PURDUE UNIVERSITY | Extension INDIANA 4-H

Social Media Tips & Tricks

Leadership Summit 2019

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Social Media Best Practices

Always include a visual of some kind

Choose appropriate content for different platforms

Keep it conversational

Keep it professional

Keep posts native to the platform
*check your scheduling tool

Purdue Extension · 23h

Looks like the rain might hold off!! As long as it stays clear join us for "Outdoor Fun" this evening at the large shelter house in Memorial Park. Don't forget to wear your tennis shoes!! 😎🍀☀️ #Mini4HFun... instagram.com/p/BxhyjP8hTYq/ ...

PurdueExt · 20h

facebook.com/PurdueExtensio...

Celebrating people while protecting privacy

Photo releases

First names only

Don’t tag people in photos on social media, let them tag themselves

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Social Media Best Practices

Keep content relevant to your channel and audience

Keep it short

Do not assume knowledge

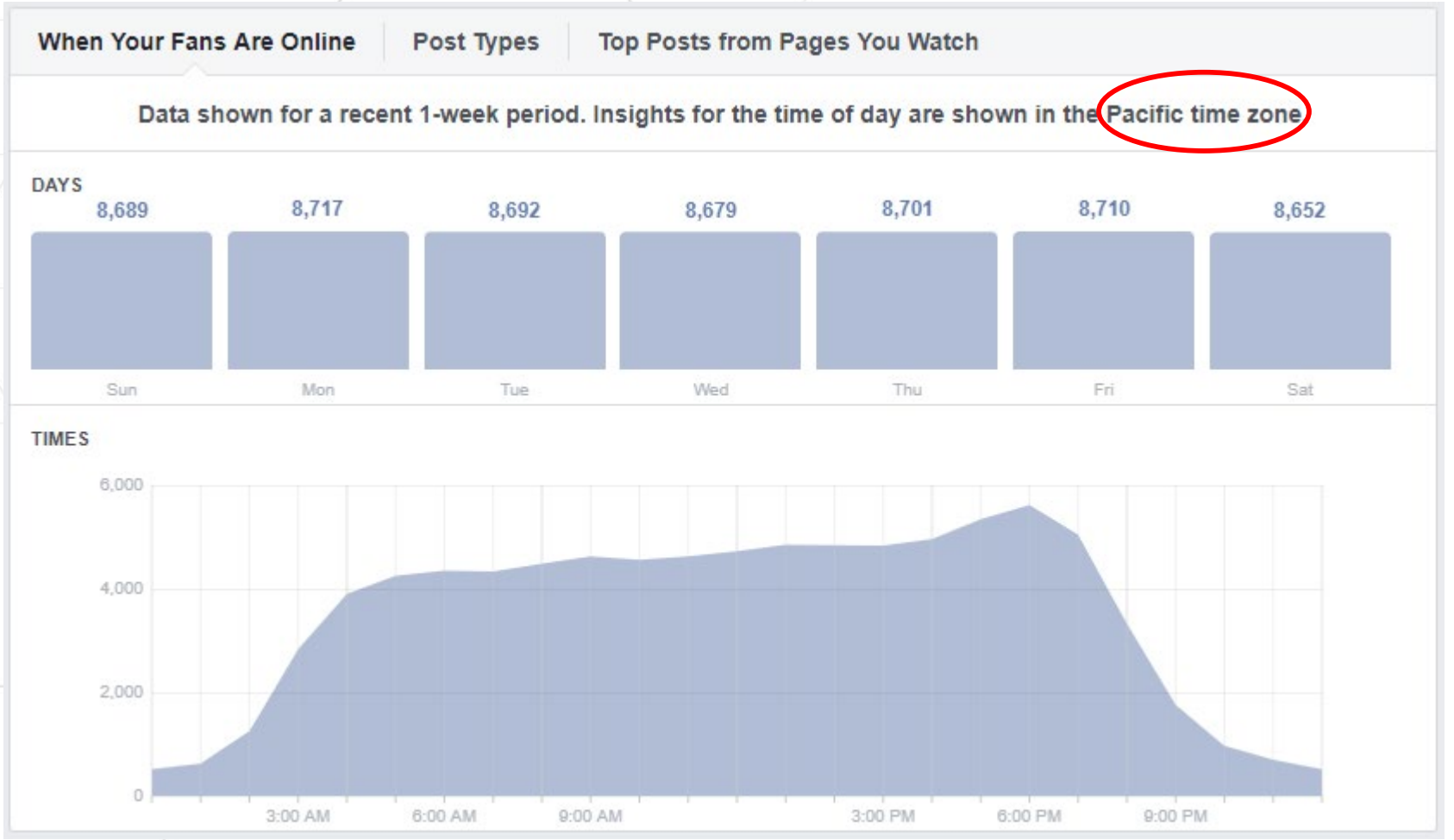
Avoid acronyms

Provide the name of a contact person

Social Media Best Practices

Engage connected individuals to help you get the word out

Choose time of day based on page traffic


When Your Fans Are Online
Post Types
Top Posts from Pages You Watch
Data shown for a recent 1-week period. Insights for the time of day are shown in the Pacific time zone
DAYS
8,689
8,717
8,692
8,679
8,701
8,710
8,652
Sun
Mon
Tue
Wed
Thu
Fri
Sat
TIMES
6,000
4,000
2,000
0
3:00 AM
6:00 AM
9:00 AM
3:00 PM
6:00 PM
9:00 PM

What are you using?

Instagram

No longer showing number of likes

Instagram Stories

Disappear in 24 hours

Good to document what's going on right now

Could work for event reminders, t-shirt orders, or other announcements

I'm ready for bed now, which means I'll be asleep in four hours after watching 500 Instagram stories, shopping online, panicking about my outfit for tomorrow, and eating four snacks

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Instagram Stories – Uses

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Instagram Stories – Reminders

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Instagram Stories – Right Now

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Instagram Stories – Right Now

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Instagram Stories – Right Now

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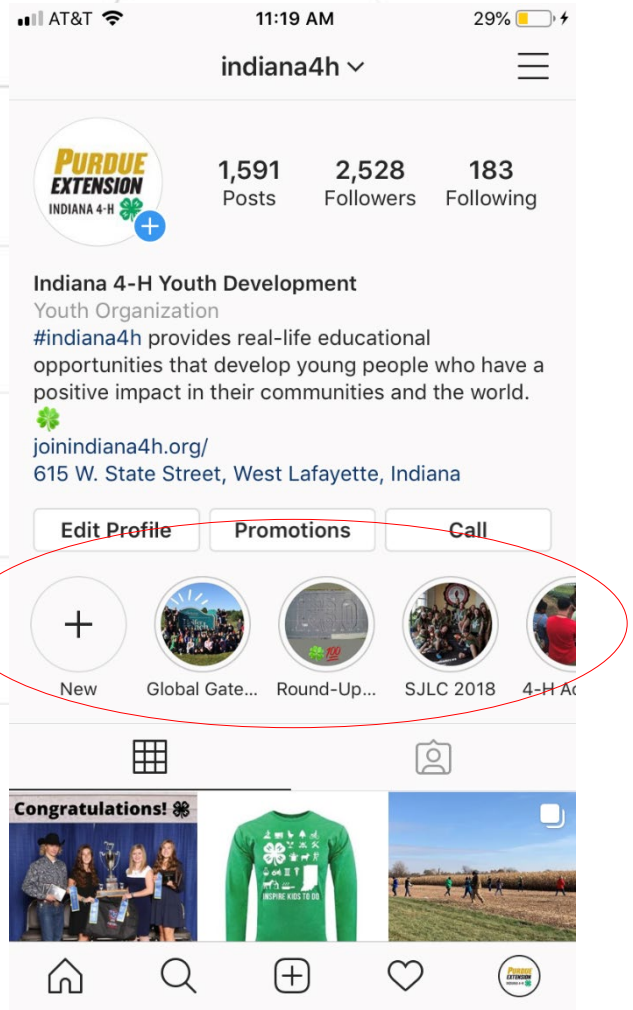
Instagram Stories – Highlights



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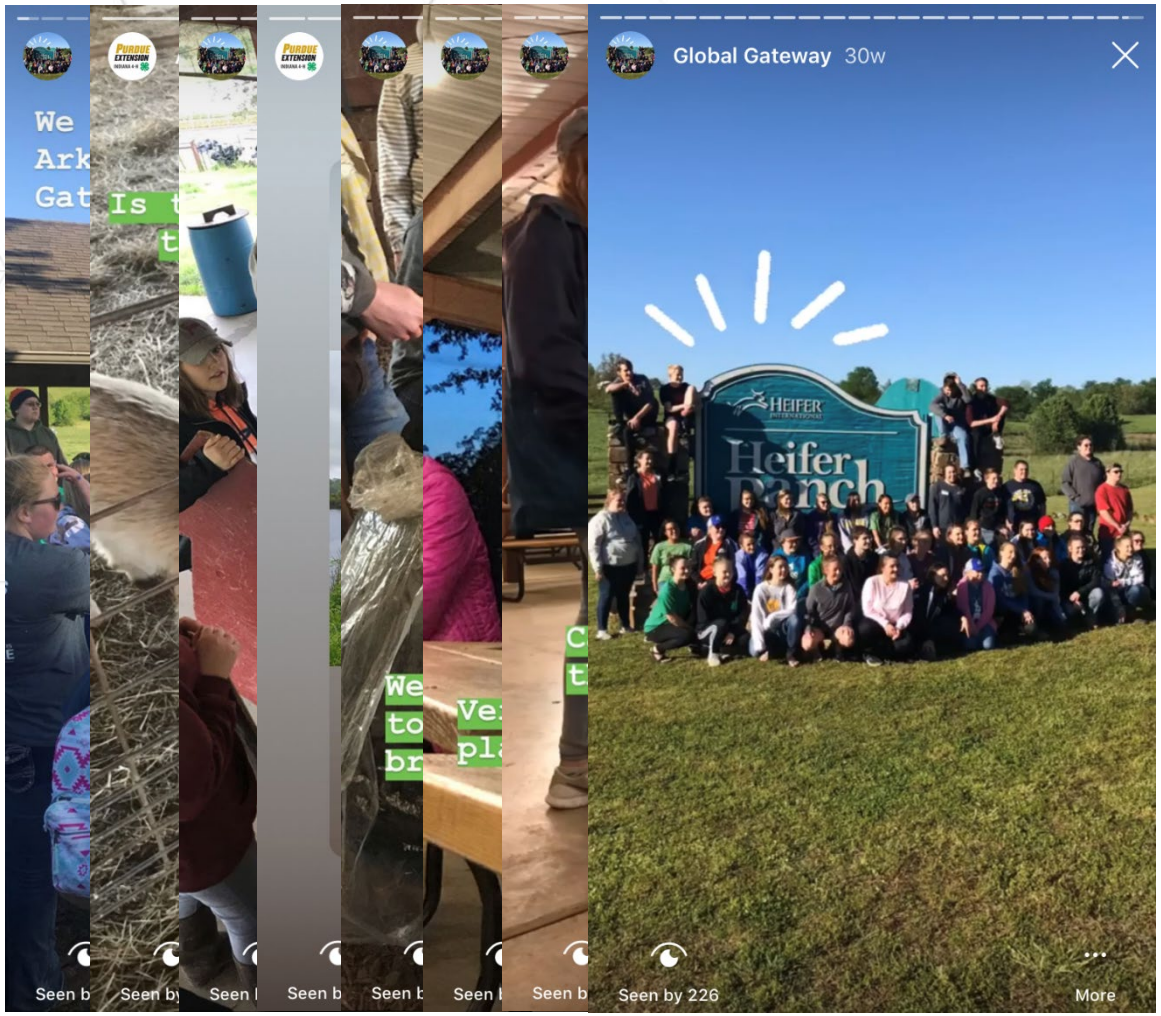
Instagram Stories – Highlights



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Instagram Stories – Takeover

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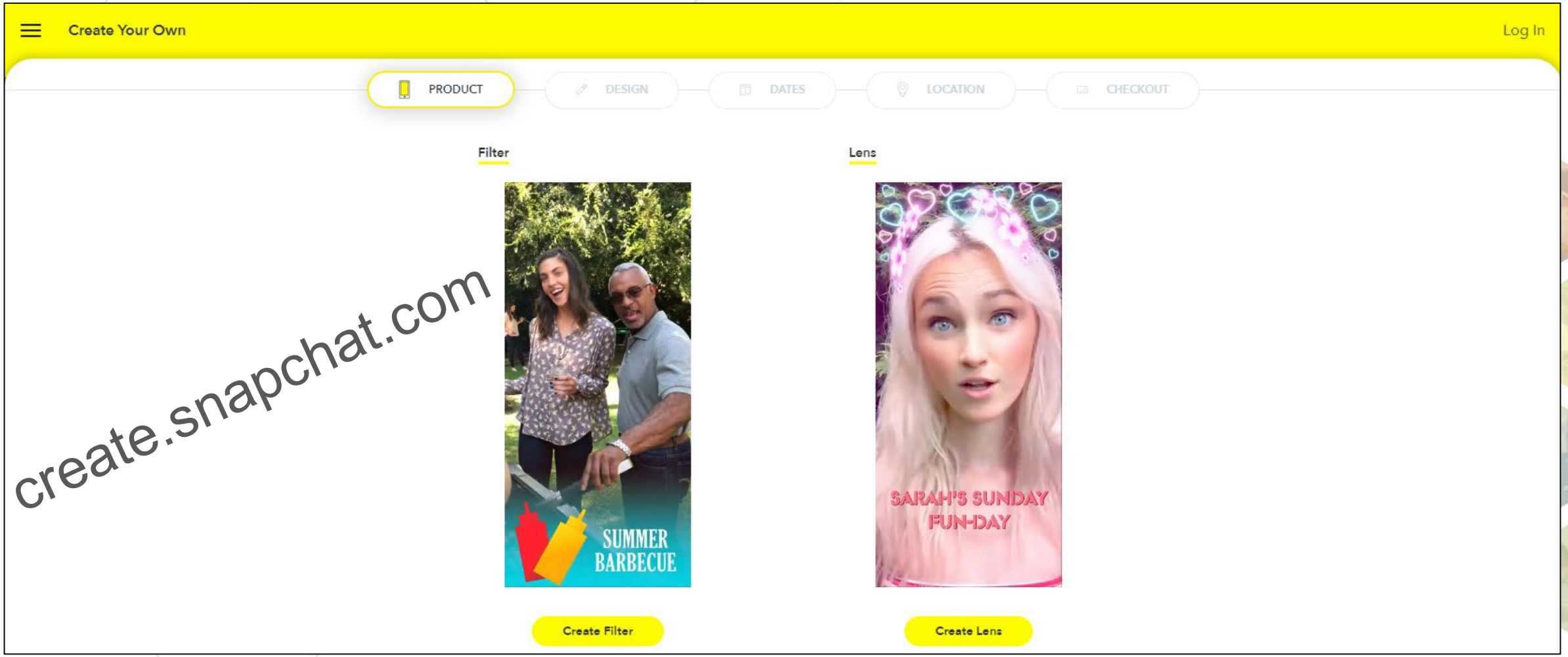
Snapchat Geofilters



create.snapchat.com

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Snapchat Geofilters

Good for groups of 50+
Examples? Fair, open house

Make or upload a design
    Ideally design with a program that allows transparent background
Fence in an area
Choose a time frame
Approval usually takes less than an hour

Great way for teens to show off what they're doing
and show each other how fun 4-H is

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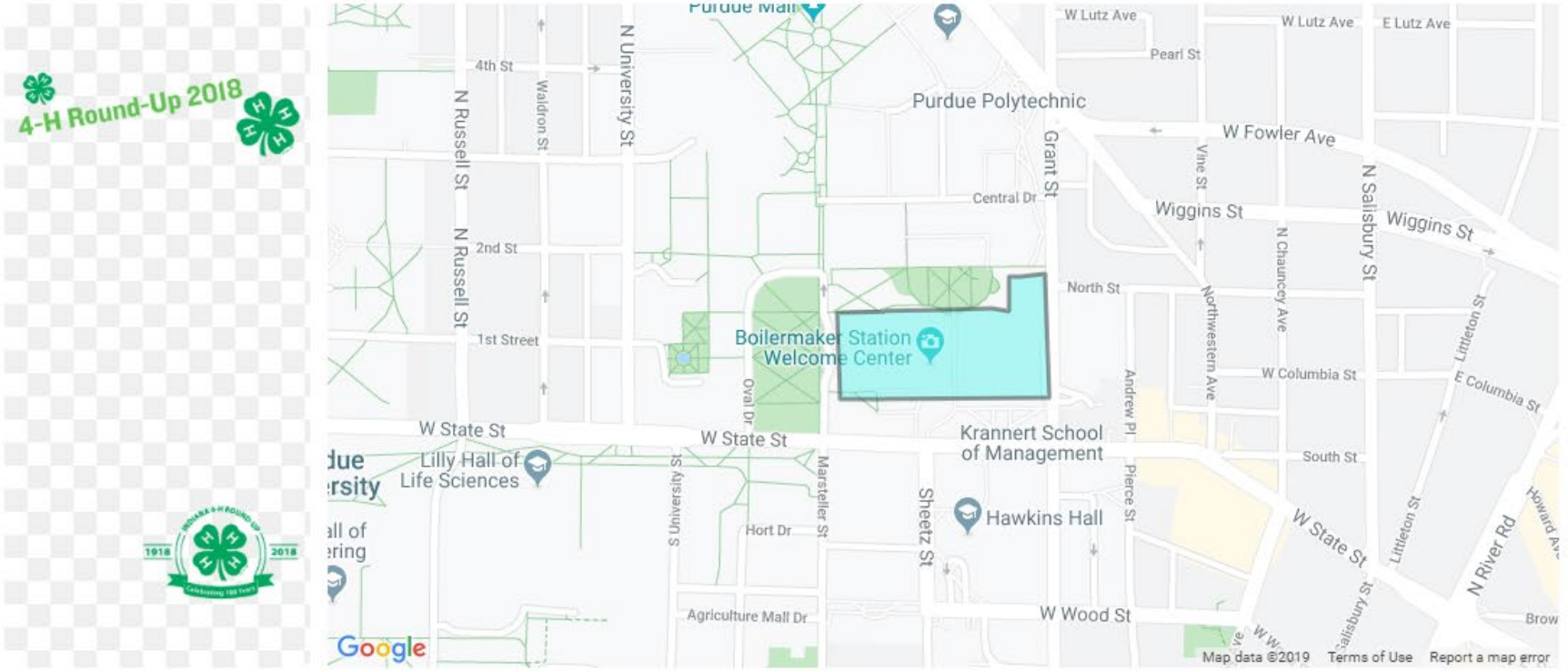
Snapchat Geofilters

Round-Up 2018

Filter



Details

Your Filter has completed its run.

Start Time
June 26, 2018 8:00 PM EDT

Date Ending
June 26, 2018 10:00 PM EDT

Repeats Until
June 26, 2018 10:00 PM EDT

Cost
$31.70 USD

Area Covered
336,127 Sq Ft

Date Submitted
June 26, 2018 11:51 AM EDT

Order ID
8313a9e4-9b92-4499-bbaa-cc8aea8bc844

Invoice

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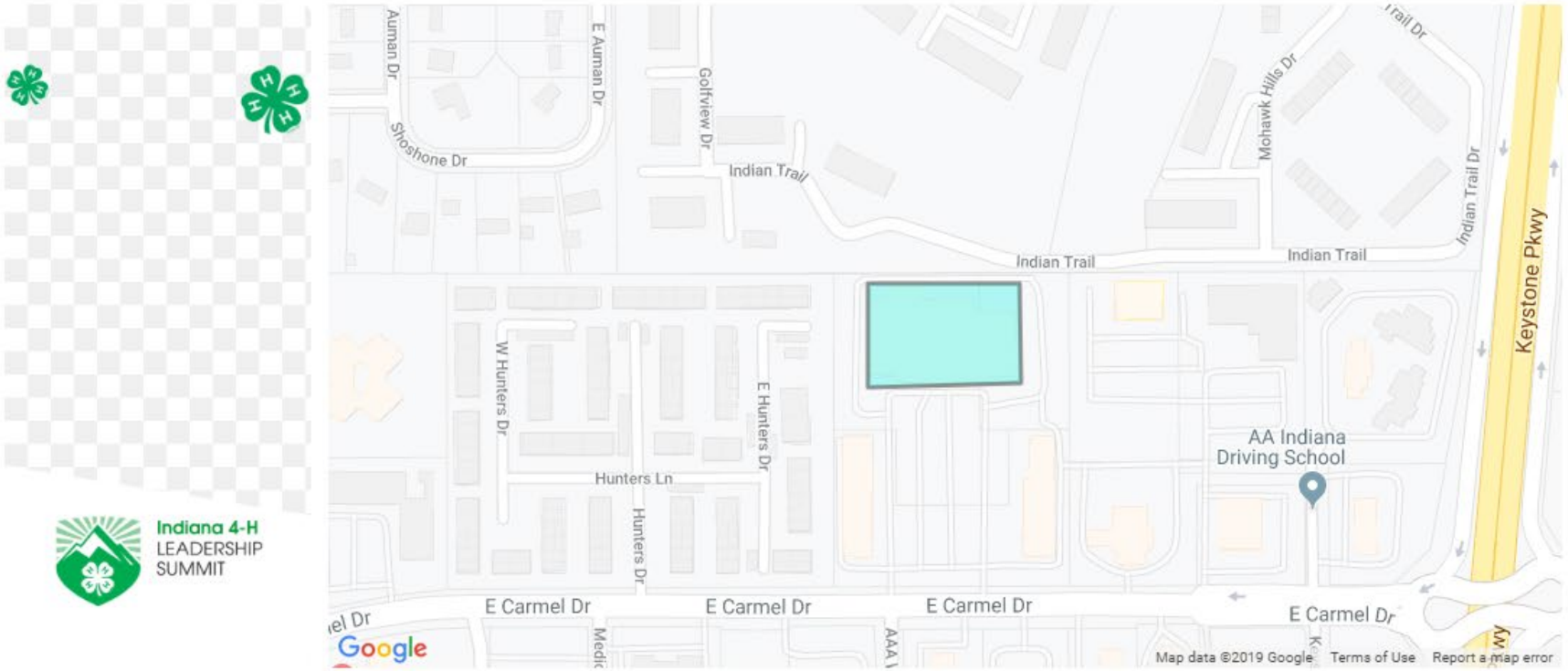
Snapchat Geofilters

4-H Leadership Summit 2019

Filter



Details

Your Filter was accepted.

Start Time
November 16, 2019 7:00 AM EST

Date Ending
November 16, 2019 5:00 PM EST

Repeats Until
November 16, 2019 5:00 PM EST

Cost
$8.27 USD

Area Covered
66,673 Sq Ft

Date Submitted
November 14, 2019 11:52 AM EST

Order ID
67affe0c-e9ad-492f-bd9f-0d8b9356f273

Invoice

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Snapchat Geofilters

Post a screenshot to other social channels

Post Snapchat logo on other channels

Announce the filter is available at the event

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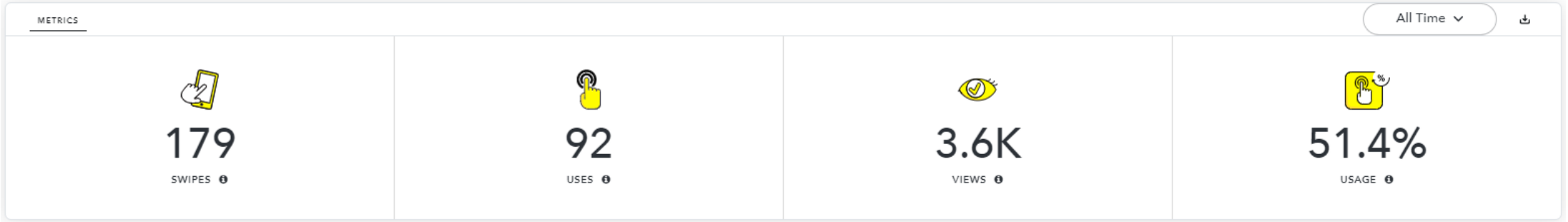
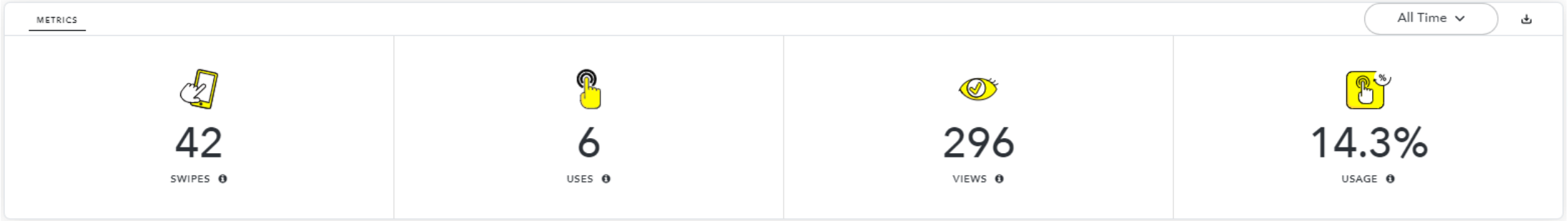
Snapchat Geofilters – Stats

Available a few days after the event

Round-Up 2018 Dance



Round-Up 2019 Dance



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Snapchat Geofilters – Other Ideas

Snapchat scavenger hunt

Snapchat campaign with Junior Leaders

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