Social Media Checklist

OPTIMIZE VIEWS/REACH - LINKEDIN

- **Post from personal accounts in addition to company accounts** – Posting the same exact post on your personal page vs the company page attains 10x the views
- **Do not put a link in the post** - LinkedIn wants people staying on LinkedIn. They penalize visibility for posts with links in them. Add a link in the comments instead. The algorithm does not penalize links in comments, even on your own posts. Therefore, you'll see posts that say, "link in the comments below."
- **Do not share a post –** Instead, copy/paste it into your own personal account and make a post of your own.
- **Limit hashtags** – 1-2 is optimal. 5 is max. This is not Instagram. Posts with too many hashtags are penalized.
- **Limit tagging** – Too many get penalized. Stay relevant to people and entities.
- **Visibility is driven by replies/comments** - LinkedIn wants engagement so when they see people are responding to content, they'll show it more. Likes are fine, but comments drive more eyeballs. Replies to comments supercharge visibility.
- **Images are great, people are better –** Faces and faces in places are best. Selfies are a favorite.
- **Upload native content –** Videos, photos, documents, etc. signals "original" to LinkedIn and keeping the engagement within the platform.

HOW TO POST

1. LINKEDIN

1. Log into your account and go to Home.
2. Tap "Start a Post".
3. Write the body of your content or cut/paste from another post.
4. Include hashtags and tagging.
5. Link to event page preferably in the comments.
6. Upload an image, video, or document.
7. Click Post.

2. FACEBOOK

1. Log into your account and go to Home.
2. Tap "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 event page.
5. Upload photo(s), video, etc.
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 and go to Home.
2. Tap the "+" (plus) symbol.
3. Select the photo(s) (or video) you wish to post.
4. Hit Next and then select filter.
5. Link to event page.
6. Include hashtags and tagging.
7. Hit Share.

4. TWITTER

1. Log into your account and go to Home.
2. Type your Tweet (up to 280 characters) into the compose box.
3. Include up to **4 photos**, a GIF, or a video in your Tweet.
4. Link to event page.
5. Consider using Bitly.com to shorten URL.
6. Click the Tweet button to post the Tweet to your profile.

EVENT HASHTAGS

#CANDOChallenge	#SIA4Food
#FightFoodInSecurity	#SIAGivesback
#SnackGiveback	#WISF
#CANDOSnackGiveback	#SIA
#WISFCanDo	#Giving Tuesday
#GivingTuesdaySIA	#FoodInsecurity
#WISFGiveback	#EndHunger
#SIAGivesback	#WomenInSecurity
#CANDO4Food	#SecurityIndustry

IMAGES

- Refer to attached options for images.