

## Social Media Tips for Hubs

These tips are useful for most social media, especially Facebook, Instagram and Twitter.

- ◇ If you are using Facebook, Instagram or any social media – create a second account just for work. You could call it 'Your Name Hub' for example.
- ◇ Be mindful that if a friend tags you in something on Social Media, all your friends and followers can see this.
- ◇ Any political or religious views are best kept for your personal social media accounts.
- ◇ Think about whether your posts add value, don't post something just because you haven't posted in a while.
- ◇ Review permissions and privacy settings before adding people to a Facebook or WhatsApp group
- ◇ If people comment and engage with your posts, it is good to reply to them
- ◇ Don't post too much, otherwise not as many people will see the posts
- ◇ Check your spelling and read your post aloud before publishing. Most social media sites will let you fix any mistakes, but sites such as Twitter will not.
- ◇ Use images in your posts to get people's attention
- ◇ If you are working with a partner organisation, tag them or mention them in the post
- ◇ If you are using hashtags, keep it simple! One or two words is good
- ◇ If your hub has a Facebook page, we recommend including having someone from the school as an administrator
- ◇ Content ideas:
  - Publish your hub timetable
  - Promote one off events
  - Share good news stories
  - Promote and connect with your partner organisations