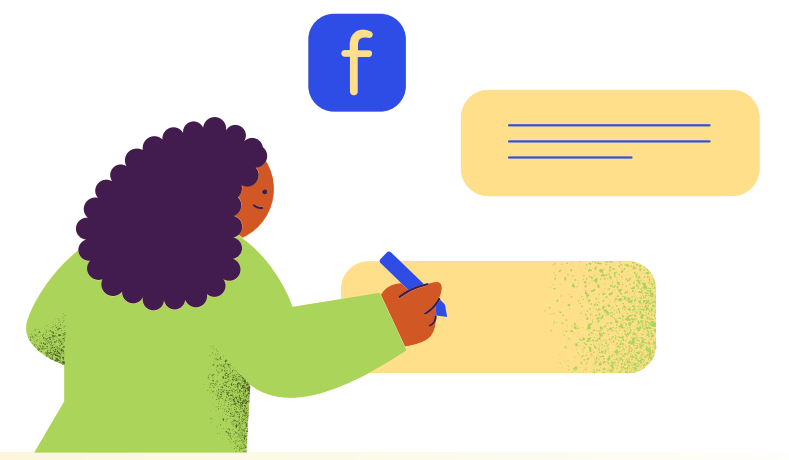


THE BASICS OF SOCIAL MEDIA MANAGEMENT



This document was created to help guide substance misuse prevention professionals in social media efforts. Each page provides definitions, tools, and tips to help get you started.



Great Lakes (HHS Region 5)

PTTC

Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration

WHY USE SOCIAL MEDIA?

Social media is a **valuable** and **versatile** platform for prevention specialists to **fulfill their mission** of promoting **health, safety, and well-being** by educating, engaging, and influencing a wide and diverse audience.



CHOOSING THE RIGHT PLATFORM



LINKEDIN

LinkedIn is specialized and professional, designed for networking and connecting with other professionals.



FACEBOOK

Facebook is more general and social, suitable for broader community engagement in a more casual and social tone.

TYPES OF POSTS

IMAGE POSTS

Single images or graphics with or without captions, suitable for sharing quotes, or telling a visual story.

LIVE UPDATES

Keep your audience informed with real-time updates, whether it's during events, breaking news, or webinars.

VIDEO POSTS

Short or long-form videos, including live streams, tutorials, interviews, vlogs, and other visual content.

STORY POSTS

Temporary, full-screen visual content (images or videos) that are available for a limited time.



WHAT IS CROSS-POSTING?

Cross-posting is sharing the same content or post across multiple social media platforms.

It can be an effective strategy to reach a broader audience and maintain consistent messaging, but should be done thoughtfully and in a way that respects the nuances of each platform.



GENERAL BEST PRACTICES

FOLLOW AND "LIKE" OTHER PREVENTION PAGES

- This allows you to build a network and show support for that page's mission, cause, or content.

MAINTAIN A CONSISTENT POSTING SCHEDULE

- The social media management platform, Hootsuite, recommends new accounts start by posting 1-2 times a week and increase to 3-5 times a week over time.

MAKE IT EASY FOR USERS WHILE TRACKING ENGAGEMENT

- Use Bitly or TinyURL to create QR codes and shortened links. These platforms also track how many users engage with each link.





LEVERAGING SOCIAL MEDIA FOR PREVENTION EFFORTS

CONTENT IDEAS

All social media content should engage your audience and promote your prevention efforts effectively.

NEWS IN THE INDUSTRY

Share articles / updates on the latest findings related to substance misuse prevention.

TIPS AND ADVICE

Offer practical tips on how to prevent substance misuse.

INSPIRATIONAL QUOTES

Share motivational and inspirational quotes that resonate with your audience and encourage positive actions.

USEFUL INFOGRAPHICS

Create visually appealing infographics to simplify complex information and make it more easily shareable.



AND MORE!

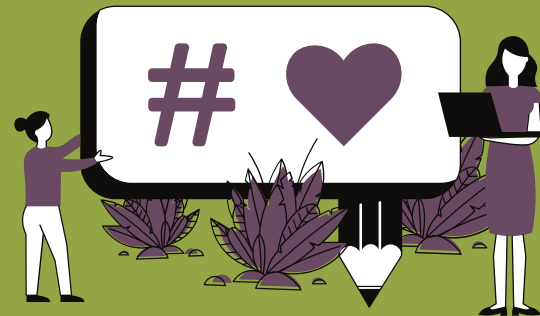
- Staff spotlights
- Event promotion (webinars, workshops, awareness campaigns)
- Resource recommendations (books, articles, websites)
- Holiday and seasonal posts

HASHTAGS

A good rule of thumb is to use anywhere between **3-5 hashtags** per post.

Try to include the following hashtag types:

- 1 high-level hashtag
- 1 detailed hashtag
- 1 organization-related hashtag



So for a post about National Prevention Week, the Great Lakes PTTC could include the following hashtags:

#PreventionWorks
#NationalPreventionWeek
#GreatLakesPTTC

ORGANIZATIONS

Here are a few examples of organizations from which you can repost and derive inspiration.

Great Lakes PTTC  

SAMHSA  

NIDA  

NIAAA 

Center for Advancing Alcohol Science to Practice 



FREE SOCIAL MEDIA TOOLS

These tools help you spend less time on the operational aspects of managing social media and more time on creative and strategic work.

CONTENT SCHEDULING

Meta Business Suite

HASHTAGS

Hashtagify, MetaHashtags

GRAPHICS & DESIGN

Canva

STOCK IMAGES & VIDEOS

Pexels, Unsplash, Pixabay, Adobe Creative Cloud Express

MARKET RESEARCH

Google Trends, Answer the Public



GETTING STARTED

WHAT DO I NEED TO KNOW?

WHAT SHOULD I INCLUDE ON MY ACCOUNT?



PROFILE PHOTO

Use a clear and recognizable profile picture, such as your organization's logo. This image will appear next to your posts and comments.

COVER PHOTO

The cover photo is the large banner image at the top of your page. Use it to showcase your organization. Update it periodically to keep your page fresh.

ABOUT SECTION



The "About" section should contain essential information, including a brief description, contact details, website link, operating hours, and location.

CALL-TO-ACTION

This button can lead users to specific actions on your website or contact channels. "Learn More," "Contact Us," and "Send Message" will be the most relevant options.

NAVIGATING FACEBOOK'S META BUSINESS SUITE

To get started, focus on the following tabs. These will help you manage your online presence and engage with your audience.

-  **HOME** View updates, posts, ads, and insights of your Facebook Page and Instagram account. You can also create posts from here.
-  **PLANNER** Plan your marketing calendar by creating, scheduling, and managing your content.
-  **INSIGHTS** View details about your organization's performance on the content you share and more information about your audience.

ANALYTICS TO FOCUS ON

REACH refers to the total number of unique individuals who see your content, whether it's a post, an ad, or any other piece of content, within a specified time frame.

VISITS refer to the number of times people have visited your page. They can come in the following sources: Direct, Referral, Search, and Social Media.

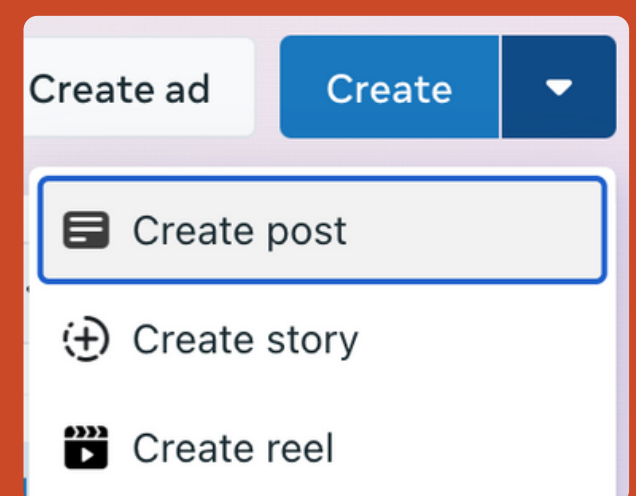
LIKES measure the number of users who have shown their support or interest your Facebook Page.

HOW TO SCHEDULE A FACEBOOK POST

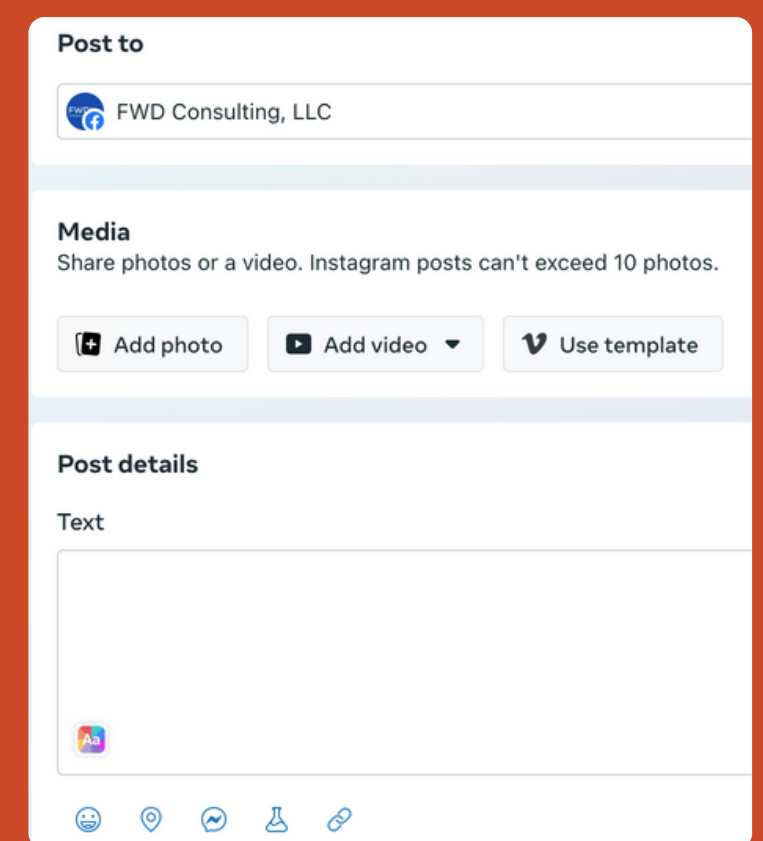
1. Open the Meta Business Suite Planner.



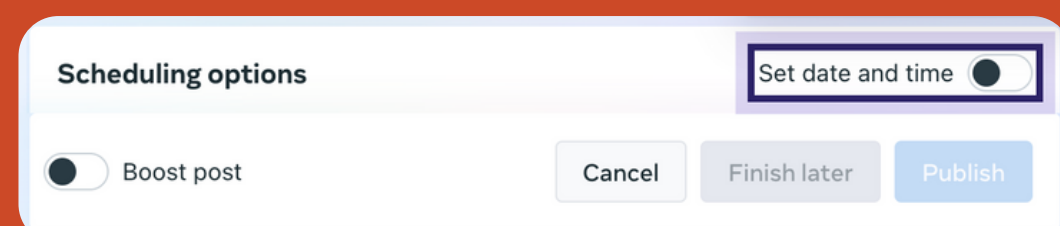
2. Click the "Create post" button in the top right corner.



3. Fill out all relevant post information.



4. Schedule your posts by toggling on "Set date and time" and save them as scheduled drafts by selecting "Finish later."



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