



◀350

Updated January 2021

## Social Media Best Practices

### Overview

This guide will help you when you're working on a campaign and need to decide on what content to share and how to do it.

Social media platforms are always changing, so we want to provide some of the up to date info on what works and what doesn't. 350's social media team will update this document each month with our latest information.

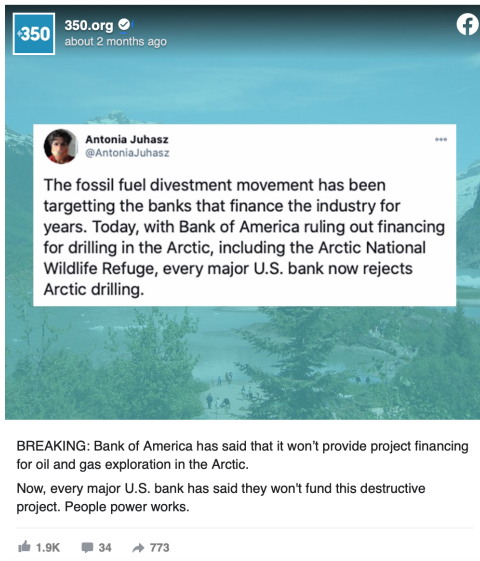
This guide also has been updated with good practices for increasing accessibility of content \*though we are still learning, and appreciate feedback\*. We would like to ground our social media work more in the principles of disability justice and language justice.

### Content:

[Planning & General Tips](#)

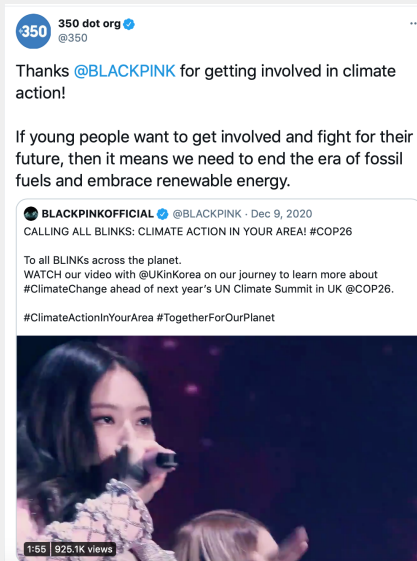
Planning & General Tips	
<b>Some questions to think about:</b> <ul style="list-style-type: none"><li>• Who are you trying to reach?</li><li>• What do you want them to do?</li><li>• What stories/truths need to be told? <i>(especially the ones that already aren't)</i></li></ul>	<b>Think about who you want to reach.</b> <ul style="list-style-type: none"><li>• Where do they go to get their information (are they more focused on Instagram, Twitter, WhatsApp?).</li><li>• What are their values?</li><li>• What is their current level of understanding of your topic?</li></ul>
Things to Remember	
<p>With social media <b>you have just a split second to grab people's attention</b>, so a few things really matter. You need to really hook people from the get go:</p> <ul style="list-style-type: none"><li>• Image</li><li>• Headline</li><li>• Text</li></ul> <p>Before you share something, ask yourself - would you reshare it on your personal account?</p>	<b>Social media is about what's happening now.</b> Be a part of the conversation! <ul style="list-style-type: none"><li>• What are the current topics people are discussing?</li><li>• How can you be a part of those conversations?</li></ul>

### Example:



- “BREAKING” title captures attention
- Tweet + background image conveys message clearly and simultaneously

### Example:



- The K-Pop band “Blackpink” called for climate action during COP26 and we retweeted, engaging the vibrant and energetic KPOP fan-base AND joining the timely COP26 conversation

## Types of Content to Share

There's the content **that is created by you and your team.**

**Reporting:** Giving updates from an event, action moment.

- Instagram and Facebook live videos
- Instagram/FB stories, fleets, TikToks
- Live tweets, etc.

**Personal Stories:** Who are the people of your campaign/community and what are their stories?

- Videos: Highly produced or raw mobile clips
- Photo story: portraits and quotes. Good for Instagram or blog
- Quote graphics
- Blogs/articles.

**Editorial/Educational:** Explaining an issue or a situation

- Videos: rapid response, face to camera, animation
- Instagram reels
- Articles/Blogs

There's the content you and your team **get from other sources.**

It's important to also monitor situations and keep an eye on what others are creating and sharing. Some good tips:

**Twitter lists.** Create your own lists or find lists others have created. Use Tweetdeck to keep an eye on these lists so you can find the best content. [[Here's a good video](#) tutorial]

**News alerts and searches.** Sites like Google News and others are useful to help you find the best articles

**Crowdtangle.** It used to be more robust, but there's still a free extension that people can use. It's an easy way to see how often a link has been shared, who shared it and what they said. There is now a new feature that allows you to search for memes (which, when done well, are extremely popular)

**Falcon Listening projects**

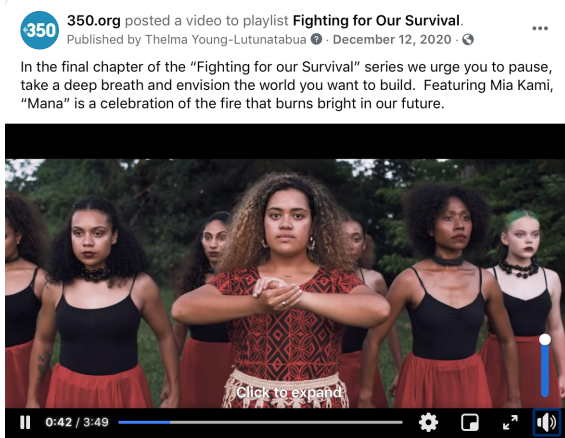
- Twitter threads
- Instagram carousel “slides”

**Direct call to action:** Asking people to RSVP, sign a petition, join a moment, etc

- Link to action page
- Call to action video
- Swipe up links in Instagram stories
- Donate/Join Chat buttons

The best social media content is created by a **team** and is grounded in the **authentic** moments and stories of a campaign.

Example:



- The 350 Pacific team collaborated with a filmmaker to create Fighting for Our Survival, a series of short films on the Pacific fight for climate justice.

To monitor content from other sources during major moments or campaigns, you can set up a listening project on Falcon to monitor key phrases and hashtags.

**Partners, allies, volunteers:** Whether it's through list-serves or relationships, are you keeping an eye on what others are sharing?

Make sure you tag and credit people/organizations

Example:



- 350 staff Fenton was interviewed by BBC and posed important questions to the UN secretary general. We used this clip from the BBC and reshared on socials.

## Platforms

Specific tips for each platform on how to beat the algorithms.

### Facebook

**What is doing well right now:**

- Memes or Tweet screengrabs that showcase humorous or poignant truths.
- Short, snappy share text that is either to-the-point or a little snarky.
- Human-centered content. Show people's

Example:

faces and stories.

- Content that gives insightful analysis and helps people have hope or guides them to take strategic action.
- Timely content that relates to topics/events currently in public discussion.
- Art work **(but with images you can't also have a link in the share text)**
- Quality over quantity *(Focus on sharing the best content)*
- Targeted region-specific content



- This tweet was going viral on Twitter, so we took a screengrab layered over a relevant image and this format of sharing tweets on FB and IG has been very successful.

## Videos

Facebook has changed their video algorithm making it harder. They also no longer prioritize video.

### What is doing well:

- Rapid response videos - tied to current events or actions with strong images.
- Uniquely creative videos. Ones that really stand out.
- We're also finding that longer videos (3 min) are doing slightly better than short videos (1 min). **What Facebook values is how many people watch a video for longer than 1 minute.**
- Cross-posted videos from other orgs
- Having a good thumbnail image **(and if you're going to boost, the thumbnail can't have more than 20% text on it)**
- Deep analysis of current topics
- GIFs are also doing well on both Facebook and Twitter

### What isn't doing well:

- Videos that are just directly shared from another page.
- Livestreams are struggling to do well. Need to have a strong share text and a good hook. Have this prepared before

### Example



you start your livestream and spend time promoting beforehand.

- More generic videos not tied to key moments.
- Resharing the same video.
- Links to YouTube

**For important videos, remember to boost!** We are currently only able to boost to one country at a time, contact Jaq for boosting help.

## Photos

### What is doing well:

- High quality photos.
- Occasional tweet screen grabs. Especially ones that make a succinct point.
- Select memes that have high engagement.
- Be funny and heartfelt sometimes
- Art and illustrations are doing well right now, especially ones that pertain to a specific moment e.g COVID recovery, BLMM etc.
- Sharing an album of max 4 photos, so it appears as a cohesive grid on followers' timelines.

### What isn't doing well:

- Big albums aren't doing very well.
- Sharing an image with a link in the share text
- In general, Facebook de-prioritizes photos that have more than 20% text on them.
- Resharing partner content that isn't good quality.

## Action Pages or Blog Posts

**If you're sharing a blog post, petition or any action page, here's some tips to help it perform well.**

- Be sincere and provide a 350 perspective, don't just copy and paste article text.
- Getting lots of comments and

### Example:



### Example:

engagement (especially within an hour after you post). Asking staff to comment and share can really help boost a post.

- Making sure you have a strong theory of change in the text. “If we do this, then this will happen.”
- Have a strong share image. Something more emotional like a person’s face that has a clear expression.
- Using alert emojis can also let people know to take action.
- Title: Having a key/shocking fact in it. What’s the key thing people should know (without clicking on the link)

**350.org** Published by Falcon.io · December 1, 2020 · ...

🔥 Landmark lawsuit!

The European court of human rights has ordered 33 European governments to respond to a landmark climate lawsuit lodged by six youth campaigners. This is HUGE and could result in countries being bound to take the action that our planet deserves 🙌



THEGUARDIAN.COM

**European states ordered to respond to youth activists' climate lawsuit**

## Twitter

### What is doing well:

- Breaking news content, especially original photos and videos.
- Tagging partners or media in Twitter threads. Engage influential twitter users.
- Still a great space to also provide analysis and reflection around moments. Connect the dots.
- Good graphics and images can still help a post.
- Be funny sometimes!
- Occasionally using emojis in share text e.g. 📣 for an announcement or breaking news
- Be professional, but personable. Twitter is a platform where you can type like you speak.
- Twitter threads! Especially for sharing press releases or statements. Or for explaining a situation more.
- Sometimes just a simple tweet without a link or image is also very effective.

### What isn't doing well:

- Just normal articles without much analysis or context. Just re-using the headline.
- Twitter threads without cohesion, a story

### Example:

**350 dot org** @350

Thanks @BLACKPINK for getting involved in climate action!

If young people want to get involved and fight for their future, then it means we need to end the era of fossil fuels and embrace renewable energy.

**BLACKPINKOFFICIAL** @BLACKPINK · Dec 9, 2020  
CALLING ALL BLINKS: CLIMATE ACTION IN YOUR AREA! #COP26

To all BLINKS across the planet.  
WATCH our video with @UKinKorea on our journey to learn more about #ClimateChange ahead of next year's UN Climate Summit in UK @COP26.  
#ClimateActionInYourArea #TogetherForOurPlanet



1:55 | 925.1K views

Reminder: don't use too many hashtags. It's not that important. Use 1, maybe 2.

We've been testing out doing bilingual posts. Not finding much of a difference. Could still be useful, will continue to test.

What's really useful is ensuring you use [studio.twitter.com](https://studio.twitter.com) to upload content. It helps give you more control over your videos - and you can reshare the video in new tweets and keep the # of views. Remember to choose a good thumbnail image and the link to the action.

[illegible]

## Posts

- Have fun! Tap into pop culture
- A good combination of memes, human-centric content and artwork.
- **Reels** are the Instagram's response to TikTok videos and are a great place to experiment with short video content
- One way to break down a blog/article for Instagram is to create graphics using quotes and compiling them into a [carousel post like this](#).
- If you're doing an album, make sure your 1st and 2nd photos are the strongest.
- With videos make sure you have a good hook in the first few seconds. And choose a good thumbnail

- Photos or videos without energy (i.e.

**Shell** @Shell

What are you willing to change to help reduce emissions? [#EnergyDebate](#)

Offset emissions	23.1%
Stop flying	6.5%
Buy electric vehicle	25.6%
<b>Renewable electricity</b>	<b>44.7%</b>

199 votes · Final results

5:44 PM · Nov 2, 2020 · Twitter Web App

**350** 350org • Following ...

350org • Whoever thought this was a smart marketing move 🤔

In a spectacular greenwashing blunder, Shell tried to shirk responsibility for the climate crisis and blame individuals. The responses on Twitter are GOLDEN. #ShellShocked

12w

bzzbzziadies Savage

12w Reply

1121kims Yes 🙌🙌🙌🙌🙌🙌  
the honesty of this is hilarious,

Liked by thelmajing and 4,942 others

NOVEMBER 3, 2020

- people sitting down in a group meeting)
- IGTV videos are now being replaced with shorter 15-second reels in terms of popularity.
- Carousel posts with too many images

## Stories

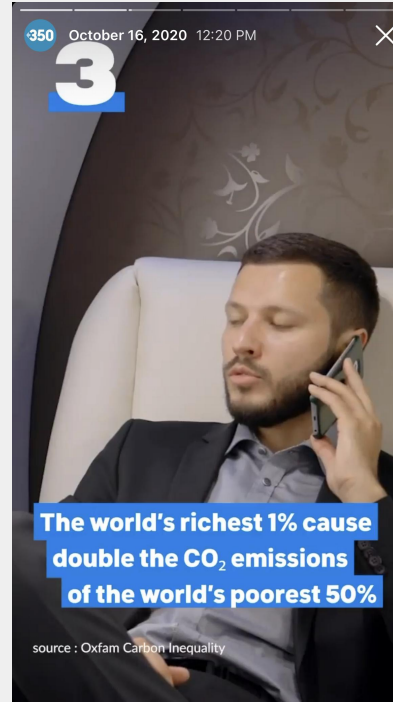
### What is doing well:

- Telling a story over a few slides. We're finding roughly 3-5 slides is best for a story.
- Sharing a longer video as short 15-sec stories (in vertical format)
- Using vertical images and filling the screen helps
- Don't clutter a slide too much.
- Use the swipe up feature throughout your stories if you have a CTA
- Use gifs and other fun images (but not too much)
- Engage people (i.e. Q&As, polls, etc)
- Have good continuity in fonts/colors.
- Explain what is happening! Don't just reshared another post. If you are sharing a post, indicate why and follow up with explainer slide

### What isn't doing well:

- Single slides of an issue that reshare a post.
- Too many slides. People will drop off.
- Not good visual content.

## IGTV



We've noticed IGTV can gain longer average view times than other platforms. For Instagram, you are able to share videos longer than the 60seconds limit for regular posts.

- Make vertical content. Fill the whole screen. If this is not possible, make the video horizontal, **not square format**.
- IGTV series are popular. Uploading episodic videos and grouping together as a series.
- Choose the option to share your IGTV video preview as a post.
- Share the IGTV in your stories with a swipe up link to the video
- Promote. Share the link with others.



## Accessibility Guidelines

Good practices to support our content is accessible to those with disabilities.

### Text:

- In hashtags, use capital letters for the start of a new word to allow screen readers to discern words from each other. Example: #JustRecovery, instead of: #justrecovery.
- Be careful with emojis, be sure they mean what you want them to mean. Screen readers or assisted tech will read out the original 'name' of an emoji. If in doubt, do a search. Example: the 'folded hands' emoji 🙏, which is commonly used to say 'please' or 'thank you' is sometimes used for prayer, and originally meant to be a high-five.
- Always punctuate acronyms and spell them out when first mentioned.
- Use clear language. Consider that not everyone is an English speaker, and that too many idioms or colloquialisms will not be translated right by built-in translators.
- Translate where possible.

### Video:

- Always use closed captioning.
- Provide a text transcript where possible.
- Provide different language versions where possible.

# Graphics

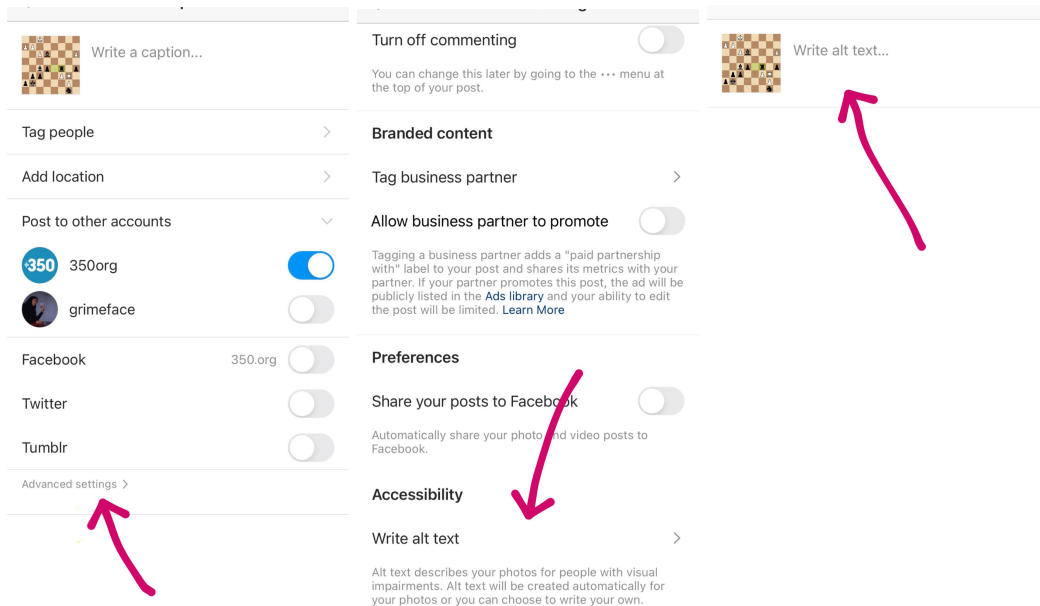
- When designing a graphic make sure to use enough contrasting colours.
- Try not to use small-sized fonts.

## Images:

- Alt text: describe the image, don't write text that's not part of the image, be concise, use proper punctuation and end sentences with full stops.
- At the moment you can't add alt text on Falcon or Twitter, but you can on Instagram and Facebook.

On Instagram:

- Before publishing go to Advanced Settings
- Go to Write Alt Text
- Write Alt Text and save.



On Facebook:

- After uploading an image, hover over the image and select Edit
- Go to Alternative text
- Select Custom alt text
- Write Alternative text and save.

Create Post

350


350.org

Public




Write something to 350.org...

Edit

Add Photos/Videos



Add to your post



...

Boost Post

Get more people to see and engage with your post. You'll choose the settings after you've clicked Post.

☐

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Post scheduling is available in [Publishing tools](#).

Post



