



SOCIAL MEDIA 101 • #ACESDC19

WIFI: Mayflower_Conference • PASSWORD: ACESRTDNA

<http://bit.ly/DCDigital19>

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What we'll cover

The Big 3 social platforms

Unique aspects of social media platforms

Best practices for social

Hands-on: Setting up your social accounts, discussing effective use of your platforms

Raise your hand if ...



Credit: Mean Girls

First impressions

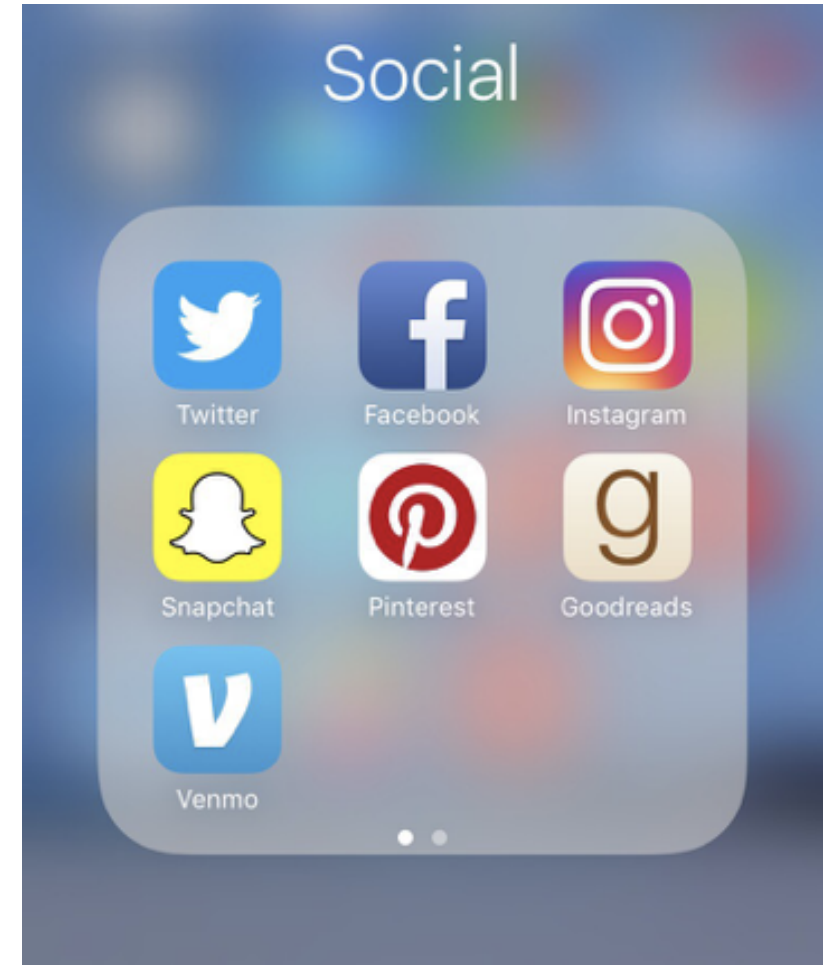
Shout it out!

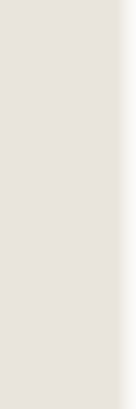
Facebook

Twitter

Instagram

Snapchat





Writing for Facebook

- Stay visual: videos, lives, article cards, photo posts
- 16:9 images for stories; square or vertical for standalone media
- Mobile text maxes out ~5 lines
- Story descriptions aren't mobile
- Posting pace is slower
- Algorithm won't necessarily surface your latest post



The New York Times was live.

5 hrs · 🌐

Lynn Nottage, the first female playwright to win two Pulitzer prizes for drama, joins NYT reporters [Rachel Swarns](#) and [John Eligon](#). She'll discuss her play, [SWEAT on Broadway](#), the arts, and how race and gender... [More](#)



👍❤️😮 687

120 Comments 122 Shares



👍 Like

💬 Comment

➦ Share

Writing for Facebook: Post Content

- Consider changing your headline from what it was on your site
 - Does your Facebook audience know that name?
 - Can you ask a shareable question?
- Complement your headline and layer more information
- Ask questions to promote discussion
- Think about emotion: Which reaction would your audience likely use?
- Consider: What would make you share this post?



Facebook: Best Practices

- Create personalized, conversational messages.
- Don't simply post links.
- Don't give it all away.



Facebook: Best Practices

- Ask questions.
- Be personal.

 Omaha Performing Arts shared their event. March 2 at 12:55pm · 🌐 ⋮

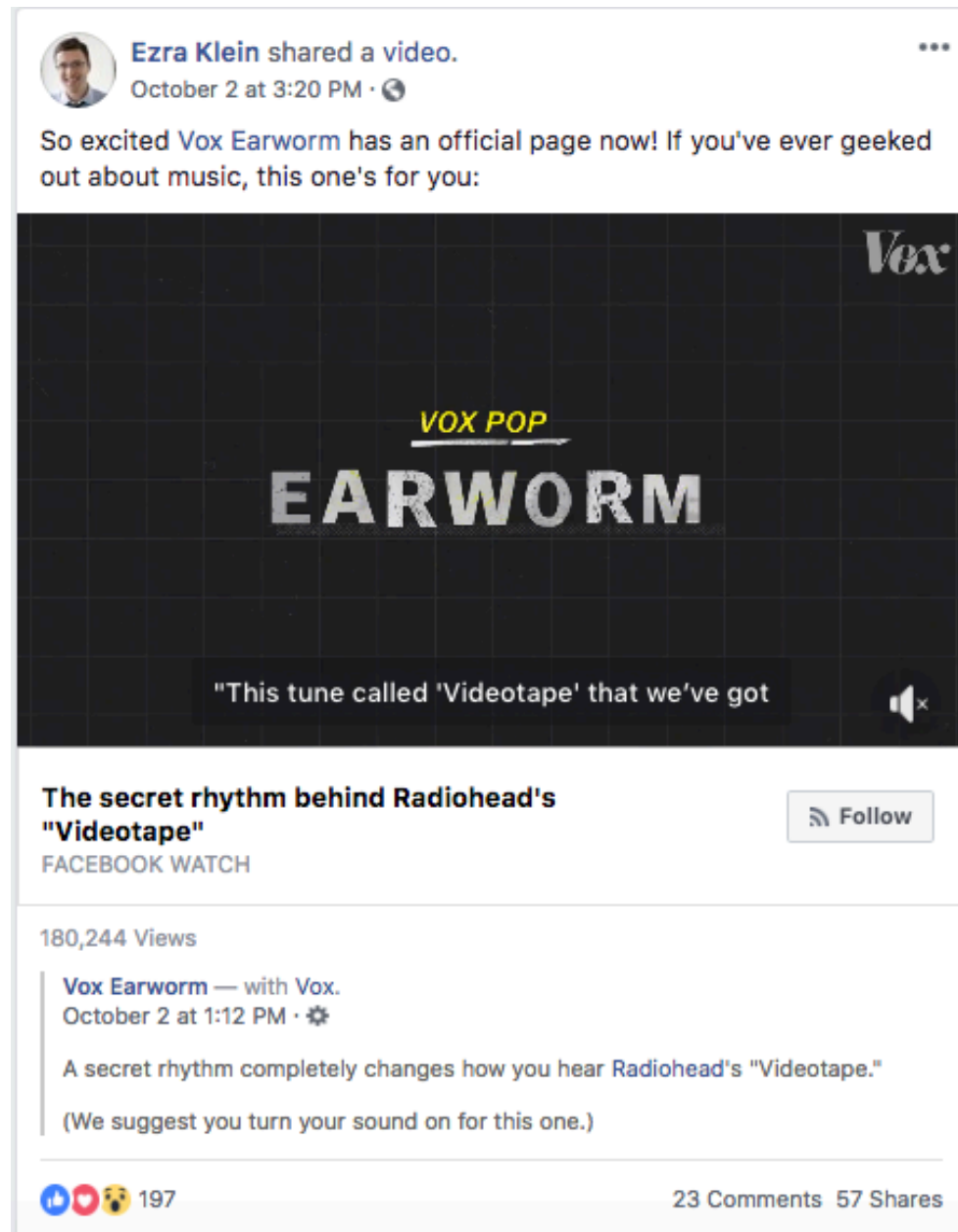
Calling all wildlings! Are you headed to Musical Thrones: A Parody of Fire and Ice tonight? We'd love to see your GoT costumes, so be sure to tag us in your posts!



MAR 2 **Musical Thrones: A Parody of Ice and ...**
Fri 8 PM · Orpheum Theatre · Omaha, NE
You like Omaha Performing Arts ★ Interested

Facebook

- Mention the people related to the content you're posting in your post (@theirname).



Ezra Klein shared a video. October 2 at 3:20 PM · 🌐

So excited [Vox Earworm](#) has an official page now! If you've ever geeked out about music, this one's for you:

Vox

VOX POP

EARWORM

"This tune called 'Videotape' that we've got" 🔊

The secret rhythm behind Radiohead's "Videotape" [Follow](#)

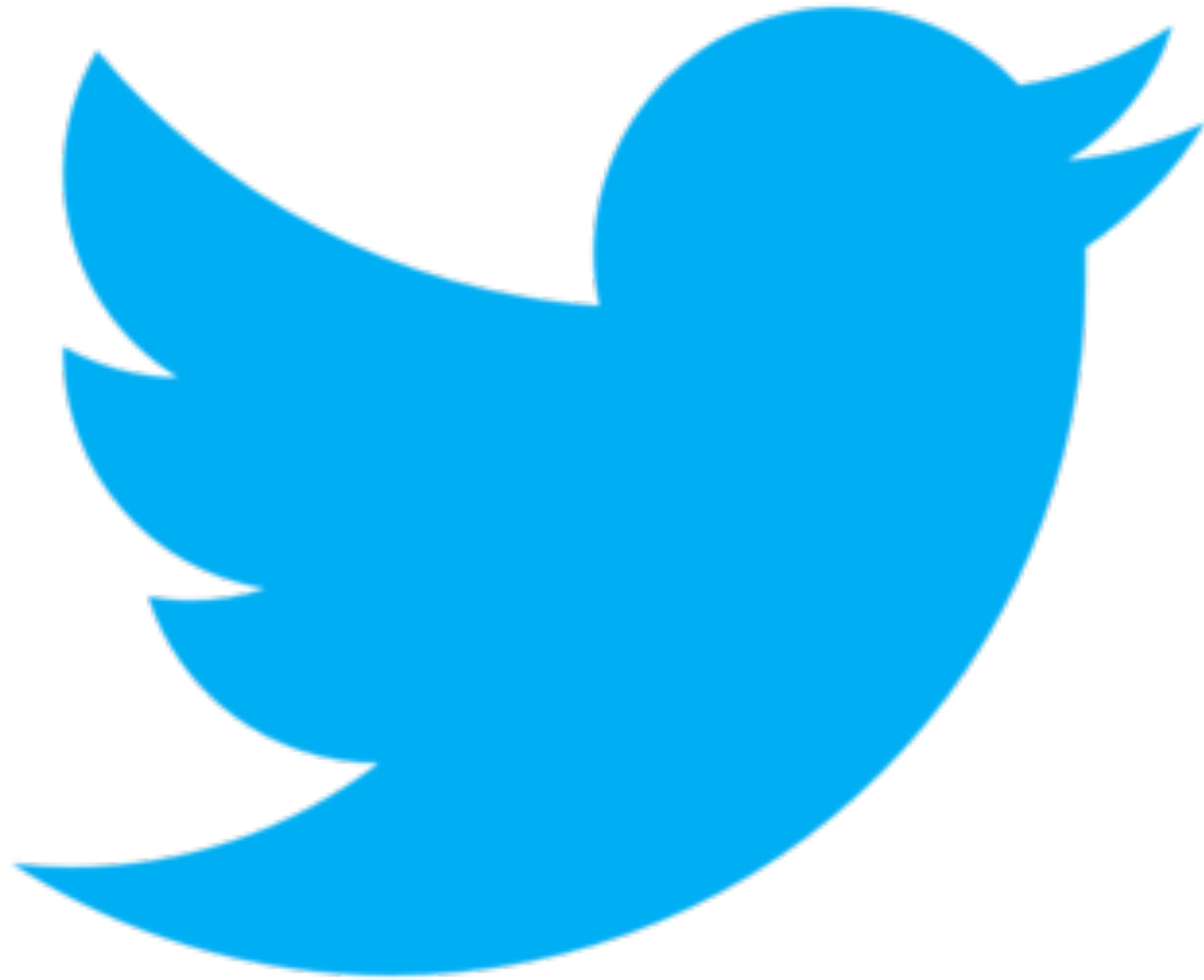
FACEBOOK WATCH

180,244 Views

Vox Earworm — with [Vox](#).
October 2 at 1:12 PM · ⚙️

A secret rhythm completely changes how you hear Radiohead's "Videotape."
(We suggest you turn your sound on for this one.)

👍❤️😱 197 23 Comments 57 Shares



Writing for Twitter

- Make your posts visual so they pop in followers' feeds: photos, videos, embedded story cards
- 16:9 or 1:1 images work best
- Clean up raw links with a Bitly link or custom shortlink
- Don't tweet like a robot
- Do you need punctuation?
- Use line breaks to your advantage to tweet creatively and in varied formats



Races happening on [#SuperTuesday 2](#):

- ✓ Hawaii (GOP)
- ✓ Idaho (GOP)
- ✓ Michigan
- ✓ Mississippi

Here's what to watch:



Primary election: What to watch on Super Tuesday 2

Donald Trump and Hillary Clinton try to stay in the lead as voters go to the polls in Michigan, Mississippi, Idaho and Hawaii

[cnn.com](#)

Writing for Twitter: Post Content

- Don't use 280 characters if you don't need them all (you don't)
- Consider what you have that others don't: Tweet that
- What can you add to the conversation?
- Use relevant #hashtags appropriately (do your research)
- Remember Twitter is largely fleeting and in the moment
- If it does well once, reuse it
- Try using quotes, “whoa” statements or numbers



Twitter: Best practices

- Think about your bio.
- Use an image.
- Be clever.



Tweets **59.8K** Following **3,086** Followers **10.4K** **Following**

Happy Andy Boyle
@andymboyle Follows you

Writer, internet maker, cats ★ @axios Director of Platform Architecture ★ Author of "Adulthood for Beginners" bit.ly/AndyBOOK

Chicago • andyboyle.com

Followed by [Axios](#) and 95 others



Twitter: Best practices

- Post about more than yourself; use the rule of thirds.
- Retweet others.
- Ask questions.
- Join conversations.



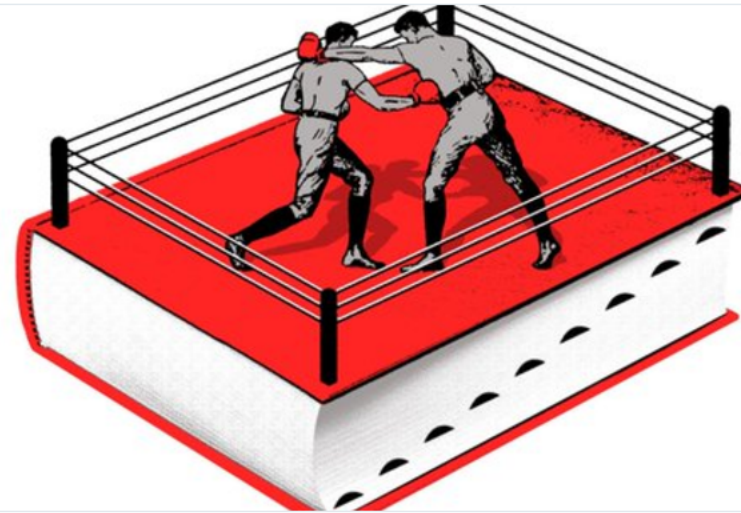
Twitter: Best Practices

If a story includes a person or organization, include them in your tweet.



Madam Grammar @MadamGrammar · 3h

"The English language is a direct democracy...the dictionary is its enduring record." -@KoryStamper (via @nytimes)



Opinion | America's Uncivil War Over Words

The long and bloody history of fighting over dictionary definitions.

[nytimes.com](https://www.nytimes.com)

Twitter: Best practices



NBC Sports Chicago @NBCSChicago · Jan 10

Are you the most AUTHENTIC @Cubs fan?

Reply telling us why with #AuthenticFan for a chance to win this pair of passes to #CubsCon this weekend!



- Use hashtags wisely
 - Conferences
 - Specific projects or initiatives
 - Events

#ACESDC19 @News_with_Love
@tschmedding

Twitter: Best practices

Images lead to:

- 18% more clicks
- 89% more favorites
- 150% more retweets



NASA @NASA · Mar 26

Curious about what's happening 250 miles above our planet on humanity's orbiting laboratory? Get an update on the 6 people who are living, working and conducting @ISS_Research on the @Space_Station, plus details on this Thursday's #spacewalk: go.nasa.gov/2l53w6K



#ACESDC19 @News_with_Love
@tschmedding

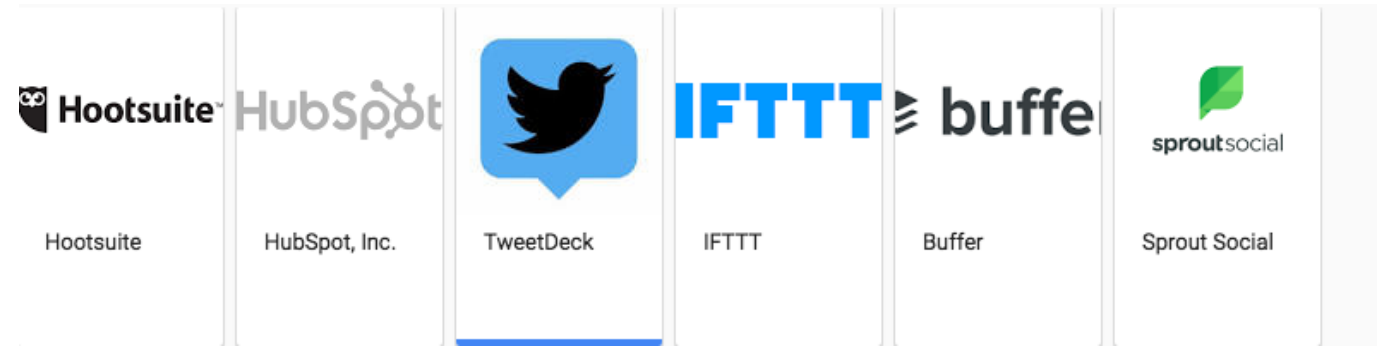
Twitter: Best practices

- Follow wisely
- Similar interests
- Others you respect



Twitter: Best practices

- Always be watching.
- Schedule tweets. (But be careful.)



Twitter: Best practices

- Use lists wisely.
- Start with the obvious – see who others are following.
- Make lists public or private.

Subscribed to Member of

#ACES2017 by ACES: The Society for Editing

People who are attending the American Copy Editors 2017 conference March 23-25 in Florida.

167 Members

ACES2016 by ACES: The Society for Editing

We're going to Portland, Ore., for #ACE2016 in March.

190 Members

ACES 2015 Speakers by ACES: The Society for Editing

A list of all of the speakers who will be in Pittsburgh at ACES 2015 in March.

47 Members

ACES2015 by ACES: The Society for Editing

We're going to Pittsburgh for #ACE2015 in March. Details: copydesk.org/aces2015

166 Members

ACES 2014 by ACES: The Society for Editing

Copy editors attending the 2014 national conference in Las Vegas. vegas.copydesk.org #ACES2014

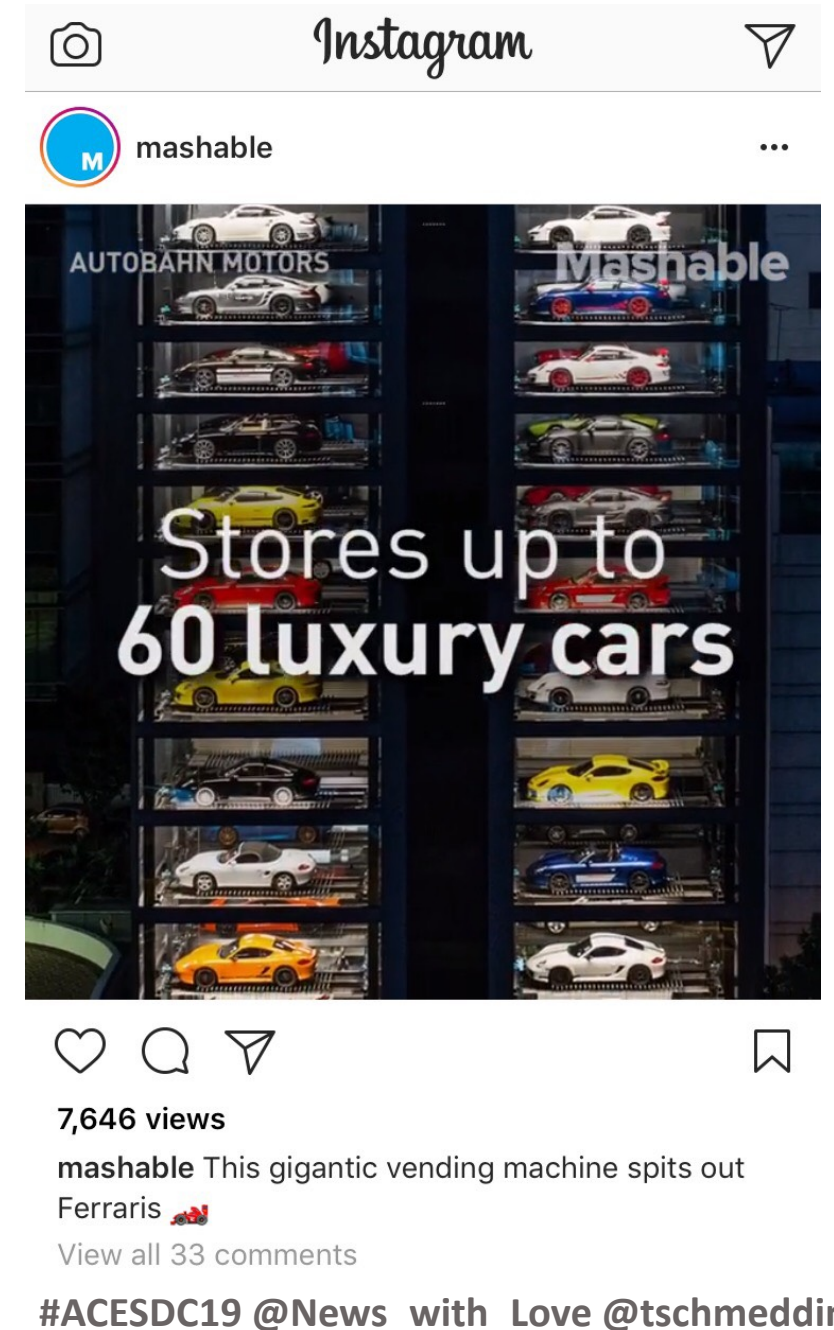
135 Members





Writing for Instagram

- Very visual: Images should be stunning to convince people to stop scrolling
- Use 1:1 or 9:16 images
- Go short or go long: Post text will cut off with an ellipsis after ~3 lines on mobile
- Avoid using raw links — they don't hyperlink
- The Instagram algorithm means a posts can surface in someone's feed days later



Writing for Instagram: Post content

- Choose an image that speaks for itself
- Add context or commentary from that point
- Have fun and speak more casually when appropriate
- Add the photo location instead of repeating in text
- Add hashtags galore — ones other people use — underneath your main text to surface your photo for the community
 - Emoji can be hashtagged
 - Don't go crazy or try too hard though



Be human



How to figure out a social platform

- **Best idea: Get on it yourself to participate and observe**
- Ask people who use the platform
- Ask people what they'd expect from your brand on the platform
- Monitor press releases and updates from the platform
- Follow industry leaders, social media managers and organizations that cover technology, social media and PR
- What what your competitors and similar organizations are posting to social media



Thinking about social platforms separately

Each platform has a specific best use case
Your audience will differ slightly on each in demographics and expectations
Not everything has to get posted everywhere

**ME ON
FACEBOOK**



**ME ON
TWITTER**



At least my mom doesn't have a Twitter yet.

Use each platform differently

- Twitter is quick-moving
- Facebook is good for conversation
- Instagram for the visual
- Don't post same copy or blindly reshare across platforms; play to strength
- YouTube = sound on
- Facebook = captions

43 272 658 43



The Hill @thehill · 1h

Trump repeatedly begged Jerry Jones to not let Cowboys kneel during national anthem: report hill.cm/RCmQsQ4



The Hill
2 hrs · *

President Trump reportedly called Dallas Cowboys owner Jerry Jones four times ahead of the team's game last week to beg him to not let the Cowboys kneel during the national anthem, minutes before Jones joined the entire team in kneeling on the field.



What to consider for platforms

Think about:

What do people do on this platform?

Does my content fit with the mission, purpose or use?

What content can I modify or create for that audience?

What are my goals? (ie traffic or brand-building)

Consider your brand:

What are your values?


What is your superpower?

Who should follow you?

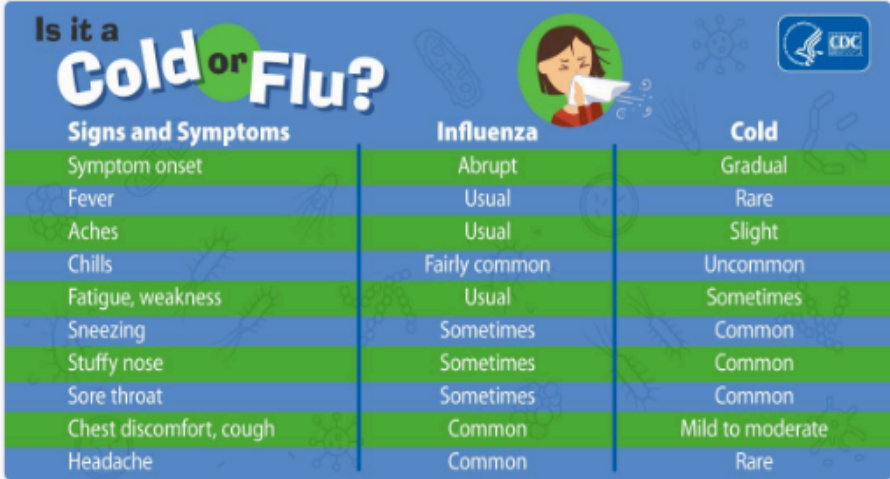


Don't just do it, do it well

- What is the value for your audience?

 **CDC** @CDCgov · Mar 14

Is it a cold or #flu? Both are respiratory illnesses, but are caused by different viruses that may require special diagnostic tests. Learn some of the differences between cold and flu. bit.ly/2yNjaCM



Signs and Symptoms	Influenza	Cold
Symptom onset	Abrupt	Gradual
Fever	Usual	Rare
Aches	Usual	Slight
Chills	Fairly common	Uncommon
Fatigue, weakness	Usual	Sometimes
Sneezing	Sometimes	Common
Stuffy nose	Sometimes	Common
Sore throat	Sometimes	Common
Chest discomfort, cough	Common	Mild to moderate
Headache	Common	Rare

5 social media guidelines



5



1. Sound like a real person

 **The Daily Californian**
10 hrs · 🌐

Have you ever felt like you have a complete lack of control over your life?

Us too. It's called the beginning of the semester.



'I'm still hungover' and other excuses for not being ready for spring semester

During these first few weeks, you'll be hearing plenty of excuses from your fellow students about why they are extremely unprepared for what's to...

2. Ask good questions



3. Choose words deliberately

- How, why, you, you're



4. Be clear

Leave a sense of mystery, not confusion.



5. Evoke emotion

Traffic to emotion



“People share things they have strong emotional reactions to, especially strong positive reactions.” — Rosanna Guadagno, Ph.D. social psych

How can we help you?

- What social media accounts are you on?
- What are you struggling with?
- Do you know your voice and brand on social media?
- What kinds of content are you sharing?
- What's working for you? What isn't?
- What's the one thing you can put into practice today?





Give us your feedback

<http://bit.ly/digitaldc101>

Handouts

<http://bit.ly/DCDigital19>



More training online

- Verification fundamentals
- Big impact with small changes
- Advanced linking tactics
- Word macros



<https://aceseditors.org/training/>