

# SOCIAL MEDIA TIPS AND TRICKS

## FOR THE ARCHDIOCESE OF ST. BONIFACE



The Archdiocese of St. Boniface has undertaken Social Media as a new means for communication and for evangelization! All parishes, missions and other organizations within the Archdiocese are also strongly encouraged to utilize Social Media. Did you know nearly that 4 in 5 active Internet users are on Social Media? This means that Social Media is a powerful tool for reaching people where they already gather! Here are a number of basic tips and tricks to help guide you in your creation of your Facebook page!

Please note that this is a very basic list! Hundreds of very useful tutorials can be found on Google or on YouTube. Simply enter your specific question or key word, and search for a useful tutorial article or video.

## WHAT'S ON YOUR PAGE?

### SETTINGS

Access your page settings here. Make sure to go through your settings to discover all that your page has to offer.

### PROFILE PICTURE

Your page's profile picture should be as clear as possible and should be clearly recognizable (use a logo for example).

### USERNAME

Make sure to set a Username (or vanity address). This will allow your audience to find your page more easily. Without this, your page's address will be a series of random numbers.

### ABOUT

Complete all the fields in the About section, as this can give the public vital information about your parish or organization.

### BANNER

Ensure that your banner is lively and attractive, and that it gives a clear idea of what your page is all about.

### CALL-TO-ACTION BUTTON

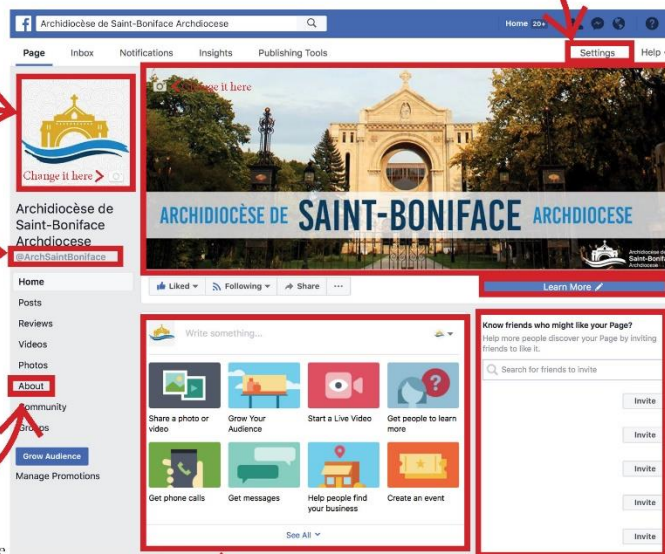
Ensure to set this button! It can be set to link to your website, phone number, or any other number of actions you'd like your audience to take.

### INVITE FRIENDS

Inviting your friends to like your new page is a great first way to garner 'Likes' and 'Follows' to your page. It's quick and easy...and FREE!

### WRITE SOMETHING...

From this window, you can publish all of your content. Share a photo, start a live video, create an event, create a poll, and so much more. Make sure to explore all the different tools that are available.



## GENERAL TIPS

- Facebook audiences are much more likely to read your post if it is accompanied by a **PICTURE OR VIDEO**. Please always accompany your post by a pertinent photo or video;
- The best posts have a **CALL TO ACTION**, inviting the audience to do something (i.e. like, share, pray, go to a website, comment...);
- In all things, we will **HIGHLIGHT HUMAN EXPERIENCE**. Human stories will be given preference;
- Use of **LIVE VIDEOS** and of candid videos is very efficient;
- The more **LIKES, SHARES AND COMMENTS** that a post gains, the more times it will appear on your audience's timeline;
- You can also **SCHEDULE POSTS!** This way, you can plan an entire month of posts according to current events, and schedule them to automatically be posted at a set date and time.

## TEXT TIPS

- Text posted onto social media should always be **SHORT AND TO THE POINT**. Longer texts lose people's attention;
- Aim to keep posts between **50-100 WORDS IN LENGTH**. But if you can say the same message in even fewer words, always use fewer;
- **HASHTAGS** are very useful tools to gather information within a general theme. Use of hashtags can be of great use. **#USEFUL**
- Always be aware of your audience. **WILL THEY UNDERSTAND WHAT YOU ARE SAYING?** Is it clear? Could it lead to a different interpretation than that which was intended?

## IMAGE TIPS

- When you share an image, the image should be **PERTINENT** to what you are posting;
- The subject should be **CLEAR AND PROPERLY CROPPED**;
- Pictures should always be clear, not fuzzy, and should always be of **GOOD QUALITY**;
- Subjects depicted in an image should have given **PERMISSION AS PER THE SOCIAL MEDIA POLICY**;
- Ensure that the subject is **SMILING**, or that their body language corresponds to the subject matter of the post. People can be identified if it is pertinent, but not 'tagged'. Avoid stock images.