



TIPSHEET | February 5, 2020

# Social Media Toolkit Tips

## Create one for your organization

---

### **PURPOSE**

A social media toolkit contains information and resources for you to push out and amplify a social media campaign/cause. It is similar to a press kit for promoting a news item, but the audience is your supporters and partners, rather than journalists or media contacts.

The toolkit at heart is a messaging exercise: when creating content for your toolkit, think about the values and interests of your audience, and how to strategically use text, visuals and interact elements to capture their attention.

### **CONTACT**

Frances Lee  
Program Coordinator  
[frances@resource-media.org](mailto:frances@resource-media.org)  
[www.resource-media.org](http://www.resource-media.org)



You will share your toolkit with your supporters, advocates, colleagues and partner organizations who have agreed to help amplify your campaign/cause.

## **ELEMENTS OF A SOCIAL MEDIA TOOLKIT**

### **Hashtags**

Recommend 4-6 hashtags for your supporters to use when sharing your campaign/cause on social media. Search for hashtags on social media and select ones that are linked to similar issues.

If this is a large campaign, consider creating a new hashtag for your campaign/cause. Hashtags unify posts and make it easy for followers to quickly find all information about your campaign (as long as your hashtag is consistently adopted by your users).

### **Sample Posts**

Include 4-5 sample social media posts for each platform you want to roll out the campaign/cause on (Twitter, Facebook, Instagram, etc.). Supporters can choose to copy and paste posts, or write their own using the same messaging, link, and hashtags. The version of each post should fit the length and tone of the different platforms. For example:

- Twitter posts should be no longer than 280 characters
- Twitter posts should almost always be accompanied with a visual, either as a link preview or an uploaded visual asset
- Instagram posts can include up to 30 hashtags, but we recommend up to 5 strong and specific hashtags

### **Visual Assets**

The shareability and virality of social media posts is highly dependent on compelling visuals that carry an emotional impact. Include a set of branded visual assets that represent the campaign to accompany social media posts on all platforms. such as branded visuals or agreed-upon photos that represent the campaign. They should be resized according to the requirements of each platform. Refer to this [spreadsheet](#) by SproutSocial for image size guidelines.

When uploading visuals to social media, be sure to include [alternate text](#) to make the content accessible to low and no vision users using text-only browsers. When uploading videos, make sure they include open or closed captioning for deaf or hard of hearing users.

## **Social Media Metrics**

When rolling out any social media campaign/cause, use metrics to watch to determine effectiveness of your efforts. Track metrics on a consistent basis and use that information to adjust your strategy accordingly. Are some images performing better than others? Use those and ditch the other ones. Is no one clicking on your call to action link? Make sure the link actually works and is entered in correctly in the post. Some metrics you may consider tracking, post-campaign launch:

- Number of donations
- Website page visits
- Number of email addresses captured
- Likes/reshares/retweets/comments/follows on social media

## **EXAMPLES OF TOOLKITS BY RESOURCE MEDIA**

Energy Efficiency Day: <https://energyefficiencyday.org/social-media-toolkit/>

Global Climate Action Summit: <http://www.resource-media.org/climatewoke-global-climate-action-summit-social-media-toolkit/>

National Ag Day: <https://docs.google.com/document/d/1oSOaQm7YMUDfVibKimVJAyiOj-BTjwN6zygHPKGkmt0/edit>