






Texas Youth
Action Network

SOCIAL MEDIA GUIDELINES

Today, social media is a main form of communication and important for any company or organization. Social media has grown into one of the most relied on forms of self promotion. Organizations can use social media to promote events, recruit volunteers, fundraise and much more! Social media has a huge influence on today's youth. Utilizing social media is a way to gain their attention and attract them to your organization.

Who's Good at What?

	 INSTAGRAM	 TWITTER	 FACEBOOK
Good for...			
Photos and Videos	✓		✓
Website Links		✓	✓
Detailed Text			✓
Reaching Youth	✓	✓	
Reaching Adults			✓

Visual content is a huge part of what your followers see. Posting fun and intriguing content is key to increasing your followers and engagement on your posts. There are a variety of free, easy-to-use apps to help you create entertaining content!

GRAPHICS

Graphics can be used on all social media platforms as a way to do things such as advertising your cause or spreading word of an event.

Canva is a free online resource with a variety of templates to help you design graphics.



PHOTOS

Photos are a main source of content on social media. Posting photos is a great way to show your organization's personality.

Free editing apps such as Adobe Lightroom, VSCO, and Photo Collage are available to help you edit, crop, add effects and make collages.



STORIES

Stories are only visible to followers for 24 hours, but they can be utilized to attract attention to your organization. Stories are now available on all 3 platforms.

There are many interactive features such as taking polls, hosting a Q&A, displaying a countdown, and promoting donations.



Be cautious of what you post. We recommend having parents or guardians sign photo and video media release forms for any youth under the age of 18. Also, refrain from posting any personal information about youth including their name, age, school, etc.

Hashtags are a great way to grow your following and reach more people on social media. It's important to find the best hashtags for you. Look at hashtags used by organizations like yours and see which ones may work for yours too. We like to include different types of hashtags which each serve a purpose. Below we have included some examples of the hashtags TYAN uses.

Types of Hashtags

We recommend using between 8 and 12 hashtags per post

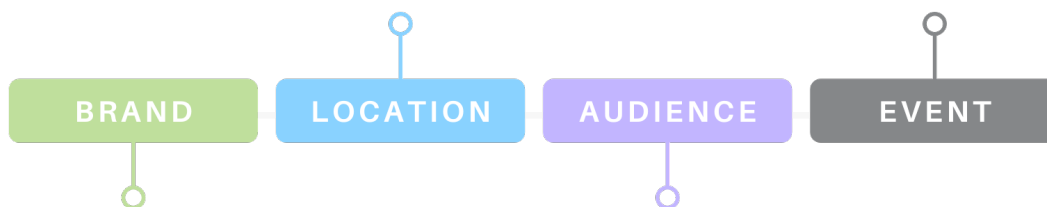
Helpful Tip

Targeted towards your specific location or an area you are trying to reach.

Ex: #Texas #Austin

Hashtags promoting a specific event as a way to promote it to your followers.

Ex: #LearningCollaborative



Hashtags for your brand/organization. These should be recognizable with your organization.

Ex:
#PositiveYouthDevelopment

Hashtags geared toward the audience you are trying to reach.

Ex: #YouthNetwork

High vs. Low Density Hashtags

TYAN Definition: High and low hashtags are different style hashtags that can be used on social media. It's recommended to use a combination of both for optimal audience reach.

HIGH DENSITY

LOW DENSITY

Used in
over 500,000 posts

Reaches
a wider
audience

More competition

Ex:
#Youth
#Volunteer

Fewer than
500,000 posts

Less
competition

Ex:
#CommunityPartners
#TYAN

Higher probability
that your post will be
seen.

Instagram is the perfect place to showcase your organization's personality. Instagram is a hub for attracting youth and driven by visual content. With its access to a multitude of different features and content, Instagram is the place for your organization to shine!

Features

POSTS



Posts are your main content. This is where you should show off your organization's personality for everyone to see!

STORIES



Stories are mini posts viewable for 24-hours to your followers. Stories are a great place to get followers interacting with you.

REELS



Reels are 15-30 second clips like TikTok.

BUSINESS PROFILE



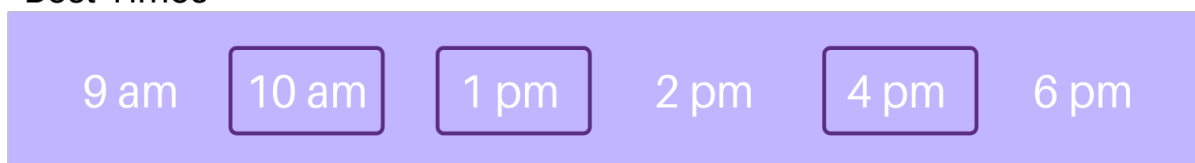
Business Profiles offer several extra tools and features aimed at helping you promote your brand or organization.

When to Post

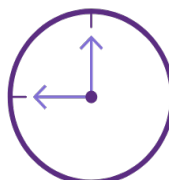
Best Days



Best Times



To increase engagement, avoid posting on Sundays



Wednesdays between 9 am and 4 pm is prime time!

Helpful Tip

PROS

Great for photos and videos

Perfect place to show personality

Business Profile options

Great for reaching youth

Not great for links

Bias Algorithm

If you don't post frequently your content might not get seen by many accounts

CONS

Twitter is the place to be direct with your audience. As a text driven platform, this is a great place to broadcast announcements, website links and similar brief content to your followers!

Features

TWEETS



Tweets 1 - 280 character blurbs you can post for your followers to see.

LIKES



You can like other people's Tweets and they will be saved to your profile. Remember, anyone can view your likes.

RETWEETS



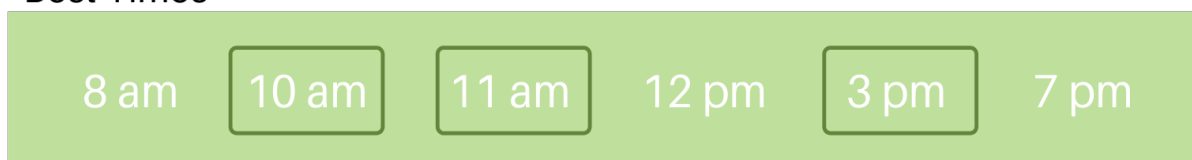
Retweets are sharing someone else's Tweet with your followers.

When to Post

Best Days



Best Times



To increase engagement, avoid Tweeting before 9 am



Wednesdays between 9 am and 10 am and 2 pm and 4 pm are prime time!

Helpful Tip

PROS

Perfect for brief content and announcements

Text driven

Good for links

Good for reaching youth

Bad for long, detailed posts

Can be difficult to find others and be found

Limited text

Not great for photos

280 Max Character count on Tweets

CONS

Facebook is best for professional content. This is a great place to direct followers' attention to the work your organization is doing. Facebook isn't used by youth anymore, but it's still a great place to connect with other organizations.

Features

PAGES



Pages are a way to display your organization. This is where anything you post or share can be viewed by others.

POSTS



Posts is where you can share photos, videos, announcements and more with all your Friends!

SHARES



Sharing is a great way to share something you found interesting with all your Friends.

GROUPS



Groups can be created to collaborate with others who have similar interests.

EVENTS



Events can be used to promote and invite people to an Event for your organization.

When to Post

Best Days



Best Times



To increase engagement, avoid posting before 8 am!



Wednesdays between 10 am and 5 pm are the perfect time!

Helpful Tip

PROS

Good for connecting with parents and other organizations

Good for text and photos

Great for sharing groups and events

Business Profile options

Professional

Not good for reaching youth

There are not many youth who have or use Facebook

CONS

The best times to post on social media in 2021. Sprout Social. (2021, May 10). <https://sproutsocial.com/insights/best-times-to-post-on-social-media/#IG-times>.

Instagram Hashtag Research - The Only Guide You Need in 2020. Jumper Media. (2020, August 19). <https://jumpermedia.co/instagram-hashtag-research/>.