



# MARYLAND VOLUNTEER

## SOCIAL MEDIA ESSENTIALS

# Social Media Essentials

## Branding

One of the most important but overlooked steps when it comes to social media. Branding can help people identify and recognize your organization. It can also create and build a connection between your organization and your community.

What is Branding?

Branding is the patches, colors, and fonts associated with your organization. Referring to the Maryland Volunteers logo below, you will see the four main colors that make up the overall design.



How Does it Apply to Social Media?

- Profile Name
- Profile Photo
- Cover Photo
- Bio or Profile Content
- Post Images
- Post Content
- Hashtags
- URL

What You Need to Create Your Brand Kit

- Patch (transparent background preferred)
- Fonts (no more than two at a time)
- Theme or Messaging
- Brand Colors

How to Find Your Brand Colors

Free tools such as Adobe Color allow you to upload your patch or other branded material to find the color codes for your department.

## Social Media Channels

*Determine What is Right for You*

Know Your Audience:

The first question you should ask yourself is, who is your target audience?

The second thing to understand is where your audience is and how they are using that platform.

### Facebook (Meta)

Audience

- Monthly Users: 2.91 billion
- Largest Age Range: 25-34 (31.5%)
- Time Spent per Day: 33 Minutes
- Content: Videos, Images, Stories, Text Posts

### Instagram

Audience

- Monthly Users: 2 billion
- Largest Age Range: 25-34 (31.5%)
- 18-24 close behind at 31%
- Time Spent per Day: 29 Minutes
- Content: Videos, Images, Stories, Reels

### TikTok

Audience

- Monthly Users: 1 Billion
- Largest Age Range: 10-19 (25%)
- Time Spent per Day: 89 Minutes
- Content: Video

### Twitter

Audience

- Monthly Users: 211 Million
- Largest Age Range: 18-29 (42%)
- Time Spent per Day: 31 Minutes
- Content: Videos, Images, Text Posts
- More about discussing events and breaking news

### LinkedIn

Audience

- Monthly Users: 810 Million
- Largest Age Range: 25-34 (58.4%)
- 63% of LinkedIn users access the network weekly, and 22% daily
- Content: Videos, Images, Text Posts

### Snapchat

Audience

- Monthly Users: 319 Million
- Largest Age Range: 15-25 (48%)
- Time Spent per Day: 25+ Minutes
- Content: Videos, Images

### YouTube

Audience

- Monthly Users: 2+ Billion
- Largest Age Range: 15-35 (highest reach)
- Time Spent per Session: ~30 Minutes
- Content: Videos

# Social Media Essentials

## Social Media Sizes

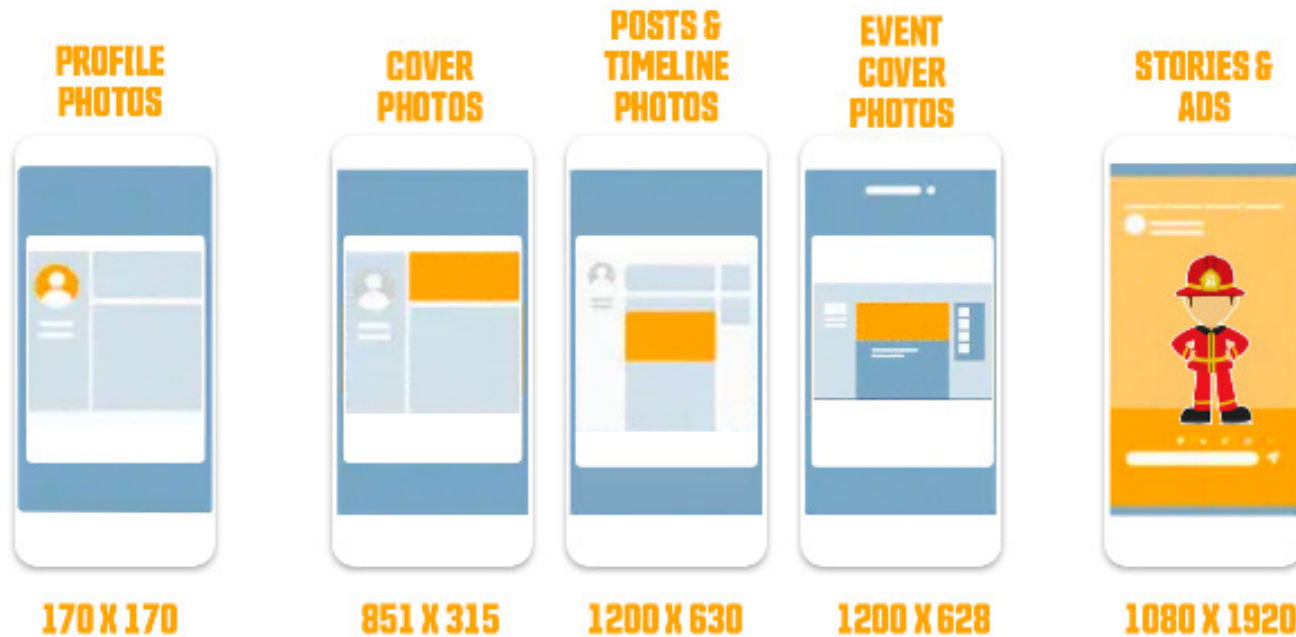
*And Why it Matters*

Why is it Important to get Social Media Image Sizes Right?

- Create engaging visual content for social media marketing/recruiting
- Keeps your images and brand looking professional.
- Optimized for each social channel's feed = increased engagement
- Cut-Off: Ensure your audience sees the whole photo and messaging

### **FACEBOOK**

- Facebook Stories: Content (photos, videos, or animation) disappear after 24 hours
- Stories from friends & followed Pages appear at the top of your newsfeed
- Automatically recognizes and processes images based on "camera-specific metadata"



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## Social Media Sizes

### TIK TOK

- 20 x 20 is the minimum upload size, upload a higher quality photo for future-proofing
- The ideal aspect ratio for Tik Tok videos is 1:1 or 9:16

#### PROFILE PHOTO



20 X 20  
MINIMUM

#### VIDEOS

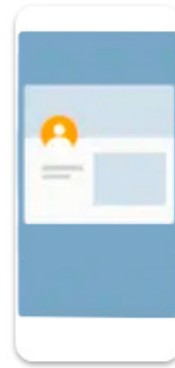


1080 X 1920

### TWITTER

- Tweets with images consistently get more click-throughs, more likes, and more Retweets
- Tweets with visual content are three times more likely to get engagement

#### PROFILE PHOTO



400 x 400

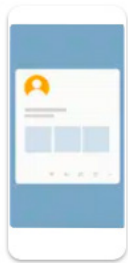
#### HEADER PHOTOS



1080 X 566

### INSTAGRAM

#### PROFILE PHOTO



320 X 320

#### FEED PHOTOS

LANDSCAPE



1080 X 566

PORTRAIT



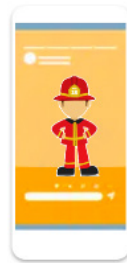
1080 X 1350

SQUARE



1080 X 1080

#### STORIES



1080 X 1920

# Social Media Essentials

## Social Media Content

What You Should Include and Potentially Avoid

### Call to Action

- CTA can be in the post copy, the header in a social media ad, or as the button on a social media ad
- Play Up Time Sensitivity
- Add words like “now” or “today”
- A/B Test
- Try multiple CTAs to find the best performer to convert leads
- Once you find one that works, keep it consistent
- Get Noticed:
- Keep it between 90 and 150 characters
- By the Pound
- Hashtags can be CTAs
- #JoinToday, #VolunteerToday

### EXAMPLES:

- Sign Up
- Get Started
- Learn More
- Join Us
- Start Today
- Are You Ready?
- Volunteer Today
- #JoinMSFA
- #ApplyToday
- #RideWithUs
- #ComeCheckUsOut
- #VolunteerNow
- #GiveBackToday
- #BecomeAFirefighter

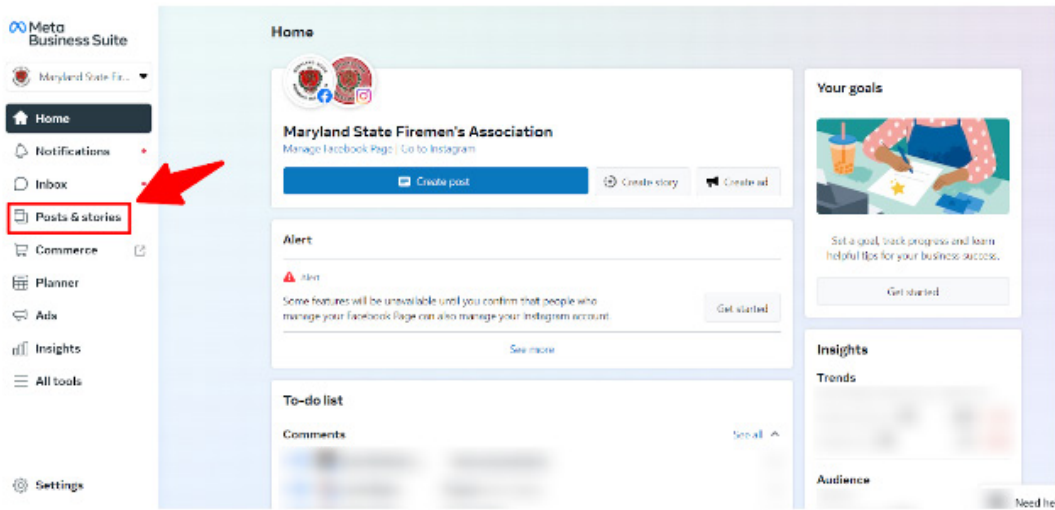
### Volunteer Everywhere

How to Include the Word “Volunteer”

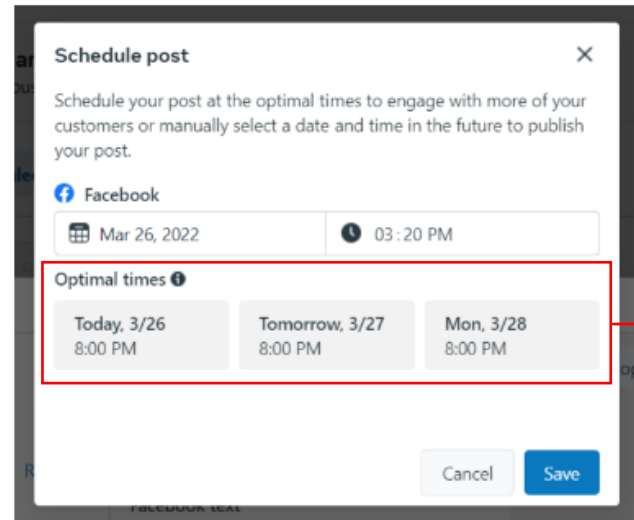
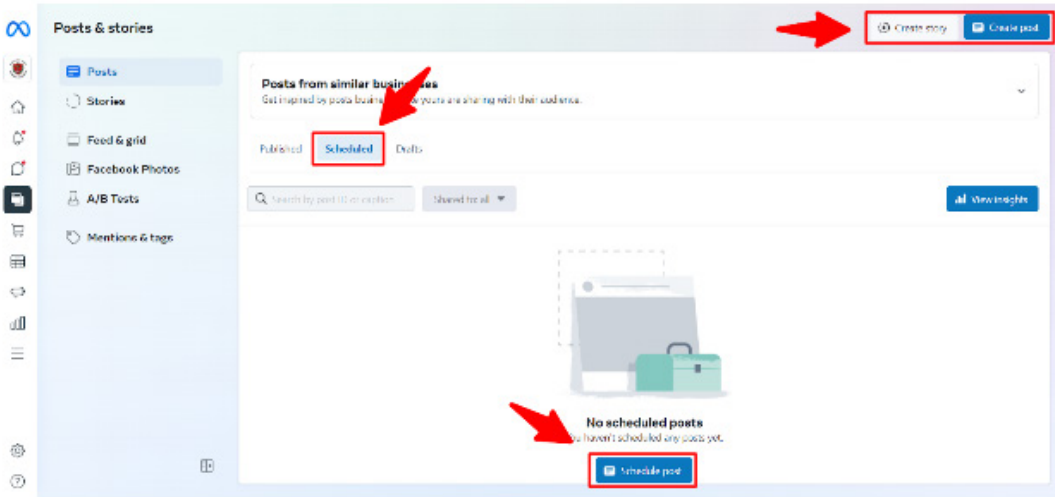
- Add the word “Volunteer” to your department’s vocabulary
- Constantly inform and remind the community that YOU are a volunteer organization
- The department’s current branding and naming MAY not say, “We are volunteers.”
- Creates dialogue and conversation that there are opportunities for them to volunteer
- Showcase your current volunteers and capitalize on their social media network

# Social Media Essentials

## How to Create a Post Using Facebook Business

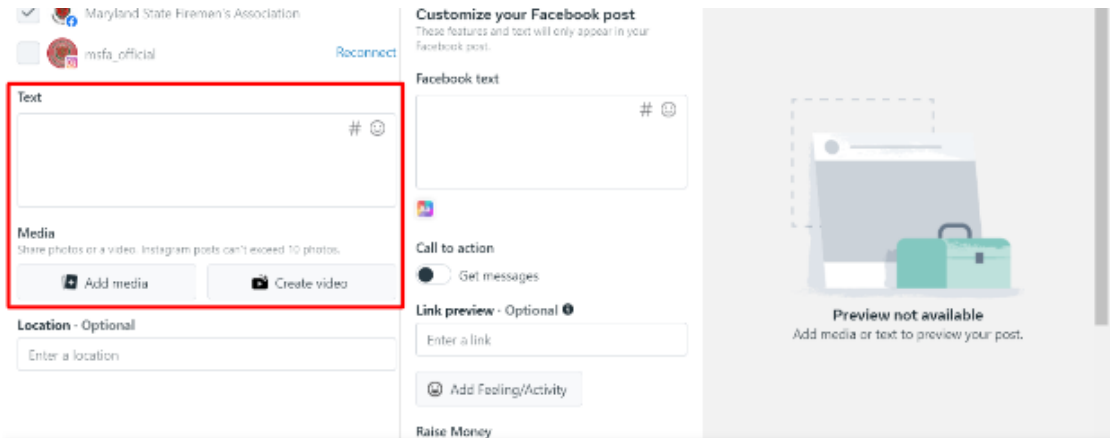


Optimal times will take into account ALL the profiles added under that user account that are able to have reports created and will be based on your posting history over the previous 30 days and when your posts have got the most likes, retweets, shares, etc.



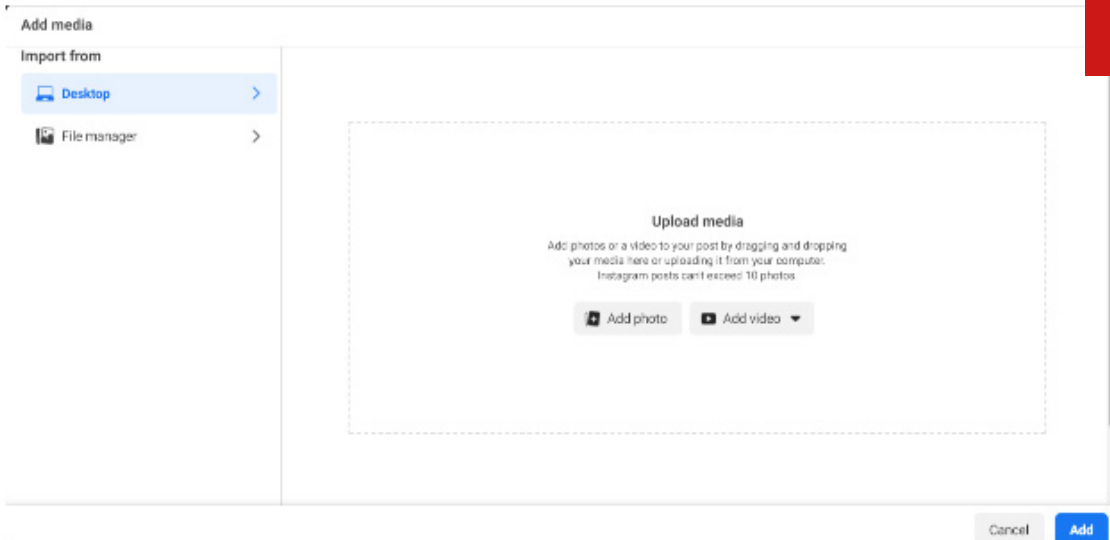
# Social Media Essentials

## How to Create a Post Using Facebook Business



**Incorporate in Post:**

- Copy
- CTA
- URL
- Hashtag
- Video or Photo



# Social Media Essentials

## Organic vs. Boosted Posts

What is the difference?

### Organic Posts

“Organic” is a term that means unpaid.

- Anything you post on Facebook without paying is an organic post.
- You use organic posts for everyday interaction with your followers.
- Accident Report, Recruitment Posts, Member Highlights, Events, etc.

### Boosted Posts

- “Boosting” a post is when you pay money for Facebook to show what was originally an organic post to more of your own followers that weren’t seeing the original post.
- Grow the reach of a well-performing post or create an ad from a post without creating a whole campaign
- You can set the time frame you want to have your boosted post run as well as the daily spend. Some platforms also allow you to create a target audience and be location focus.
- Boosted posts should be strategic and planned in advance.
- Channels where you can run boosted posts
- Facebook, Instagram, LinkedIn, Twitter

### Tips for Boosted Posts

- Boost posts that already have good engagement and reach
- Make use of all available tools. All of the above platforms show insights from boosted posts and offer targeting options.
- Monitor and refine as you go. Boosted posts are not a “set it and forget it” type of advertisement.

## When to Use Boosted Posts Versus Paid Ads

### Boosted Posts

When you should use boosted posts:

- Growing brand recognition
- Increasing post engagement
- Fueling website traffic
- Increasing the reach or engagement of an already high-performing post

### Paid Ads

When you should use paid ads:

- Generating leads
- Increasing conversion rates
- Significantly grow your audience or reach a whole new audience