Text

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**Tips for using Community Protect**

**digital resources**

**Keep posts regular and spaced out**

There’s nothing worse than a barren Facebook or Twitter page. Keep your pages current and relevant. This might mean putting a social media plan in place, ensuring channels are checked regularly and comments are replied to. Quite often organisations only post when there is an event or a campaign happening. Post every day but avoid posting large amounts of content on any one day, thus leaving gaps in others.

**Stay consistent**

The style, tone and voice of posts needs to be the same across the partner organisations.

**Coordinate**

Posts could come from any of the partner organisations so make sure they’re coordinated to ensure that you don’t over duplicate in an inconsistent way and/or over post. Put social media on the whole organisation’s to-do list.

**Inject some personality**

People don’t want to feel like they are conversing with a robot. Inject some personality into your posts. Provide your name and what you do etc.

**Ask people to share your posts**

Use ‘RT’ (Retweet for twitter only) or ‘please share’. This will allow you to reach a wider audience and gain more supporters. Good videos and photos are most likely to be shared.

**Be useful and informative**

Share interesting, informative and useful content. Engage people, fulfil them and make them happy and/or informed with your content.

**Be visual**

It is important to have a visual focus when it comes to content. Posting text alone won’t achieve much reach. Photos, graphics, videos and the like will improve engagement and reach.

**Ensure quality**

Use good quality photos, graphics and videos. Don’t post blurred, fuzzy, dark photos or videos.

**Use plain English**

Write in a simple and straightforward manner that lets you reach the widest possible audience. When you write in plain English, you avoid technical jargon and any type of specialised vocabulary that is likely to exclude many readers. Don’t use abbreviations or slang words, and try to steer clear of acronyms where possible.

**Triple check**

Check the information you are posting. Is it accurate? Is the spelling and grammar correct? Have you included all the information? Is the photo clear? Check once, then again, and once more for luck!

**Keep it short**

Keep your text to a minimum. The fewer words you can use in a post the better. Get to the point and keep it simple.

**Drive traffic**

Ensure you include web links to provide further information, and, even better, include the full information on your website, providing a like to drive traffic that way.

**If unsure, don’t post it**

If you feel an update or message might cause complaints or offence — or be otherwise unsuitable — don’t post it. Staff membe