

Best Buddies Leadership Academy



Leadership Academy – Social Media Best Practices

Session: Leaders will understand social media etiquette and how to utilize social media outlets to fundraise and spread awareness.

Time: 25 minutes

Materials: Facilitation notes

Objective: Through group work and exercises, leaders will learn how to properly use their social media outlets. This session will provide our leaders with strategies for fundraising, ways to communicate on different platforms, and the basic do's and don'ts.

Introduction (5 minutes)

Social media is a form of communication that is done through online channels. It is used to build community-based interactions and is also a way to share thoughts and ideas. Social Media Outlets are a great way to build connections with peers from all around the world and can be a way to network for business purposes.

The main social media outlets include:

- Facebook
- Twitter
- Google+
- LinkedIn
- Instagram
- Snapchat
- YouTube

Start by *asking* the group what social media platforms they use and if they use social media for networking.

Social Media Etiquette (10 minutes)

Social Media Outlets are a great way to maintain friendships, but you can ruin friendships on social media just as easily. For example, avoid putting offensive or aggressive material on your social media platforms.

Tips on Etiquette

- 1) **Tagging Photos:** Be cautious with posting and tagging photos online. Be courteous to those who are in your photos and know that it may not be appreciated when you post an unflattering or candid photo online. Make sure to ask permission from your friends before tagging them in a photo you are posting. Think of how you would feel before posting a photo that could be embarrassing to someone else. It is also not appropriate to take photos from other profiles that are not your own and post them to your own timeline without permission of the owner.

- 2) Profile Picture: A profile picture is the main photo that will be seen when people look at your page. Your social media page is a reflection of you, so make sure that your profile picture is something that represents you in a positive light.
- 3) Keep Your Page Appropriate: Do not use negative words or bad language when using social media. This includes comments and direct messages. Everything you write is there forever, even if you delete it. Think before you post! Avoid any status update that includes complaining and over-sharing.
- 4) Don't Be Dishonest: Being dishonest misrepresents yourself. Ex: If you have a friend who received an award or praise, do not take credit for that on your own page.
- 5) Principles for Platforms: Before you start using a new social media platform, make sure that you understand how to use the outlet in its entirety. You can do this by researching the principles and best practices for the platform you will be using. All platforms are different – so know the platform you are using and stay up to date on the proper etiquette of each individual platform.
- 6) Safety: Know that the internet is not always a safe place.
 - Before adding friends on your account, make sure that you know them and that it is the person who they claim to be.
 - Do not post personal information on your accounts- phone number, address, passwords; also if you are going on vacation, do not post that on your social media account.
 - Keep Direct Messages between you and people you know.
- 7) Direct Messaging: If someone does not respond to your direct messages, do not keep sending them.

Give examples of positive and negative comments and ask the group to identify which would be an appropriate post.

Fundraising and Spreading Awareness (10 minutes)

Social Media is a great way to fundraise for Friendship Walk and to spread awareness about Best Buddies.

Fundraising for Friendship Walk

Go to your state/area Friendship Walk fundraising website:

- www.bestbuddiesfriendshipwalk.org/”

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Inform the group that once they register for the Friendship Walk, they can create a URL that they can share on their own social media platforms. The social media platforms that are optimized for fundraising include: Facebook, Instagram, Twitter.

Once you get your link to your individual Friendship Walk Page, create a donation goal—How much are you hoping to raise?

Why should people donate?

Ask the group to write down two sentences about why people should donate and what the donation means to them. Have them put their e-mail address at the top of the sheet and ask them to turn them into you. After this is complete, have someone edit them during Leadership Academy and give them back at the end. This is what they will be able to use as their status with the Friendship Walk page link.

Spreading Awareness

Be creative in your content.

Social Media is a fast and easy way to raise aware about Best Buddies. This could be as simple as a picture with a brief sentence on what it means to you. Hashtags are a great way to get a message across. When you are creating content on your page, use the hashtag “#BestBuddes” and tag “Best Buddies” account(s).

When you are crafting your message, ask yourself if your message is clear. Once your content is ready to post, encourage people to repost and share your content --- via the post. Ex: “Please help us spread awareness by sharing this post.” You can also ask a question on your post, which encourages comments on what you are writing.

Close by informing your leaders that social media has a lot of influence, so make sure that you are always using proper etiquette. Avoid constant self-glorification, complaining, inappropriate language, and always maintain a sense of self-respect within your posts. Know your audience and use your platforms correctly and appropriately.