

Checklist: Posting to Social Media

If you put your message on your District's social media feed, you can be 100% sure it will go out, but the audience is probably pretty small. The steps are:

- 1. Take some great pictures of your practice/event/new hire**
2. Write your post/tweet/etc, using the template for inspiration, minding the word count
3. Check the readability score, using www.read-able.com, and aim for 60+
4. Use a #Hashtag or two that is relevant to the topic
5. Tag other individuals or organizations featured in the post, especially if they are elected
6. Tag a location featured in the post
7. Give the photo and text to whoever manages your District's social media page for them to post, or post it yourself
8. Keep an eye on the comments that follow and engage constructively

