

## Social Media Guidelines

Creating RESULTS Social Media accounts for your local group is easy and we want everyone to be confident with the type of content they are posting on social media. To help you, we've put together these tips so you know what informs our social media accounts and ensures your account is reaching your audience in the best way.

### Setting up an account

Set up an account with a clear name which identifies that it is a RESULTS group and where you are located, making it easy for people to find and remember you.

Use @Results\_ [Insert city or locality name] when registering a new account

The name that appears on your profile should be capitalised and followed by the town/city/locality the group is based in.

E.g. RESULTS Sheffield / RESULTS Oxford

If there is more than one group in your area, or you are a university group you should follow with more details of your locality to make it easy for networks to distinguish.

E.g. RESULTS Kent Uni/ RESULTS Manchester South

### Use the most recent RESULTS branding

Our logo is a statement about what we want to achieve and is used on all of our social media channels. Please use the most recent logo in red as your profile photo and do not overlap it with any other images or text. Contact [tom.maguire@results.org.uk](mailto:tom.maguire@results.org.uk) if you need a copy of the digital logo.

### Other photos and background images

We know why compelling images are important, they lead to lots more views and give individuals the chance to feel inspired and motivated – to ultimately join and support your group. Try to use images that represent the energy and enthusiasm of the grassroots network. You are a movement of passionate, committed, everyday people who want to use your voices to change the world.

Don't be afraid to use powerful portrait images of a couple of individuals as well as group pictures which demonstrate what you do best. Refer to the RESULTS UK Facebook page to download recent photos that have been taken or the Group Leaders folder where you can find a few strong examples.

Good examples: Images of grassroots activity in the UK/ National Conference or advocacy day

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photos

## **Publishing content on Social Media- what to share:**

We're not going to tell you what to share, but here are a few tips of what's worth remembering in terms of the types of articles and content to share:

- Relating to international development and updates within the sector that are trending
- Content which relates to our 2017 campaign areas: Education, TB, Polio and Nutrition
- We also work on : Child Health (Immunisation) & Economic Opportunities (Climate Risk Insurance)
- Examples of citizen power and voice working well- how campaigning makes a difference
- You are welcome to link back to blogs and post RESULTS UK share too
- Content doesn't always have to be long articles. Feel free to share videos, graphics, infographics, and cool photos that you come across too - it's also your space to be creative.
- Don't forget to use it as a channel to share the great work you are doing as part of the group and sharing ways for people to get involved and join your actions.

If you are unsure about content or articles that you are sharing on twitter, refer to the RESULTS UK Twitter or Facebook page as a reminder of the type of content we share or email [naveed.chaudhri@results.org.uk](mailto:naveed.chaudhri@results.org.uk)

## **Top Ten Tips:**

We'll leave you with 10 top tips that help you run your social media accounts efficiently and help the chances of your posts and account being shared widely.

1. A tweet must be 140 characters or shorter but ideally you should keep them under 125 characters to allow for retweeting without any cut off of the message.
2. You can shorten links using bitly link shortener to reduce the character limit of your tweets.
3. Schedule posts to go out during the week and on the weekend. Test the best times to send out tweets and Facebook posts. In general 8-9am, 2pm and 5pm usually show best results. Use tweetdeck or hootsuite as a way to manage your personal and official account at the same time and schedule content for the whole week.
4. Share news articles from across Twitter and Facebook that are of interest to your followers & join trending topics that are relevant. You can always retweet organisations that you follow and link to your campaigning.
5. Don't hashtag every word! Use a maximum of two if possible.  
Where to use hashtags: country names, use specific hashtags for campaigns, breaking news, hobbies, interests, trending topics and daily hashtags like #followfriday #charitytuesday

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6. Hashtags are a great tool for networking at live events, you can interact with other participants live and the organisations that are present too
7. Think about the purpose of your tweets and who you want to see it. Is your aim to broadcast something or is it a form of direct advocacy?  
When 'tweeting' If you want a PERSON or org to 'see' what you have said, put an .@ + their Twitter name in front of your tweet so that it appears in their feed.  
E.g. .@roberthalfonMP thanks for meeting us to discuss #polio and signing up to #OneLastPush @resultsuk
8. Check @ mentions and posts you're tagged in and reply as much as you can. Keep the conversation going on social media and interact with people who reply to tweets and posts by liking or replying.
9. Look out for key global UN dates, anniversaries and political moments when planning – e.g World TB Day or International Day for the elimination of poverty, where you can join the debate and prepare good content in advance.
10. Think about how you can measure success as a group on social media. Log into twitter and Facebook analytics every month and take note of the number of followers you've gained, or the reach you've gained based on someone retweeting your post.  
Have a think about how you can increase the number of likes and make your content more compelling!