



## Tips for Using Social Media

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### Content:

Amusing, surprising, happy, and exciting content will get more engagement than posts that incite sadness, fear, or anger. So, **keep your posts happy!** Researchers at Cornell University partnered with Facebook to study 500,000 users and discovered that happiness posts spread much faster and wider than others.

### Ask a Question:

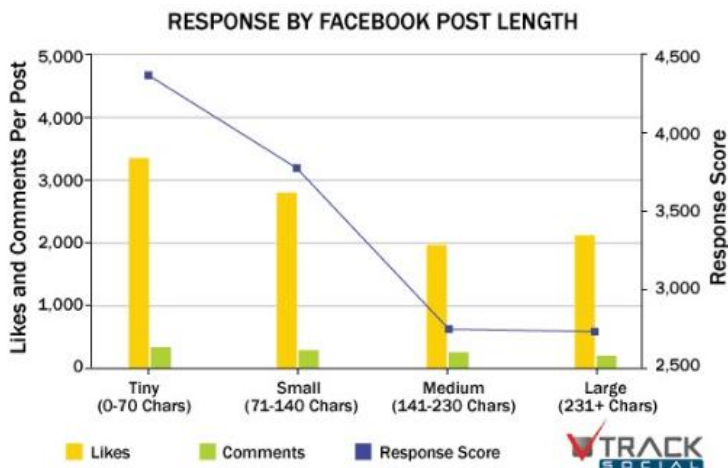
Open ended posts get more interaction! Example: How many miles should I ride today?

### Use Visuals:

Posts with visuals are 44% more likely to engage your fans and followers! Use graphics like: Gifs, quote images, infographics, Facebook 360 photos, or emoticons.

### Keep it Short:

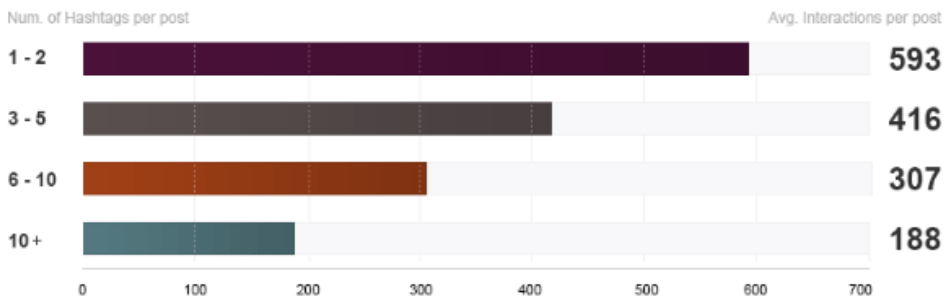
Short & sweet for character length!



## Use Hash Tags:

Hashtags should be memorable, unique, and relevant to your stroll and Rettsyndrome.org. One or two max. Examples: #overpowerrett #RRAA #rettsyndrome

## Too Many Hashtags Leads to Less Interactions



Data Range: February 1st to February 28th 2014

Data: The data for this chart was taken from a sample of over 200 000 brand posts on Facebook



## Engagement:

Encourage people to share your posts! Don't be afraid to come right out and ask people to "share" or "like" your posts and page. Facebook's algorithm will make it more likely that a fan will see more of your content in the future if it's getting liked and shared.

## Timing:

Timing is everything, even in social media land! The best times to post and interact are:

- Facebook – Thursdays, Fridays, Saturdays, and Sundays at 9 am, 1 pm, & 3 pm
- Twitter – Wednesdays at 12 pm, 3 pm, 5 pm, & 6 pm.
- Instagram – Mondays & Thursdays between 8 am – 9 am.

Lunch breaks, commuting times & weekends are prime times to post!

Sources: <https://mediacause.org/social-media-best-practices-for-nonprofits/>;

<https://sproutsocial.com/insights/nonprofit-social-media-guide/>;

<https://www.socialreport.com/insights/article/115001882586-The-Best-Social-Media--Practices-for-Nonprofits>