

NAACP ECONOMIC DEPARTMENT

Social Media 101 Guide

*#ifyoudidntpostit
#itdidnthappen*



#NAACPECON

#ECONJUSTICE

Lesson I:

Why Social Media is Important

Lesson II:

How to Create a Public Facebook Page

Lesson III:

Enhancing your social media platforms

*#HarnessingtheHASTAG
@TURNININGUPTHETAG*

#NAACPFFC

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Social Media 101 Guide

What Are The Real Benefits Of Social Media?

Organization's message will reach a wider audience

Strengthens & Builds Relationships

Engages Constituents

Facilitates Collaboration

Mobilizes constituents around issues that are important to them and creates advocates

Easier and broader dissemination of information

Lesson I:

How to Create a Public Facebook Page

1. Go to facebook.com/pages/create
2. Select a page category
3. Category options:
 - Local business or place
 - Company
 - Organization or institution
 - Brand or Product
 - Artist band or Public figure
 - Entertainment
 - Cause or Community
4. Select a more specific category from the “choose a category” menu
5. Type Company name
6. Click “Get Started” and follow the on-screen instructions
7. Add a description (tell people what your page is about...)
8. Choose a Facebook web address
9. Click “Save info” and continue to next page
10. Upload a profile picture or import from website

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Social Media 101 Guide

Lesson I: *continued:*

How to Create a Public Facebook Page

11. Click “Save info” and continue to next page
12. Include or exclude location
13. If you decide to include location, add a country, state, city and zip code.
14. Create an age range
15. Select preferred gender audience
16. Select interest and click ”save”

Congratulations! You have successfully created a public Facebook page!

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Social Media 101 Guide

Lesson II:

How to enhance your social media platforms:

YOU MUST interact with your fans /followers/base!
Just as you should be regularly sharing educational, insightful content, you should also be monitoring your presence and interacting with your fans and followers.

Ask questions, be engaging, and participate in discussions to create a presence worth following!!

HOW DO YOU INTERACT WITH YOUR FOLLOWERS?

Part A) #HarnessingtheHASTAG

1. Hastags are words, phrases, trends, slogans etc. grouped or identifiable by the use of the pound sign (or hash) #.
2. When the # preceeds any words, phrases, trends, slogans etc on a social media site (ie. Facebook and Twitter) it turns that word or group of words that directly follow it into a searchable link.
3. This crucial tool allows you to organize content and track discussion topics based on those keywords.

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Social Media 101 Guide

Lesson II: *continued:*

Part A) #HarnessingtheHASTAG

4 . Hashtags also allow you to create your own trending topic. For example if you searched #NAACPEcon on Facebook and Twitter you will see a host of posts from the Economic Department. We invite you all to use this hastag as well in order for us to have our work on one common thread!

Which characters can you include in a #hashtag?

5. For starters, spaces are an absolute no-no. Even if your hashtag contains multiple words, group them all together. If you want to differentiate between words, use capitals instead (#BlueJasmine).

6. Uppercase letters will not alter your search results, so searching for #BlueJasmine will yield the same results as #bluejasmine.

7. Numbers are supported, so tweet about #50ShadesOfGrey to your heart's content. However, punctuation marks are not, so commas, periods, exclamation points, question marks and apostrophes are out. No asterisks, ampersands or any other special characters.

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Social Media 101 Guide

Lesson II:*continued:*

Part A) #HarnessingtheHASTAG

8. Be specific: If you're using a hashtag to join a conversation, make sure the hashtag is specific and relevant to your topic. If you're talking about Obama's health care plan, use #Obamacare instead of simply #Obama. A vague or generic hashtag like #health or #opinion isn't effective either.

9. Keep it simple: Hashtags, like links, look like spam if they are used too often. Three hashtags should be the maximum on Twitter and Facebook, but you can get away with more hashtags on Instagram and Vine. And don't hashtag the same word twice (“#Gravity is a great movie! Everybody go see #Gravity”).

It's #redundant.

10. Give context: A tweet that contains only hashtags is not only confusing — it's boring. If your tweet simply reads, “#happy,” your followers will have no idea what you're talking about. Similarly, if you tweet, “#BreakingBad is #awesome,” you're not really adding much to the conversation.

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Social Media 101 Guide

Lesson II:

Part A) @TurninguptheTag

1. Tagging on Social Media simply means you include the name of a given person, organization, public page in your post with the @sign preceding it, in order for people to have the ability to be directed to their site by simply clicking on their name (that you have tagged)
2. In addition to the use of tagging in a post (via writing the name of a given person, organization, public page etc.) you can also tag photos on both Facebook and Twitter so that the photo you posted is visible by both your followers and the followers of the person you tagged;
THIS IS A GREAT WAY TO INCREASE YOUR FOLLOWING!!!!
3. Often times tags are used to get people to look at a photo or an event flyer; you are able to tag 200 of your followers to any given photo! Next time you have an event, upload your event flyer and tag your constituents on the flyer in order for it to get more media attention

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Social Media 101 Guide

Example:

 **NAACP Financial Freedom Campaign**
June 4 · 🌐

Like Naacp East St. Louis Chapter President Adolphus Pruitt said, "This is a big deal!"
Read more about how certified minority and women-owned business enterprises will be able to apply for a loan of up to \$1 million from the fund, which has a pool of \$10 million here -> #EconomicJusticeforall



\$10 million loan fund aims to boost minority, women contractors with flexible financing
Minority and women contractors who can't get traditional loans to expand their business in St. Louis have a new resource at their disposal: the Contractors
NEWS.STLPUBLICRADIO.ORG | BY CAMILLE PHILLIPS

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17 shares

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You are now the expert!!

Keep in touch &

TAG US IN YOUR EVENTS!!!!

#EconomicJusticeforall #NAACPECON

***Like the NAACP Economic Department's page on
FB @ NAACP Financial Freedom Campaign
& follow us on Twitter @NAACPEcon***

***For any questions feel free to contact Betty Aynalem @
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