

Social Media Tips

6 in 10 Americans go social to keep up with news

About 60% of Americans use social networks to stay abreast of news, and almost two-thirds of that group uses only one network, mostly Facebook, according to the Pew Research Center and the John S. and James L. Knight Foundation. - ADWEEK

Why use social media with Mothers Out Front?

- Increase awareness: Change the conversation
- Get news media's attention
- Grow our organization - volunteers!
- Drive traffic to our website to engage people's interest and encourage action.

Mothers Out Front has an active Facebook and Twitter presence. Sign up for an account on these platforms if you don't have one and share content with us and from us! Don't worry if you don't have followers yet - you will! We also have a presence on Instagram and it needs some work if anyone would like to help!

If you have a campaign based in your community, state or nationally that you would like to promote:

- Name it: Something easy to understand at a glance, and catchy. Search the internet to make sure someone else hasn't used it before.
- Develop one main hashtag (#) with a few extra to complement the campaign. The main hashtag will help folks find the tweets/posts with an easy search. (Also good to search for prior use.)
- Develop a graphic/image to go with your campaign. You can create a meme with a picture and some text or recruit a volunteer with graphics skills. (For memes: <https://memegenerator.net/>)
- Develop sample tweets and facebook posts with images for your followers to share and individualize.
- Create ways to engage people with contests or picture-sharing to increase their sense of involvement. (examples - Gas Leaks Scavenger hunt, rallies, petitions, discussion blogs.)
- Take/share pictures while you're planning, meeting and running your campaign. Showing mothers doing the work helps other mothers connect and relate, and more likely to join in!
- Tag your target! If you want someone's attention that you are trying to influence, use @ and start typing their name so you tag them in your posts (both Facebook and Twitter).



You can learn a lot about what to do with social media by following a few favorite accounts; what do they do that engages you, why are you intrigued, how do the posts make you feel? If you can answer those questions, you can do the same thing with your social media efforts! If you're partnering with allies, be sure to include them in your content and work with them for campaign ideas!

Social Media Glossary Resource:

<http://blogs.constantcontact.com/social-media-glossary/>

<http://www.zaginteractive.com/about/blog/blog-post/the-z-drive/2015/06/12/social-media-glossary-understanding-social-media-from-a-to-z>

Photography Tips for Social Media

1. If possible, use a camera rather than a cell phone. Cameras have better light sensitivity, better quality and the ability to keep good resolution when zooming, etc.
2. Composition tip: Your subject does not need to be in the center of the frame. The rule of thirds is a good guide for composition:
3. For social media, please shoot with a landscape frame (horizontal), rather than portrait (vertical orientation.)
4. Take several pictures, perhaps from separate angles, or perspectives whenever possible. Try from above, below or from the side.
5. Take a few pictures with space on the left hand side or right hand side around your subject, or top/bottom to allow for text to be added if it becomes a meme. (i.e., picture and text to create a message/meaning.)
6. Please double check to make sure your subject(s) is/are in focus.
7. That trick of "Everyone say cheese, or clean and green," is a good way to make sure everyone is looking at you with open eyes and smiling.
8. At events, be sure to catch a group shot, but also pics of mothers working tables, talking to people, hanging signs, working in small groups, etc. Pictures with smiles are great, but serious ones are also good to have. Show us doing our thing! It helps to have a variety of kinds of pictures for our communications efforts.
9. Enjoy yourself!