

Social Media Best Practices

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Special Olympics Ohio

Special Olympics
Ohio



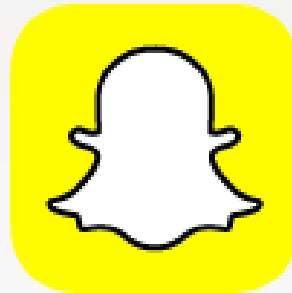
What is **social media**



Social media are interactive, computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks.

**Source: Wikipedia*

So many platforms!



Our main focus:



Facebook



Twitter



Instagram

A few tips...

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Content



- Posts should be restricted to matters related to Special Olympics, such as reminders about upcoming events or registration dates, announcements about new programs, congratulating Athletes, etc. Personal commentary, political discussion, or non-Special Olympics content should be avoided.

Interaction



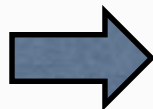
- It is entirely appropriate to thank businesses who support our cause and your organization. If a business that supports your local program has its own social media, it is also appropriate to tag, friend, like, or follow that business.





Negative comments and posts

- Responding to negative comments or posts:
 - Transparency and prompt response are the keys.
 - Unless the post includes derogatory language, hate speech, or other restricted items, it is best to not delete the post or comment.
 - Reply (in the identity of your Local Organization) courteously and with your contact info (email address or a phone # if you are comfortable posting), offering to further discuss their concern in a private arena.



One final reminder:



...or put the photo in a frame on your desk at work...

If you wouldn't write it on a postcard and mail it to your grandma...





**Then it probably
doesn't belong on
social media!**

Some helpful resources:



How to create a Facebook Page for your organization <https://nonprofits.fb.com/topic/create-a-page/>.

How to supercharge your Facebook page

<https://www.thebalancesmb.com/supercharge-nonprofit-facebook-page-2502516>

How to create a Twitter account <https://help.twitter.com/en/create-twitter-account>

Twitter: a tutorial for the timid <https://www.themuse.com/advice/twitter-101-a-tutorial-for-the-timid>

Getting started with Instagram <https://help.instagram.com/155940534568753>

Instagram tips for beginners <https://www.lifewire.com/instagram-tips-for-beginners-3485872>

Thank you!

PLEASE let me know how I can help!

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