# SOCIAL MEDIA BEST PRACTICES

**NJ DEMS COALITIONS**

## IDENTIFY YOUR GOALS

1. To build for events? Educate your followers? Go viral?
2. Your goals will directly impact the type of content you create

## CRAFT YOUR MESSAGE

***What tone do you want to use?***

- In general, simple and casual language is the most effective. This helps create trust and the illusion of closeness with your audience.
- Brighten your tone by adding occasional emojis and exclamation marks.
- Know your audience
- Is your audience your specific caucus or is it broader/intersectional?
- Your content should be designed to appeal to your target audience.

## CREATE A SOCIAL MEDIA CALENDAR

1. Map out holidays, events, evergreen content ideas and plan to update it regularly

## POSTING SCHEDULE

1. Know the best times to post **- early morning (between 7am - 9am), lunchtime (around noon), late afternoon/early evening (between 4pm - 7pm).**
2. Frequency
3. Find a balance between posting consistently and making sure to not overwhelm your audience and risking unfollows
4. Watch your follower count and engagement rates and make adjustments accordingly

## QUALITY OVER QUANTITY

- Don't post just to post. Always make sure your content aligns with your goals.

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## Follow NJDSC: Instagram, X & Facebook

- Make sure your content is visually appealing
- Use Canva templates for graphics
- Personalize your content by sharing pictures of events, the folks behind your organization, and community members. Don't just rely on graphics.
- *Proofread your content always and ask for approval for specific content*

## OPTIMIZING CONTENT FOR EACH PLATFORM

### X/Bluesky
- Use hashtags when applicable
- Always tag other organizations or public figures

### Instagram
- The Instagram algorithm prioritizes video content over static graphics – that doesn't mean that you shouldn't share photos though. Consistency is the most important.
- Aim for a cohesive look on your grid (use your branding/logo regularly, sticking to a color palette, etc.)
- Always tag other organizations or public figures (know the difference between government and political tag)
- Utilize Instagram stories whenever possible (always share grid posts to your story, utilize polls, questions, collaborating etc.)
- Get a linktree account so that you can house multiple links in your Instagram bio
- Utilize highlights so that people can go back and see relevant expired Instagram stories

### Facebook
- Facebook is one of the most flexible platforms but in general the algorithm prefers video content and graphics over standalone text
- Always tag other organizations and public figures

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### *TikTok/Instagram Reels*
- Use trending audios and popular trends to boost engagement.
- Make videos easy to read (captions, large text).
- Make videos short and to the point.

## GROW YOUR ENGAGEMENT

1. Link your social media channels in your emails and our website
2. Be consistent in how often you post
3. Engage with your audience by monitoring your comments and messages
4. Post content worth engaging with
5. Know your audience
6. Be flexible – if one type of content isn't working, be able to pivot