

Social Media Guidelines for Chapters

Each Chapter is encouraged to create their own social media presence using platforms such as, Facebook, Twitter, and Instagram.

Using social media offers Chapters the opportunity to engage their local members and community with a larger global audience and partners. In many instances social media is a more cost effective and easier method of communication than a formal website.

While social media can be a great tool to engage in conversation and inform followers about sometimes controversial topics, all social media posts, regardless of the medium (Facebook, Instagram, Twitter, etc.) should be non-political and non-polarizing in nature in accordance with Trout Unlimited Canada's social media polices and guidelines.

Facebook

Set Up

- Chapters should create profile (Like) pages as opposed to a personal or group page.

Optimization

- Turn on "Similar Page Suggestions" to increase your Likes. Under Settings > Similar Page Suggestions, tick the box to include your page when Facebook recommends similar pages. This simple tweak could become your greatest source of new Likes.
- Enable fans to send you direct messages. If your nonprofit has the capacity to engage with fans via direct messages, turn on the messaging functionality in your settings.
- To enable fans to check-in to your page and thus share your page with their fans when they check-in, add your physical address to your page
- Add Facebook icons to your website and/or and e-newsletter or other communication materials. To increase the Likes of your page, prominently feature Facebook icons above the fold on your website and/or blog and e-newsletter. Links to all Chapter social media sites, when known, can be posted to your Chapter page on the TUC website.
- Add a link to your Facebook Event when promoting events on any chapter websites and/or blogs and e-newsletters to increase RSVPs.

Best Practices

- Posts should be made on a regular basis, ideally daily to grow page

- Posts do not always have to be about current or ongoing Chapter activities; posts from other sources such as TUC's or partner's sites can be shared onto the Chapter page.
- Photo and video posts create excellent engagement and reach, far more so than text.
- Facebook should be used to promote Chapter events. In addition to posting an event on the TUC website. Research consistently demonstrates that photos receive more engagement than any other type of post.
- of hashtags should be limited to less than two for Facebook posts. Recent research has shown that the use of multiple hashtags leads to significantly less engagement on Facebook.
- Mentions of partners, Chapters and Trout Unlimited Canada within posts are strongly encouraged to increase engagement.
- Post on Saturday and Sunday mornings using the native scheduling function. Engagement is highest on Saturday and Sunday mornings and thanks to Facebook's native scheduling function your nonprofit can easily schedule weekend posts in advance.
- Occasionally "Pin to Top" popular Updates to bring attention to popular and important posts already shared.
- Experiment with Facebook Events. When fans RSVP or "Join" to a Facebook Event, the event is added to their Facebook calendar and fans are also notified the day of the event to increase attendance.

Twitter

Best Practices

- Upload properly sized photos and infographics. The ideal image size for uploaded images on Twitter is 525 x 262 pixels. This size ensures that there is no cropping of your uploaded images on both the desktop and mobile versions of Twitter. Cropped images receive significantly less re-tweets.
- Due to its short conversational nature Twitter posts may only be 140 characters in length
- Give followers useful, interesting re-tweetable content, Organizations that prioritize getting re-tweeted by sharing unique, interesting content are much more successful on Twitter than those overload their account with fundraising asks and self-promotional tweets.
- Videos and images can be posted to Twitter and as with Facebook provide increased engagement as opposed to a text only tweet.
- Mentions of partners, Chapters and Trout Unlimited Canada within posts are strongly encouraged to increase engagement.

- All posts should include no more than two hashtags to increase tweet engagement. Using more than two hashtags in a tweet decreases re-tweet rate. Tweets overloaded with hashtags look messy, are hard to read, and make appear as a desperate ploy to gain followers.
- Use hashtags strategically to mention important causes, campaigns, and events – and not in every tweet. Quite often tweets without hashtags perform better.
- Re-tweets of other organizations, Chapters and TUC tweets is encouraged to increase engagement
- Always try to include a link in your tweets. Tweets with links have an 86% higher re-tweet rate.
- Chapters can curate good content by re-tweeting other appropriate tweets. This strategy adds variety to their feed, engages their followers, builds credibility within TUC's not-for-profit sector while eliminating the risk of appearing to over-market the Chapter's services by only tweeting about themselves.
- Tweet or re-tweet 2-8 times per day to stimulate growth and engagement. At minimum, a Chapter should tweet or re-tweet at least twice daily to gain traction on Twitter.
- If possible, tweet on the weekends. The vast majority of brands do not tweet on the weekends making it much easier to stand out on the weekends. Online tools such as Buffer and Future Tweet allow the scheduling of tweets in advance if you are not available on the weekends. Try to schedule at least one tweet each Saturday and Sunday.

Instagram

Set Up

- Set up the Chapter's Instagram page as a business profile. When you make your profile a business page, you gain access to insights like impressions, engagement, and reach on all Chapter posts.

Best Practices

- Instagram is an excellent outlet for displaying images and videos of Chapter members, activities and projects.
- Instagram's photos get 36 percent more likes than its videos, but videos gain more comments than photos. Back in early April 2016, Instagram changed their rules so that videos can range up to 60 seconds.
- Share at Least One Image Daily. To gain followers on Instagram, Chapters must be active on Instagram. If possible, post once in the morning and once in the afternoon or evening.

- Use the search feature on Instagram to check which hashtag iterations are the most used.
- All posts should include no more than 10 hashtags to increase engagement. Too many hashtags comes across as being desperate for attention and makes the image/video caption difficult to read.
- Remember to interact with (like and comment) on other people's/organization's posts that are in line with the chapters and TUC's mandate.
- Have fun and be creative with emoji's and hashtags