Social Media Best Practices
An AFSCME Council 57 Communications Guide

Here are some best practices used for social media.

Facebook

Post to the Facebook page at least once daily (2 posts maximum). Each post should be as engaging as possible and make use of tools available on Facebook, such as tagging other pages or people. Local leaders should be frequent participants in providing content or updates from the field. There are many other best practices that can be used to grow engagement on Facebook. The ultimate goal is to get more Likes.

Examples of good Facebook posts that work:

Memes like this one from The Other 98% resonate with most audiences because they're timely, they challenge the status quo and they do a good job of pointing out blatant hypocrisy.
Great example from Fight for $15, sharing a story and adding commentary that doesn't come off like you're speaking from a soapbox, but that you're just talking with your audience.
Good use of rhetorical question or quote to get a point across. These could be reused to drive home a common theme (like “The county continues to say that the budget will end up in the red by the end of the year but somehow at the end of the year they always seem to end up in the black. And, yet, county workers have to wait another 5 years to get a raise?”)
United Association members visited over 3,500 homes in Flint, totaling over 8,000 hours of volunteer work at no cost to local residents. Go union! #FlintWaterCrisis

300 UNION PLUMBERS SPENT THE WEEKEND INSTALLING WATER FILTERS FOR FLINT RESIDENTS

FOR FREE!
Here are 5 Facebook status update content ideas that should be used frequently (these could be shared with members in eblasts on a biweekly basis so that they can be empowered with their own social media outreach):

1. **Success stories:** Your fans want to hear and see that your local is making progress

2. **Photos:** People love photos that tell a story

3. **Videos:** Share videos created by the council/union, but sharing well-produced, powerful videos created by others that speak directly to the overall mission is also a best practice

4. **Breaking News:** Link to a breaking news story directly or write a few paragraphs about the story in a blog post, then share it on FB

5. **Calls to Action:** Calls to action can help motivate fans to donate, sign online petitions, participate in email campaigns or sign up to attend events

![Oakland Community Organizations | PICO](http://wegb.it/cJMF4q)

*INVEST IN PEOPLE NOT PRISONS*  
*SAY NO TO SB105*

*about 2 months ago*
Here are some other advanced Facebook best practices that the local could use:

1. Experiment with Facebook ads (at least 2 a year)
2. Utilize Facebook events

As far as other Facebook guidelines, try to make each post compelling. When including a link, try to upload an image, write a blurb about the link, try to tag someone or an organization, or include the short URL (from [bit.ly](http://bit.ly)). Doing that will increase the chances of having your post show up in someone's News Feed (so they say).

**One last tip:** Make sure to designate at least two people to share access to your social media pages and website. This will make sure that all usernames and passwords don’t get lost if a staff member gets a new job or isn’t available.