

# Social Media Best Practices

## *An AFSCME Council 57 Communications Guide*

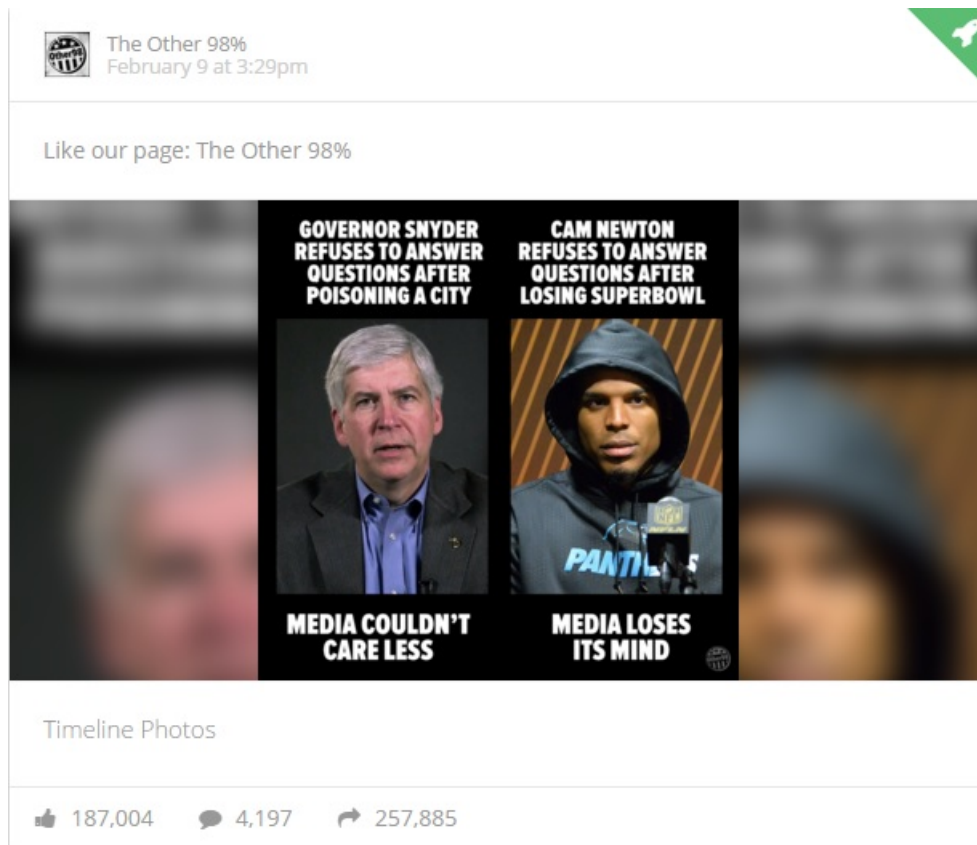
Here are some best practices used for social media.

### 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:*

Mememes 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.



Fight for \$15  
February 8 at 9:00pm

Here's just a reminder about what we're spending money on.



Cost Of Military Jet Could House Every Homeless Person In U.S. With \$600,000 Home

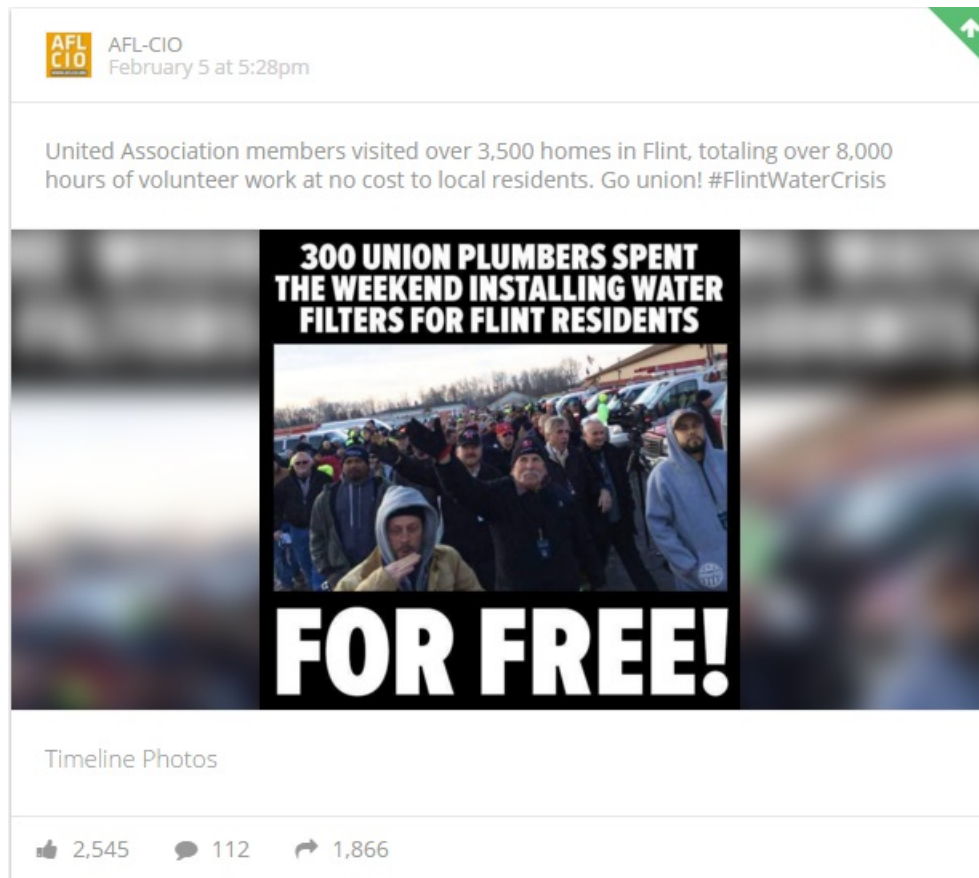
It's no news that a large portion of our federal tax dollars goes towards defense spending. But your jaw might drop at the cost of the newest jet manufactured by the U.S. military, and just how muc...

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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?”)



Good post (w/photo) of good deed or compelling action done by local members.



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





Here are some other advanced Facebook best practices that the local could use:


1. Experiment with [Facebook ads](#) (at least 2 a year)

Ad Preview

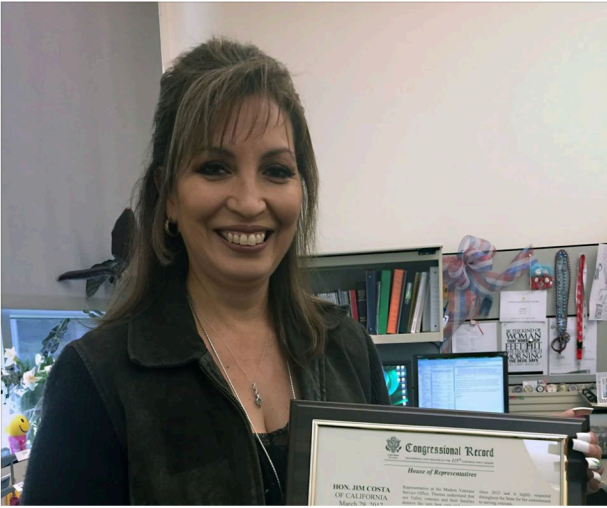
Ad Preview1 of 1 Ad

Desktop News Feed3 of 3

 **AFSCME Council 57**  
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 Like Page

Hats off to [AFSCME Local 2703](#) member Theresa Lopez who was honored by [Congressman Jim Costa](#) as the March Heroine of the Month for the 16th Congressional District. Theresa was recognized for never quitting on veterans in the Central Valley through her role as the Veterans Service Representative at the Madera Veterans Service Office.



OK

## 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.