SOCIAL MEDIA TIPS

- Provide **direct calls to actions in your posts** to help increase engagement . For example, "comment below how you are practicing self care this week" or directing people to the link in your bio.

- **Create content relevant to your mission.** If you are a focusing on mental health, you could make a post about mental health in relation to the pandemic. <u>See example here.</u>

- It is important that your messaging is **youth-led.** This will make other youth more interested and comfortable getting involved. For example, have youth share their stories with different **prompting questions**, such as sharing their favorite hobby or a memory from working with your organization.

- **Limit the amount of text in your posts & focusing on drawing attention to a specific part of the post.** Too crowded = Too Overwhelmed & Lost Interest.

- **Use faces and images as much as possible.** While graphics can be very informative and impactful, the algorithm favors content that has actual faces in it!

- **Use Hashtags!** List out relevant words to your organization and start using them as hashtags. For example, #MentalHealth #Youth #Stigma, can help people searching for those terms find you easier. You can use the website: <u>All Hashtag</u>.

- **Using Instagram Stories!** Instagram Stories have actually overpowered in-feed <u>posts as far as engagement</u>. Even something as simple as **resharing your posts from your feed to IG stories** can be super powerful! Also, use stories to **take polls, surveys, ask questions** to hear from your audience and boost your engagement!

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