

Promotions Legacy Notebook

Social Media Best Practices

A detailed Social Media Policy has been drafted which is located in folder 4.1, subfolder Documents. This serves as a guide for the best way to conduct business online. Refer to this policy for guides on the following:

- Maintain an appropriate brand voice as passionate, thoughtful, and sincere.
- Maintain a professional but personal tone.
- Maintain proper brand imagery by following sizing guidelines.
- Adhere to recommended resharing best practices provided.
- Maintain specified and legal copyright policies associated with the Parks Foundation of Clark County.
- Adhere to defined security protocols in case of crisis.

Brand Identity

Voice and Tone

- Brand voice across all channels should remain bright, friendly, and welcoming to reflect the mission and morals of the Parks Foundation.
- Using short, informative messages helps retain user attention and attract a larger audience.
 - **Instagram:** Be sure to include the important messaging of the post in the first few words and sentences of the caption, as it appears upon first glance of the audience at hand.
 - **Twitter:** Messages must remain under 280 characters.
 - **Facebook:** Longer posts are more useful on this platform, however, keep wording concise and informative to retain user engagement.
- Use "our," "ours," sparingly to indicate possession of "Link in bio" and similar statements. Using these minimally helps to keep brand voice neutral and simplistic.
- On all platforms, specific, park-oriented emojis can be used to maintain a friendly voice and tone. Recommended emojis include:

- Question prompts such as "Tell us your story!" or "Have you visited this park?" attract user engagement and brand messaging.

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Promotions Calendar

The promotions calendar is where all of the schedules, campaigns, content, copy, hashtags, and content repository live. You will find this in folder 4.1. The repository is a list of all media used throughout all of the campaigns. You have already created a folder on Google drive, labeled WSUV where we are placing this content, you will find an additional copy in folder 4.1, subfolder Content. How to use this deliverable:

Channel-Specific Marketing Strategy

- **Use Facebook To:**
 - Promote and list events in detail
 - Target messages
 - Engage followers
- **Use Twitter To:**
 - Promote and list events-short and concise (280 char limit)
 - Use the ramp-up technique
 - start slow (1 post a week)
 - build the event up (3-5 post a week)
 - Mention and tag featured speakers and guests
 - Take advantage of direct to site linking
 - Use provided hashtags to gain access to a larger audience (limit up to 3 per post for best results)
- **Use Instagram To:**
 - Use effective images to attract attention
 - Engage the community with storytelling features
 - Take advantage of direct to site linking
 - Use provided hashtags to gain access to a larger audience
- **Use LinkedIn To:**
 - Promote B2B connections
 - Post company news
 - Event announcements
 - Take advantage of no character limits

Schedule

- **Instagram**
 - Posts shared at 10AM are universally well-performing and can attract larger amounts of traffic. For other best-posting times, consult the "Insights" tab on the Parks' Instagram profile to view the most-visited times for the audience.
 - Engaging with comments within 30 minutes after posts are shared helps improve the quality of the account's performance.

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- Replying to DMs within 24 hours increases user engagement and displays effective practices employed on the account.
- Regularly liking and commenting on associated account's photos displays effective practices employed on the account.
- **Facebook**
 - Posts shared during the business week are well-performing and best for the most engagement. For best times to post each day review page analytics to see when the community is most active.
 - Engaging with comments within 30 minutes after posts are shared helps improve the quality of the account's performance.
 - Responding to direct messages within 24 hours will increase engagement and best practices for the account.
 - Regularly updating events and content dates as needed or recommended for event pages will increase traffic and overall effective practices for the account.
 - Like, comment and engage with users in association with posts, questions, or photos are best practices for business pages.
- **Twitter**
 - Posting during the week should be done between 9 am and 4 pm to generate the highest impressions and engagement. Navigate to the “more” section and select “Analytics” on the desktop version of Twitter to find the best times for impressions and engagement.
 - General posts are most successful when [opsted between 10 am-12 pm, and will create the most impressions as well as engagement with content.
 - Regularly engaging with users through replies to comments within one hour and messages within 24 hours will increase user engagement and maintain the brand mission and identity for the account.
 - Keeping active by liking, sharing, and commenting with other community accounts will keep accounts relevant and execute best practices for the channel.
 - No more than one post per day with a max of three hashtags are needed per post, overuse of hashtags will be less effective for content. This does not include retweeting tweets or commenting.
- **LinkedIn**
 - Posts shared between the hours of 10 am and 11 am are the best practices for this platform. Mid-week (Tuesday, Wednesday, Thursday) posting is most effective for engagement, for specific posting days consult “Analytics” from the admin’s page.
 - Avoid posting during the weekend and non-business hours for the best results.

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- Engaging with comments within 30 minutes after posts are shared helps improve the quality of the account's performance.
- Sharing a simpler version of the newsletter and linking to the website will generate site traffic and awareness for events, stories, and need.

Newsletter

Content/Templates

Auto-response templates and reusable templates have both been provided to create consistent and reliable news. This content is extremely beneficial in getting page rank, which means Google will see you and so will the online community.

Content posted to the website via the newsletter is what is called “evergreen,” meaning it should stay online so people can find it, it should provide benefits to your clients, and should be produced regularly to allow your site to engage with new and fresh content.

Recommended Schedule:

- One Newsletter sent out via email every week, and posted to the website news blog:
 - 1st week of the month - event-specific
 - 2nd week - donate/call to action
 - 3rd week - parks and trail feature OR Storytelling
 - 4th week - donate/call to action
- Provide Link to Unsubscribe

Hashtags

Use

The use of hashtags on posts across all social media platforms remains an effective practice for increasing brand visibility and engagement.

- **Instagram** allows up to 30 hashtags to be included on each post, either shared in the original caption or in the first comment following the post.
- **Twitter** requires hashtags to be included in the 280-character allotment, so the choice for hashtags on Twitter must be pragmatically done to best distribute posts. All links are shortened to 23 characters, and this counts towards the total count.

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- **Facebook** allows the use of hashtags, but they are less-prevalent on this platform as ads serve as more effective in terms of distribution.
- The social media calendar, found in folder 4.1, includes a sheet with effectively-researched hashtags that can help distribute the posts on all platforms for the Parks Foundation. It is important that tags be hand-selected from this bank for each post, and that they are relevant to the post at hand. Including non-relevant tags on posts can serve as a detriment to the validity of the social accounts associated.
- Hashtags should be updated regularly, effective tactics to do so are listed below.

Adjustments

- When adjusting hashtag bundles, a few tactics can be employed to discover new and useful ones:
 - Instagram offers suggestions for hashtags under the ones already proposed, which should be utilized.
 - Using a selection of hashtags with a wider use (>500k uses) can be useful in distributing posts generally (include <5 of these on each post)
 - Avoid overly-general tags though, such as #Happy, #Tree, etc.
 - Using a selection of hashtags with smaller uses (<500k uses) can be useful in distributing posts more specifically (10+ of these on each post)
 - Using brand-specific hashtags on each post is highly effective and recommended (#ParksforClark, #Booville)
- Hashtags should be updated and rotated every 2 weeks, to retain the best brand engagement.
- Branded hashtags should not change and be used on every post. These include #ParksforClark and events specific hashtags.

Keywords

The promotions team has conducted research and analysis of competitors' websites to generate a list of relevant keywords that will boost traffic to your new website. Working with the Web Development team who are implementing this into the copy, titles, and descriptions of the site.

SEO

- Using keywords throughout the website helps Google determine that your content is relevant and useful.
- Request link back from others to the new Foundation website, this helps to generate organic traffic. Google ranks the site on popularity, trustworthy links to your site, and content.

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Meta

- Meta titles must contain the page name and ideally, the Parks Foundation of Clark County after the title name using the pipe[|] symbol to separate the two. The max character count Google will show is 70, so keep the titles concise and simple.

Example: Home | Parks Foundation of Clark County

- Meta descriptions must contain the page name and relevant information on the page. The character Max that Google will display is 160. If there is a need to have more content than this, split the text ...using ellipses to ensure that the copy is read nicely for Google.

Example: <meta name="description" content="The Camp Hope Project | Providing a space to connect with peers, adults and grow as individuals through outdoor activities and art therapy...Originally created to provide a safe place for teens coping with mental illness, substance abuse and academic performance, this grant provides 200 scholarships to participate in camps. ">

All aspects created, including provided copy, campaigns, calendar, optimization aspects, and policies, have been curated with the Foundation's mission in mind. These streamlined elements allow for easy use with a focus on best practices to build a strong and engaging online presence while increasing overall visibility.

The Parks Foundation of Clark County Promotions Team has collectively and effectively created a social media strategy that reflects the missions and values of the foundations. With these tools and policies @ParksforClark will have a platform to grow their online presence, engage with, and encourage involvement in the community and with future projects.