SCCUDD
Schuyler County Coalition on Underage Drinking and Drugs

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Social Media Protocol

- Social media should be uploaded to Hootsuite at the beginning of each calendar month. There should be posts 2-3 times a week minimum with additional media added for events when necessary.
- How to Create Engaging Social Media: (Tips and Tricks)
  - You don't need to reinvent the wheel. Reputable websites like SAMHSA and the CDC provide social media toolkits which you can use or draw from. Examples include:
    - https://www.cdc.gov/tobacco/infographics/youth/pdfs/e-cigarettes-usb-flash-508.pdf
    - https://www.samhsa.gov/underage-drinking/partner-resources/media-promotional-tools
  - Think of it as a formula: Photo/Video + Informational Text + Link to website to learn more
  - Create your social media in a Word document before uploading to catch any spelling or grammar issues.
- Send the messaging in a Word Document to Exec Board and provide them 3 days to one week to review and provide edits via email.

INSERT TIPS ON HOW TO UPLOAD (PLATFORM OR BULK UPLOADER SPECIFIC)

1. At the beginning of each month, enter the social media from the prior month in to Reach as Media.
   a. Twitter:
      i. Log in to twitter
      ii. Click on analytics in the drop down then scroll to the correct month
      iii. Snip the details for that month and save as a jpeg in the "Social Media" folder for the appropriate year in INSERT LINK
      iv. Enter the information in to Reach and upload the jpeg as an attachment
   b. Facebook:
      i. Log in to Facebook
      ii. Click on Insights on the top bar
      iii. Click on Export Data in the top right corner
      iv. In the box that pops up select the following settings
         1. Data type: Post data
         2. File format: Excel
         3. Date Range: the dates for the prior month
         4. Layout: Post Reach
      v. Click Export Data
      vi. Open the downloaded excel file
      vii. AutoSum the Lifetime Post Total Impressions column
      viii. Snip the relevant section of the excel sheet and save as a jpeg in the "Social Media" folder for the appropriate year in INSERT LINK
      ix. Enter the information in to Reach and upload the jpeg as an attachment