







# THE ASSOCIATION SOCIAL MEDIA CHEATSHEET

## JARGON

<b>post</b>	something you share on social media without having to pay to share it
<b>ad</b>	something you share on social media after paying to share it
<b>@ / tag / handle</b>	used to mention a person or a brand in a post
<b># / hashtag</b>	used to give context to a post or to mark the post as part of a larger conversation
<b>platform</b>	Linkedin, Twitter, Facebook, Instagram, Snapchat, TikTok etc
<b>profile requests</b>	a social media account for a real person (usually has to accept connection requests)
<b>page</b>	a social media account for a brand (usually no control over who follows the page)
<b>group private)</b>	a social media space where group members can contribute (can be open or private)
<b>viral</b>	content that gets shared far beyond the regular social audience, usually over a short period of time

## POPULAR CONTENT PER PLATFORM

*\*This changes on a regular basis ... your friend Google will have the most up to date advice 😊*

<b>TikTok</b>		live or pre-recorded videos, 1-3 minutes
<b>Instagram</b>		images, live or pre-recorded videos, 15-16 secs or 60 mins, 5-10 hashtags
<b>Facebook</b>		25-55 character status updates, images, live or pre-recorded videos
<b>Linkedin</b>		50-100 word posts (professional, networking, helpful)
<b>Twitter</b>		280 character tweets, images, pre-recorded videos of 140 seconds
<b>YouTube</b>		7-15 minute videos (searchable by keywords in title and description)

# PLAN

Paid-for content (advertising) on social media will always be displayed to a larger audience. If you want to use social media to attract new membership, conference registrations etc, you will need to spend at least some advertising money.

Unpaid social media posts will add value to your existing audience as long as you **post 3-5 times per week** and if those posts **don't just sell stuff** (membership, event registrations, CPD etc).

Make sure that everyone who manages and/or measures your social media platforms understand:

- what you want to achieve by using social media (registrations for events, comments from members, general awareness of important announcements etc)
- what the tone of your posts on social media should be (informative, funny, sarcastic, witty, formal etc)
- who your current social media audience is
- who your ideal social media audience is
- how often you have decided to post

# CONTENT DON'Ts

- DON'T just sell stuff
- DON'T just post content without responding to comments (or responding late)
- DON'T dilute your brand on social media by having too many separate pages for different chapters, interest groups etc.
- DON'T forget to use common sense and common courtesy when using social media
- DON'T use social media to fight for a cause not relevant to your brand
- DON'T jump on a trend or current affairs bandwagon just because everyone else does

# CONTENT DO's

- DO post content that aligns with what you want to achieve on social media, but ...
- DO balance it with content that is interesting/valuable/helpful to your audience
- DO post stories, behind the scenes looks, profiles of individuals, thought leadership, news snippets etc when you don't have physical products to promote
- DO post tips about the basic things of your industry or profession ... you'll be surprised how many people find it very interesting!
- DO create a process that allows you to ask for contributions from chapters, member, volunteers etc which you can then filter and approve before posting
- DO repurpose existing content (articles, blog posts, photos from the archive etc)
- DO keep an eye on trends and current affairs and align your content, but only if relevant
- DO post spur-of-the-moment content that tells the story about your brand
- DO be authentic
- DO be helpful
- DO be honest



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# TOOLS AND FREE RESOURCES

[www.canva.com](http://www.canva.com) has everything you need to design content for social media ... even tutorials for non-designers on how to design great content! The free version is good enough for beginners, but it is worth investing in the paid version.

When you design content for social media, check that it:

- uses the correct logos, colours, font etc
- is readable on a mobile phone screen
- gives credit where credit is due by tagging or including the name of an original author
- uses images, videos etc that are not subject to copyright

*Legally free stock images, backgrounds etc are available from:*

[www.unsplash.com](http://www.unsplash.com)

[www.pexels.com](http://www.pexels.com)

[www.pixabay.com](http://www.pixabay.com)

# AUDIENCE

Just because you have social media platforms doesn't mean that your current or future members know about it.

Make sure that as many as possible people get to see your awesome content by including your social media handles in your:

- e-mail signatures of all staff and volunteers
- business cards
- website
- slideshows
- printed marketing material

Where else can your social media handles be displayed? \_\_\_\_\_

# MEASUREMENT

- vanity metrics**
  - page followers
  - page likes
- insight metrics**
  - most popular content topic
  - most popular content type (image, video etc)
  - audience demographics
  - content engagement (likes, comments and shares of content)
- conversion metrics**
  - amount of website visitors that clicked on a link included in a social media post
  - amount of registrations/items promoted with a social media post



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