

# SOCIAL MEDIA: THE BASICS



## HOW TO OPERATE SOCIAL MEDIA CHANNELS

### WHAT DO YOU NEED?

1. Facebook
2. Twitter
3. Instagram

Using channels such as Snapchat will not hurt, but your focus should be on these three.

These all have separate functions, so make sure you know how to use these channels effectively, and tailor your posts to suit their function.

Remember tone is everything: keep things short, snappy and witty if you'd like a strong following.

### STYLE GUIDES

As Young Greens we tend to follow the Green Party style guide.

We also have all of our Young Green logos available on our website.

### FACEBOOK

Facebook is a fundamental social media channel to have. It's main function is to organise events, to create groups for activists to organise, expanding your network. It remains the largest social media platform with over a billion users worldwide.

So it's still worth regarding Facebook as your primary organizing tool for your Young Green group.

*How should I use it for my Young Greens group?*

Make sure your group has a public & private FB group. Use the private group for organising chats for campaigning logistics.

Ensure your public page is filed with posts regarding current affairs, your campaigns, news and events you're putting on to attract new members.



Hey @Google, thanks (not) for the naff mug & coasters "personalised to [my] constituency". Frankly, I'd rather you paid your taxes.



# WANT TO RANK UP THE SASS?

## TWITTER

Twitter is used by 330 million people worldwide, and is important if you want to stay ahead of key debates & the news. You can check your analytics on Twitter AND...

1. Build alliances through retweeting
2. Stay on top of the news and key campaigning debates- news often comes out here first
3. Build support quickly

*When Amelia Womack was denied access to QM for our 10:1 Report launch, we got instant support.*

 **Young Greens** @YoungGreenParty · Mar 29  
 Queen Mary are denying @Amelia\_Womack access to #occupytheoctagon where we planned to launch our 2nd Fair Pay Campus Report today. RT if you agree it is OUTRAGEOUS they're using our event as leverage to force the students to end their courageous occupation. #freespeechoncampus



0:04 6,330 views  
5 replies 118 retweets 108 likes

## INSTAGRAM

Instagram has a rapidly increasing list of users with 800 million users worldwide.

While this will not be a useful tool for organising, it will be a great way to promote your YG group. Always make sure your campaigning is as photo friendly as possible so that you can upload a strong flow of posts.

Use captions, filters, gifs, video and anything eye catching or visually pleasing , remember people will be scrolling through thousands of accounts so yours has to stand out.

Get some good quotes or content into your caption, there isn't a strict limit on these. Make sure you use Insta stories to showcase your events.



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## SCHEDULING TOOLS

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### *Why schedule?*

Scheduling your social media channels allows you to plan in advance, and ensure that you get a consistent voice online.

Think about when you want to schedule posts. A popular time is the evening, but make sure you keep an eye on your Twitter analytics to see what works for your followers.

Balance your scheduled posts with your responsive posts. Being responsive and keeping your eye on who is saying what online and will keep you ahead of the game.

Scheduling too far in advance may miss your chance to respond to breaking news as it arises.

### *Whats out there?*

1. Hootsuite
2. Tweetdeck
3. Buffer

## **HOOTSUITE**

### *Benefits*

1. Can use all 3 channels simultaneously
2. Provides analytics
3. Gives holistic overview of events, timeline, mentions and more.

### *Disadvantages*

1. You have to pay for a certain amount of access

## **TWEETDECK**

### *Benefits*

1. Easy to use
2. Free
3. Good live overview of news

### *Disadvantages*

1. Can only be used for Twitter
2. Cannot always be trusted to post scheduled items

## **BUFFER**

### *Benefits*

1. Reliable
2. Can use for all 3 channels
3. Easy to use

### *Disadvantages*

1. Can only schedule up to 10 items without having to pay
2. No live overview of what is being posted on across channels

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***Now go and get posting!***

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