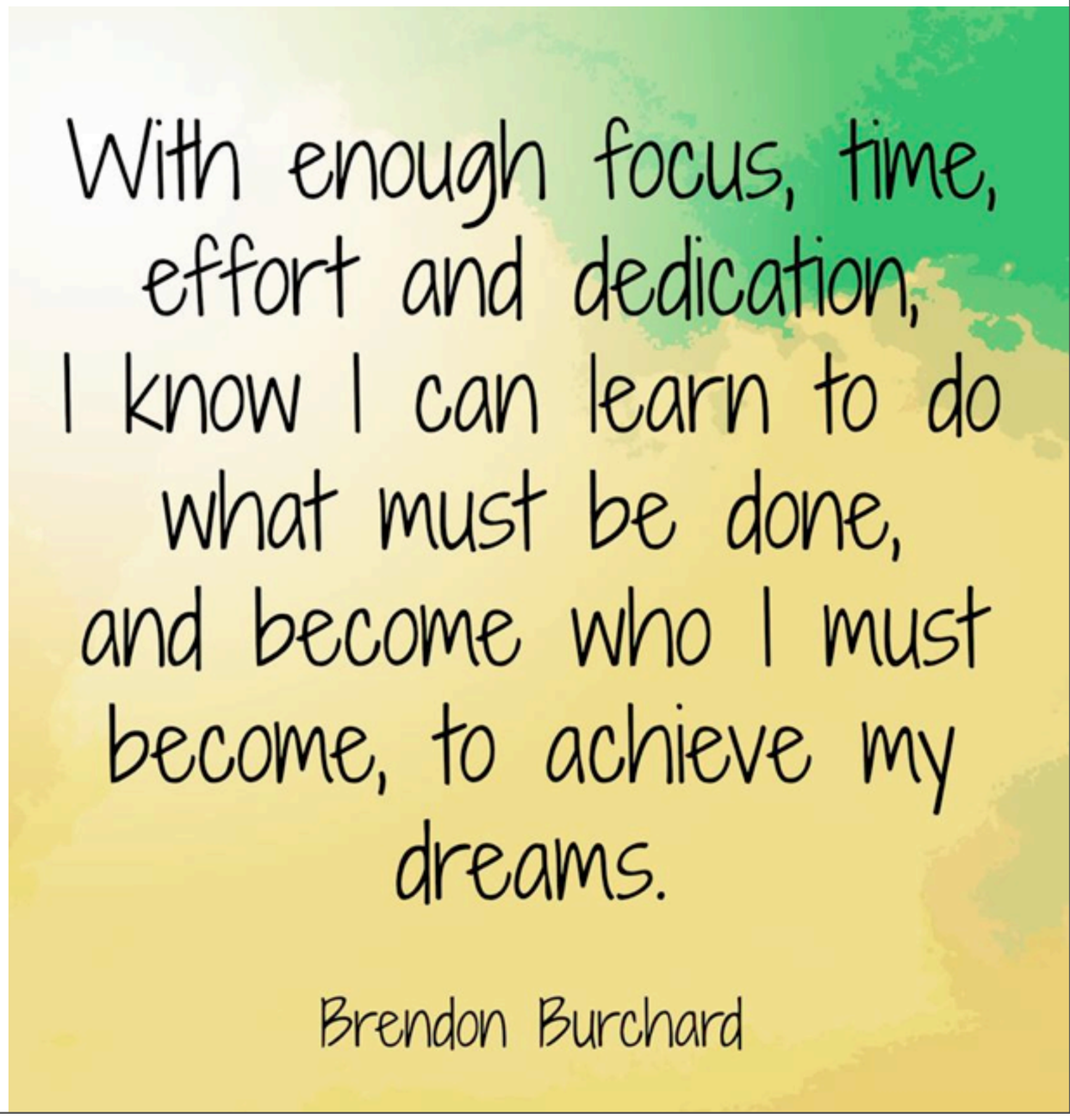
Facebook Best Practices

Fill in the blank posts can also work

- Use sentences with one word missing and let readers fill in the _____.

Facebook Best Practices

Inspirational quotes are shareworthy



Facebook Best Practices

Use a factoid or statistic

- **“Did you know that the Bay Area had 10 Spare The Air days in 2014? Here’s how you can help protect your lungs.**

Facebook Best Practices

Little-known fact:

- When creating a Facebook post, after pasting a link and a graphic from that link appears, you can then delete the link from the text in your post but the link through the image will stay “hot”

Facebook Best Practices

Don't:

- Ask people to Like your post
- Overuse links
- Use a link-shortener

Photo and Video

Content Ideas

Photo and Video Content Ideas

Then and Now

- Compare/contrast projects of today with a point in the past to show progress

Photo and Video Content Ideas

A Day in the Life

- Take followers on a real-time day in the life of an employee, project, etc. via Facebook, Twitter, or Instagram

“Inspirational Quote” Approach

- Quote your satisfied customers, or get industry expert quotes related to your field, using a compelling background image

Photo and Video Content Ideas

Show the Challenge

- Show the challenge of what your organization faces every day and how you solve the issues.

Photo and Video Content Ideas

Behind the Scenes

- Show behind the scenes shots of how your organization does its job

Photo and Video Content Ideas

The Latest Stats

- We're awash in data. Pick the most interesting data points and make a graphic with Canva.

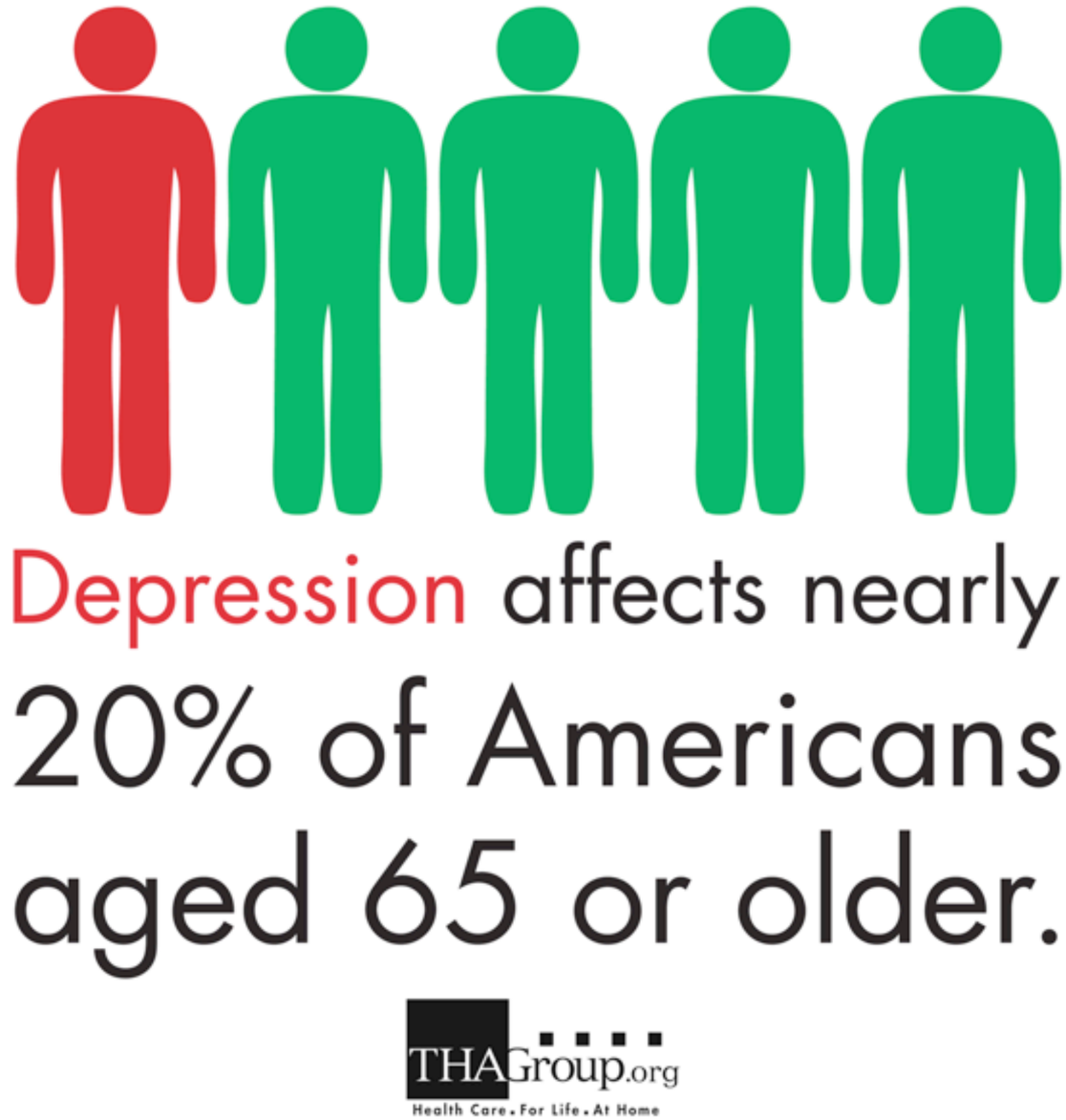


Photo and Video Content Ideas

Random Tips

- **Share random tips of containing info your audience needs to know, and release them as part of your mix of content**

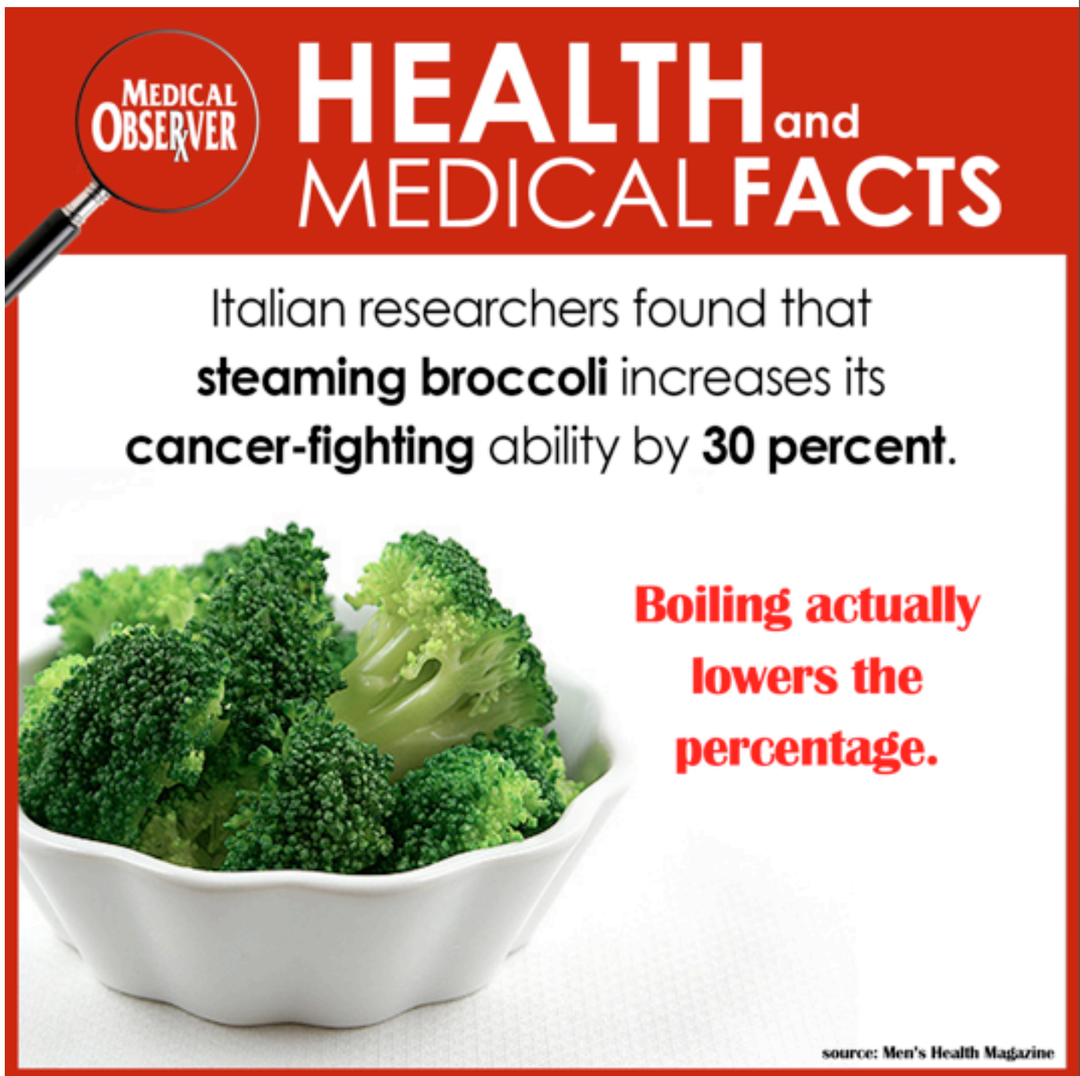


Photo and Video Content Ideas

Testimonial

- Post short testimonials about how your organization has positively impacted a person, issue or the community

Photo and Video Content Ideas

Share Breaking News In Your Field

- Let people know what's going on in your field or with the general issue you're dealing with so they can see the bigger picture

Event Recaps and Photo Collages

- Use photos or video to show your audience what the event they missed was all about! (Or to celebrate the success of the event they attended!)

Photo and Video Content Ideas

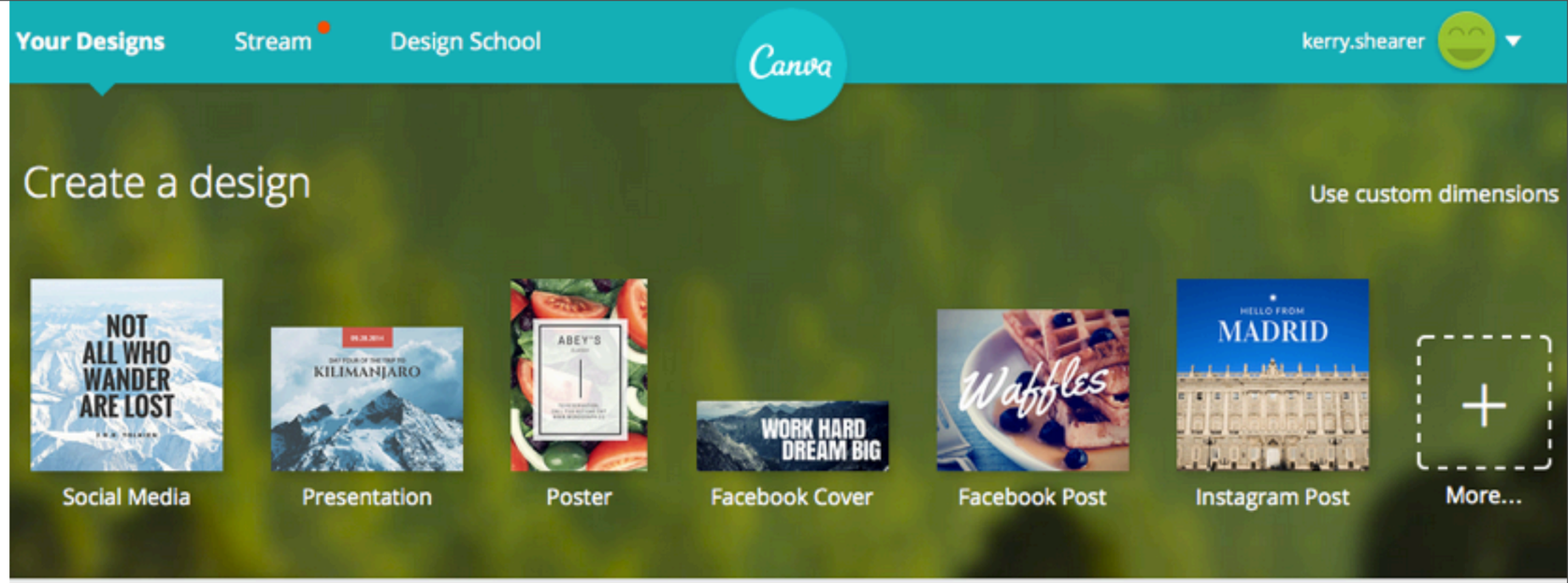
Thank Your Fans

- Thank followers for their support, interaction, caring about the issue, etc. Gratitude can go a long way!

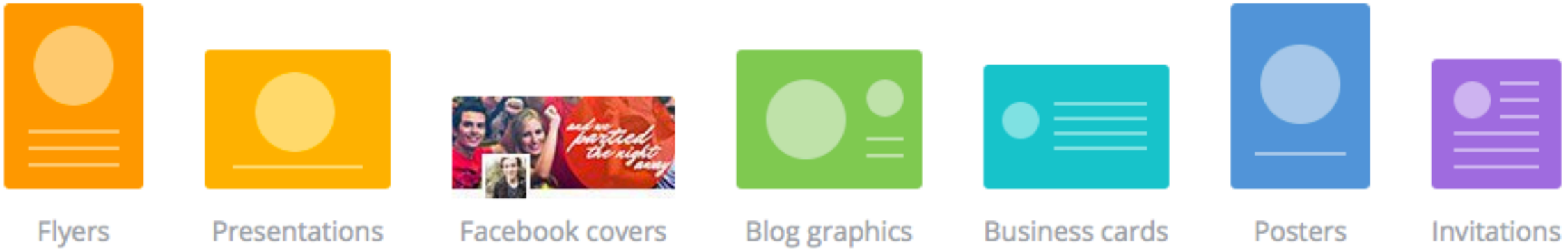
What Are Some Tools We Can Use To Creatively Create Creative Stuff That People Will Click On?

Canva

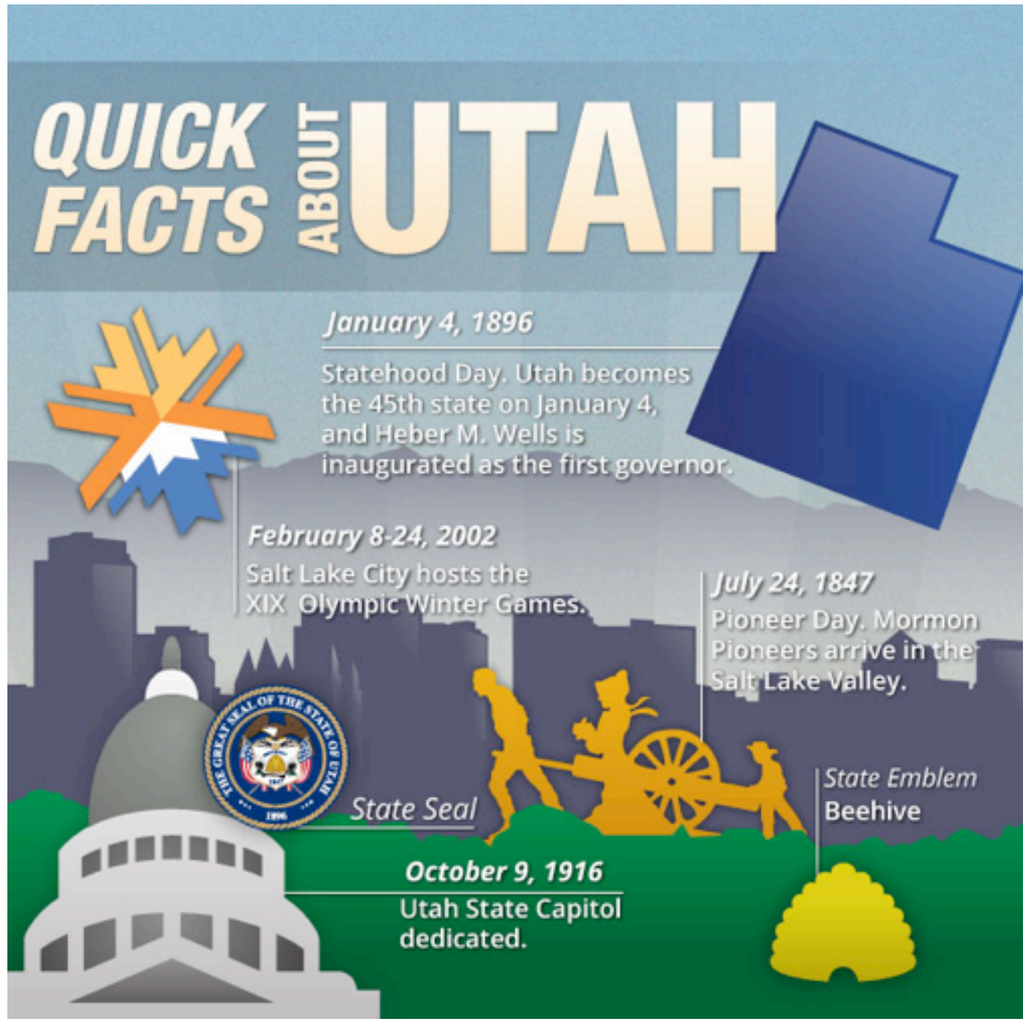
is an online graphics creation program that is an easy to use alternative to Photoshop.



A simple new way to design



www.Canva.com



Top 8 Tools For Bloggers

Canva Demo

Smartphone Video

HD Cam In Your Pocket

iPhone 4s, 5, 5c, 5s, 6, 6+

-Shoots HD footage

-Accepts an external microphone

-You can edit on your device (iMovie)

Video Content Ideas

-News conference excerpts
-Subject Matter Expert interviews
-Promotional videos for upcoming event
-Recap videos after an event
-Testimonials
-How-to videos
-B-roll video at the scene

Gather Footage and Images

Grab some video B-roll of every event your department is involved in

Shoot scenics of the community, your employees, your projects

Shot with an iPhone:

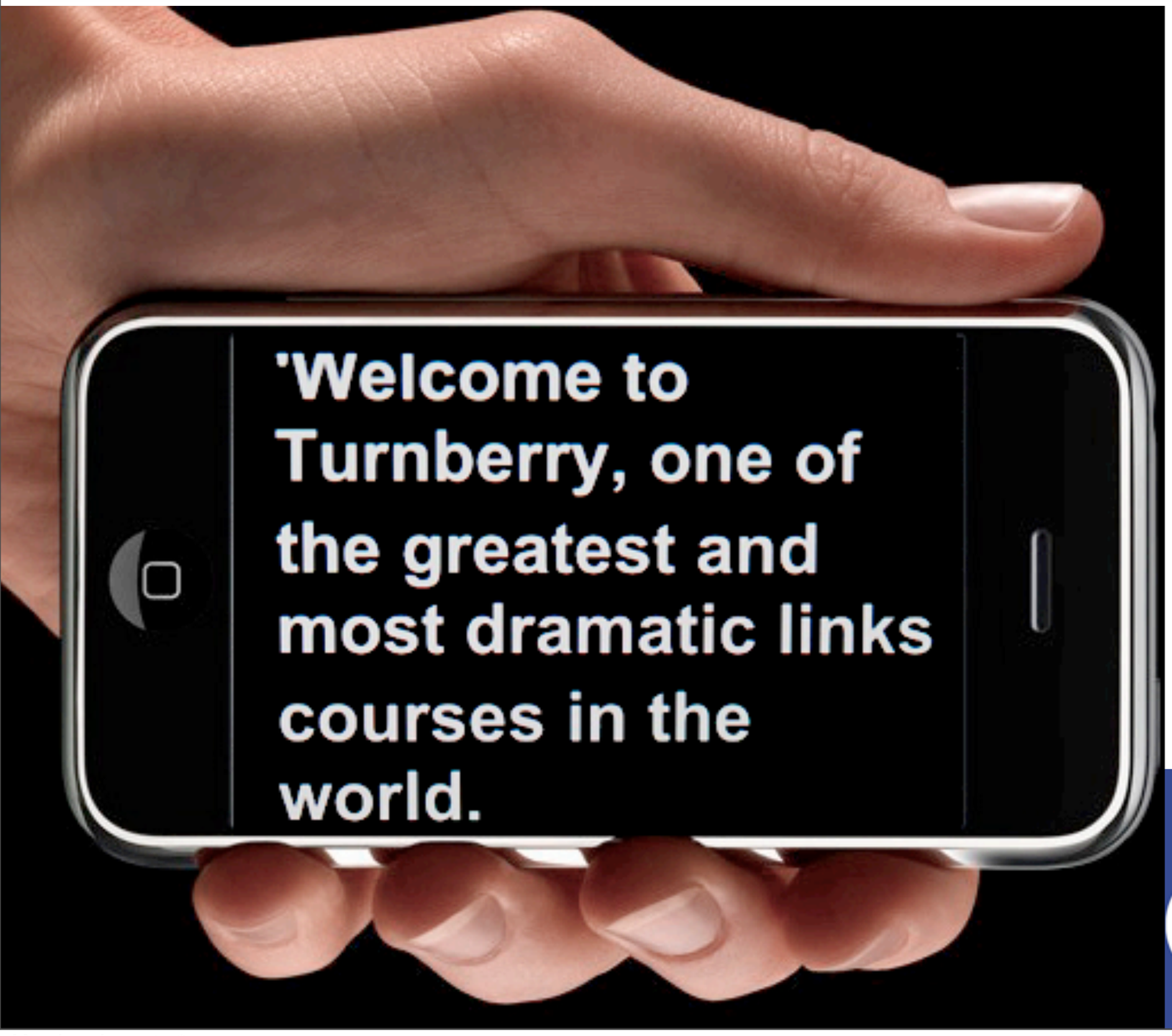
WMWD Earth Night Recap

4 Video Styles You Can Easily Do!

1) Direct-to-Camera
2) Interview
3) Package
4) Photo show

Smartphone/Tablet Accessories

Advanced Shooting: Teleprompter



Free DV Prompter software runs on your smartphone or tablet

dv prompter

Shooting Apps

Shot with an iPhone:

Sacramento-Yolo Mosquito & Vector Control

5 Tips To Reduce Mosquitos and Potential West Nile Virus Exposure

Editing Process

Here is the process:

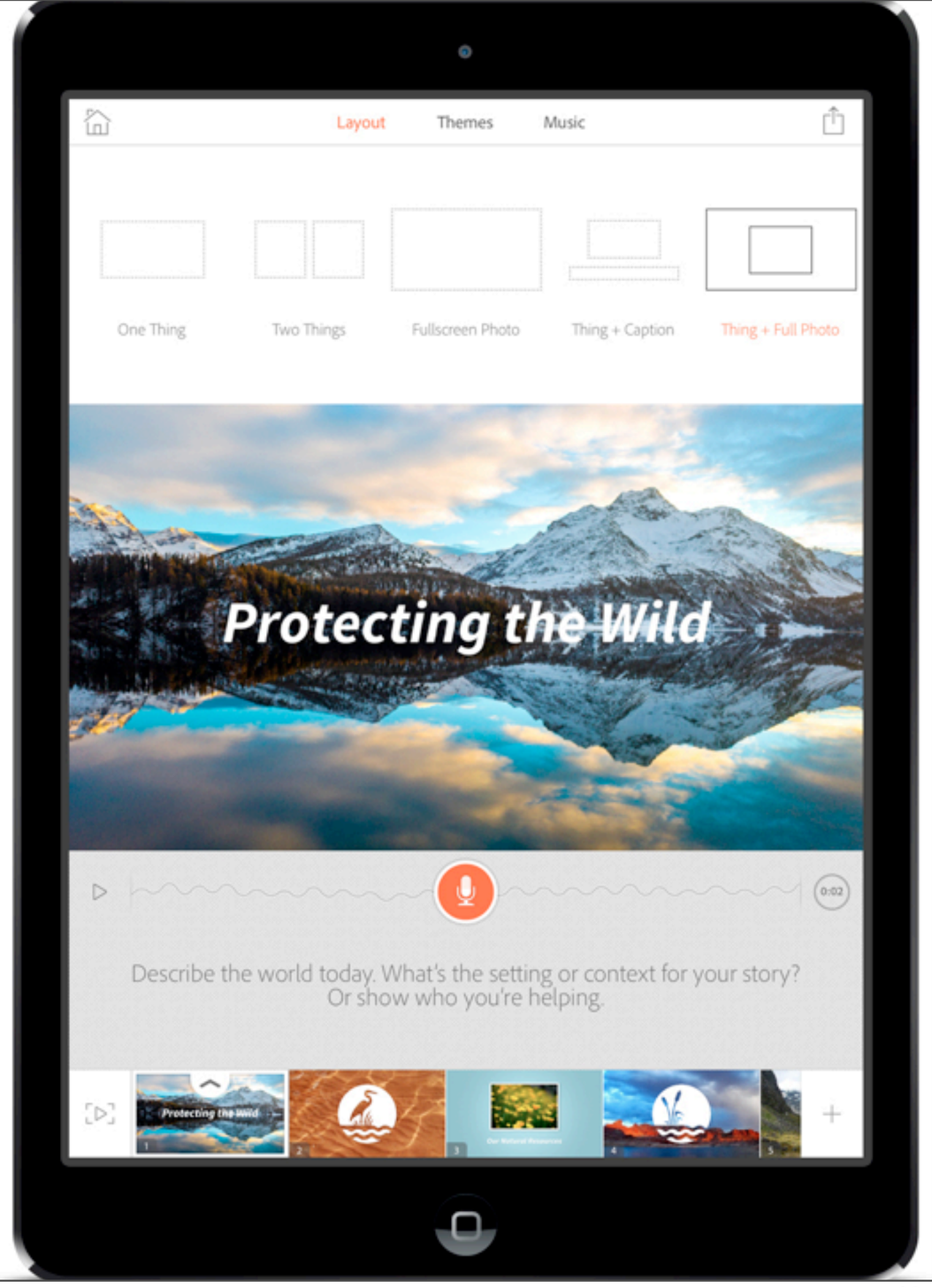
1) Shoot your video
2) Import it into your editing app from your camera roll
3) Trim the beginning and end
4) Add additional video clips if desired
5) Add titles if possible
6) Export to camera roll, Facebook, or YouTube

Editing Demo!

Adobe Voice

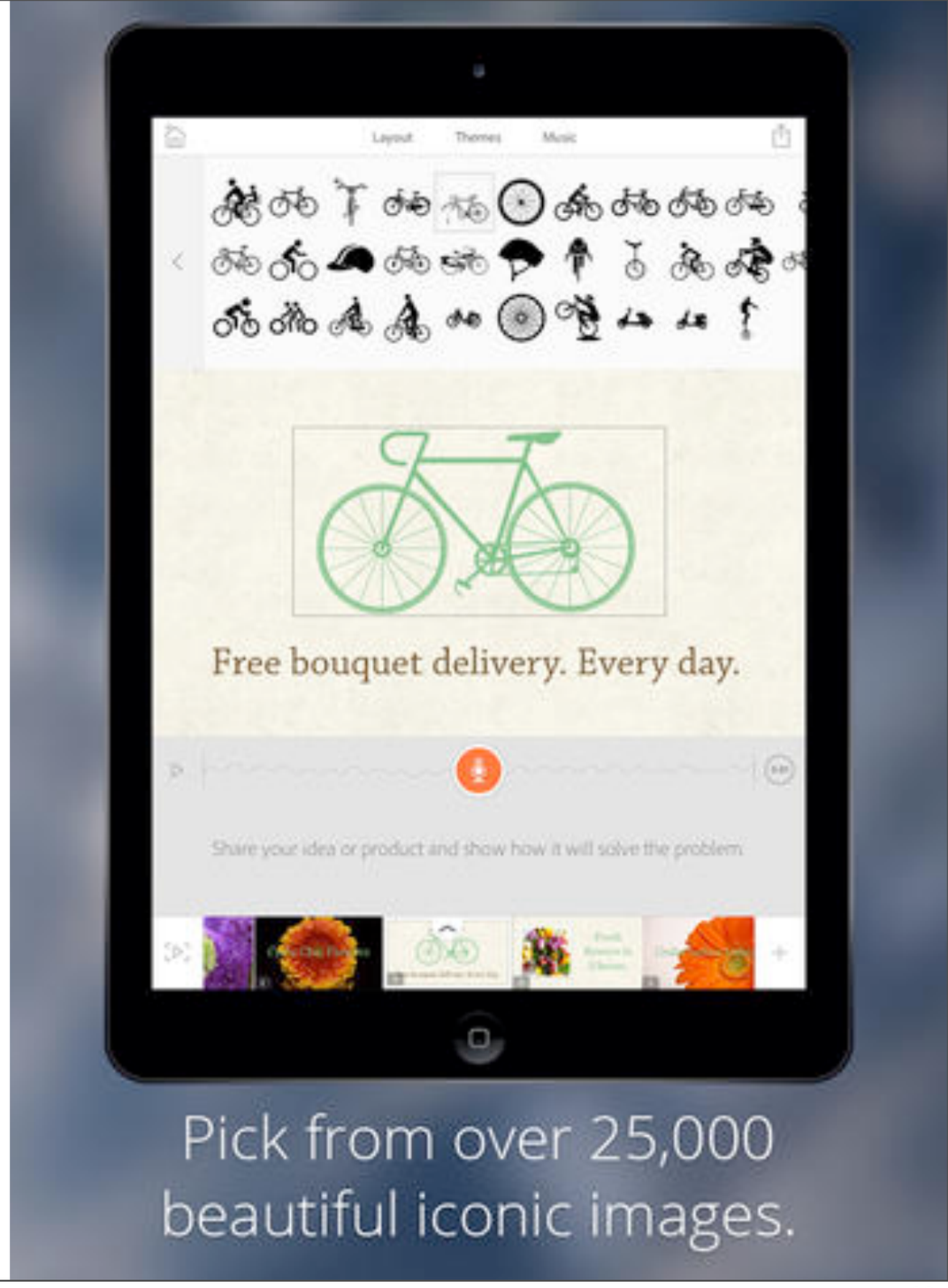
Adobe Voice

- **Adobe Voice lets you create beautiful narrated videos without having to appear on camera!**



Adobe Voice

- Pick a theme, record your script one slide at a time, then insert graphics, photos or videos.
- Publish to social media, or save to your iPad.



Adobe Voice Demo

Photo Apps

Social media tools and apps give us the ability to accomplish more and reach out more effectively than ever!

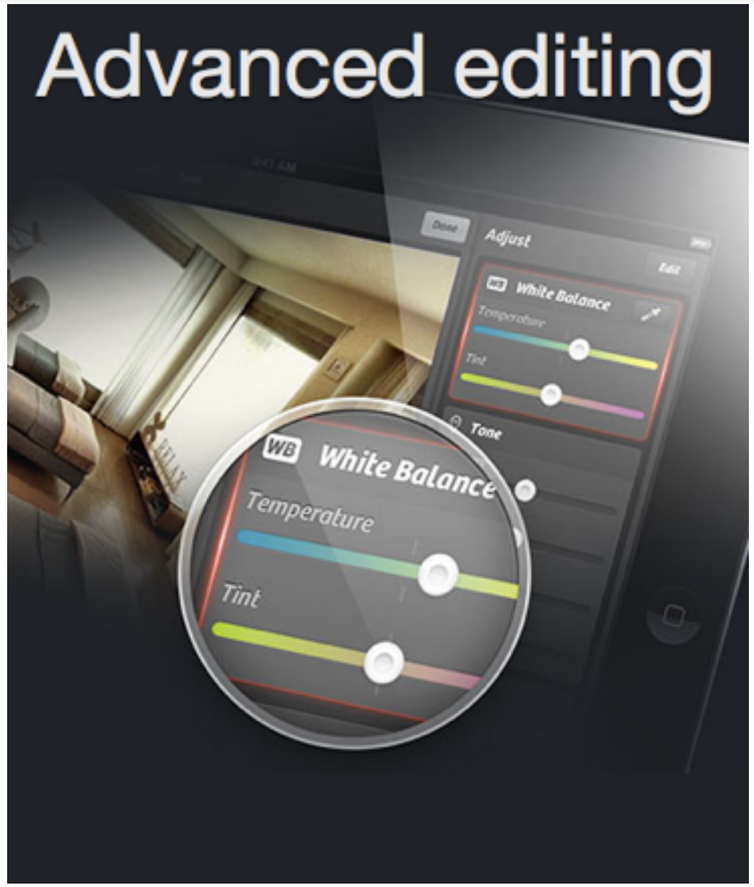
When Shooting: Go Horizontal

When shooting photos, shoot the majority horizontal. Square works too. But vertical doesn't work well in the newsfeed.

Photo and Graphics Tools: Camera+

Camera+

- Gives you more control than your native camera app (iOS-only)



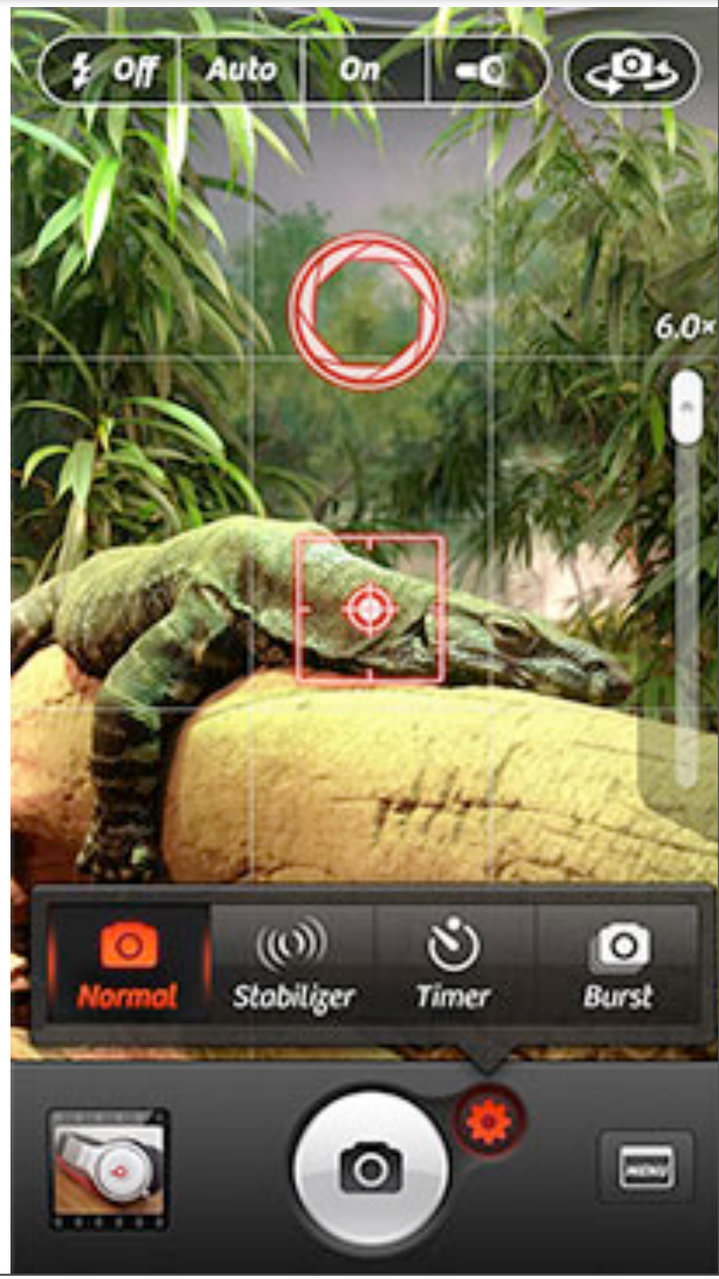


Photo and Graphics Tools: Word Swag

Word Swag

- Lets you do beautiful text overlays

(iOS-only)

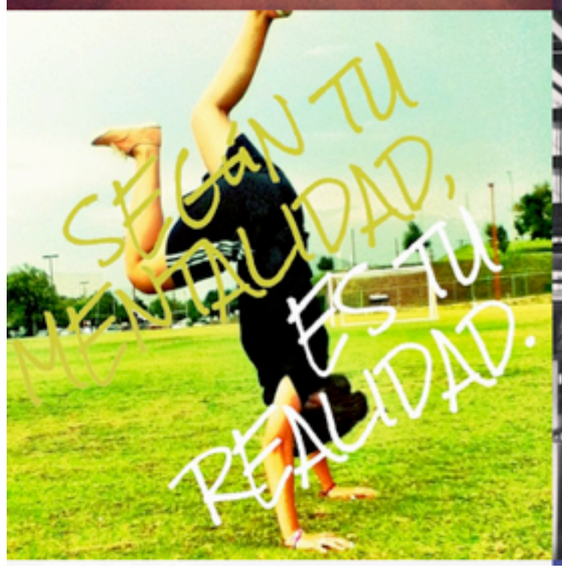


Photo and Graphics Tools: Over

Over

- Great text and graphics app for overlaid text

(iOS & Android)

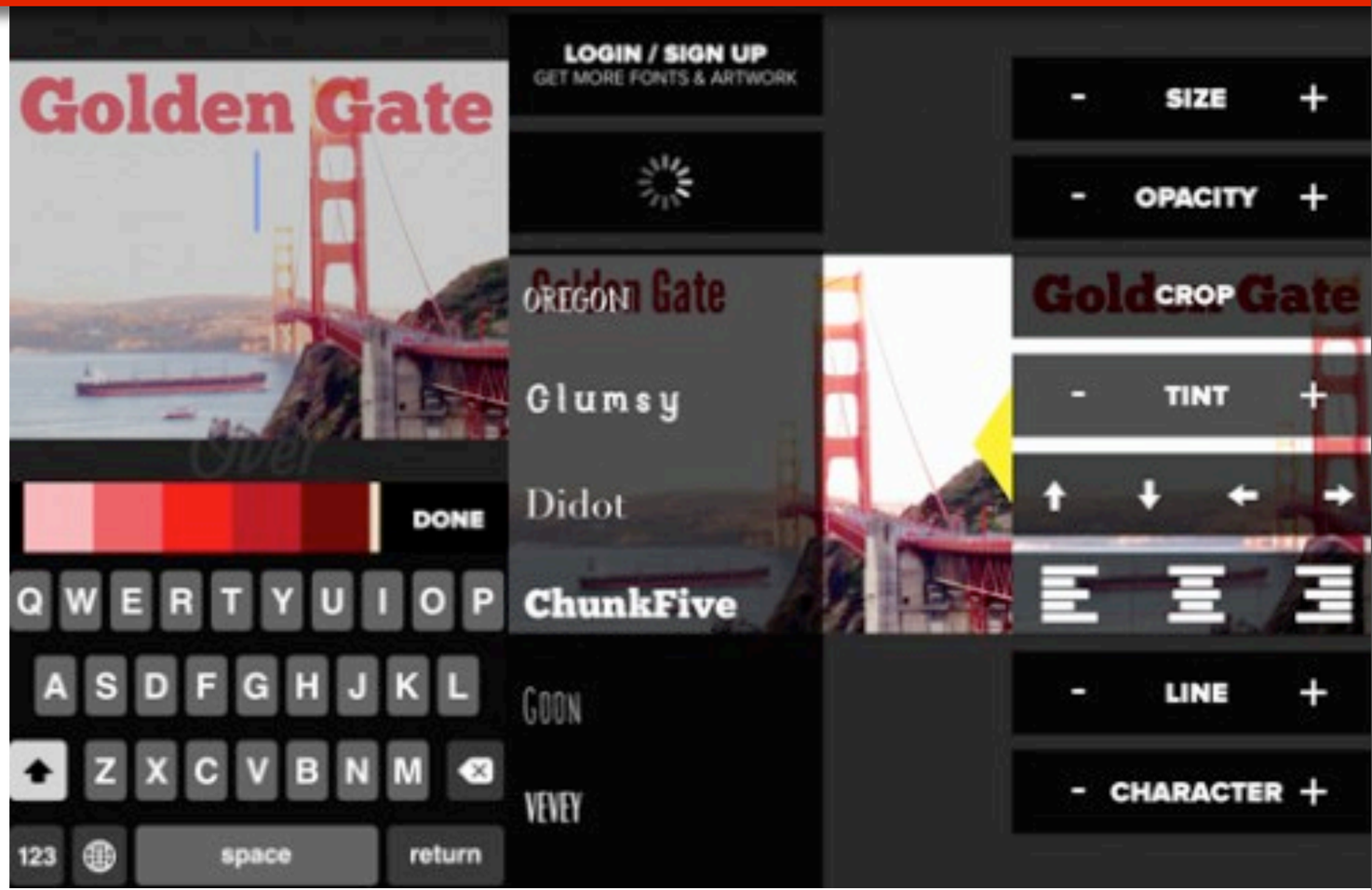


Photo and Graphics Tools: InstaQuote

Instaquote

- Text overlays with tons of fonts

(iOS & Android)

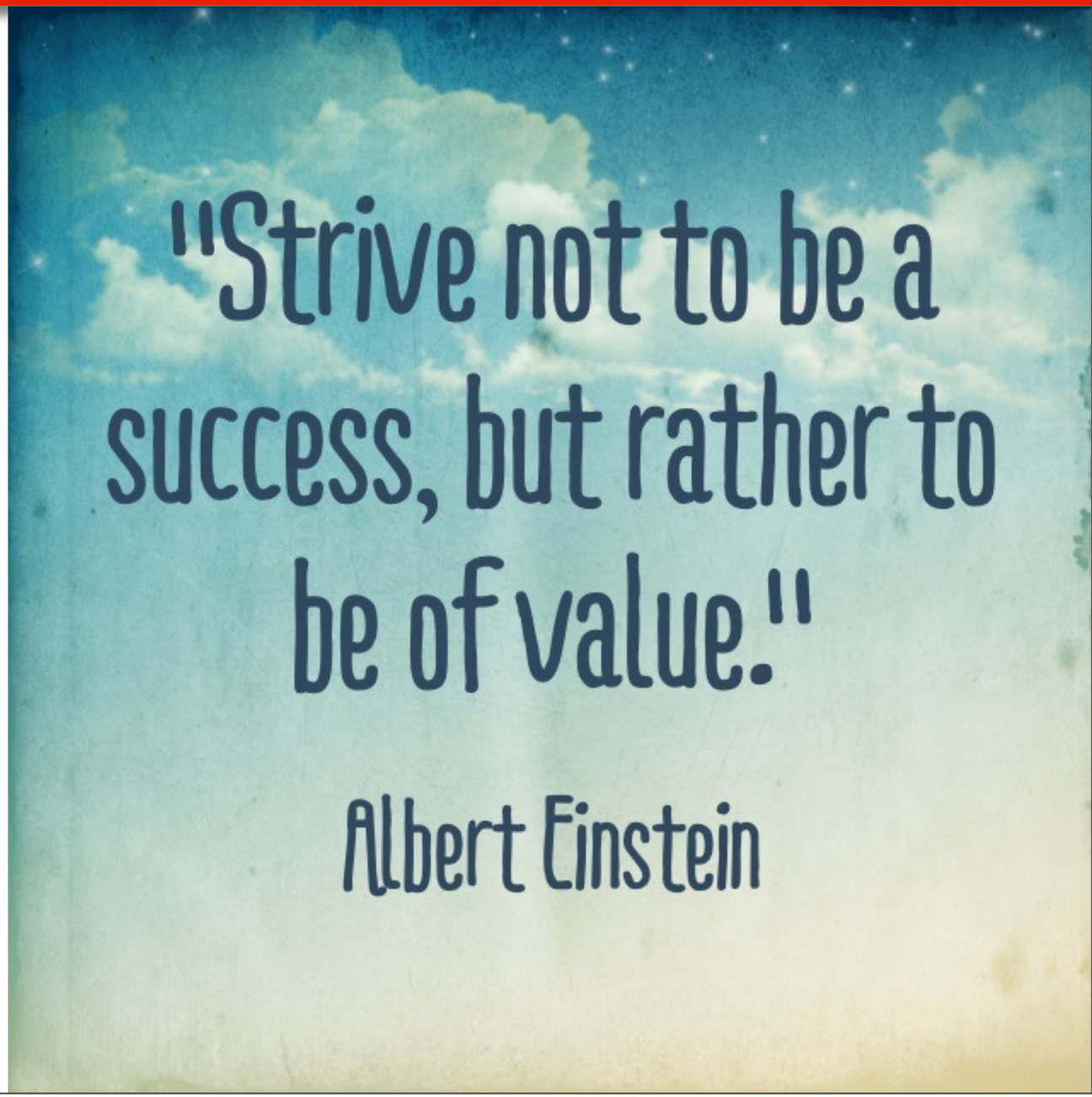


Photo and Graphics Tools: InstaQuote

Instaquote

- **Maximized for Instagram (square)**

(iOS & Android)

Photo and Graphics Tools: PicFrame

PicFrame

- Pages of photo frame choices

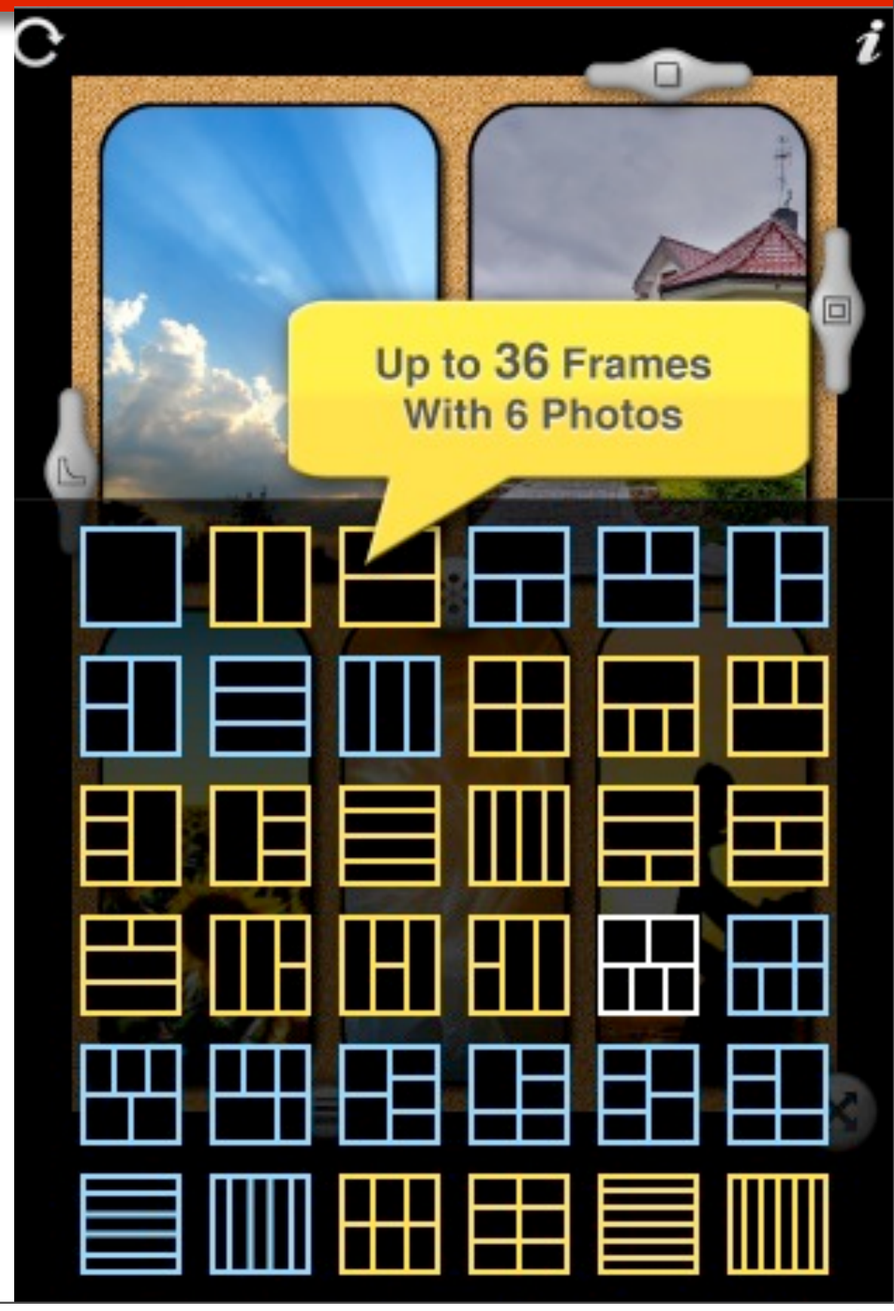
(iOS & Android)

Photo and Graphics Tools: FrameMagic

FrameMagic

- Combines stills AND video in the same collage

(iOS-only)



FrameMagic

- Combines stills AND video in the same collage

(iOS-only)

One Free and One Low-Cost Photo Resource

Unsplash.com

- 10 new free photos every 10 days
- Access to all photos for free
- High quality images

DOLLAR PHOTO CLUB
office
All
Search
58 downloads
Galleries
kbshearer
English
1-800-4
Dollar Photo Club
•$99 annual membership gives you 99 photos; additional photos $1 ea.
100 Corporate icons

Video Tools

Video Tools: Intro Designer

Intro Designer

- Design intros for your videos; customize the text

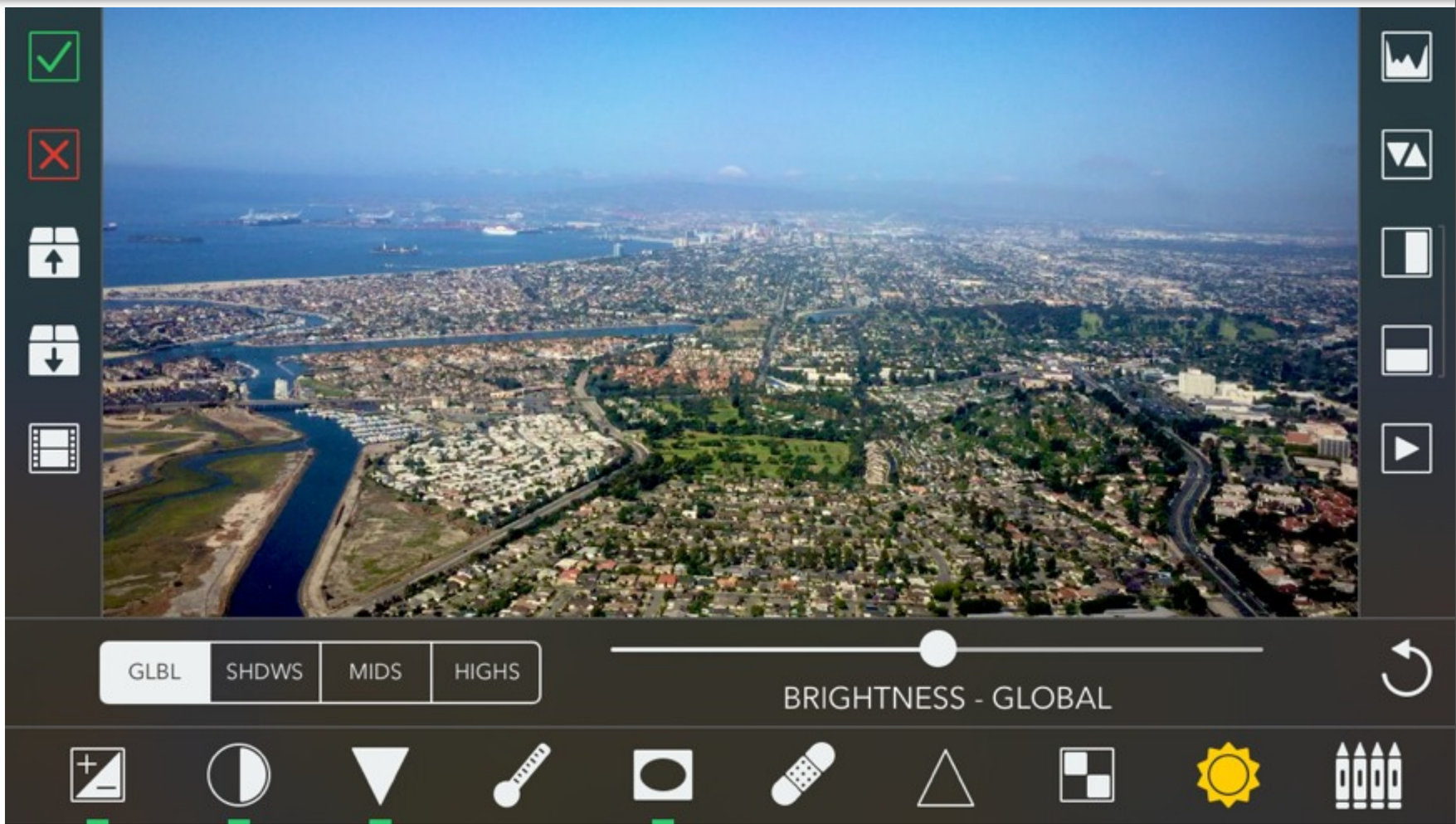
(iOS only)

Video Tools: VideoGrade

VideoGrade

- **Correct or filter your video footage**

(iOS only)



Video Tools: ActionMovie FX

ActionMovieFX

- Hollywood style special effects

(iOS only)

Video Tools: Extreme FX

Extreme FX

- Hollywood style special effects

(iOS only)

Rapid Fire Tip-Sharing:
What have you learned that your colleagues could benefit from!

Exercise Time:
Create Something Cool

-A video (Promo, how-to, etc.)
-A Canva graphic
-Adobe Voice promo using icons
-A real or simuated Periscope broadcast
-A photo series for Instagram or FB