

# SOCIAL MEDIA TOOLKIT

The following slides include specific instructions and guidelines to help improve social media presence.

# HOW TO CREATE A FACEBOOK PAGE and handle

Facebook's [official instructions](#) on how to create a Facebook page are as follows:

1. Go to [facebook.com/pages/create](https://facebook.com/pages/create)
2. Click to choose a Page category
3. Select a more specific category from the dropdown menu and fill out the required information
4. Click **Get Started** and follow the on-screen instructions

*Anyone can create a Page, but only official representatives can create a Page for an organization, business, brand or public figure.*

*After inputting your organization's information, you'll be asked to upload a profile picture and cover photo. Cover photos must be at least 400 x 150 pixels. Profile pictures display at 180 x 180 pixels. For profile pictures and cover photos with your logo or text, you may get a better result by using a PNG file.*

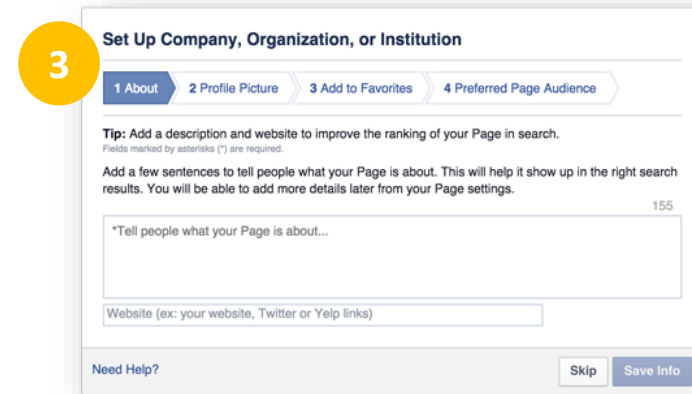
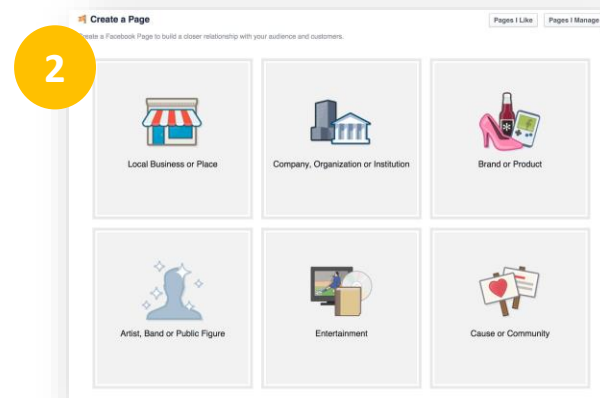
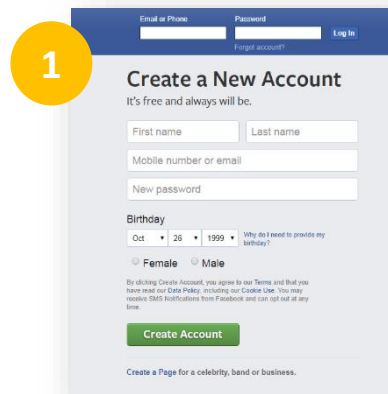
Facebook's [official instructions](#) on how to create a Facebook handle are as follows:

You'll need to be an [admin](#) to create a username for your Page. Your Page's username will appear below your Page's name and in your Page's URL to help people find and remember your Page. (For example, the US Army Reserve's username is [@usarmyreserve](#))

To create a username for your Page:

1. Click **Create Page @Username** on the left side of your Page
2. Enter a username
3. If the username is available, click **Create Username**
4. If the username you want is already taken or not approved, you'll need to choose a different one. Make sure the username you're trying to create follows the [guidelines for custom usernames](#).

*Keep in mind that new Pages may not immediately be able to create a username, and that your Page's username may be removed because of inactivity.*

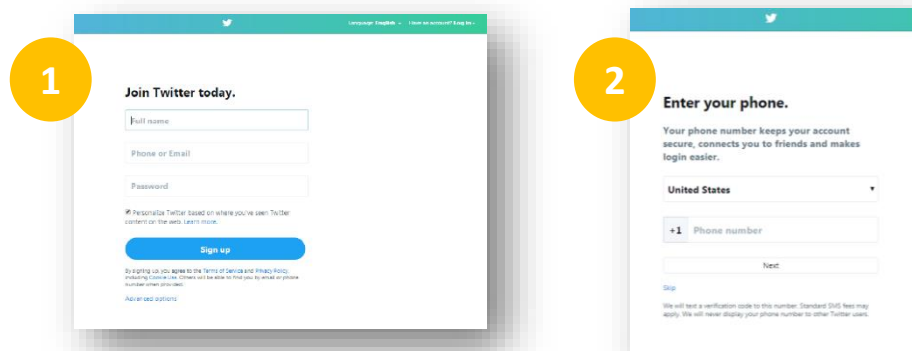


# HOW TO CREATE A Twitter account and handle

Twitter's [official instructions](#) on how to set up a Twitter account are as follows:

1. Go to <http://twitter.com> and find the sign up box, or go directly to <https://twitter.com/signup>.
2. Enter your full name, phone number, and a password.
3. Click Sign up for Twitter.
4. In order to verify your phone number, we will send you an SMS text message with a code. Enter the verification code in the box provided. Learn more about having a phone number associated with your account [here](#).
5. Once you've clicked Sign up for Twitter, you can select a **username** (usernames are unique identifiers on Twitter) — type your own or choose one we've suggested. We'll tell you if the username you want is available.
6. Double-check your name, phone number, password, and username.
7. Click **Create my account**. You may be asked to complete a Captcha to let us know that you're human.

*After inputting your organization's information, you'll be asked to upload a profile photo and header image. The ideal dimensions for a profile photo are 400x400 pixels. The ideal dimensions for a header image are 1500 x 500 pixels. On mobile, the photo will be cropped to a 2:1 aspect ratio.*



Twitter offers [tips and tricks](#) for users with existing Twitter pages to establish their Twitter presence, including the creation of a Twitter handle, or @name. They are as follows:

- **Your Twitter @name:** Your @name is your unique identifier on Twitter. It can contain up to 15 characters and should help people easily find your business. Your name (which you can change as you please) appears above your @name (which is permanent).
- **Your profile photo:** Choose a profile photo that visually represents your business or brand and fits well in a small space. This image isn't just on your profile page; it is the icon in every Tweet you post.
- **Your bio:** You have 160 characters to let people know what makes your account special, and why they should follow you. Include useful information, such as what you tend to Tweet about, your location or business hours, and a link to your website. Use a unique link, so you can track visitors to your site from Twitter.
- **Your header image:** Consider this your billboard. You can use event photos, feature products, use a graphic with text, or highlight your work and team. Swap out this image periodically to spotlight promotions, events, product news, or just keep things fresh.
- **Your pinned Tweet:** Keep an important Tweet at the top of your timeline by pinning it there. Click on the "more" option on the Tweet you want to pin and select "Pin to your profile page." Use this feature to make sure visitors to your profile can't miss your biggest, latest news.

# How to craft an optimal post

- **Brief but compelling:** Keep post copy concise and captivating. Utilizing a headline can also help capture users' attentions.
  - Twitter has a 140 character limit, however Twitter is testing a [280 character limit](#). Despite this, tweets shorter than 100 characters get a [17 percent higher engagement rate](#).
  - Although Facebook's does not have as strict of a character limit, limiting copy to 80 characters or less tend to receive 66% higher engagements.
- **Clear Goal/Call-to-Action:** Each posts should have a clear and defined objective. Is the call-to-action to drive users to a website or news article? Is the post geared towards sparking engagements, such as users generated comments or shares?
  - **Encourages engagements:** If a post's call-to-action is focused on solely encouraging engagements via comments, the agency recommends the below tactics:
    - *Ask a question:* It can be relevant to training exercises, new uniforms or sharing an experience, such as "[Given the opportunity, would you go through basic training again?](#)"
    - *Fill-in-the blank statements:* Posting a statement asking for a specific response such as, "[My favorite U.S. Army cadence is \\_\\_\\_\\_\\_.](#)"
    - *Photo captions:* Posting a photo or video and [asking for a caption](#) is a great way to get user engagement.
    - A, B or C options: Posting a statement or photo and asking people which option they agree with.
- **Tag relevant accounts and hashtags:** When applicable, tag relatable social media accounts and utilize appropriate hashtags in order to garner a larger reach.
- **Shortened link:** Photo posts are superior to text-only posts in generating interaction. When linking, ensure the post has a shortened URL, which can be accomplished through [Google URL Shortener](#) or [Bitly](#).
- **High Quality Visuals:** Photos with high quality resolution, contrast and captivating subject matter will enhance the posts and capture users attention more, as it will help the post stand out in users' newsfeeds. Photos should also be within the optimal guidelines for best appearance within posts.



# Optimal sizes for pictures and videos

Images incorporated into Facebook and Twitter posts play a large part pages' overall appearance. Including high quality and optimal size photos will help ensure the pages and posts are attention-grabbing and help further inspire engagement. The optimal sizes for images included in Facebook and Twitter posts are as follows:


Facebook	Width	Height
Cover Photo	828px	315px
Profile Picture	180px	180px
Shared Image	1,200px	630px
Shared Link	1200px	627px
Video	1200px	675px
Carousel	600px	600px

Twitter	Width	Height
Cover Photo	1500px	500px
Profile Picture	400px	400px
In-stream Photo	1024px	512px




# How to schedule Facebook posts

## TO SCHEDULE A POST:

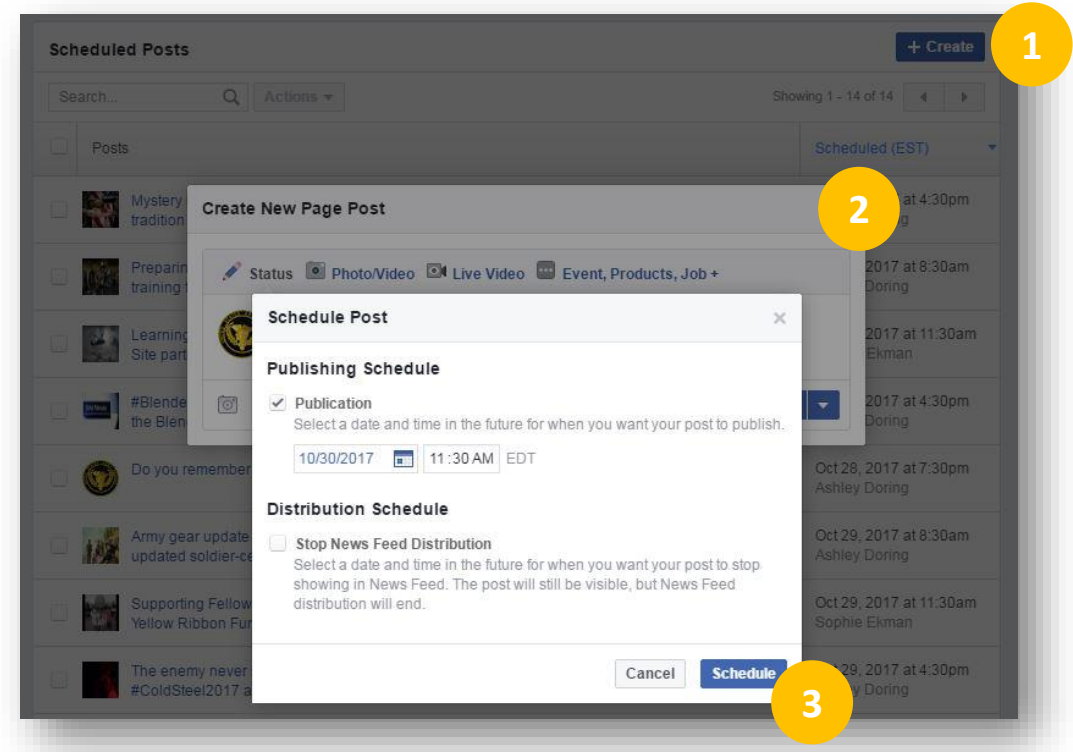
1. Start creating your post at the top of your Page's timeline
2. Click  next to **Publish** and select **Schedule**
3. Below **Publication**, select the date and time when you want the post to publish
4. Click **Schedule**

## TO EDIT SCHEDULED POSTS:

1. Click **Publishing Tools** at the top of your Page
2. Click **Scheduled Posts** in the left column
3. Click the post you want to edit
4. Click **Edit** to edit the post, or click  to choose to publish, reschedule or delete it
5. To see a history of all edits to a scheduled post, click **View Edit History**.

## How can you optimize your Facebook posts for maximum reach and engagement?

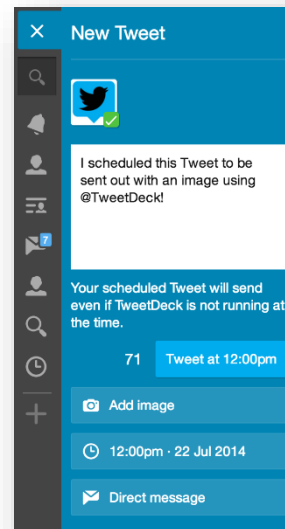
- If your page has a robust Facebook following (10,000 followers or more), an [optimal content schedule](#) includes two posts per day. If your page has less than 10,000 followers, posting twice per day may result in decreased post engagement. The agency recommends that pages with less than 10,000 followers post anywhere from one to two times per day.
- The [best time](#) to post on Facebook is between 1200 and 1500 on Mon., Tue., Wed., Thu., and Fri. On Sat. and Sun., the best time to post is between 1200 and 1300.



# How to schedule TWITTER posts

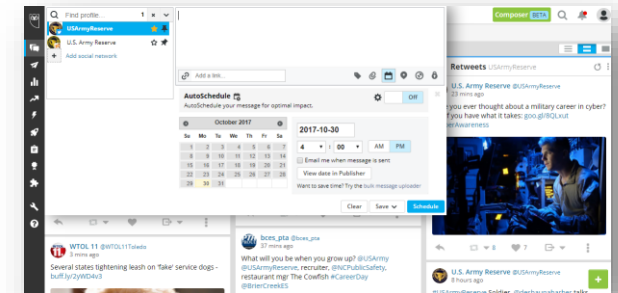
## TO SCHEDULE A POST USING [TWEETDECK](#):

1. Sign in to your TweetDeck account and click the Tweet compose icon
2. Confirm that the Twitter account(s) you'd like to tweet from are selected.
3. Compose your Tweet. Include an image or video with the Tweet by clicking Add images or video.
4. Click **Schedule Tweet** and select the **date and time** you'd like the Tweet posted.
5. Click **Schedule Tweet** at [date/time].



## TO SCHEDULE A POST USING [HOOTSUITE](#):

1. Click “**Compose Message**”
2. Type your **message** and include links if you have any
3. Click to select a **profile(s)** from the profile picker
4. Click the **calendar** icon
5. From the calendar, select the **date** for the message to be sent
6. Select the **time** for the message to be sent
7. Click “**Schedule**”



## How can you optimize your Twitter posts for maximum reach and engagement?

- The [optimal times](#) to tweet are 12–3 p.m., with a peak best time at 5 p.m. During the workweek is the best, though some niches might have more active audiences on the weekend. Wednesday around noon and 5–6pm are peak moments during workers’ breaks.
- Tweeting [15 times a day](#) is the recommended frequency. It has also been found that the most retweets happen within an hour after tweeting, so a higher daily frequency is best. It is also suggested o retweet or curate about seven tweets a day.

