

Facebook Quick Reference Guide

DO:

- Start with a strategy – How does social media fit into your overall communication goals?
- Scatter your posts throughout the day, nights and weekends; do not clump all together
- Post on weekends and evenings, and evaluate which time works best
- Try to tag at least one other page in each post, when possible or appropriate
- Ask an engagement question for every post, when possible
- Respond to questions in a timely manner
- Post a comment policy and enforce it
- Remember to post in a friendlier tone, but not unprofessional
- Spell check every post prior to posting; the Army's reputation is at stake
- Thank your followers and praise them often
- Mix it up: photos, questions, videos, sharing others' content, news stories, etc
- Use lots of quality photos (be sure to add as many details about the photo as possible – or ask your audience to add details as an engagement item; also ask them to tag themselves or others)
- Use short, raw, catchy video
- Ask yourself: would I share that with my friends?
- Add a personal touch; connect with your audience
- Set defaults to show only your posts first (after all, this is a command information platform, and this allows your message to be seen first, and allows others to still comment on your wall)
- Welcome participation, collaboration and feedback
- Get a short, smart vanity URL (facebook.com/username) (available only after 25 followers)
- Update top 5 photos often (show a variety of activities, angles, personnel, etc)
- Have someone else read your posts before you post them (to see if they make sense)
- Track metrics and evaluate how content performs. Determine what metrics are important to you
- before you engage, set a benchmark and track over time.
- "Like" sister or similar organizations, and tag them often
- Post information or comments on other pages, while using your organization's page
- Always be mindful of OPSEC when posting
- Identify/find subject matter experts to answer questions that people ask on your page
- Avoid using automated posting services to post same content to multiple sites
- Ask your followers what they would like to see on the page
- List links to other sites, like Twitter and blogs, on the information tab

DON'T:

- Post too many times a day (you will lose followers)
- Clutter all your posts at one time or seem spammy
- Be too promotional
- Use boilerplate messages or snoozy press releases, unless necessary
- Use social media (teen) language in professional posts (ex: I wanna b ur bff 2day & 4evr)
- Use geotagged programs (ex: showing location where you are Tweeting or Facebooking)
- Post a link without giving some sort of lead, description or call to action
- Remove content just because you don't like it. If it doesn't violate your comment policy, leave it!

REMEMBER:

- You do not control what happens to a message once it is posted.
- It only takes one unprofessional slip to taint a reputation.
- If you do not have a lot of time to monitor, then set tighter restrictions (photos, videos, comments, etc).

Twitter Quick Reference Guide

DO:

- Be creative by posting different types of information
- Use URL shorteners (Google: <http://goo.gl/> or Go.USA.gov: <http://Go.USA.gov/>)
- Use hashtags in every Tweet by searching for established hashtags and creating your own
- Tweet links to content (articles, photos, websites)
- Tweet breaking news related to your unit
- Tweet Army senior leader quotes
- Live Tweet events
- Create your own hashtags for events; explain and advertise these early and often
- Use Twitter to communicate during a crisis
- Follow other Army and DoD Twitter accounts
- Check often for new Twitter accounts and acknowledge, follow, share, etc
- Retweet content from other accounts while also adding your organization's words
- Engage with your Twitter audience by asking questions and retweeting their answers
- Include usernames of other accounts in your Tweets to boost awareness and followership
- Listen to what your followers are talking about
- Ask yourself "Would I want to retweet this?" before Tweeting
- Check your direct messages and mentions daily and respond
- Create a voice and personality for your organization
- Become the go-to resource for timely news and information
- Use direct messages to engage with your organization's followers
- Focus on Tweeting exceptional content
- Mix up your Tweet times
- Edit your Tweets and avoid typos
- Include a disclaimer (Following does not equal endorsement)
- Brand your page
- Include a link to official site in biography
- List Twitter page on your Facebook page
- Use Twitpics

DON'T:

- Tweet too many times in a day (you will lose followers)
- Clutter all of your Tweets at one time
- Follow brands (Pepsi, Coke, etc.) It looks like an endorsement
- Follow imposters or those with religious or political affiliation
- Obsess about the number of followers you have
- Tweet on the hour (everyone does that)
- Be too promotional
- Tweet with unprofessional Twitter language ("lol" "2 be" "OMG")
- Let your Twitter account become stagnant (go more than a week without Tweeting)
- Add location to Tweets
- Connect Twitter to Facebook or have automated Tweets with no engagement

REMEMBER:

- You do not control what happens to a message once it is posted.
- Once a Tweet is out there, it is out there.
- If you are Tweeting from a mobile device, be sure you do not mix professional and personal on the same device.

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LINKS:

- [Social Media considerations for deployed soldiers and their families](#)
- [Social Media Handbook](#)
- [Standardizing Social Media Memo](#)