MINNE MINDS

OUR KIDS OUR FUTURE OUR INVESTMENT

Social Media Guidelines

Social media is an easy and effective tool that allows organizations to share important, relevant messages that resonate with its audience. Social media platforms, like Twitter and Facebook, allow organizations to extend their reach through posts, tweets, likes and shares. For a coalition like MinneMinds to reach its full potential on social media, members should follow a few key guidelines.

ORGANIZATIONS SHOULD MAKE THEIR SOCIAL MEDIA PRESENCE KNOWN. TO DO SO:

INCLUDE LINKS TO YOUR ORGANIZATION'S SOCIAL MEDIA CHANNELS
• On all online materials, especially on your website's home page
• This will point those interested in your organization to various social media channels to stay up to date on relevant and timely information

HAVE AN ACTIVE SOCIAL MEDIA PRESENCE
• Post, like and comment regularly on relevant posts
• Regular posting/commenting doesn't mean multiple times per day, but every organization must remain active to stay abreast of relevant conversations

SOCIAL MEDIA SHOULD BE A DIALOGUE, NOT A MONOLOGUE
• All social channels should be monitored by someone within the organization who can respond to those who post, comment or ask questions on your organization's page
• When followers engage your organization in conversation, make sure to respond in a timely manner

DIVERSIFY AND SHARE CONTENT
• If your organization has multiple social media channels, content should be altered for and shared on each channel

FRIEND AND FOLLOW OTHERS
• In addition to maintaining your own social media channels, MinneMinds members should be conscious of one another's social media activity
• Regular monitoring of members can help you work together towards common awareness goals and find interesting posts to re-tweet or share
    • Liking, sharing and re-tweeting other members' posts also is a great way to stay active on different channels and reach a wider audience
• Please see the attached list of coalition members' twitter handles and follow your fellow members.
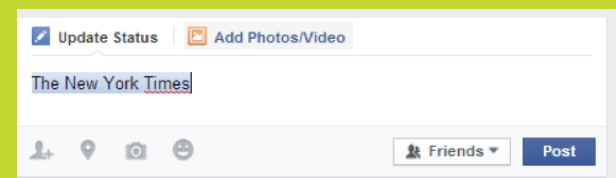
Facebook
Facebook is a great channel to share more in-depth messages with your audience. Follow these simple guidelines to reach and engage friends and fans:

• Posts have no character limit, so users can go into more detail

• Posts should remain concise to keep readers' attention

• Pictures, videos and links should be included with each post as they increase the chance of populating followers' News Feeds

• Tag people, pages and organizations in a post to increase Search Engine Optimization (SEO)
• *When tagging others in a post, you must start with the "@" symbol and then type the organization, person or page name*
• *A drop down menu will appear showing all of your friends and pages that include those letters*
• *Select the right person, page or organization; you can tag any number of people in one post*

EXAMPLE: *If you want to select the New York Times, make sure to select the proper page from the drop down menu*

Update Status | Add Photos/Video

@Th

Theresa Dreamcatcher

The New York Times ⊘
620 8th Ave, New York, New York 10018

Gabrielle Thomas

The page will be highlighted before it automatically populates your post

Update Status | Add Photos/Video

The New York Times

Friends ▼ | Post

Twitter

Twitter has a 140-character limit, including spaces, meaning tweets should be extremely concise. Follow these guidelines to keep Tweets short and sweet:

USE ABBREVIATIONS
• *Instead of using the word "Minnesota," Twitter users often use the state abbreviation, "MN"*

TAG EVERYONE INVOLVED
• As on Facebook, tagging others will increase SEO
• When mentioning a specific initiative, campaign or editorial, make sure to tag the organization involved whether it's a person, non-profit, publication or reporter to allow their followers to see your tweet
• When tagging users on Twitter, simply use their Twitter handle, always including the "@" sign
• However, if you start a tweet with another user's handle, it can only be seen by that particular user
• If you want all followers to be able to view the tweet, make sure to tag users later on in the post

INCLUDE PHOTOS AND LINKS
• Include photos and links to increase SEO
• Pictures included in a link will be displayed along with the tweet, increasing the likelihood of being re-tweeted as a picture is worth 1,000 words

SHORTEN WEBSITE LINKS
• Shorten links to make them more Twitter-friendly with bit.ly – here you can input a full link to get a shorter replacement

#Hashtags

Hashtags help to identify the main point or subject of a social media post and allow your content to show up in specific searches. For example, if your post relates to early learning scholarships, using the hashtags #EarlyLearning and #Scholarships will populate any search with those terms.

HASHTAGS CAN:
• Extend your reach by populating specific searches
• Target your market
• Increase SEO
• Track conversations surrounding an event

HASHTAGS ARE A GREAT WAY TO:
• Organize and find specific content
• Track discussions
• Start or join conversations
• Stay abreast of timely or trending topics

IN REGARDS TO MINNEMINDS, THERE ARE A NUMBER OF GREAT HASHTAGS TO USE IN YOUR CONTENT, INCLUDING BUT NOT LIMITED TO:
• #MinneMinds
• #EarlyChildhoodEducation
• #EarlyLearning
• Note: Capital letters serve to separate words in hashtags, but will not alter search results

CONCLUSION
Now that you know the key guidelines for building and maintaining a social media presence, it's time to get posting!

If you would like to be receive social media updates from MinneMinds that are specific to early childhood education, please email lmanix@tunheim.com. We offer suggested social posts when noteworthy topics are in the news. We encourage members to edit messages for their organization's audience before sharing.