



Social Media: Tipsheet

Facebook and Twitter Tips

- Use a social tone. Social media messages are most effective when they are friendly, casual and genuine. Personalized messages are more likely to be shared/retweeted.
 - Write in an active voice and keep messages short.
- Use photos. Posts with photos almost always get more engagement than those without.
- Use links. Whenever possible, be sure to include links in your social media messages that drive people to the afterschoolalliance.org website.
- Length.
 - Tweets are always 140 characters in length, links will count for 22 of those characters, but photos don't count against your character limit.
 - Facebook doesn't have a character count, but still try to keep messages short.

Twitter Specific Tips

- Use hashtags. On Twitter, whenever possible use the [#Afterschool4All](#) hashtag to link your Tweet to the broader conversation about Afterschool.
- Retweet: Allows you to share someone else's message on your Twitter feed.
- Quote Tweet: Similar to a Retweet, this feature allows you to add your own comment while sharing a Tweet from someone else.
- Tagging: You tag someone in your Tweet by using @ in front of their username (@afterschool4all).
 - Starting your Tweet this way shares the message directly with that user, and only people who follow both you and the other user will see the Tweet.
 - You can get around this by putting a period before the @ symbol.