



# BEST SOCIAL MEDIA PRACTICES



TO PROMOTE YOUR CLUB AND ITS EVENTS

PUBLISHED BY THE AMERICAN KENNEL CLUB





# HOW TO BE SOCIAL ON SOCIAL MEDIA



Social media is a way to reach millions of people around the world, which is why using it effectively is so important. Social media can be used to promote your brand, spread awareness about a cause, invite people to events, market your club, and more.

It can be tricky navigating many different social media platforms as they are always changing. But some basic skills will help you take advantage of all of these platforms, no matter how much they may change.

With so many different groups constantly posting on social media, it is difficult to make sure your message is received. However, there are lots of mechanisms to maximize the viewership of your social media posts. This e-book focuses on how to best use social media platforms and attract the widest audiences so that your club can spread its message in the most efficient way possible.



# EXPLANATIONS OF EACH PLATFORM



**Facebook:** Facebook was originally designed for individuals to connect with friends and family. However, this intended purpose has shifted, and it is now also common for groups to use Facebook to send detailed messages to wide audiences. Companies, clubs and organizations worry less about how many "friends" they have on Facebook, but more about how many people "follow" and "like" content on their page.



**Instagram:** Instagram uses photographs and videos to promote content. For this reason the quality of a photo or video is key to attracting followers. Unlike Facebook, text only appears in the caption of a photograph on Instagram unless the image has writing on it (I.E. memes).



**Twitter:** Twitter is mainly designed for sharing brief messages. In each post or "tweet", there is a maximum word count of 280, so the trick is to be brief and precise. AKC clubs can tweet the most important information they feel is necessary for their intended audience to see.



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# TERMS & ABBREVIATIONS

- **FB:** Abbreviation for Facebook
- **Insta/IG:** Abbreviation for Instagram
- **Post:** Content published on Facebook or Instagram
- **Tweet:** A post on twitter
- **Retweet:** When someone shares your tweet from their account
- **Feed:** Where the posts of the other accounts you follow show up
- **Profile:** The section of your social media accounts that show your information and posts
- **Insta bio:** The biography of your Instagram account found on the top part of one's profile
- **Tag:** To tag another account in your own post/tweet means to link their account name to a post or comment so that they are notified
- **IG/Twitter Handle:** Your Instagram account name and your Twitter account name
- **DM/PM:** Stands for direct message and private message. You can send a direct or private message to an account without the message being public
- **Hashtag or #:** a word or phrase preceded by a hash or pound sign (#) and used to identify messages on a specific topic.
- **Caption:** a title or brief explanation of the post

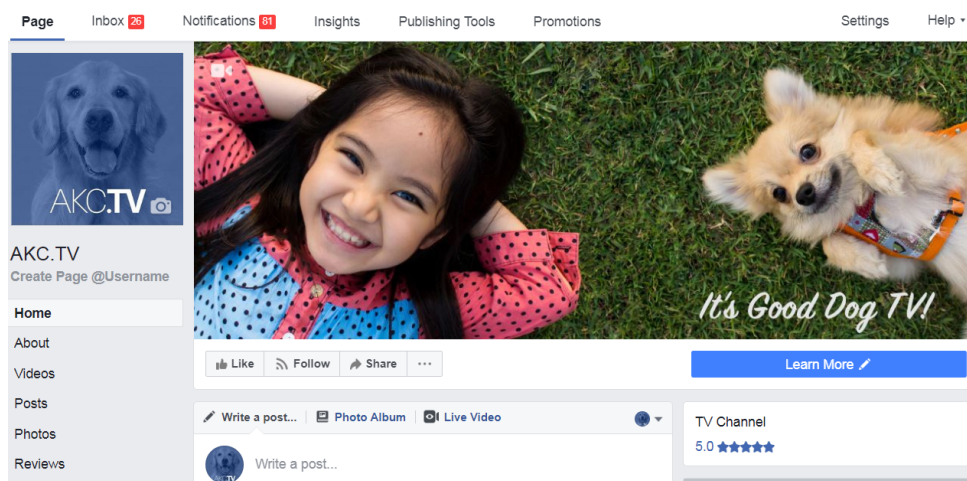


# YOUR PROFILE

## Profile Pictures and Cover/Header Photos

### Facebook and Twitter

- ▶ Profile pictures: on Facebook and Twitter can often times be a logo. This makes it easily recognizable to people searching for the account.
- ▶ Cover photos: Facebook cover photos (banner across your profile page) are an important focal point on your profile. We recommend that your cover photo change more often than your profile picture. The profile picture should be the standard way for people to recognize the page. The cover photo can be more fun and flexible. You can change it when there is an event coming up for which you want to advertise or whenever you just feel the page needs some revamping.





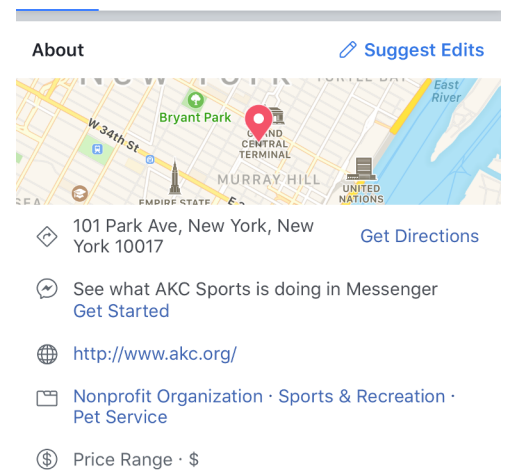
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- ▶ Header photos (Twitter): Because twitter is used less to promote events, we recommend that the header (banner) photo should change less often than a cover photo.



- **Facebook Profile Information**

- ▶ Home section: Include phone numbers, website link, addresses, nonprofit, etc.
- ▶ About section: Include the addresses, website link, and Mission Statement



- **Twitter Profile Information**

- ▶ Fill in all the information possible. You can put a slogan or short mission statement in the bio, your office location and a link to a website.





## Instagram

- Instagram Icon
  - ▶ This is the little picture that shows up next to your account name when you post.
  - ▶ Because it is even smaller than a profile picture, it is important that this picture is clean and easy to see. A logo is also the best thing to make your icon.
- Instagram Bio
  - ▶ This is the information that goes below your icon but above your pictures.
  - ▶ It should be kept short and to the point. It should convey the purpose of the group/organization and/or give an idea of what the content will be about.
  - ▶ purpose/mission statement of your club.
  - ▶ Use a hashtag in your bio!

+2 akc.tv

93 profile visits in the last 7 days

383 posts 4,817 followers 204 following

Promote Edit Profile

**AKCTV**  
TV Channel  
New Digital network that brings you dog-related content 24/7. It's good dog TV! #dogs #instagramdogs  
akc.tv/

IGTV + BTS AKC.TV Highlights





# CONTENT

- **Captions**

- ▶ Almost all posts should have a caption
- ▶ Engage the audience by making the language feel directed at the individual.

- ▶ **Hashtags**

- The point of hashtags is that they link your post to more pages/searches and increase the chances of the post being seen. Each hashtag should only be a few words and they should be directly related to the content.
- Instagram: you can never use too many hashtags
- Facebook: Limited Hashtag use
- Twitter: Hashtags do not count towards word count
- 

- **Call to Action (CTA) posts**

- These are posts that encourage viewers to engage with the post by responding to the call to action.



- **"Fluff" vs. Informative Content**

- ▶ We recommend that you post a variety of fluff and informative content.
- ▶ Posts that are considered "fluff" lack important information and are used to grab people's attention.



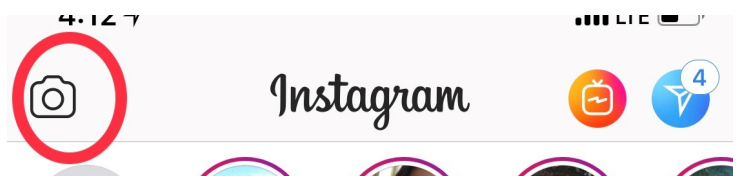
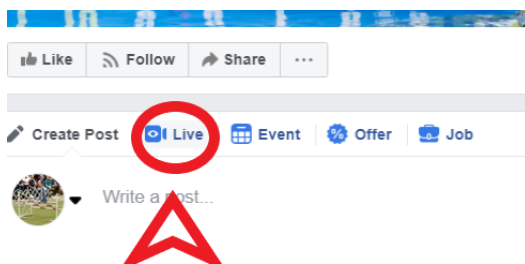
"Fluff"



"Informative"

- **Live Streaming**

- ▶ Facebook and Instagram both have this feature.
- ▶ If a lot of your social media audience is not able to attend a certain event, going live is a good way to include your social media audience.
- ▶ Can be accessed by selecting the "live" button on Facebook or by selecting the camera icon on Instagram





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- **Cross Promoting**

- ▶ Social media platforms should cross promote because it is free promotion.
- ▶ Ex. You can promote your club's Instagram account with a Facebook post.



- **Stories**

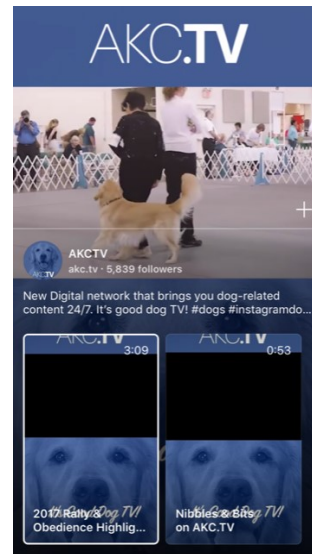
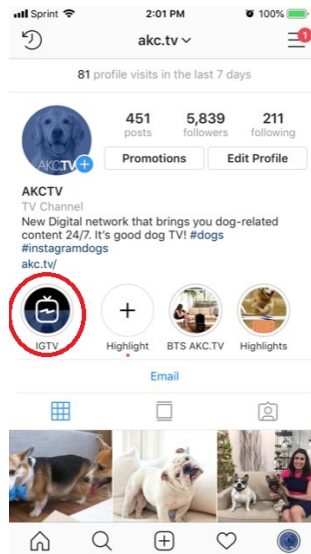
- ▶ As opposed to being posted to the Instagram page of your account or your Facebook feed and staying there permanently, a story gets posted and only lasts 24 hours.



- **Instagram TV (IGTV)**



- ▶ A feature that allows streaming of long-form content. People can watch these videos (up to 60 minutes) by clicking on the IGTV icon in the Instagram app or through the separate IGTV app.



- **Memes**

- ▶ Memes are a post that include a picture and a caption and normally have a humorous intent. The caption is often times written on the picture. Also, memes are generally supposed to be relatable to the everyday lives of the public.
- ▶ There are many different apps and websites that make creating memes easy. We recommend using the website <https://imgflip.com/memegenerator>





# TIMING

- Which Platform to Use?
  - ▶ **Instagram**
    - It is more about pictures and video than information. Your Instagram page, and its aesthetic, is more important than the look of pictures posted on your Facebook. So, a cute picture, even if the information isn't so important, is often better for Instagram.
    - Instagram is generally more popular among younger people than Facebook is, so youthful content should be considered more for Instagram.
    - Instagram posts can be shared to Facebook but not vice versa
  - ▶ **Facebook**
    - It is best for posting longer form informative content, like articles. Often times, people want to share the information they see on Facebook, so they will share these posts and widen your audience. Posts can't be shared on Instagram, which is why informational posts are better for Facebook.
  - ▶ **Twitter**
    - If you have a concise message about or related to your club, you should tweet it. Twitter can be used to remind people about, for example, an event you are hosting, but Facebook would be better for describing the event in detail.



- **Best Posting Times**

- ▶ This is tricky because it is difficult to know if people engage more with a post because of the time that it was posted or because of the content. As you can see below, there is a lot of conflicting information, which just shows how difficult this is to determine. Also, Facebook, Instagram and Twitter are constantly changing their algorithms to determine what gets put on people's feeds and when, so this makes it especially hard to know when to post.

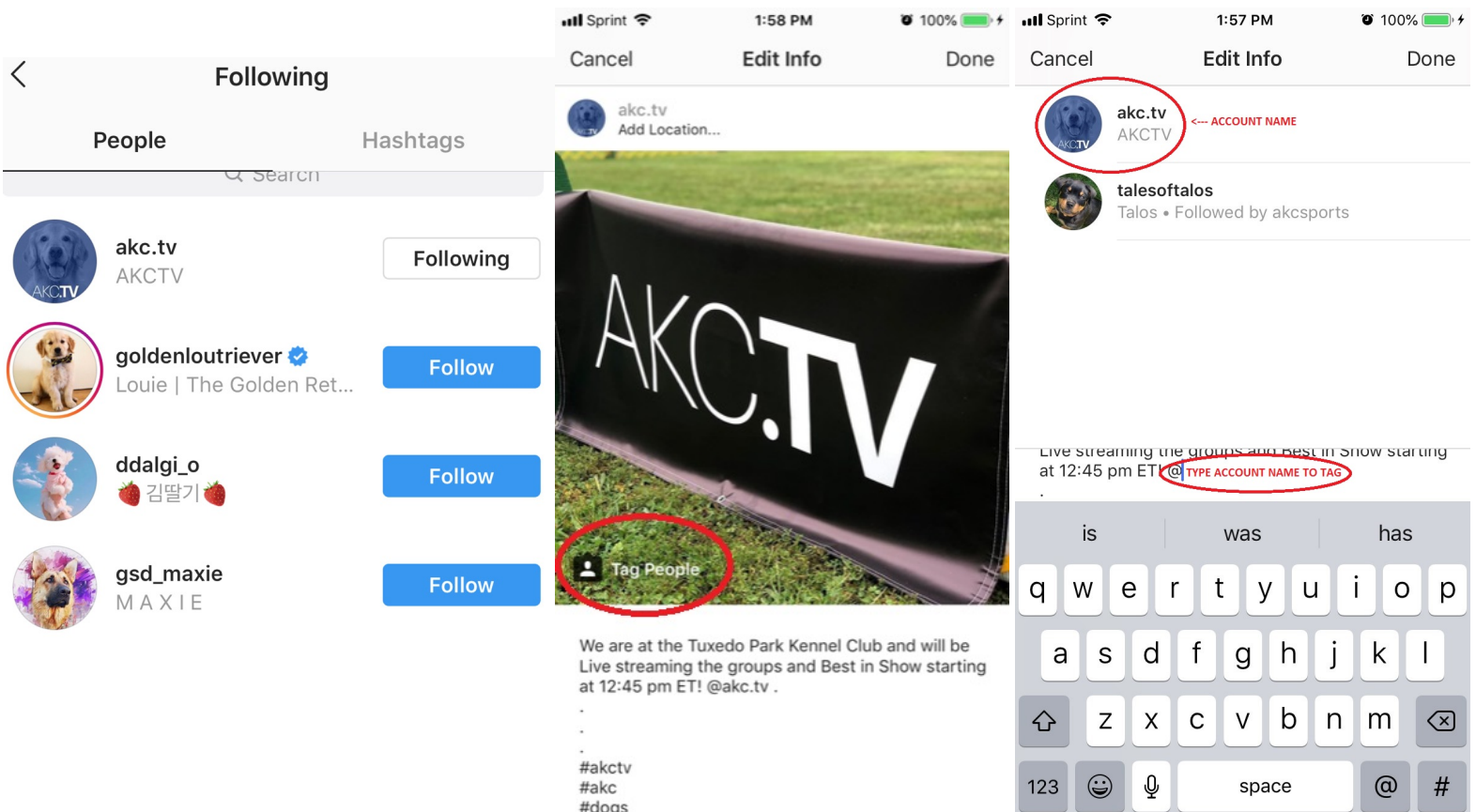
	A	B	C	D
1	Date	Time	Facebook	Link
2	10/1/2018	9:00 AM	AKC.TV is going to cities all over the country to find dog friendly places	<a href="https://akc.tv/watch/1">https://akc.tv/watch/1</a>
3	10/1/2018	11:00 AM	Meet Riptide - The everything dog!	<a href="https://akc.tv/watch/1">https://akc.tv/watch/1</a>
4	10/1/2018	1:00 PM	The Standard Poodle Is the Best Companion for this Boy With Autism	<a href="https://www.akc.org/">https://www.akc.org/</a>
5	10/1/2018	3:00 PM	Flyball	<a href="https://bit.ly/2KYArvm">https://bit.ly/2KYArvm</a>
6	10/1/2018	5:00 PM	Achiever Dog Recognition Program	<a href="https://www.akc.org/">https://www.akc.org/</a>
7				

Because of the conflicting information, we recommend that instead of worrying too much about when exactly to post, you focus on the spacing out of your posts. Based on our own experience, we suggest you aim to post two times in the morning and twice in the afternoon/early evening every day.



# HOW TO ENGAGE WITH OTHER SOCIAL MEDIA PAGES

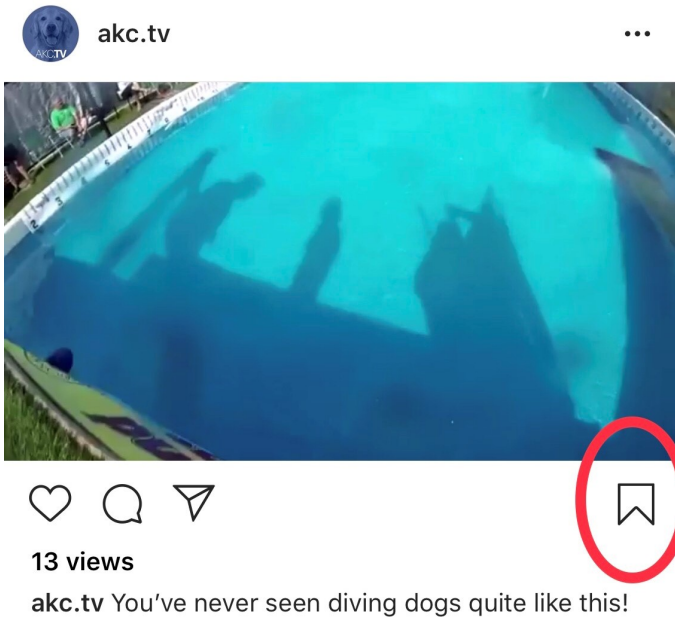
- **Active engagement** (increases how much your account is seen by others)
  - ▶ Follow a lot of similar accounts
  - ▶ Like and comment on and retweet and share other people's posts.
  - ▶ "Tag" other accounts that you want to see your post within your posts.





## Saving Content

- ▶ If you see someone else's post that you like, and you want to come back to it later, you should save the post!
- ▶ How to save a post
  - On Instagram, you can save a post by clicking on the little flag like shape directly underneath the picture all the way on the right side.
  - On Facebook, you can save a post by clicking on the three horizontal dots on the top right corner of the post.







# SOCIAL MEDIA LOGISTICS

- **Scheduling your Facebook Posts in Advance**

- ▶ You can create a post and schedule it to be posted in advance so that you don't have to be on your device when you want the post

The screenshot shows the Facebook 'Write a post...' interface. The 'Publish' button is circled in red, and a dropdown menu is open showing 'Schedule' as an option. To the right, the 'Schedule Post' dialog is shown with the date '10/2/2018' and time '3:00 PM EDT' circled in red.

- **Who Posts on Your Account?**

- ▶ The Social Media Manager is in charge of Facebook posts, Instagram posts and Tweets

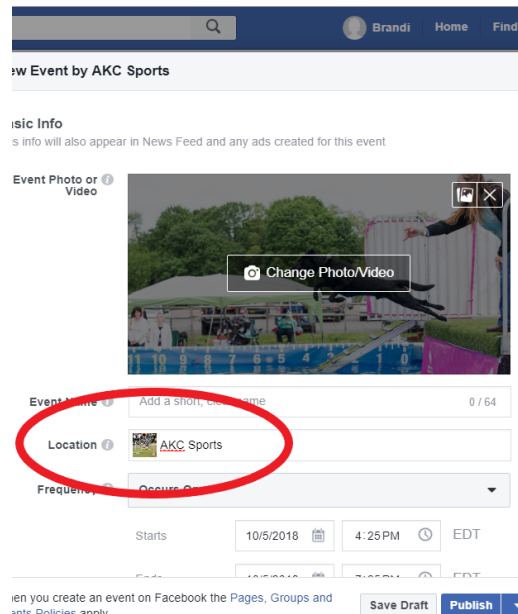
- **Shared Folder**

- ▶ Keep a shared folder of photos and memes that all social media posters can access and post.



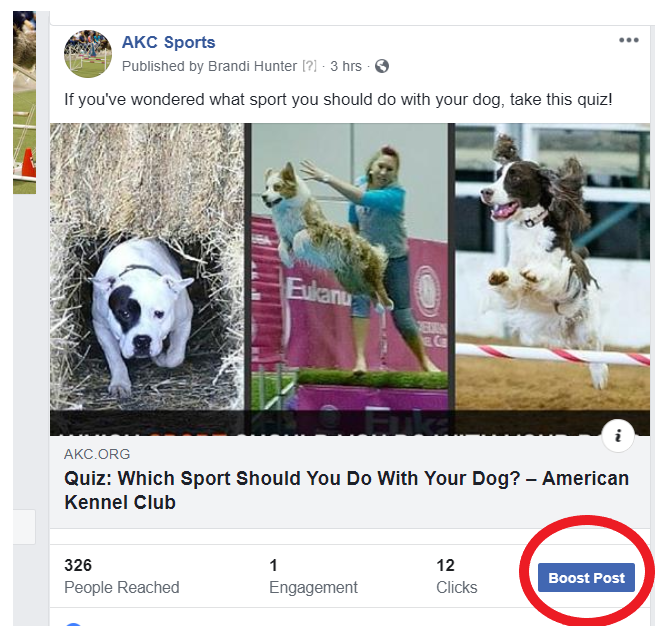
- **Geo-Targeting**

- ▶ Geo-Targeting allows you to select a target audience in a specific location when creating ads or an event on Facebook. This makes your promotion for a show or an ad more likely to be seen in these specific areas. Those who can see it will be people who live in or around the location, and those who have recently visited or plan on visiting the area.



- **Post Boosting**

- ▶ You can boost certain posts in order to help them gain popularity.
- ▶ Boosting posts does cost money.





THE AKC IS HERE  
TO HELP YOUR  
CLUB SUCCEED!

