



Tips and Best Practices

Recommended Campaign Hashtag: #LeadingTheWay

- **Repeat and Reinforce:** It often takes 2-3 times for audiences to see your content and want to engage with it. They may miss it the first couple times you post. Don't be afraid to share the same information multiple times in multiple ways (text-only posts, videos or graphics, link posts, Instagram/Facebook stories, etc.).
- **Keep Content Simple and Free from Jargon:** Write at an 8th-grade level and make it easy for followers to understand the statistics, stories, or messages you're sharing.
- **Know Your Audience and Platform:** Tailor your content to work well with each social media platform's algorithm and audience. For example, LinkedIn sees success with content that showcases corporate partnerships while Instagram and TikTok favor videos featuring people sharing their perspectives.
- **Keep It Local and Keep It Personal.** The more personalized your content is, the more it will resonate with your community – share local stories and local statistics. Tell the story of how you're making a difference.
- **Give Your Followers A Call to Action.** The call to action can be as simple as asking them to watch a video, or a bigger lift to do something like donate (like in this case).
- **Engage Actively:** Social media is about conversations. Engage with your audience by responding to comments, messages, and mentions promptly. Encourage discussions and participation.
- **Pair Posts with Eye-Catching Visuals:** Visual content tends to perform better. Use eye-catching images and videos that grab attention and convey your message effectively.
- **Optimize Posting Times:** Analyze your audience insights to determine the best times to post. Experiment with posting schedules and track engagement metrics to find what works best.



United Way
of the Greater Capital Region

- **Follow United Way of the Greater Capital Region:** Be ready for posting by following us on the social platforms you have. Find us on Facebook, Instagram and LinkedIn under United Way of the Greater Capital Region or United Way GCR. This way you can be engaged with the work you support all year long!
- **Hashtags:** Use relevant hashtags to expand your reach and connect with users interested in similar topics. When running a campaign, use the campaign hashtag – in this case, #LeadingTheWay #UnitedWayGCR.
- **Tagging for Visibility:** When you tag other users or partners in your posts, you increase the visibility of your content to their followers as well. This can lead to increased reach and engagement.
- **Embrace Reposting and Retweeting:** Don't be afraid to share content from other users. Reposting, retweeting, and even remixing/stitching a video can diversify your feed and provide valuable insight.
- **Stay Updated:** Social media platforms are constantly evolving. Stay updated with the latest trends, features, and algorithm changes to test out for your channels and audiences.
- **Consider Accessibility:** Emojis and fun fonts, while visually appealing and expressive, can present accessibility challenges for individuals with visual impairments and certain disabilities. Screen readers may struggle to interpret emojis or different fonts, leading to a less inclusive experience for users relying on assistive technologies.