



# SOCIAL MEDIA BEST PRACTICES



# OVERVIEW

- Define your goals
- Drive back to your website
- Identify which platform is best for your intended audience





# OVERVIEW

- Keep your brand and messaging consistent across all platforms
- Receive permission from swimmers and parents before posting photos on social
- Collect Twitter/Instagram handles of swimmers to tag in posts





# FACEBOOK

Facebook is the No. 1 social media platform  
with over 1.7 billion active monthly users





# FACEBOOK – WHAT TO POST?

- Who's looking? Parents!
  - 75% of parents use Facebook ([US News](#))
- Be informative, post articles and team news that promote conversations
- Make it personable! Recognize your team, give shout-outs for achievements
- Entice new members, show the fun things your team is doing







# FACEBOOK – TIPS AND TRICKS

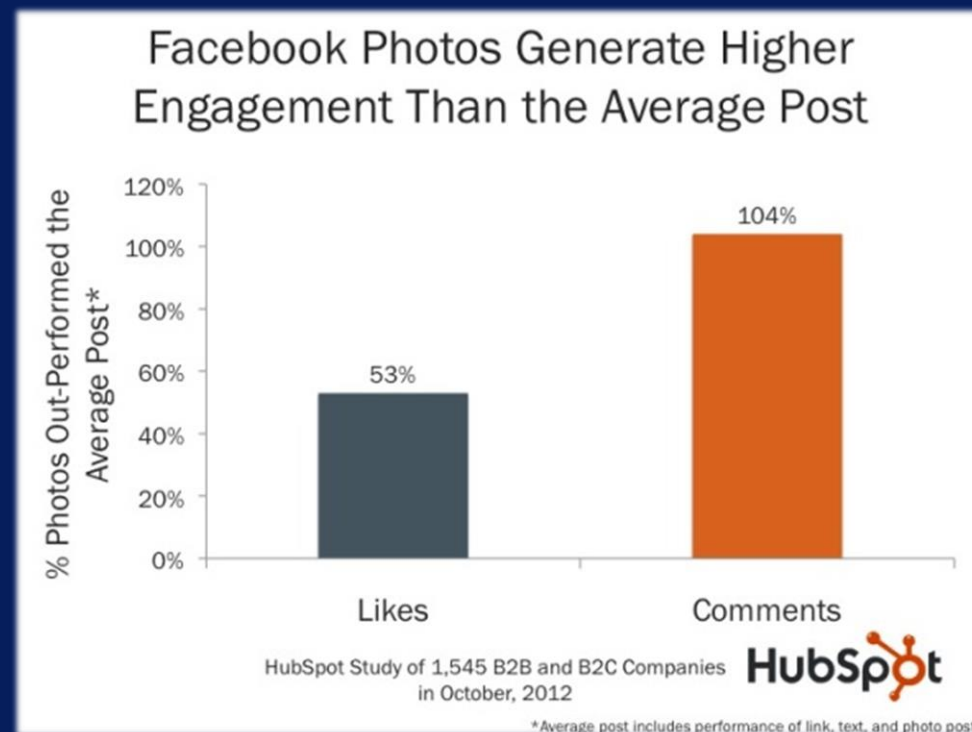


- Post five to 10 times per week (socialmediaweek.com)
- Less characters gets more engagement
  - Using less than 250 characters = 60% more engagement
  - Using less than 80 = 66% more engagement
- Videos are shared 12x as often as photos & text combined



# FACEBOOK – TIPS AND TRICKS

- Posts with photos = higher engagement
  - 53% more likes 104% more comments & 84% more clicks on links
- Best time to post is mid-afternoon; Experiment with posts around 7-9 am commute time





# TWITTER – WHAT TO POST?

- Twitter is a catch all – you can post a variety of posts more frequently
- In-time news: Important messages about practice or meets
- Retweet when your team is tagged in another post
- Quotes, photos, links, videos
- Only platform to post GIFs
  - Use GIF Maker app to create your own







# TWITTER – TIPS AND TRICKS

- Make your posts shareable with exciting content
- Build hashtag conversations
  - Use trending hashtags to create follower conversation
- Create your own hashtag
  - Helps you track content from your team more easily.



Increase your retweets by adding:

- Pictures - 35% increase in retweets
- Video - 28% increase in retweets
- Quotes – 19% increase in retweets
- Hashtags – 16% increase in retweets





# TWITTER –TIPS AND TRICKS CONT'D.

## BEST TIME OF THE DAY TO TWEET

5pm for highest retweets. 12pm and 6pm for highest CTR. This could be due to lunch breaks and people looking for something to keep them occupied on the commute home after work.



- Follow, listen to other topical conversations – Chime in, too!
  - Tweet at businesses, people in your community, other swim communities and publications
- Recommend posting no more than 5-7 per day
- Tag swimmers in pictures and/or shout out tweets



# TWEET TRACKING PROGRAMS

- [Analytics.Twitter.com](https://analytics.twitter.com) – dive into what's working; tracks tweet analytics, link clicks, follower net gain, top tweets
- [TweetDeck](https://tweetdeck.twitter.com) – track hashtags, lists & mentions; schedule tweets from multiple accounts
- [Hootsuite](https://hootsuite.com) – schedules tweets and tracks analytics
- [Tweetreach.com](https://tweetreach.com) – snapshot of hashtag campaign reach



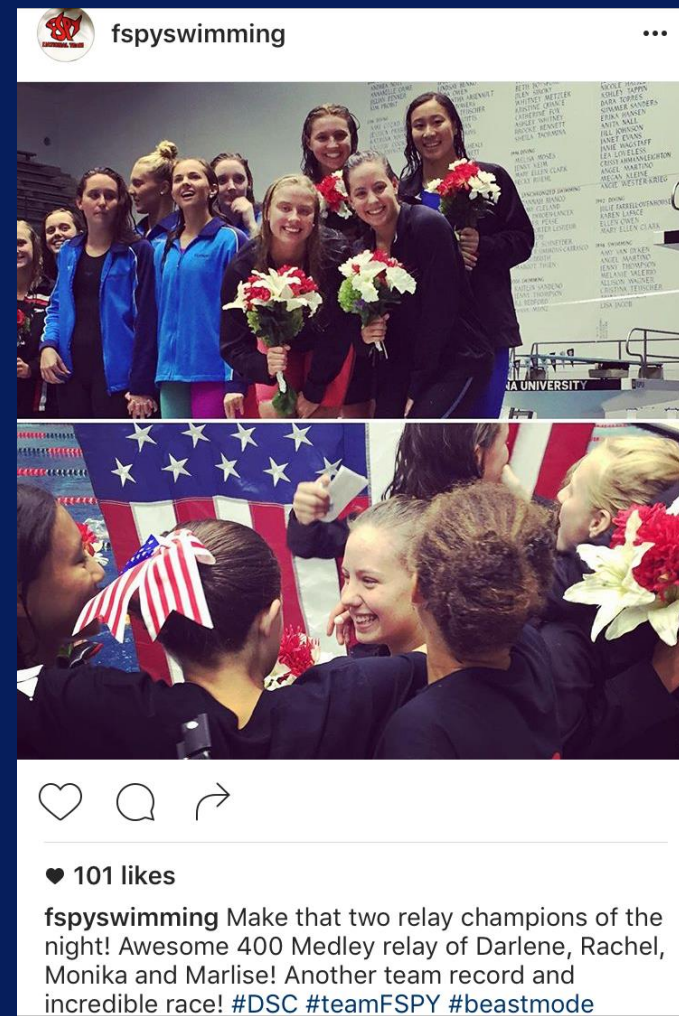
**hootsuite**<sup>™</sup>

**tweetreach**  
—●—●—●—●—●—  
How far did your tweet travel?



# INSTAGRAM – WHAT TO POST?

- Instagram is the second most popular social media platform
- What to post?
  - Behind the Scenes images from events and practices
  - Engaging video, using apps such as Boomerang & Hyperlapse
  - More informal language and ask questions to prompt comments/likes (Emojis, hashtags, etc.)







# INSTAGRAM – TIPS AND TRICKS



- Image quality matters
  - Use high quality & eye-catching photos
  
- Use hashtags & emojis
  - Hashtags make your posts trackable for others to find
  - Emojis are another way to engage with your audience





# INSTAGRAM – HELPFUL PHOTO APPS

[Flipagram](#) – customized fast paced slide show; Text, video & music optional



[Layout](#) – create a collage with as many as 15 photos at a time





# INSTAGRAM – HELPFUL PHOTO APPS

[Boomerang](#) – take a series of photos then replays them first to last then last to first. (Looks like a video played forward & backward)



[Hyperlapse](#) – Takes hyper-speed video





# TAKEAWAYS

- ✓ Use Facebook to communicate with parents; Twitter for timely news and updates; Instagram for eye-catching posts
- ✓ Use links to drive back to your website and to stories that promote conversation or action
- ✓ Less words, more visuals = more engagement
- ✓ Be interactive with members on all social media platforms (respond to messages, comments with questions etc.)