



What are your goals?

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What's your mission?



Chapin Library

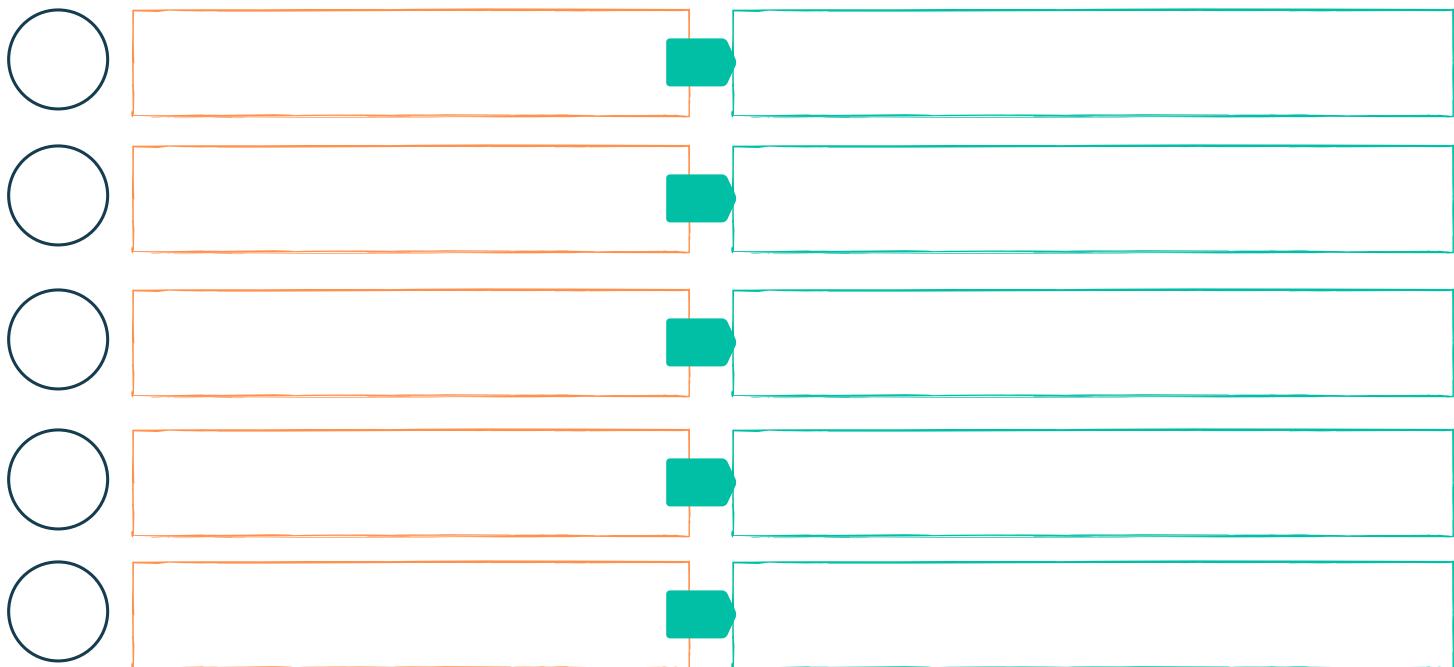


Calendar

MONTH

#hashtag planner

Hashtags serve as "tags" to your posts, giving structure to your account and allowing followers to find specific information. They give your posts exposure beyond your followers.



DO

Be positive

DO

Be consistent

DO

Be selective

DON'T

Use too many

DON'T

Randomly
attach tags

DON'T

Get away from
your mission



types of posts



Event-based

Event-based posts show your followers the amazing things your group is doing. They allow people to participate in your group's experiences, whether they can be there in person or not.

Informative

Use social media as a platform to inform your followers about important issues to your group. Highlight other influencers, give tutorials, and re-post current news items.

User-generated

Social media allows your followers to be a part of your group. Use call-to-actions and challenges to invite your followers to participate and post. Be positive and encouraging in response to users, and they'll keep posting.

Entertaining

If social media isn't fun, what's the point? Re-post and post original content that is entertaining to keep followers engaged. Be sure that all of your posts keep in line with your mission.

club Guidelines



Create a list of general guidelines for your club or group's social media strategy so that everyone can stay on the same page. Think about school or district guideline and remember that your social media pages may be your followers' only interaction with your club. Make sure you are presenting the right image. Keep in mind that the internet can be forever and that your club's image will also extend to your participants.

Consider this:

- What are our club goals?
- What school/district rules do we need to follow?
- How can we make sure our content is appropriate?
- How often will we post?
- What kinds of posts will we make?
- Who will we tag?
- How will we ensure we have permission to post?
- What language or specific terms will we prohibit?
- How will we decide who will post and when?
- What are the values we are trying to project?

Our Guidelines

