



## Social Media Guidance for the Generation Citizen Global Network: Mutual Advocacy

As a network of thought partners, we can utilize social media platforms to share helpful and interesting content, connect with one another, and promote messaging from our peer organizations. Below are some tips on how to make the most of your online engagement.

### Reasons to use social media platforms

- Connect with broader audiences.
- Communicate a targeted message.
- Build a network of partners.

### Using Twitter

- Post 4-5 times a day.
- Keep Tweets short (120 characters has been shown to be the best length).
- Shorten links using [bitly.com](http://bitly.com).
- Reach out to influencers & identify people and/or organizations to follow.
- Retweet & THANK!!
- Use Hashtags (#) to join and create conversations others can follow.
- Use emojis, pictures, GIFs, and infographics to grab attention!

### Using Facebook

- Post 1-2 times a day
- Post an interesting FACT.
- People like TIPS! When posting, start it with 'Tip!' or 'ICYMI' (In case you missed it)
- When you SHARE content, add an endorsement like, 'Must Read!' or 'This is great!'
- Inspire ACTION. Tell your fans to like, comment, share, etc.
- Shorten links using [bitly.com](http://bitly.com).

### Suggested content to post

- Photos
- Quotes
- Questions
- Successes/Congratulations
- Stories
- Tag Everyone!
- Respond, Recognize, and Retweet/Share

### Best times to post (with most online traffic)

- Mornings: 8:00AM-9:00AM
- Lunch: 12:00-1:00PM
- End of Day: 4:30PM-6:00PM
- Nights: 9:30PM-11:00PM
- Weekends!