

# Social Media Checklist

## HOW TO POST

### 1. Choose your platform:

#### 1. LINKEDIN

1. Log into your account on the app and go to Home.
2. Tap the square at the bottom of the screen with a "+" (plus) symbol inside that says Post.
3. Write the body of your content, using hashtags and tagging ("how to follow below).
4. Link to ESSENTIALS 4 JOB SECURITY GIVEBACK landing page.
5. Upload an image, video, or document.
6. Click Post in the top right corner.

#### 2. FACEBOOK

1. Log into your account on the app.
2. From the top of your News Feed, click "What's on your mind?".
3. Add a text update or click the type of **post** you'd like to share (example: Photo).
4. Link to ESSENTIALS 4 JOB SECURITY GIVEBACK landing page.
5. Add photo(s) or video and hashtags.
6. Use hashtags and tagging of individuals/entities.
7. Click the audience selector at the top to select who you'd like to share your **post** (We recommend "Public" for this effort.)
8. Click **Post**.

#### 3. INSTAGRAM

1. Log into your account on the app.
2. Tap the square at the bottom of the screen with the "+" (plus) symbol inside.
3. Select the photo(s) (or video) you wish to post from your phone's library.
4. Hit Next and then select filter.
5. Include hashtags and tagging.
6. Hit Share.

#### 4. TWITTER

1. Log into your account on the app.
2. Type your Tweet (up to 280 characters) into the compose box at the top of your Home timeline.
3. You can include up to [4 photos, a GIF](#), or a [video](#) in your Tweet.

4. Click the Tweet button to post the Tweet to your profile.

## **BEST PRACTICES**

1. **Add a link to the WISF website:** The purpose of promoting on social media is to get potential customers off the social platform and onto the ESSENTIALS 4 JOB SECURITY GIVEBACK webpage to learn more. Make it easy for our audience by providing a link in every post. You can use a website like [bitly.com](https://bitly.com) (it's free) to shorten website. Once you drop a link into your post, most social platforms will instantly link to that website and you can remove the URL from the post and the link will remain tagged in your post.
2. **Attach photos** - Did you know posts with an image receive 130% more engagement? Images are essential to engagement! You can add one or more. Take screenshots, original shots, selfies, or campaign graphics (found on website resources).
3. **Upload video** – It's compelling to hear your voice. It goes beyond the written word. Like the "ice bucket challenge", it is viral and shows a rounded view of your personality.
4. Use our recommend **Post Examples** below!
5. Catch attention with our recommended **Hashtags**, but don't go too crazy. LinkedIn recommends using no more than 5 hashtags in one post. They are not case-sensitive, though mixing cases may make more readable. Here are our hashtags:
  - #WISF
  - #Essentials4JobSecurity
  - #EmpowerAndGive
  - #ISCWest4Success
  - #SIA4Jobs
  - #SIAWISF4Jobs
  - #WISFGiveback
  - #Essentials4Jobs
  - #DressForSuccess
  - #SIA
  - #GoingPlaces
  - #GoingStrong
6. **Tag Others** to get the momentum going. On most platforms you can use the @ symbol then start to type someone's name or a company name to tag them. You don't need to be a connection or following the person (or company) to do this. The @symbol will disappear once you have selected someone to be tagged (a dropdown menu will appear).

7. Make sure your posts are marked as **Public!** This helps anyone and everyone see the post and spread the good word about the ESSENTIALS 4 JOB SECURITY GIVEBACK!

### Post Examples:

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The #WISF #Essentials4JobSecurity Giveback asks you to help women who need #Essentials4JobSecurity by donating items or providing notes of encouragement to help them reenter the workforce. Together, we can make sure these women are #GoingPlaces! Plan to participate at ISC West or do your part remotely.



Join #WISF at ISC West in by supporting our #Essentials4JobSecurity Giveback initiative. Bring items like new cosmetics, clothing accessories, and portfolios and planners for donation at sites on the show floor. Visit the #SIAWISF webpage to learn more. #ISCWest4Success #EmpowerAndGive



Are you packing for ISC West? Pack for #ISCWest4Success! #WomenInSecurity is helping their unemployed sisters reenter the workforce with the #Essentials4JobSecurity Giveback. Bring new, small, packable items for donation onsite. Ideas include new cosmetics, lipstick for people of color, jewelry, belts, bags, and scrubs.