Social Media 101 – Getting Started + Best Practices
A guide to content that will be covered in this four-part course on social media offered by the Social Media + Big Data department of the North American Division. This class is open to anyone, and all who are involved in digital communications are strongly encouraged to attend. Upon completion of this series (attendance to all four sessions), participants will receive a certificate for their records. The purpose of this course is to inform and equip staff for communicating our missions and message on social media—elevating the basic level of competency from level 1 to 2 with some level 3 skills. *See social media competency levels guidelines.*

**Each session will last 1 hour:** approximately 25 min presentation followed by an Q&A, live demonstrations, and workshop. Presentation will be sent out to all participants for reference. Please bring your smart phone, tablet and/or laptop for the workshop portion of the class.

**S1 – Overview of Platforms, Terms, and Demographics**

* Social media by the numbers, a survey of top platforms, roles, age, demographics, and importance
* Basics of how to use Twitter, Facebook, Instagram, Snapchat, and Pinterest
* Social media trends, culture, memes, and additional basic terms, etc.

**S2 – Tips for Getting Started: Strategy, Goals, Branding, Hashtags, and More**

* General tips on how to get started, foundations of strategy, setting goals, staying organized, etc.
* Branding tips and integrated marketing (repackaging content)
* An explanation of hashtags and tips on how to effectively use, create, and identify useful hashtags

 **S3 – Basics of How to Write for Social Media & Engagement Best Practices**

* How to write strong posts for the top platforms
* How to post, tag other accounts, geo-tag, target a demographic, and share content
* How and why to shorten links
* How to schedule posts on Facebook, Twitter and Instagram
* Hootsuite introduction
* Posting/engagement best practices
* Best times to post/posting frequency
* Creation verses curation
* Social media as a customer service tool

**S4 – Designing and Selecting Images for Social Media**

* Specs and guidelines for quality image selection
* Overview of image and design resources
* Apps for editing, and design tips
* Rule of 3rds
* Overlaying text onto images
* Video best practices
* Native hosting, converting, tags and closed captioning
* How-to and tips for livestreaming on Facebook & Twitter/Periscope