



**FAIR TRADE
TOWNS USA**

Social Media Best Practices

CONTENT, STYLE, AND PLANNING

Status Photo / Video Offer, Event +

The National Celebration for Fair Trade Bananas has begun!

Are you taking the Go Bananas Challenge?
<http://fairtradetownsusa.org/go-bananas/>



Fair Trade Towns » Go Bananas for Fair Trade!

<http://fairtradetownsusa.org/go-bananas/>

We need you to build consumer demand for Fair Trade bananas in your community! Take the Go Bananas Challenge from October 1 to October 14 by hosting Fair Trade banana themed events. Campaigns will tally up how many Fair Trade bananas are consumed or how many participants attended their events to enter ...

1 of 1 Choose a Thumbnail

No Thumbnail

Promote Post

The most important thing to know about social media is that **content matters**. That might sound obvious, but it's easy to get caught up in just posting things for the sake of posting them. Instead, you should **think of everything you share as a miniature story**. Ask yourself, does what I'm sharing engage people? Is it something they would want to share with others? **Am I providing them with any real value, or am I just asking for favors?**

Content Structure and Style

How long your post is, your call to action, and language, should all be chosen carefully. Remember, your ultimate goal is to **create something people will want to share with their friends**. Next, are some tips for success in social media.

Structure

- **Make a "Call to Action"** in your post. Eg "Like" this post, "Share" this photo, etc
- **A picture says a thousand words**, and in today's digital world, people are far more likely to notice a picture than a block of text as they scroll through their newsfeed.
- In general, **short and sweet is best**. This is not the place for essays.



Don't miss Kelsey Timmerman, author of "Where Am I Wearing?" speak at the Fair Trade Campaigns Conference in Chicago October 26 - 28.

Click this link to find out more about Kelsey and how to attend the conference: <http://bit.ly/QP0LIS>



Unlike · Comment · Share

Fair Trade Towns, Victoria Fowkes, Kathy Hoffman-Crudge, Linda Barnett and 7 others like this.

- **Posting links:** If you want to post a link and a picture, use bit.ly to shorten your link. If you are just posting a link, make sure you delete the link from the post once it has uploaded.

Style

- **Vary your content.** E.g. picture, quote, link, event, fan news, etc
- Don't go overboard. **Post once a day on Facebook and 3 -4 times on Twitter.** No more, no less—and don't over share one particular message.
- **Ask questions that actually make people want to respond.** If they do, write back, validate their action by thanking them or sharing what they wrote. Do unto others...
- **Be real and showcase the human side of your organization.** That being said, make sure there's some consistency with your overall campaign, so people can build familiarity with it.
 - It's not all about you. Limit your pleas.

Understand and Plan

Social media isn't as easy as it looks. It takes time and thoughtfulness, so do yourself a favor and **plan ahead.** **Get to know your audience** and make sure you're sharing the kind of content they want to see. Next are some tips for managing your social media presences.

- **Make a simple content calendar** in google docs or excel (or on a piece of scratch paper!) and create a rough outline of the things you want to share each day of the coming month. For example, "Monday: picture of banana farmer with quote from him, Tuesday: Ask fans what their favorite banana recipe is, Wednesday: Tell people about upcoming conference and invite them to attend," and so on.
- **Check in twice a day.** Make sure you're responding to people when they have questions.
- **Vary the frequency** of different types **of content.** Think: picture, quote, link, picture, video, not: quote, quote, quote, picture, quote.
- **Pay attention to time of day** your fans are most active and post then.

Facebook Best Practices

Most successful content



- If you have content (blog, article, web site) you really want people to see, upload it as or with a photo.
- Think about **creating content people will want to interact with and share with their friends**. Most likely, they aren't going to share the text of your post or even a link, but they might share a **photo or video** that can stand on its own.
- **Vary your posts**. Make sure that all your images don't look the same (or people will get bored and stop interacting with them), and that you don't only share one type of content (intersperse photos with videos, links, and powerful status updates)

How to Tag Other Pages

- It's always a good idea to **tag the brands and organizations you're talking about** if they are also on Facebook. Doing so makes your post appear on their page, so their fans see your content as well.



- To tag another page, **type an @ symbol before the name**, like so: @Fair Trade Towns. Facebook will highlight the words Fair Trade Towns and turn them into a clickable link. You must like their page before you tag them

Posting on Other Pages

Only post something on another page if you think it is valuable. Otherwise, message the pages administrators and ask them if they would be willing to share it for you.



Twitter Best Practices

- **Keep your tweets under 125 characters** so people can manually RT them without having to cut some of your text. The rule for twitter is: the shorter the better
- **Try to tweet at least 2-3 times a day**, but spread your tweets out and intersperse them with @replies to other people you follow.
- **Don't retweet people too much.** Share your own content, and make sure it's something people want to re-share themselves (see a trend here?)
- **Use hashtags** to make your tweets searchable for the specific audience you want to see them. Ours are: #FTTowns, #FairTrade, #FairBananas
- **Be conversational.**



Fair Trade Towns @FairTradeTowns

4 Oct

All across the country towns are going #FairBananas for #FairTradeMonth! #FTMParty fairtradetownsusa.org/go-bananas/gob... #FTMParty

Expand

Resources

- Shorten Your links: <https://bitly.com/>
- Plan out your Tweets: <http://tweetdeck.com/>
- Using Social Media to Promote Your Event
- Facebook: Getting Started
- Twitter: Getting Started