



SOCIAL MEDIA BEST PRACTICES

Marketing & Communications Team

Current as of: January 18, 2023

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HOW TO USE THIS DOCUMENT



This document is intended to be a reference for those within the Archdiocese of Denver who manage the social media accounts of the various offices, ministries, parishes, and schools within the archdiocese. While it certainly can be read cover-to-cover, it was designed to give standalone guidance and best practices for each of the major social media platforms individually. You can skip the sections that don't apply to your office, ministry, parish, or school.

This document was designed to be read online or on a computer. As such, there are hyperlinks throughout the document that you may click to visit the page referenced. If it is more comfortable or preferable for you to print this document and read a hard copy, we have also included web addresses and keywords to search to make it easier for you to engage the guidance from a printout.

The Office of Marketing and Communications at the Archdiocese will continue to keep this document updated as the ever-changing platforms update themselves. In the event that some point of guidance or a best practice or one of the screenshots or videos becomes out of date, please do not hesitate to let us know by contacting the Mission Support Concierge at mission.support@archden.org.

Any other questions or concerns can be directed to the Digital Media Specialist at the Archdiocese, whose contact information is at the bottom of this page and in the footer of each page with guidance/best practices.

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OUR MISSION ON SOCIAL MEDIA



In Jesus' last words on Earth before he ascended to Heaven, he told his disciples, "Go therefore and make disciples of all nations" (Matthew 28:19). In the millenia since Jesus' life, death, resurrection, and ascension, the Church has gone out to do just that: make disciples. She has gone to the ends of the Earth in the likes of St. Thomas, St. James, and St. Francis Xavier. "Just as Christ was sent by the Father, so also he sent the apostles, filled with the Holy Spirit" (*Sacrosanctum Concilium* 6). The missionary zeal and impulse of the Church has been renowned over centuries, from the apostles to the saints down to our own day.

The Church has entered each and every arena over the centuries to meet God's children where they are, learning their language, culture, and customs, and bringing the Gospel, the Good News, to them in a manner they can understand and accept - always in accord with the Truth. This holy effort stems from the Church's love for God and God's love for the Church. When we have found our beloved, we want naturally to tell others about Him! In the words of the Catechism of the Catholic Church 850-851,

"The Lord's missionary mandate is ultimately grounded in the eternal love of the Most Holy Trinity: 'The Church on earth is by her nature missionary since, according to the plan of the Father, she has as her origin the mission of the Son and the Holy Spirit.' The ultimate purpose of mission is none other than to make men share in the communion between the Father and the Son in their Spirit of love.

It is from God's love for all men that the Church in every age receives both the obligation and the vigor of her missionary dynamism, 'for the love of Christ urges us on.' Indeed, God 'desires all men to be saved and to come to the knowledge of the truth;' that is, God wills the salvation of everyone through the knowledge of the truth. Salvation is found in the truth. Those who obey the prompting of the Spirit of truth are already on the way of salvation. But the Church, to whom this truth has been entrusted, must go out to meet their desire, so as to bring them the truth. **Because she believes in God's universal plan of salvation, the Church must be missionary."**

The next frontier for this evangelization, this mission from Jesus to make disciples, must be the Internet - and social media specifically. If the Church must be where people are in order to proclaim the light, life, and truth of the Gospel, then social media is no exception. Social media is a powerful tool that can be used to invite others into conversation, encounter, and conversion.

Of course, the goal of evangelization is encounter and an abiding with Jesus, which is certainly difficult, if it is possible at all, solely through social media. Encounter is always between persons and is often most effective in person. Social media should not replace in-person evangelization efforts, but it can be a powerful, effective addition and support to those efforts, when it is used well. For little effort and cost, the Church can use these tools to reach a huge swath of souls.

In this New Evangelization, we must become not only traditional missionaries, spreading the Gospel in our lives, but also digital missionaries, entering the oftentimes dark digital space and bringing the light of Christ!



GENERAL PRINCIPLES

Now that we see why social media is an important tool for evangelization, how can we best utilize it to evangelize others? Here are a few general principles that would apply no matter which social media platform you are using.



Strategy

- **Consistency is KEY.** “Out of sight, out of mind,” the old saying goes. Ensuring that your page is posting consistently will ensure that you’re never “out of sight” for your audience.
- **Post Frequency is important!** Most Facebook/Instagram pages should not post more than once per day, though a second post in a day is sometimes allowable. Very large pages can post more if needed, but you might not have enough content to post more than 1-2 times per day. This is because of the algorithm Meta uses for its platforms. The more you post, the less they will be seen, since Meta flags the posts as potential spam that people wouldn’t want to see. Note that this does not apply to Twitter; you can tweet as much as you’d like.
- **Event Promotion:** Be strategic! Don’t post four times in a row in the same way about the same event, or about a series of events. Seeing the same thing again and again can annoy some viewers, plus it clogs up your feed/profile. You want your page to be more than just a bulletin board! You want to show off the good that your parish/school/ministry is up to! Space out your event promotion, while also changing the captions and content, as appropriate/possible, e.g.:
 - First post “save the date” – weeks before
 - Second “are you joining us?” – week before
 - Third “don’t forget!” – right before
- **Actively monitor your pages/accounts.** You definitely don’t want an inappropriate comment to stay on your page too long. This also includes consistently checking your insights/analytics to see which posts – and types of posts – are performing the best.
 - **Pro Tip: This is a great way to “survey” your audience and learn the kind of content they enjoy seeing, and want to see more of, as well as getting to know your audience’s demographic (age, location, gender, etc.)!**
- **Response time to messages and comments matters!** We want our audiences to know that they can get a hold of the Church, that we are accessible! Facebook and Instagram in particular track how long it takes a business page to respond to inquiries and messages. A long response time discourages people from reaching out. Not commenting back to people and engaging in dialogue discourages engagement and comments on posts. For a tutorial on how to add auto-responses to received messages on Facebook (e.g. “Thank you for your message. Someone from our social media team/staff will reach out soon. If this is urgent, please call X for immediate assistance.”, see [pages 12-15](#). For setting up Quick Replies that you would send with the press of a button on Instagram, see [pages 33-34](#).

Timing

- **Schedule, schedule, schedule!** Planning ahead is the key to an effective social media presence and strategy. Taking the time to plan out your posts ahead of time allows you to be semi-consistent on each of your platforms, and will take a lot of the stress out of social media management, even if you only figure out what you’re going to post and don’t write it out or create the content yet. Check out the [pages 16-20](#) and [26-30](#) for a quick tutorial on how to do this on Facebook and Instagram, respectively, and page [37](#) to learn how to schedule on Twitter.
- **Think psychologically and logistically.** For example, very few people are going to be online in the mid-morning, since the majority of them are at work. But more people are going to be online around lunch time, towards the end of the work day, and in the evenings.
 - **However,** if you’re looking for volunteers to take the 2-3am shift in your adoration chapel, or to attend the 6am Men’s Group, you might consider posting in that timeframe since you know the people more likely to do it could be online then.
- **Check out best times per day to post, based on your particular audiences.** Don’t just post whenever – you want to post when people are online! See [pages 31-32](#) for how to look into this on Instagram. Facebook, Twitter, and LinkedIn don’t provide the same insight as Instagram does, so on these platforms, think critically, psychologically, and logistically.

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GENERAL PRINCIPLES



Content

- **Don't create content for content's sake.** Aesthetics, beauty, and truth should guide our content creation. We shouldn't just make something so that we can post. Think creatively! Ultimately, if you don't have any content you can possibly share, it might be best not to post. This should be balanced with the previous point about consistency.
- **When creating content, make it engaging and attractive.** If using graphics, keep text to a minimum. If posting event information, rework the flyer into something more appropriate for social media, i.e. resized, not as text-heavy as a normal flyer, and link to more information in the caption. If making a video, it should not be longer than 2 minutes. The majority of viewers tune out within 3 seconds; almost no one watches beyond 2 minutes, with a large chunk dropping off around 30 seconds to 1 minute.
- **Speaking of keeping your content engaging and attractive...** This extends to captions and text, too! Social media captions should generally be shorter, with emotion (use exclamation marks; ask questions), and attention-grabbing. Don't be afraid to use emoticons/emojis when appropriate, though LinkedIn is a possible exception, since it is a more professional platform. Whatever platform you're on, your first sentence/line should pull people in, especially on Instagram where the rest of your caption appears beneath a "Read More" cut-off. So, for instance, if your audience doesn't know that the post is about retreat registrations until the third line, they might never see that line and they might never realize! Use interesting, engaging, semi-formal language in your captions.
- **Mix up your content throughout the week/month.** Don't make everything about event promotion. Be sure to have a good balance in this area, as well as with your mediums - photo, graphic, video, link. You can always share inspiring content from your parish/community, the Archdiocese, Denver Catholic, or El Pueblo Católico. If sharing non-local content, make sure it's relevant to your community/ministry/mission.

Copyright & Content Usage

- **Whatever content you use MUST be shareable, e.g. in the Public Domain, or eligible for a Creative Commons license.** Depending on the license, there may be conditions attached to the use of the content. Some of these conditions include attribution (giving credit to the author), "sharing alike" or "no derivatives" (making no manipulations), non-commercial (you can't make money off of the use of the image), etc.
 - **If you violate the copyright attached to content you've used, you may be liable.** Penalties are often fines or bills, which can vary depending on the circumstances of use, whether you've made money from the content, and how often you've used it. It's better to take the extra time to ensure you have the appropriate permissions to avoid a headache later!
 - **If using photos of people, especially at your parish/ministry, ensure you have a photo release form.** Out of respect for the person whose likeness you plan to use, and to avoid penalties around privacy violations, be sure to get a signed consent form from the individual and/or their guardian. Once you have that signed form, you are free to use the content/image for parish/ministry marketing.
 - **Note that most content enters the Public Domain about 100 years after the artist's death.** While there are exceptions (the copyright can be bought after the artist's death), this is a general rule.
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- For a user-friendly and free way to create engaging graphics, flyers, etc. check out [Canva \(canva.com\)](https://www.canva.com)
 - For more information, visit our pages on missionsupport.archden.org - [Online Design](#), [Copyrights](#), and [Stock Photos](#), or search for the keywords "social media," "design," "copyrights," and/or "stock photos" in the knowledgebase at missionsupport.archden.org.

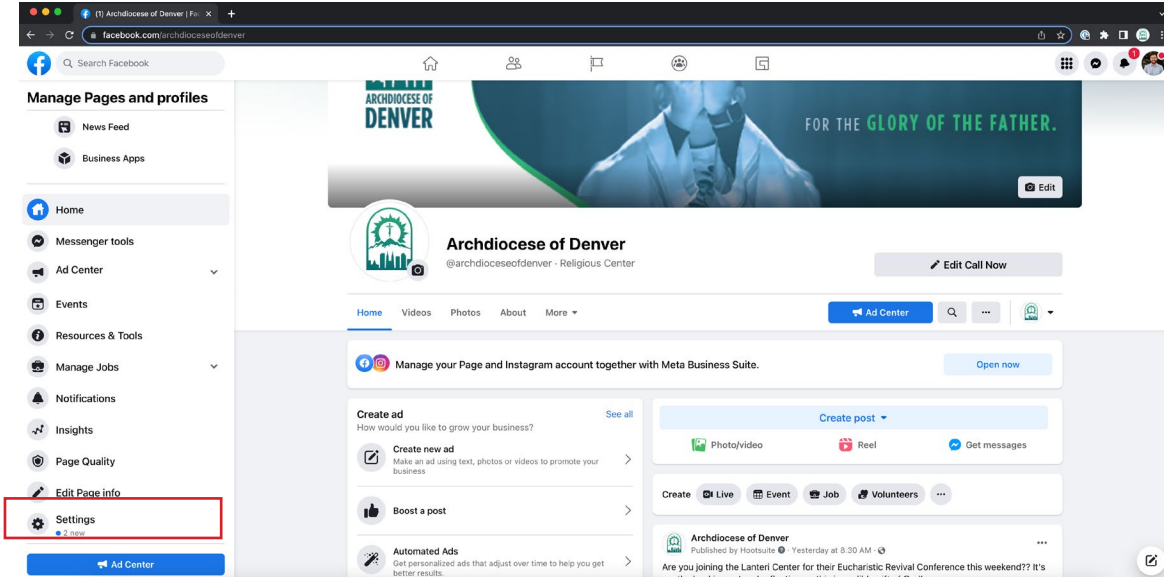
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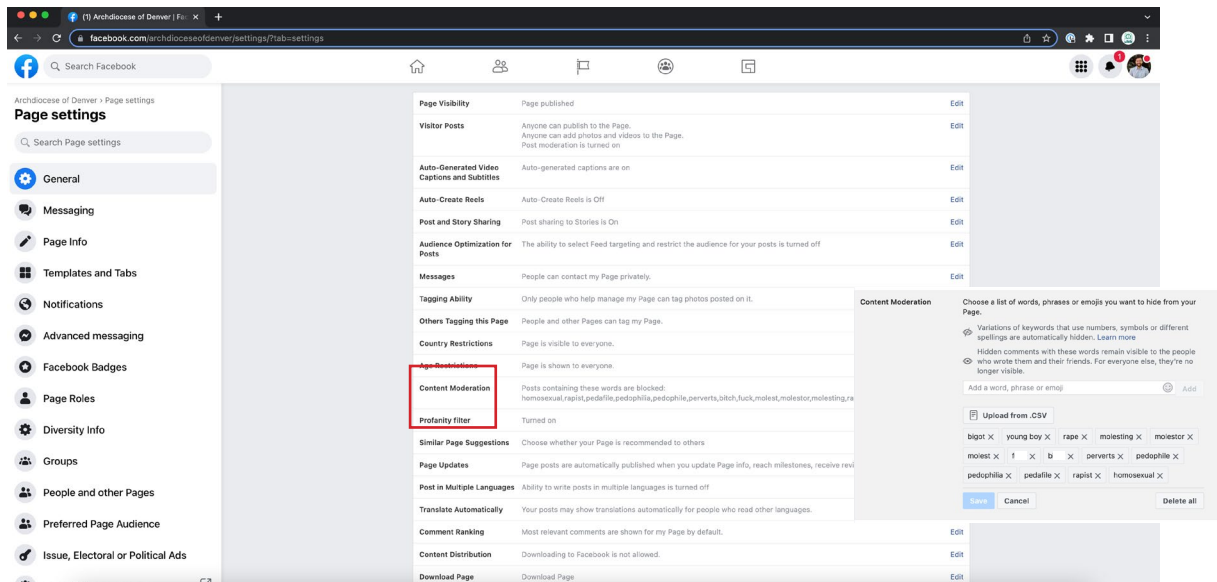


FACEBOOK

- **Mix up your content.** Facebook favors videos and photos over links and plain text posts. If you can add an engaging photo to a text post, do it, especially if it has people in it!
- **Actively monitor your page for comments, messages, etc.** You don't want hateful or inappropriate comments to remain on your page too long. You can hide or delete these comments, as appropriate. A hidden comment is only visible to the person who wrote it, their friends, and any admins of the page. A deleted comment is completely removed from the post/page.
- **Set up keywords that will prompt Facebook to automatically remove certain inflammatory words from your page,** e.g. molest, rape, heretic, perverts, bigot, pedophilia, pedophile, etc. You can also turn on a profanity filter, or you can manually add profanity to the content moderator. See [pages 9-10](#) for how to do this in the new Pages Experience.



1. Visit your Facebook page and scroll down in the left-hand menu to Settings. Click to view page settings.

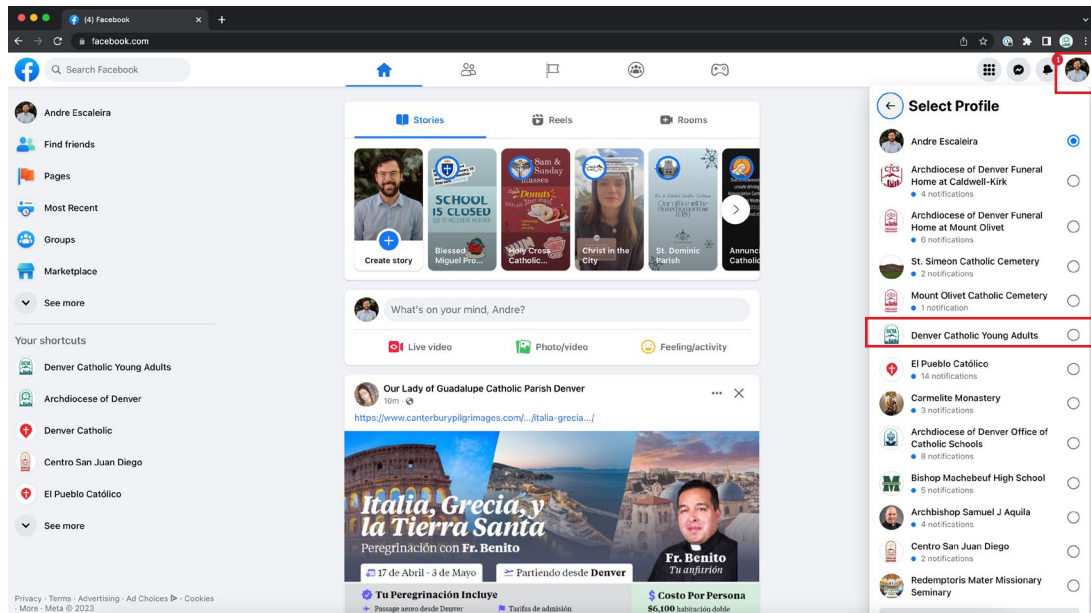


2. See Content Moderation and Profanity Filter to set up your buzzwords and to block profanity. Manually add your words and hit save.

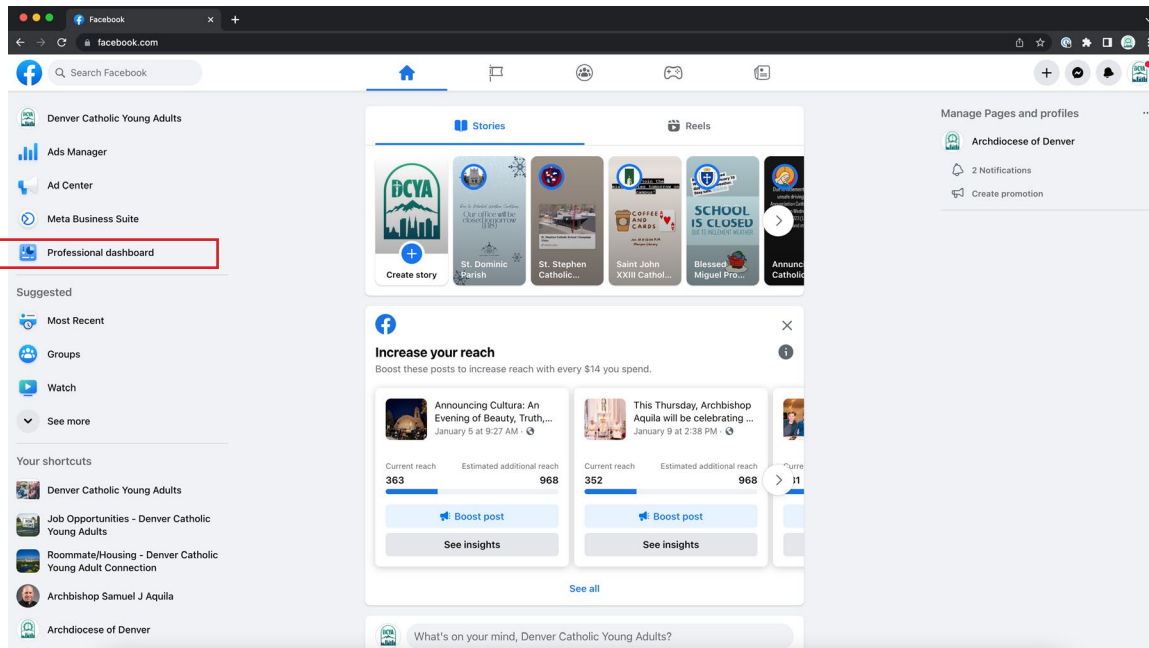
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- If your page has been automatically migrated to the new Pages Experience, follow these steps:



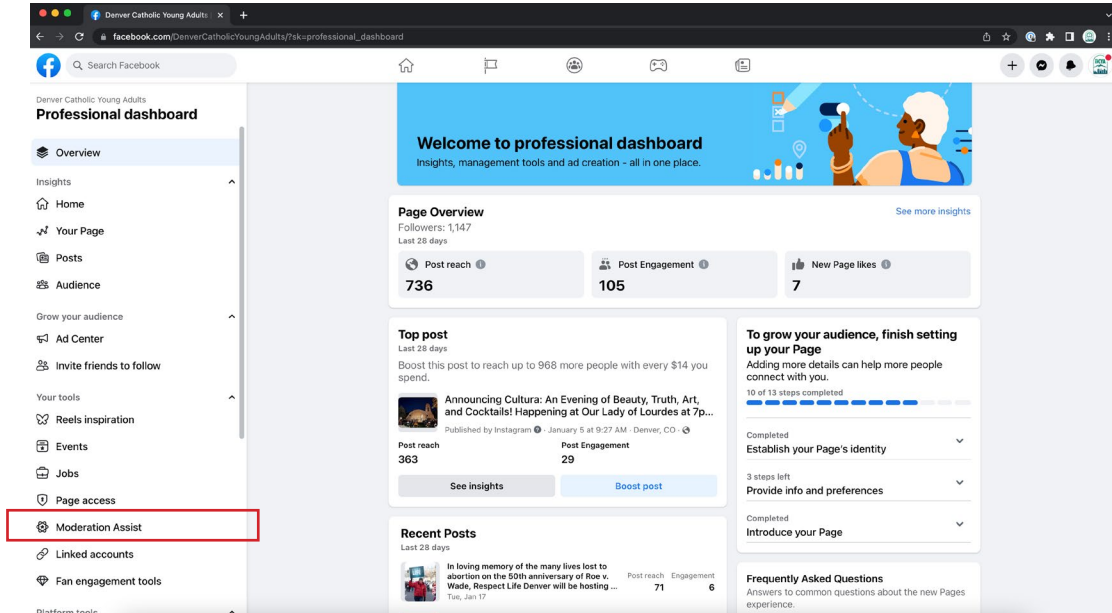
1. With the new Pages Experience, you have to switch into your page, as if it were a new profile. Click the top right circle, then “select profile, and select your page from the list that drops down.



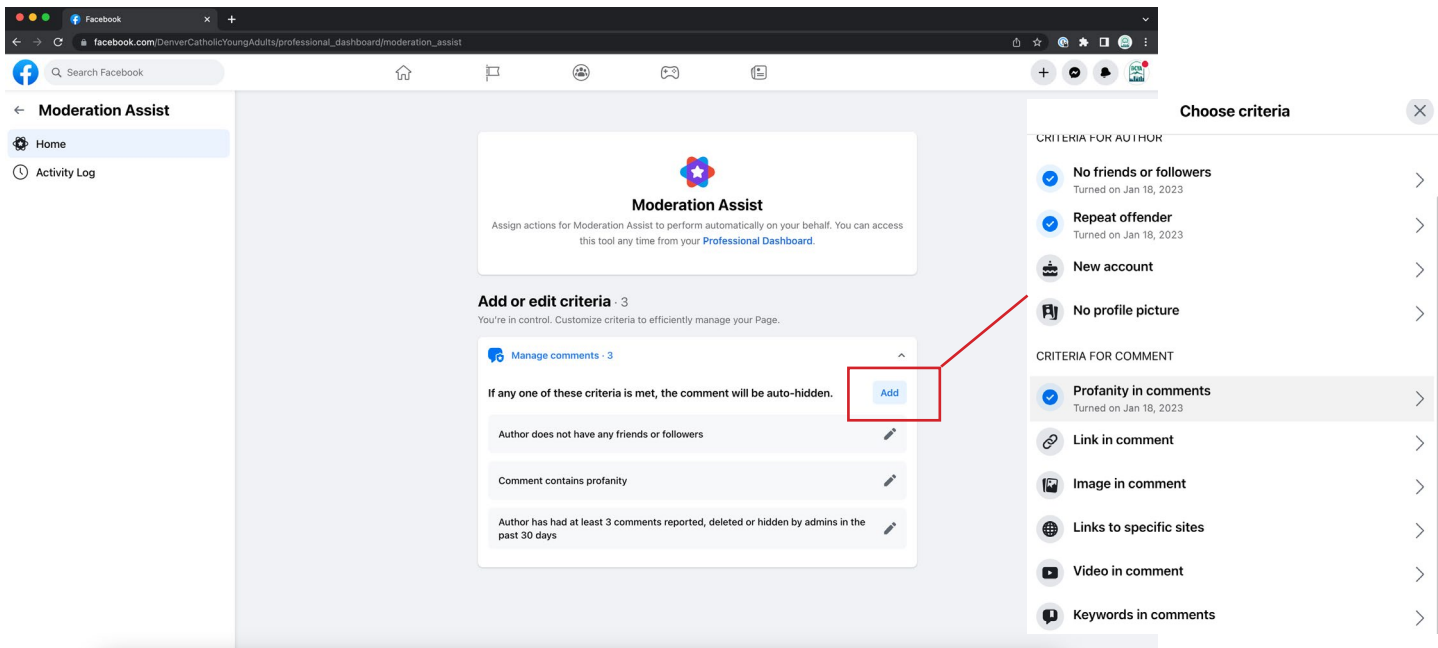
2. Once you’ve switched into your page, click “Professional Dashboard” in the right-hand toolbar.

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3. Once in your Professional Dashboard, from which you can manage your page with a variety of tools, click “Moderation Assist.”

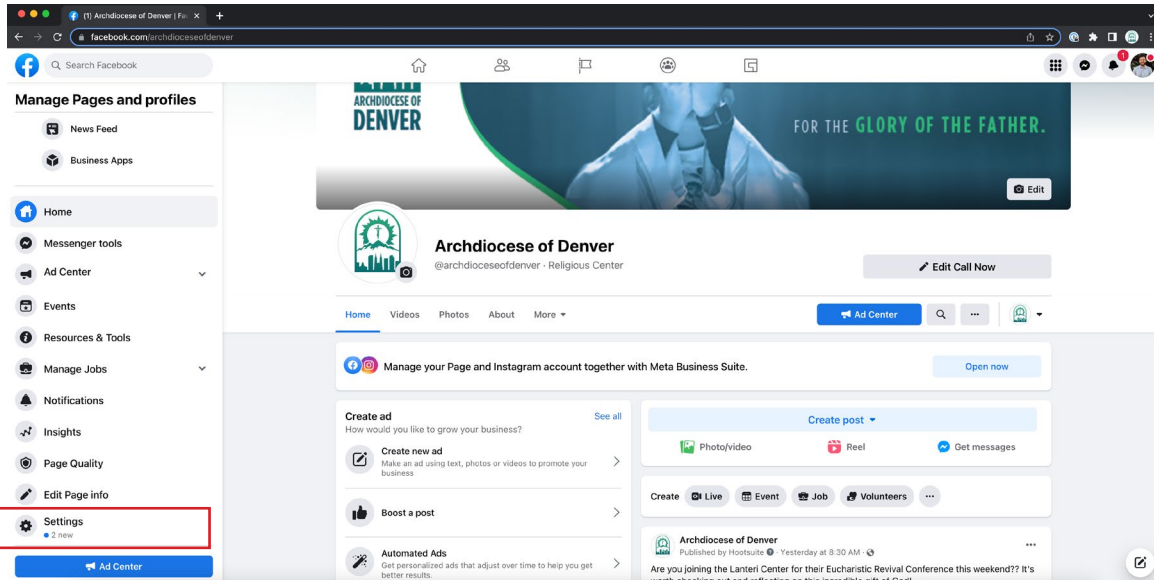


4. With this tool, you can add any number of automated moderation fields. Facebook will take these into account when you receive comments and automatically hide any comments that meet any of these criteria, or any comments from accounts that meet these criteria. You can add your buzzwords here, hide comments from repeat offenders, hide profane comments, etc.

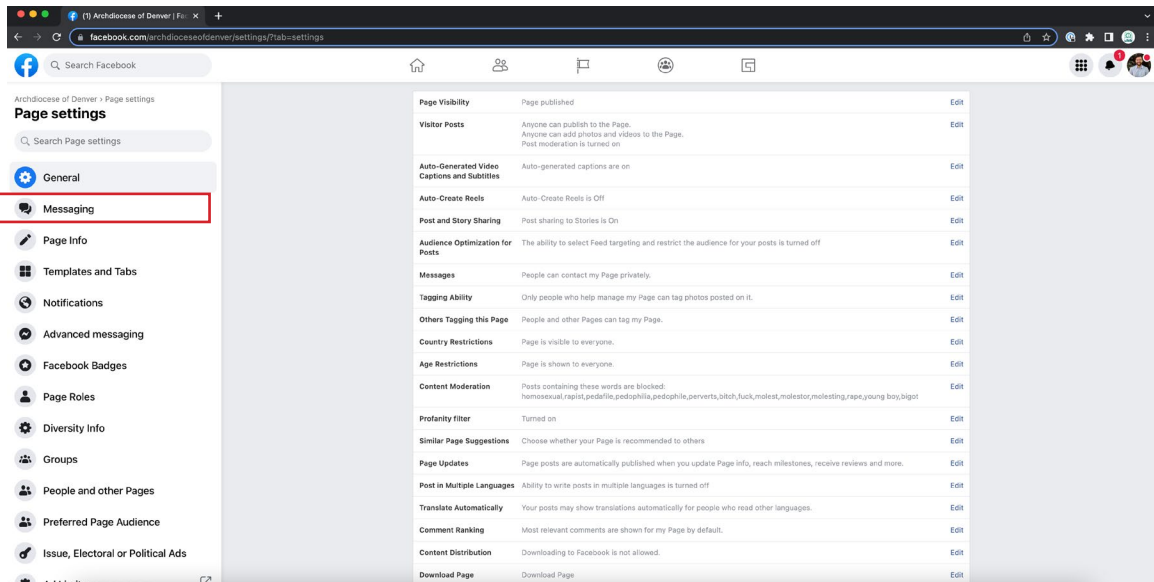


- In order to welcome people to your page and encourage them to interact and/or get in touch, set up a Greeting. This will automatically pop up on your page when someone visits it.

(Note: The following few messenger automations can also be done in the new Pages Experience on Facebook. See [pages 13-14](#) to see tutorials on how to do so in the new Facebook layout)



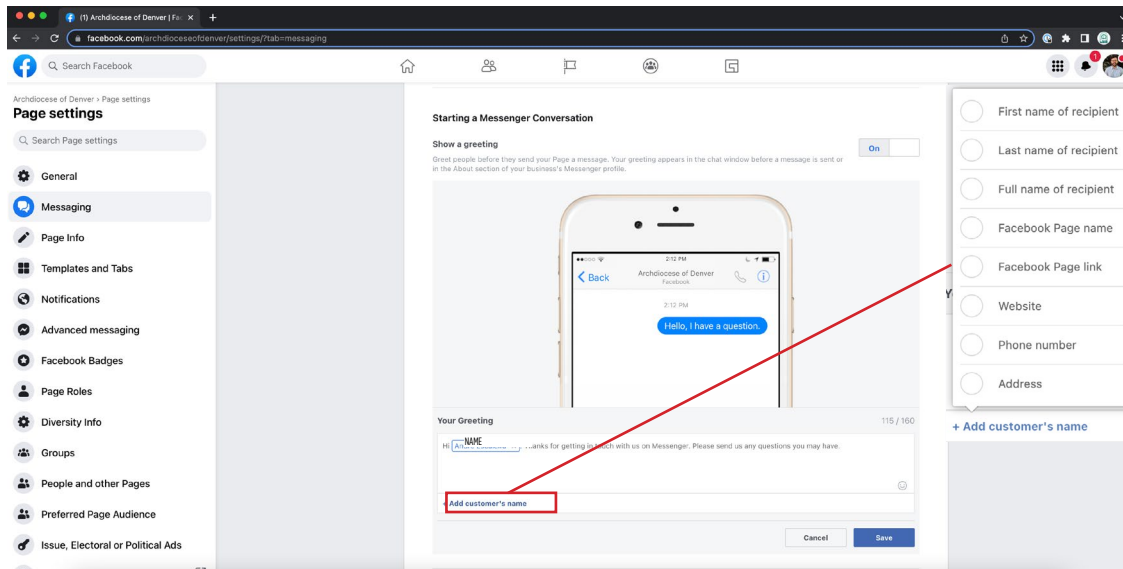
1. Visit your Facebook page and scroll down in the left-hand menu to Settings. Click to view page settings.



2. Select Messaging in the left-hand menu.

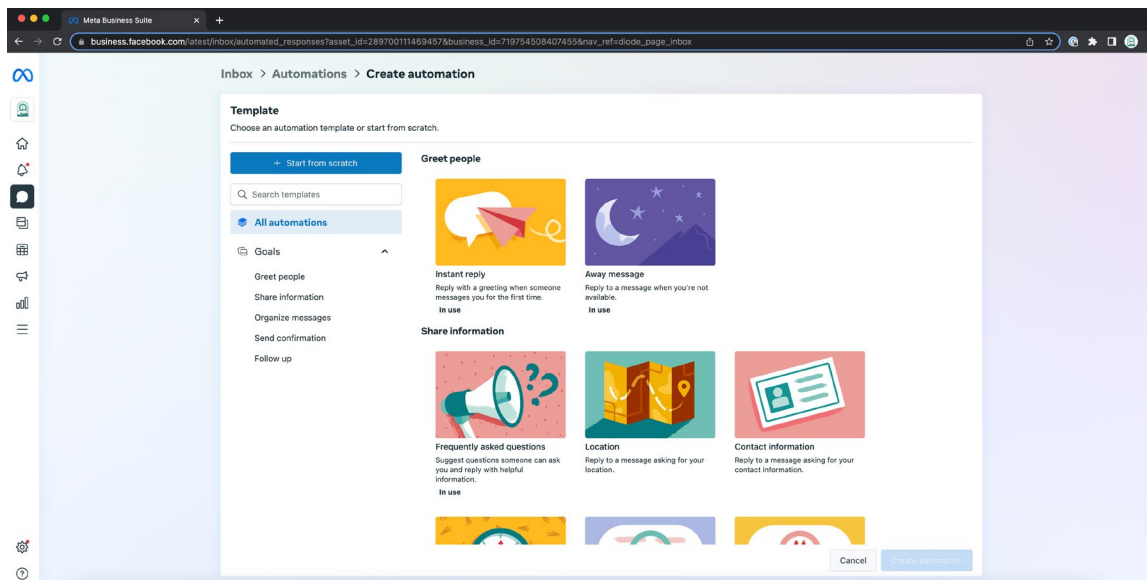
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3. Scroll down, turn on “Show a greeting.” Select “Change,” next to “Save.” This panel will then open, allowing you to customize your page’s greeting as you see fit. Feel free to select “Add Customer’s Name” to select a custom way to address the person reaching out.

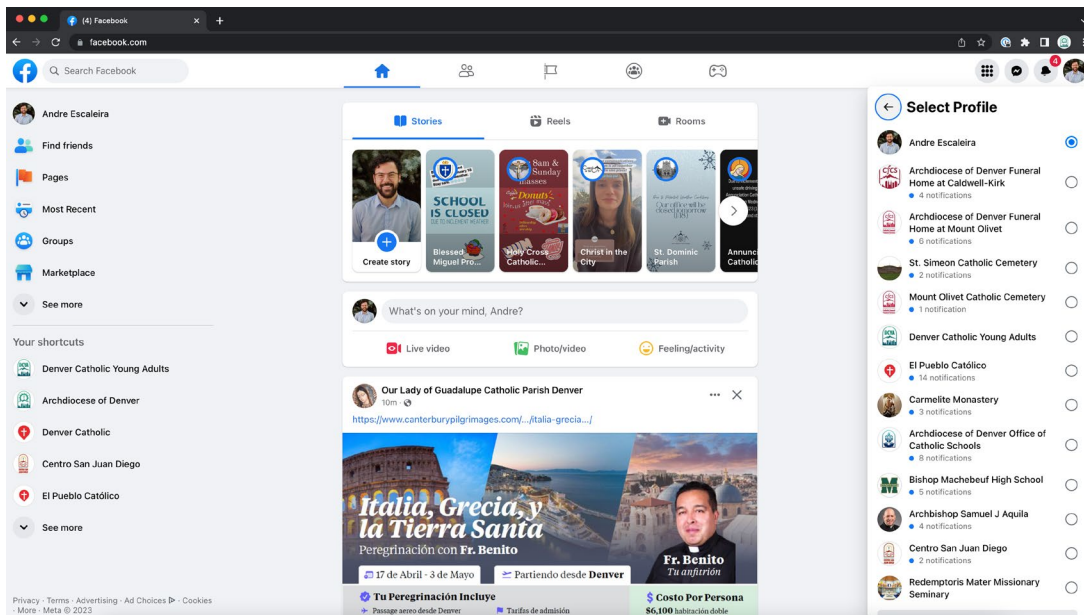
- **While you’re at it, set up auto replies to messages received.** Follow the same steps above, but scroll down further to “Set up automated responses.” Click “set up,” then on the page that loads, click “Create Automation” in the top-right corner. From here, you can set up automatic responses to messages received, set an away messages if your parish/school/business is closed for a time, e.g. Christmas break. You can also set up a Frequently Asked Questions (FAQ) feature that can let the person reaching out choose from common pre-set options to send you a message. Browse through your options, because there are quite a few! See [pages 13-15](#) for how to do this in the new Facebook Pages Experience.



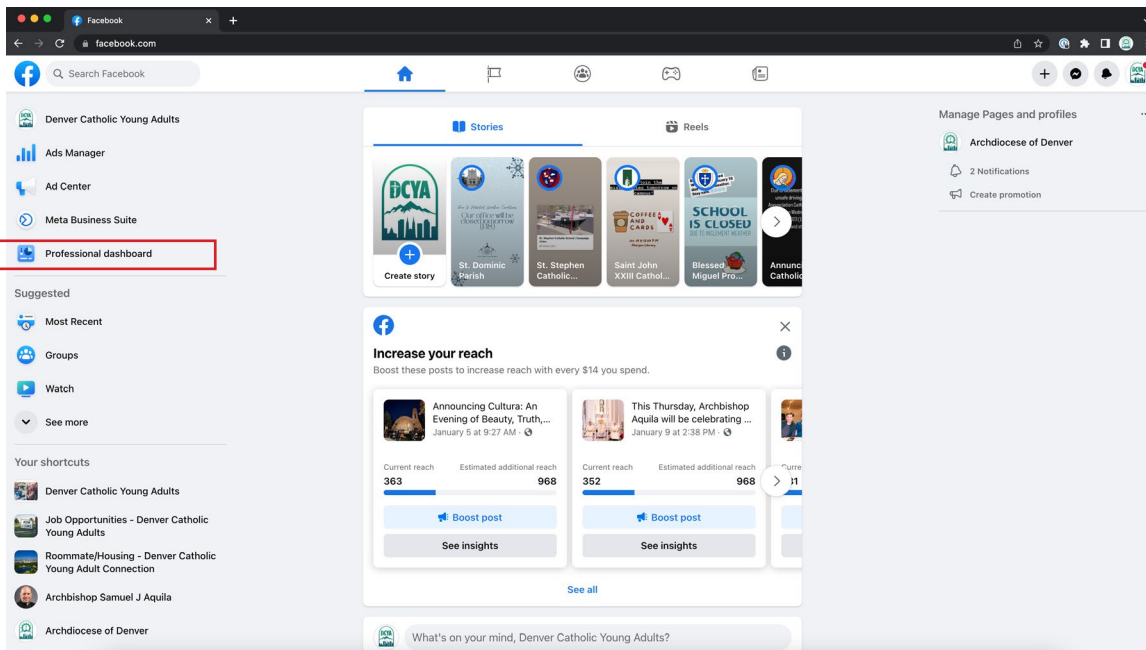
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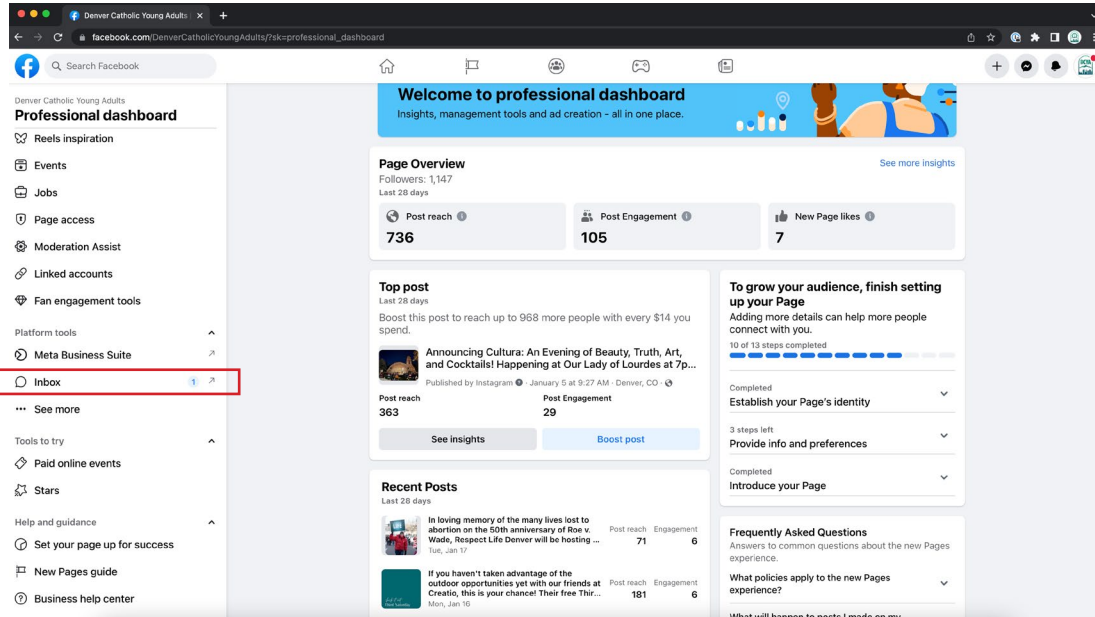
1. With the new Pages Experience, you have to switch into your page, as if it were a new profile. Click the top right circle, then “select profile, and select your page from the list that drops down.



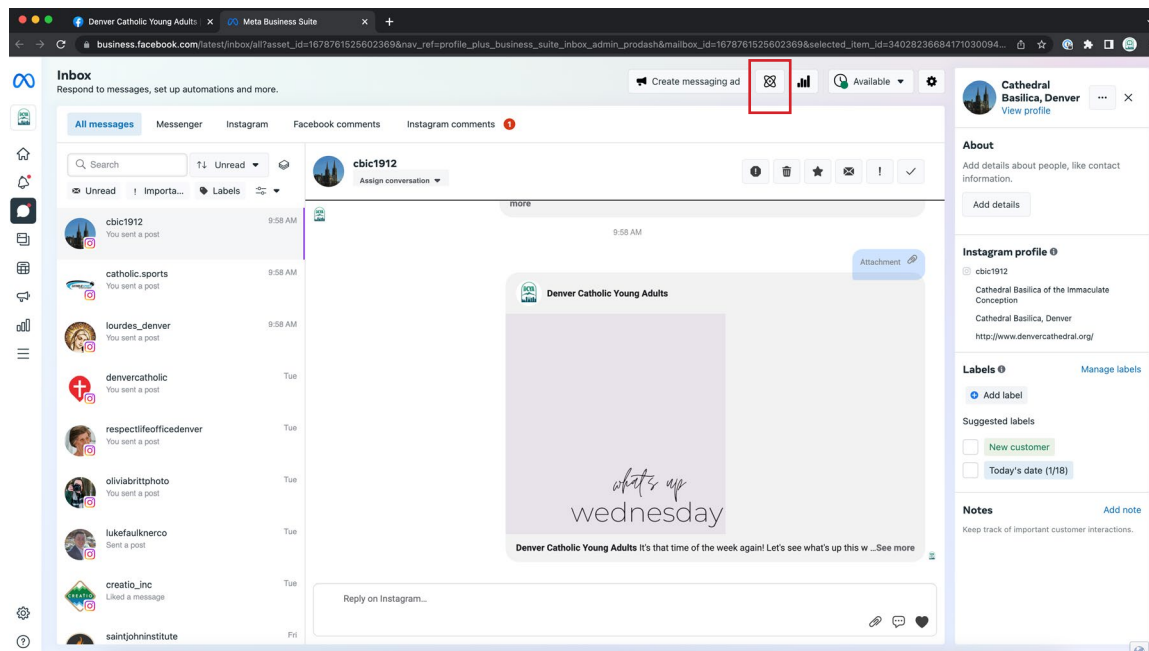
2. Once you’ve switched into your page, click “Professional Dashboard” in the right-hand toolbar.

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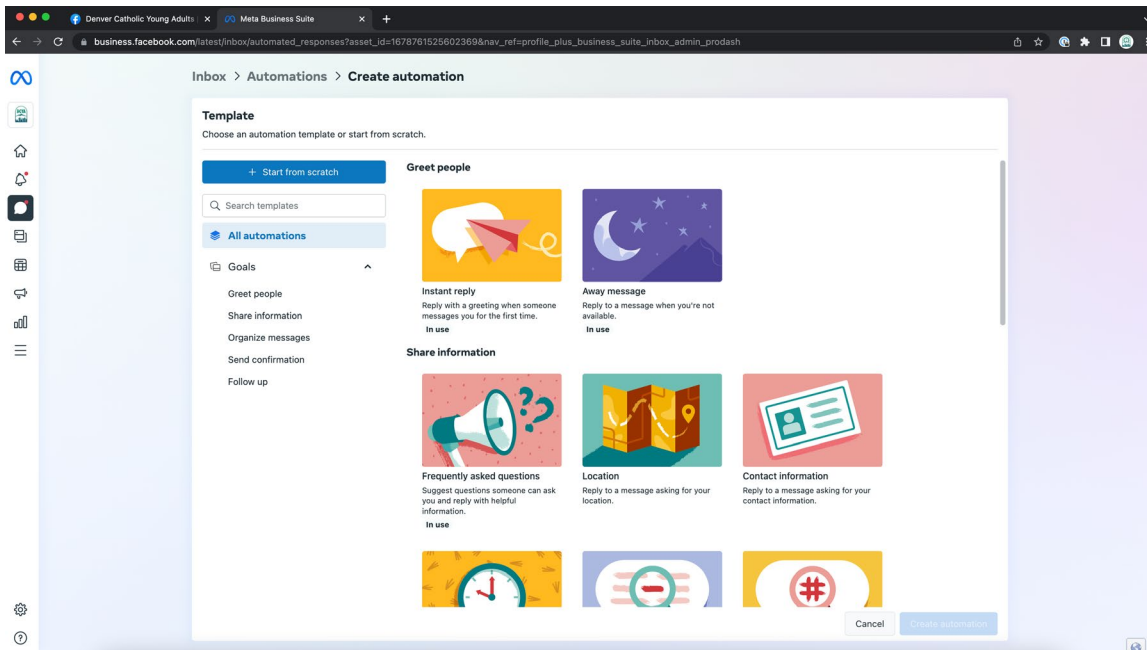
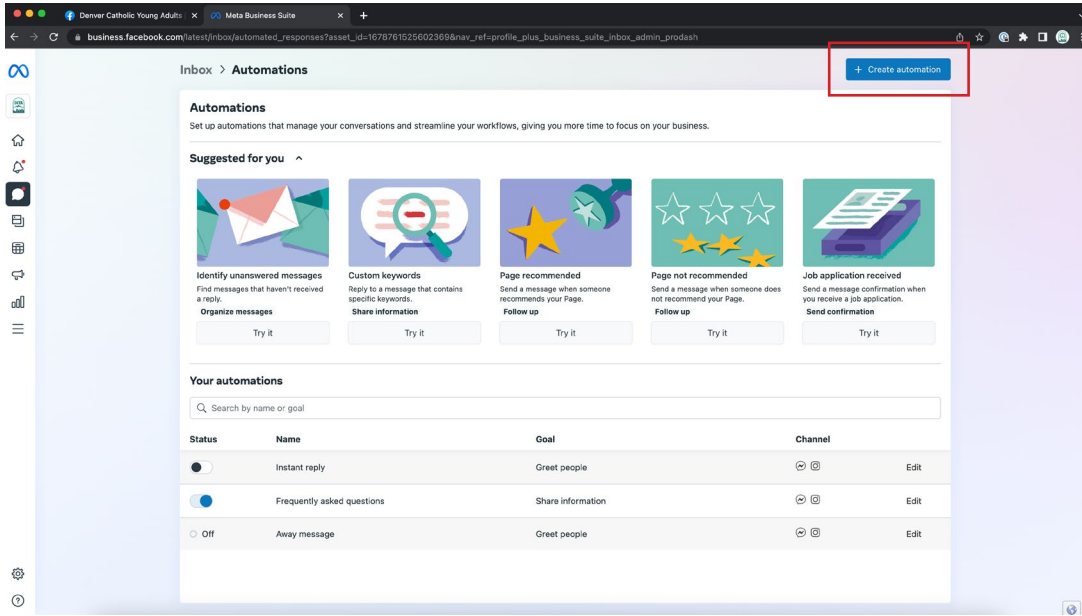


3. Once in your Professional Dashboard, from which you can manage your page with a variety of tools, click “Inbox.”



4. Select “Automation” in the top toolbar.



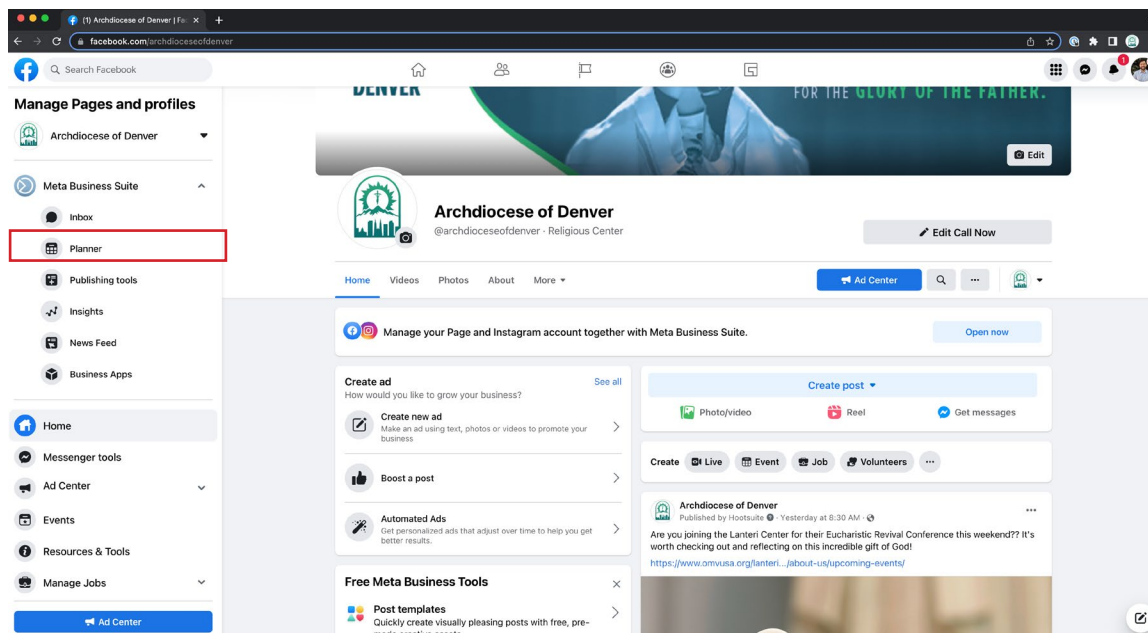


5. Select “Create Automation” to set up automated messages, like FAQs, Away Messages for nighttime, Auto-Replies to acknowledge receipt of messages and tell your messenger that you’ll reply soon, etc. There are lots of options, so take a look and activate what makes sense for your organization.

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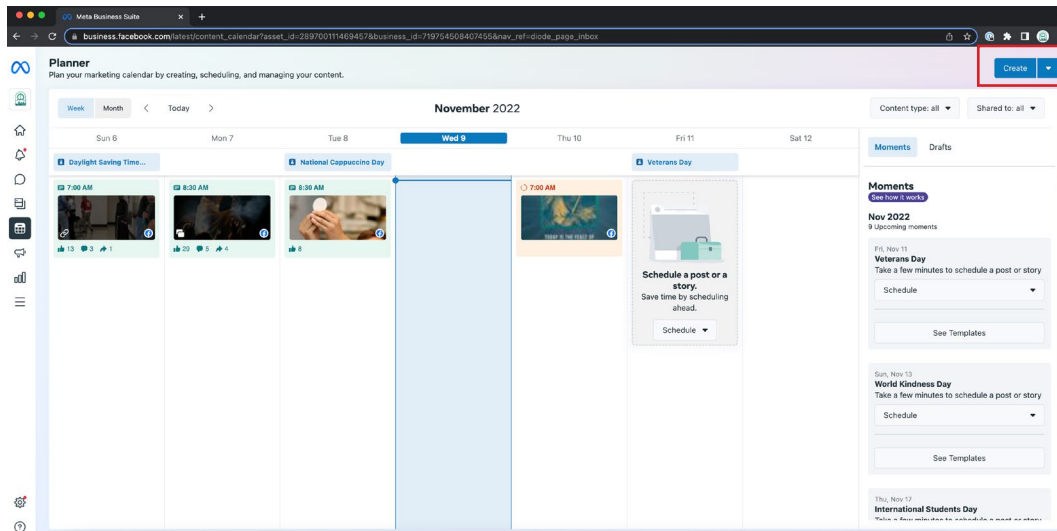
- **When posting photos and graphics, make sure they’re the proper size.** Facebook posts images in pre-set boxes that will expand to show the image when clicked on. For best results - and to avoid awkward auto-cropping, try to stick to a size of 940x788 pixels for posts and 1080x1920 pixels. If using Canva, select what you’re creating (Facebook post, Facebook story, etc.) from the pre-set options and the sizing should be automatically set for what you need.
- **If posting the same post on multiple platforms, change up your language to fit your audience.** A Facebook audience trends older, somewhere between 35 and 65+, depending on the page, community, and entity. Also, women tend to be more active on Facebook than men. Facebook is a semi-professional platform, especially as a Page. With that in mind, be sure to use full sentences; don’t use hashtags. You can use emojis, but don’t get carried away!
- **Balance your reshare and organic content ratio.** You don’t want your entire account to be shares of others people’s content. You should have some unique content of your own to share!
- **Schedule, schedule, schedule!** Planning ahead is the key to an effective social media presence and strategy. Taking the time to plan out your posts ahead of time allows you to be semi-consistent on each of your platforms, and will take a lot of the stress out of social media management, even if you only figure out what you’re going to post and don’t write it out or create the content yet. The following screenshots reflect the process for scheduling on a web browser. You may also schedule from the Meta Business Suite app for iOS and Android, following the same general steps, though the layout will be different. See [pages 18-20](#) for how to do this on Facebook with the new Facebook Pages Experience.



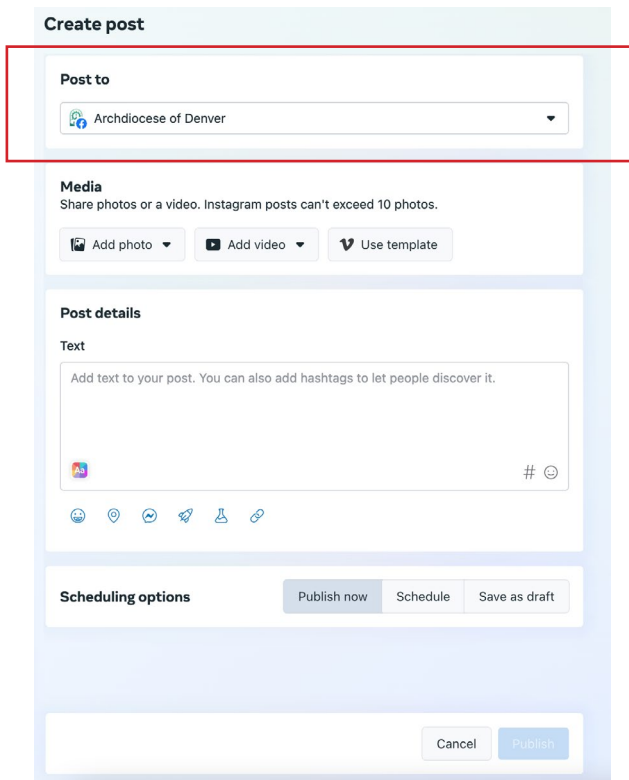
1. Visit your Facebook page and click “Planner” under the Meta Business Suite category.

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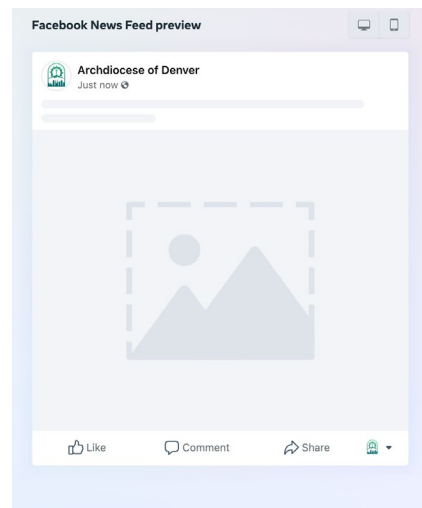




2. From the planner, you can create Facebook and Instagram posts and schedule them for particular days and times. Upload any media you'd like to use (photos, videos, graphics, etc.), type your caption, schedule, and hit Save. You can either do this by selecting "Create" in the top-right corner, or by clicking a day in the week view. To create a story to be scheduled for another day/time, click the arrow next to the "create" button in the top-right corner.



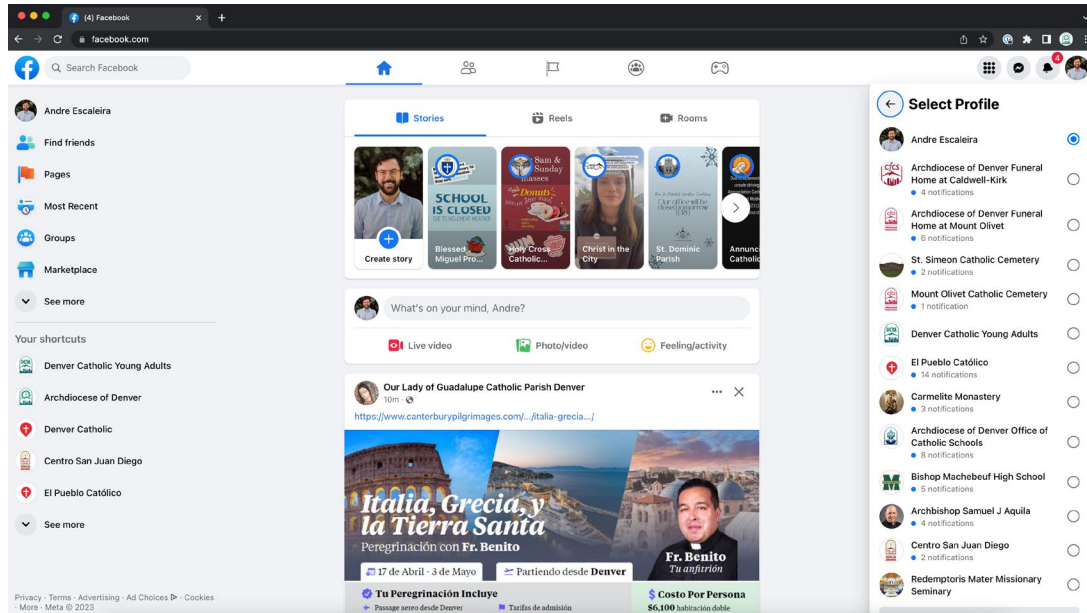
You can post to both Facebook and Instagram from the Meta Business Suite. Simply select the platform you're interested in scheduling your post on. Be sure that your Facebook and Instagram accounts are connected; if they aren't, you can start that process here, too, simply by clicking "Connect Account," following the prompts, and logging into your page's account. As you create your post, you can see how it will likely look once posted.



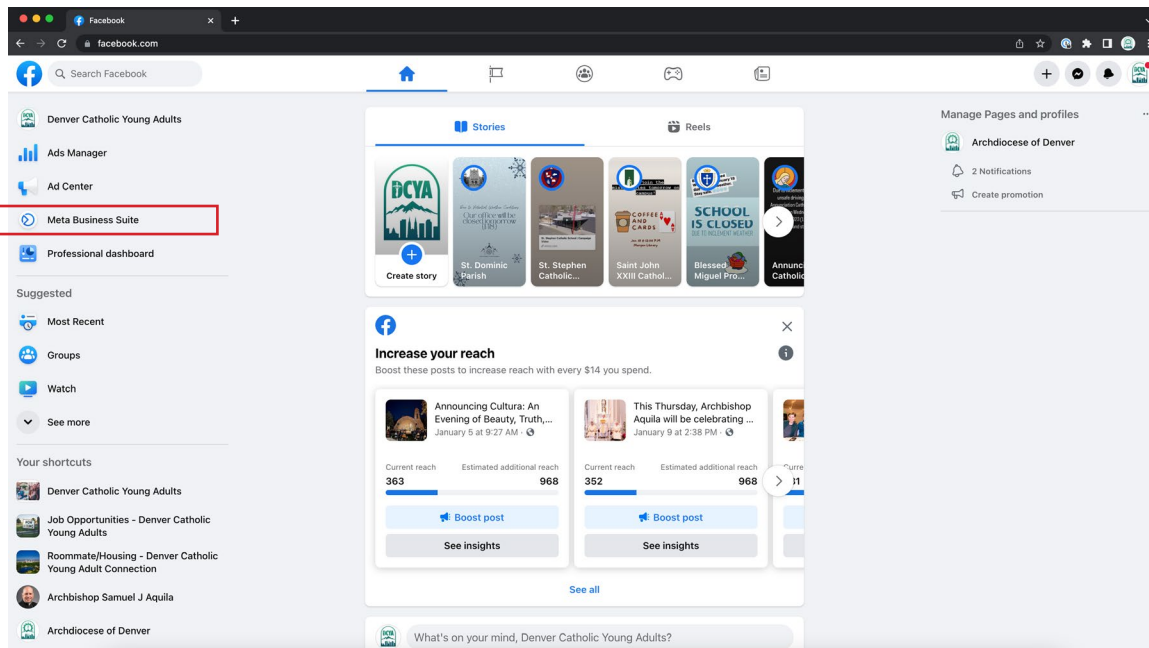
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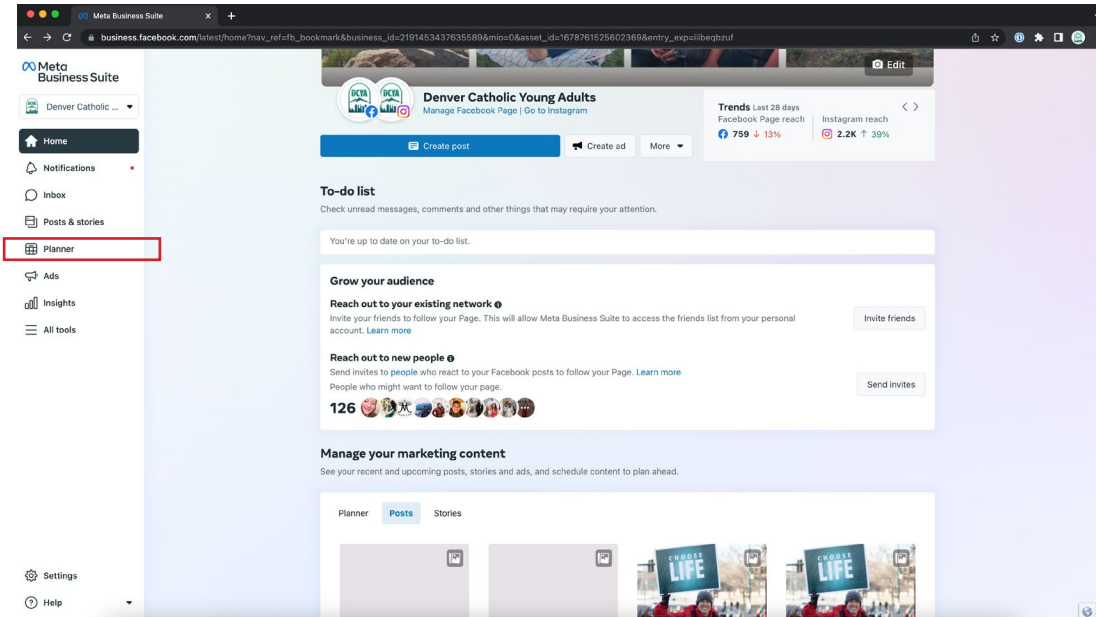
1. With the new Pages Experience, you have to switch into your page, as if it were a new profile. Click the top right circle, then “select profile,” and select your page from the list that drops down.



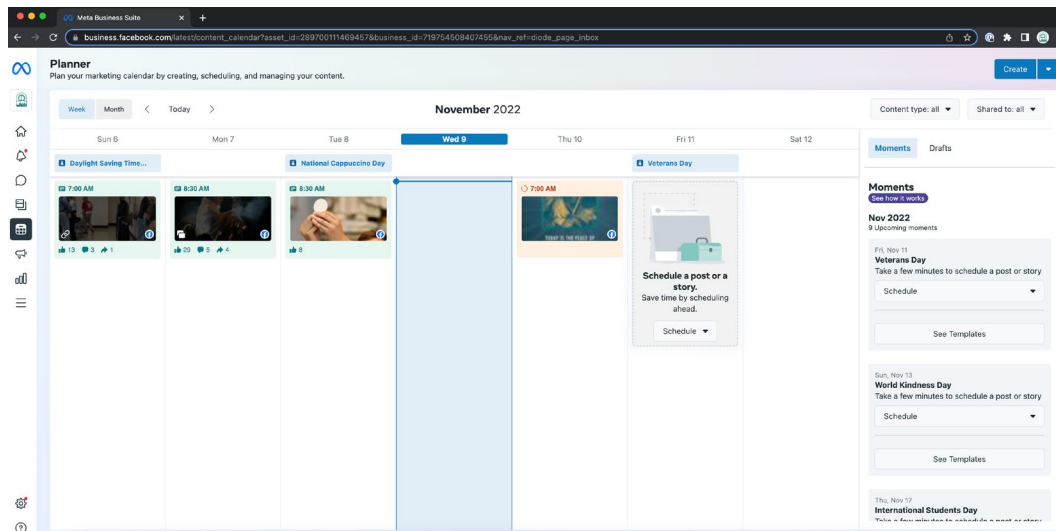
2. Once you've switched into your page, click “Meta Business Suite” in the right-hand toolbar.

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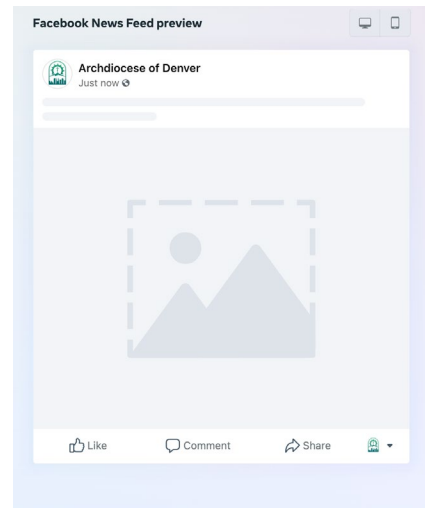
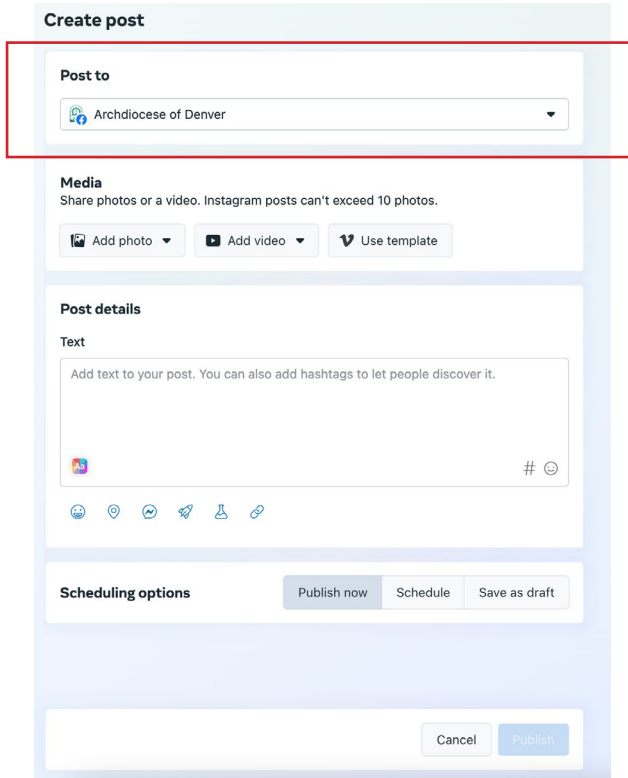
3. Click “Planner.”



4. From the planner, you can create Facebook and Instagram posts and schedule them for particular days and times. Upload any media you'd like to use (photos, videos, graphics, etc.), type your caption, schedule, and hit Save. You can either do this by selecting “Create” in the top-right corner, or by clicking a day in the week view. To create a story to be scheduled for another day/time, click the arrow next to the “create” button in the top-right corner. (continued on next page)

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You can post to both Facebook and Instagram from the Meta Business Suite. Simply select the platform you're interested in scheduling your post on. Be sure that your Facebook and Instagram accounts are connected; if they aren't, you can start that process here, too, simply by clicking "Connect Account," following the prompts, and logging into your page's account. As you create your post, you can see how it will likely look once posted.

- **Think critically about when to actually post your content.** There's a lot of psychology involved in social media posting and content consumption! For instance, most people are not online at 10 a.m. because they're at work, in meetings, or at school. But they might check their social media before they get to work in the morning, around their lunch break, and/or when they are winding down at the end of the day (between 4:30 and 8). Those are some of the best times to post your content. With the scheduling feature detailed above, you can experiment with a few different times to see what works best for your audience.
 - **However,** if you're looking for volunteers to take the 2-3am shift in your adoration chapel, or to attend the 6am Men's Group, you should post in that timeframe since you know the people more likely to do it could be online then.
- For a user-friendly and free way to create engaging graphics, flyers, etc. check out [Canva \(canva.com\)](https://canva.com)
- For more information, visit our pages on missionsupport.archden.org - [Online Design](#), [Copyrights](#), and [Stock Photos](#), or search for the keywords "facebook," "design," "copyrights," and/or "stock photos" in the knowledgebase at missionsupport.archden.org.

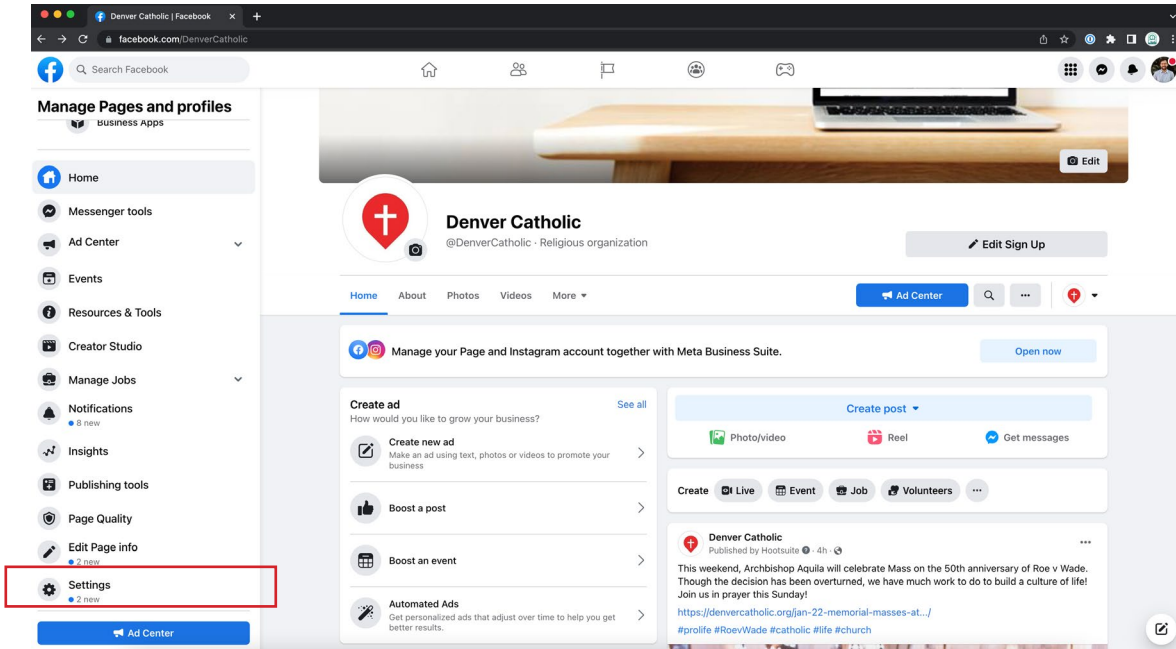
Questions? Contact: André Escaleira, Jr. | andre.escaleira@archden.org | (303) 715-3262



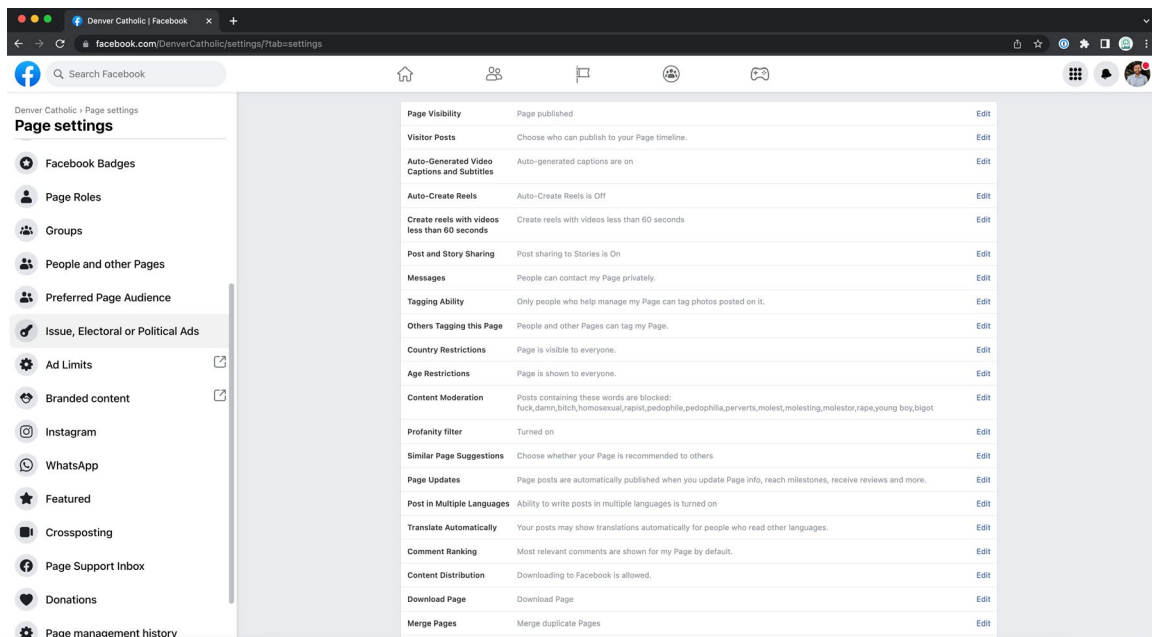


INSTAGRAM

- Note that Instagram is largely an app-based platform. While you can do some management from a web browser, the fullest experience is in the Instagram app.
- Be sure to connect your Facebook and Instagram accounts to take full advantage of the tools that Meta (the parent company of the two platforms) has to offer. Below is how to connect the two in the classic Facebook experience; the new Pages experience follows on [pages 24-26](#).



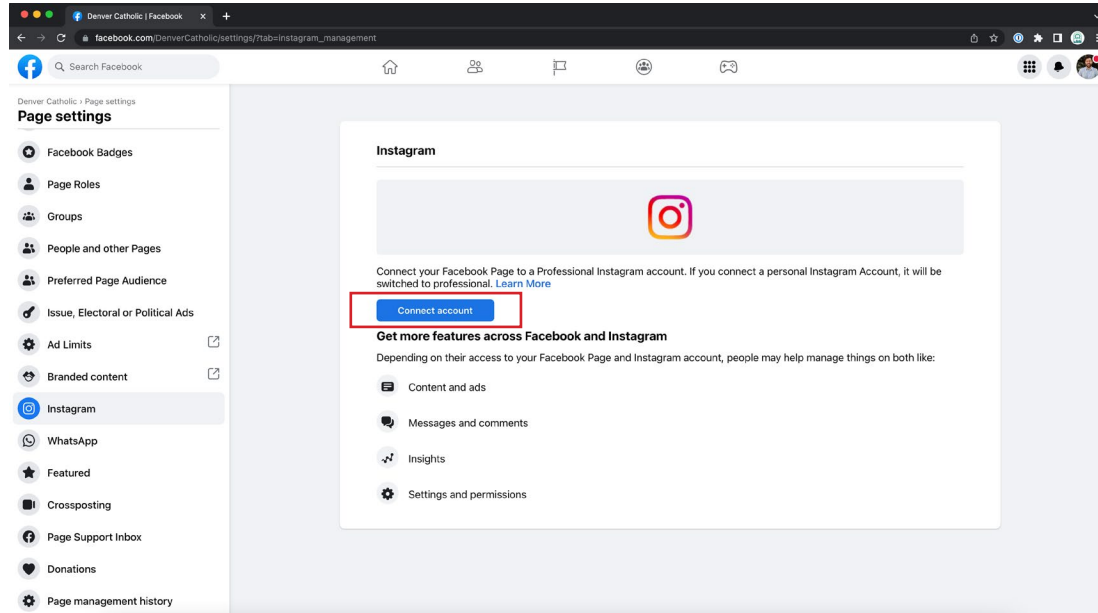
1. Visit your Facebook page and click “Settings” in the left-hand toolbar.



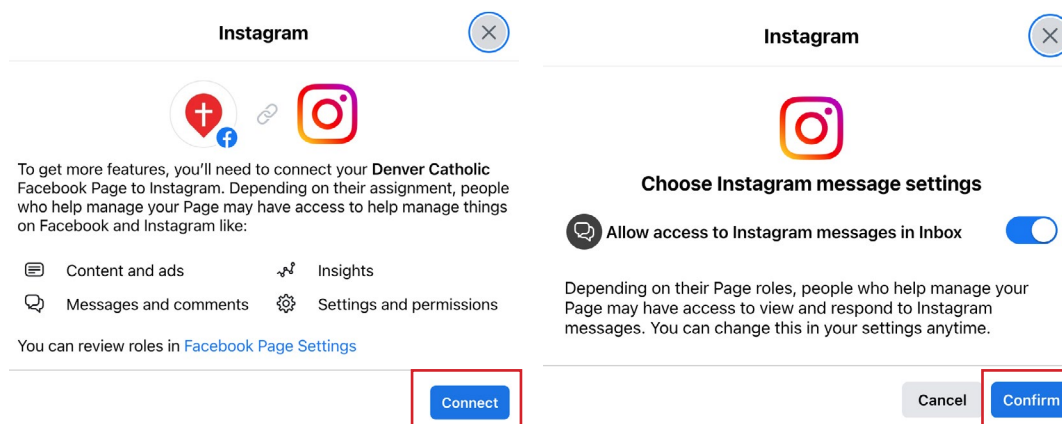
2. Scroll down in the left-hand toolbar and click “Instagram.”

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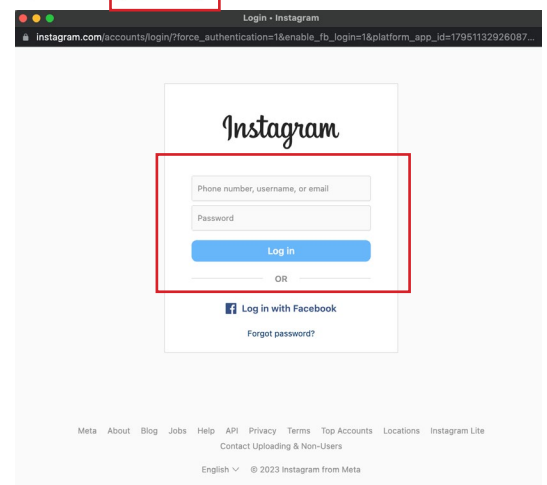




3. Click "Connect account."



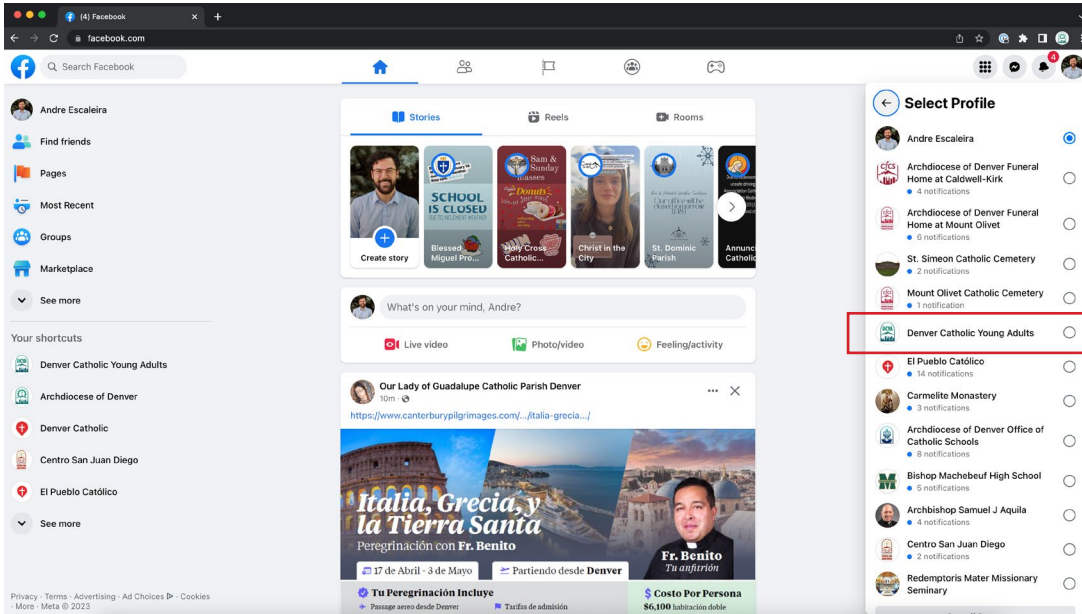
4. Click "Connect," confirm that Facebook/Meta has permission to access Instagram messages within the Meta Business Suite, and then log into your Instagram account. Once the log in is successful, you will be able to manage your Instagram account from the Meta Business Suite, in the same place that you can manage your Facebook account.



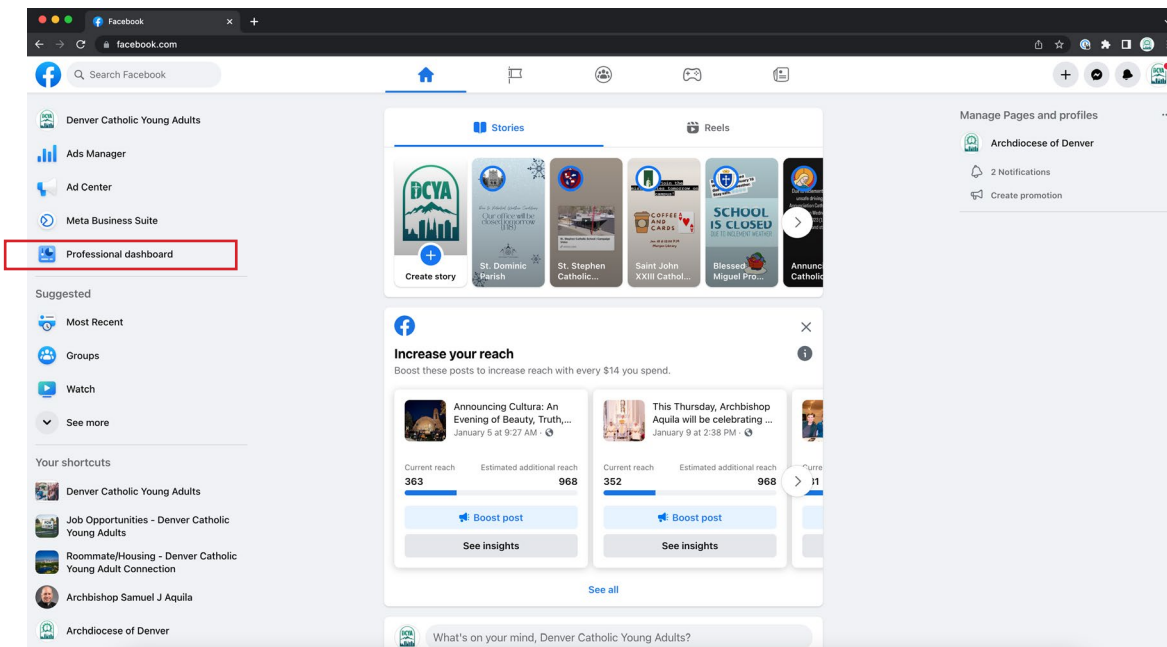
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- If your page has been automatically migrated to the new Pages Experience, follow these steps:



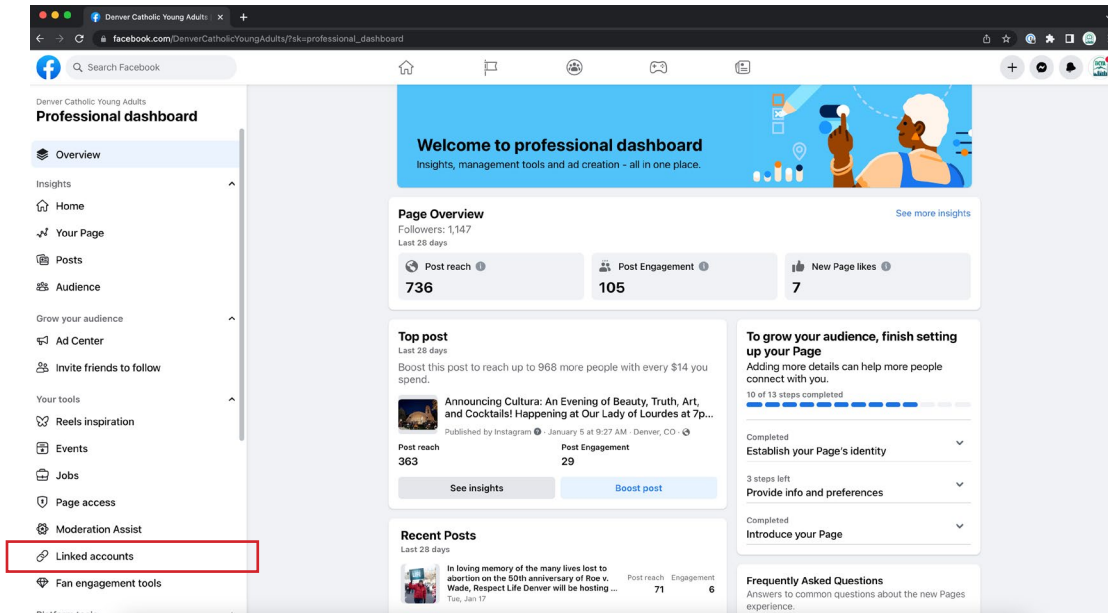
1. With the new Pages Experience, you have to switch into your page, as if it were a new profile. Click the top right circle, then “select profile, and select your page from the list that drops down.



2. Once you’ve switched into your page, click “Professional Dashboard” in the right-hand toolbar.

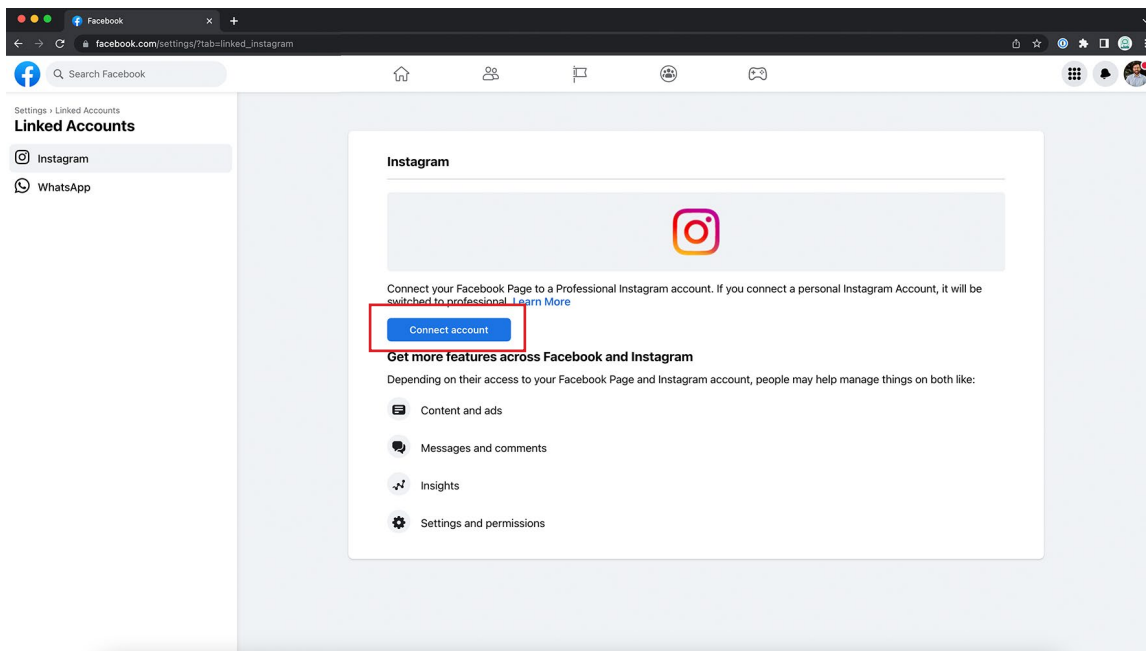
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The screenshot shows the Facebook Professional Dashboard for the page "Denver Catholic Young Adults". The left sidebar contains a menu with "Linked accounts" highlighted in a red box. The main content area features a "Welcome to professional dashboard" banner, a "Page Overview" section with 1,147 followers and 7 new page likes, a "Top post" about "Announcing Cultura: An Evening of Beauty, Truth, Art, and Cocktails!", and a "Recent Posts" section. A "To grow your audience, finish setting up your Page" sidebar is also visible.

3. Once in your Professional Dashboard click “Linked accounts.”




The screenshot shows the "Linked Accounts" settings page in Facebook. The "Instagram" option is selected in the left sidebar. The main content area displays the Instagram logo and a "Connect account" button, which is highlighted with a red box. Below the button, there is a section titled "Get more features across Facebook and Instagram" with a list of features: Content and ads, Messages and comments, Insights, and Settings and permissions.

4. Click “Connect account.”



Instagram ✕




To get more features, you'll need to connect your **Denver Catholic** Facebook Page to Instagram. Depending on their assignment, people who help manage your Page may have access to help manage things on Facebook and Instagram like:

- Content and ads
- Insights
- Messages and comments
- Settings and permissions

You can review roles in [Facebook Page Settings](#)

Connect

Instagram ✕

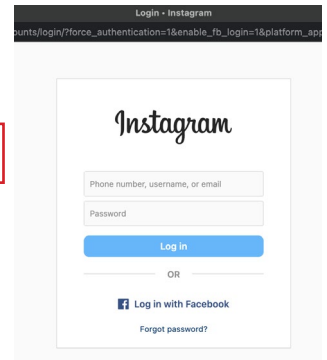


Choose Instagram message settings

Allow access to Instagram messages in Inbox

Depending on their Page roles, people who help manage your Page may have access to view and respond to Instagram messages. You can change this in your settings anytime.

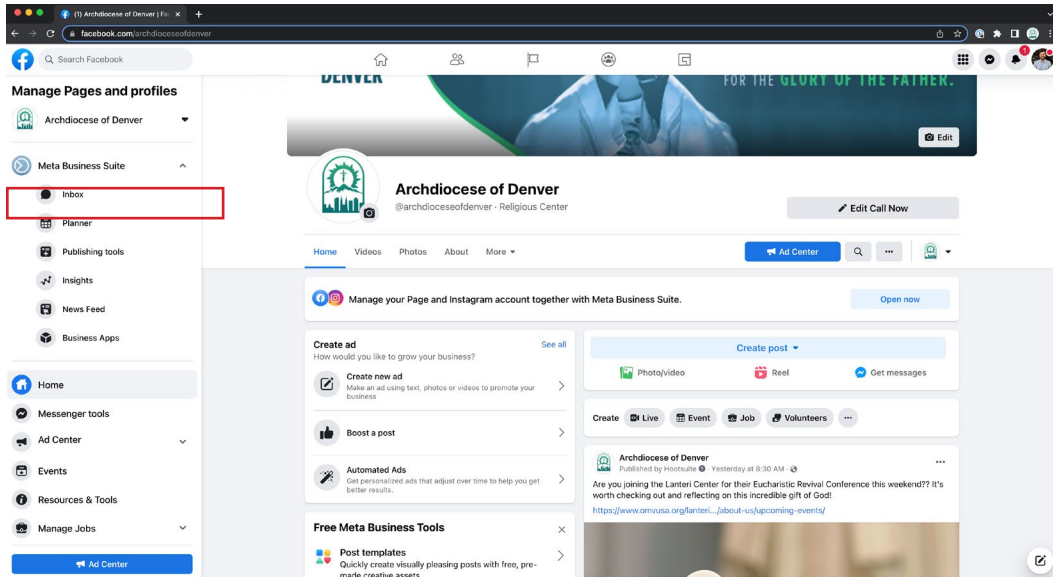
Cancel **Confirm**



Instagram login form with fields for phone number, username, or email, and password. Includes 'Log in' button and 'Log in with Facebook' option.

5. Click “Connect,” confirm that Facebook/Meta has permission to access Instagram messages within the Meta Business Suite, and then log into your Instagram account. Once the log in is successful, you will be able to manage your Instagram account from the Meta Business Suite, in the same place that you can manage your Facebook account.

- **Schedule, schedule, schedule!** Planning ahead is the key to an effective social media presence and strategy. Taking the time to plan out your posts ahead of time allows you to be semi-consistent on each of your platforms, and will take a lot of the stress out of social media management, even if you only figure out what you’re going to post and don’t write it out or create the content yet. The following screenshots reflect the process for scheduling with the Meta Business Suite on a web browser. You may also schedule from the Meta Business Suite app for iOS and Android, following the same general steps, though the layout will be different. See [pages 28-30](#) for how to do this on Instagram in the new Facebook pages experience.

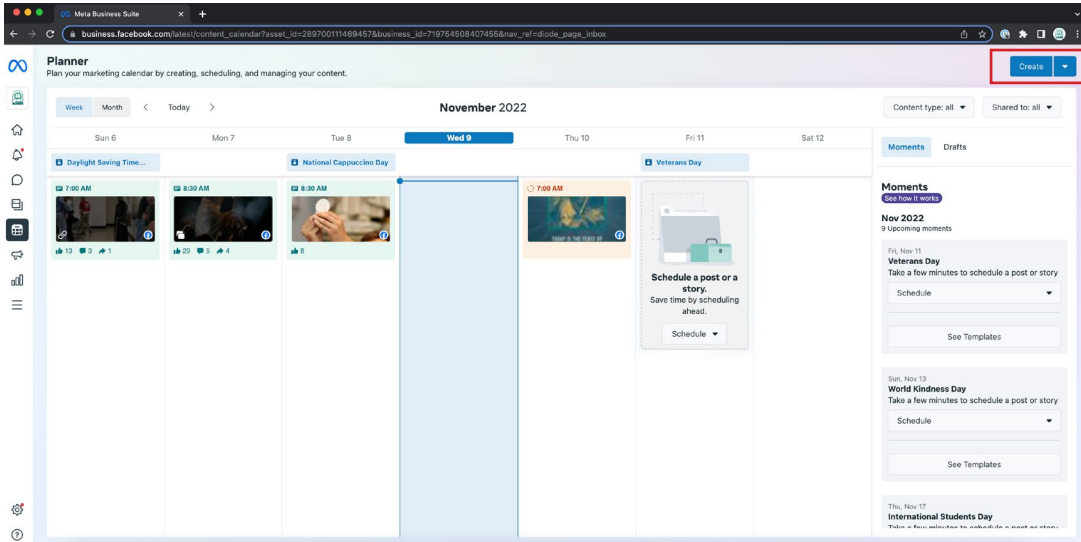


Screenshot of the Facebook Business Suite interface. The 'Inbox' option in the left-hand menu is highlighted with a red box. The main content area shows the 'Archdiocese of Denver' page with options to create posts, ads, and events.

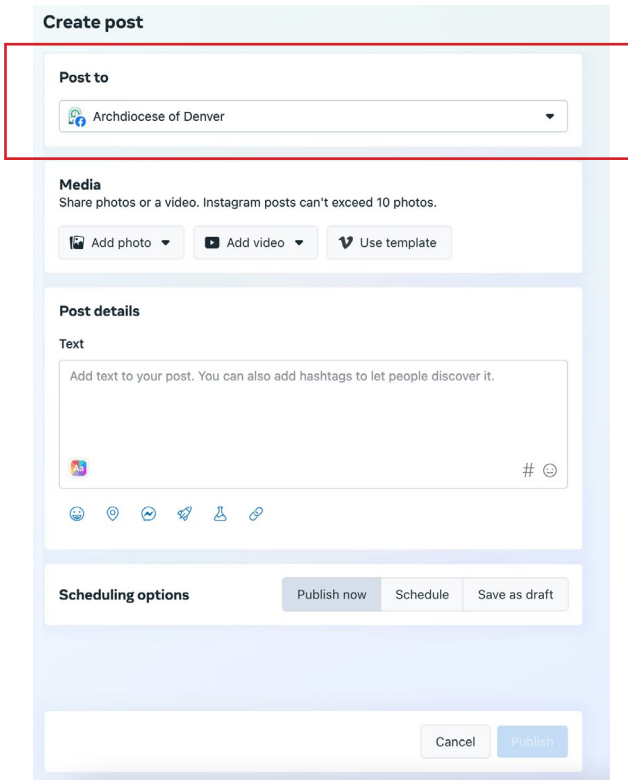
1. Visit your Facebook page and click Planner under the Meta Business Suite category.

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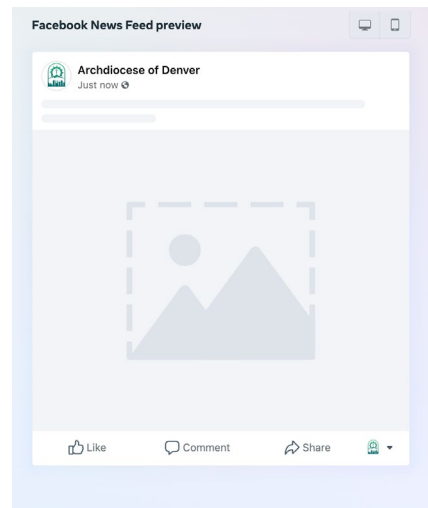




2. From the planner, you can create Facebook and Instagram posts and schedule them for particular days and times. Upload any media you'd like to use (photos, videos, graphics, etc.), type your caption, schedule, and hit Save. You can either do this by selecting "Create" in the top-right corner, or by clicking a day in the week view. To create a story to be scheduled for another day/time, click the arrow next to the "create" button in the top-right corner.



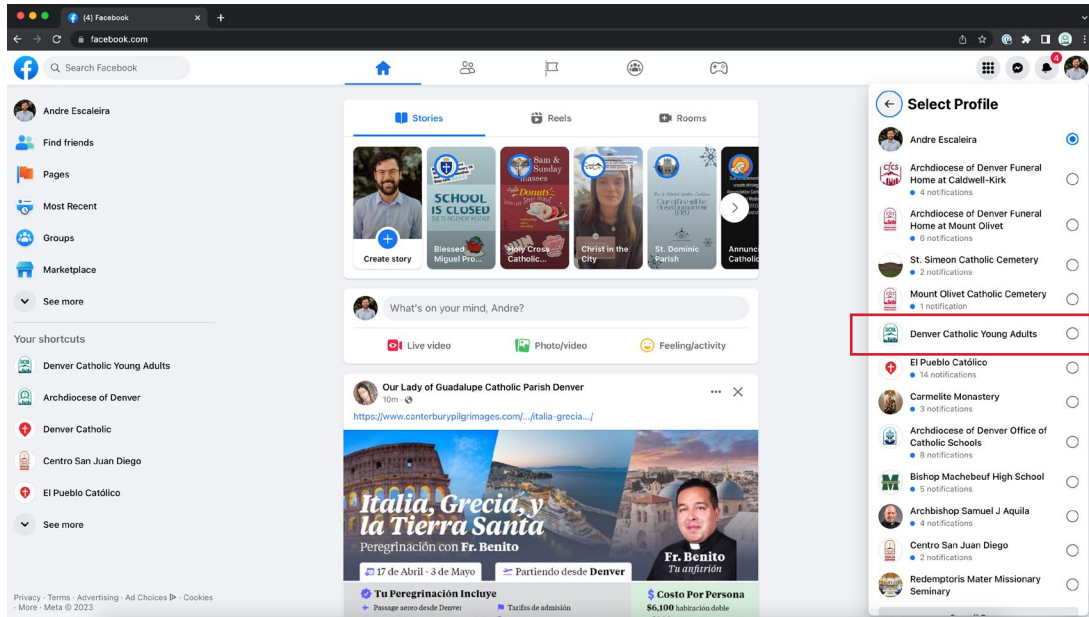
You can post to both Facebook and Instagram from the Meta Business Suite. Simply select the platform you're interested in scheduling your post on. Be sure that your Facebook and Instagram accounts are connected; if they aren't, you can start that process here, too, simply by clicking "Connect Account," following the prompts, and logging into your page's account. As you create your post, you can see how it will likely look once posted.



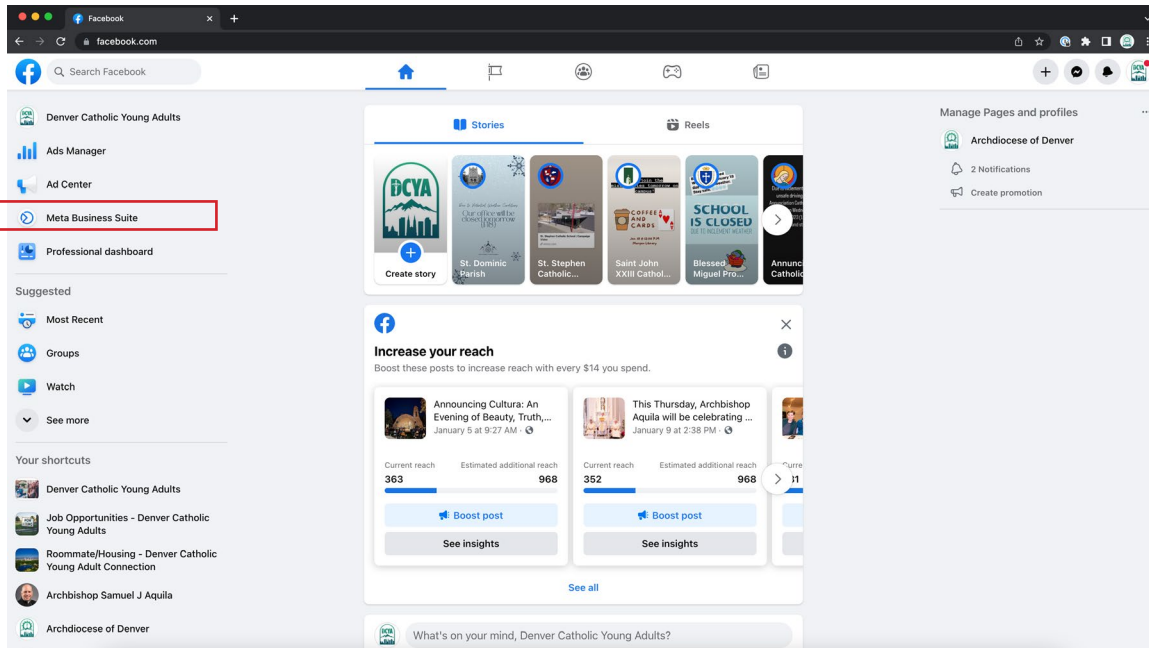
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- If your page has been automatically migrated to the new Pages Experience, follow these steps:



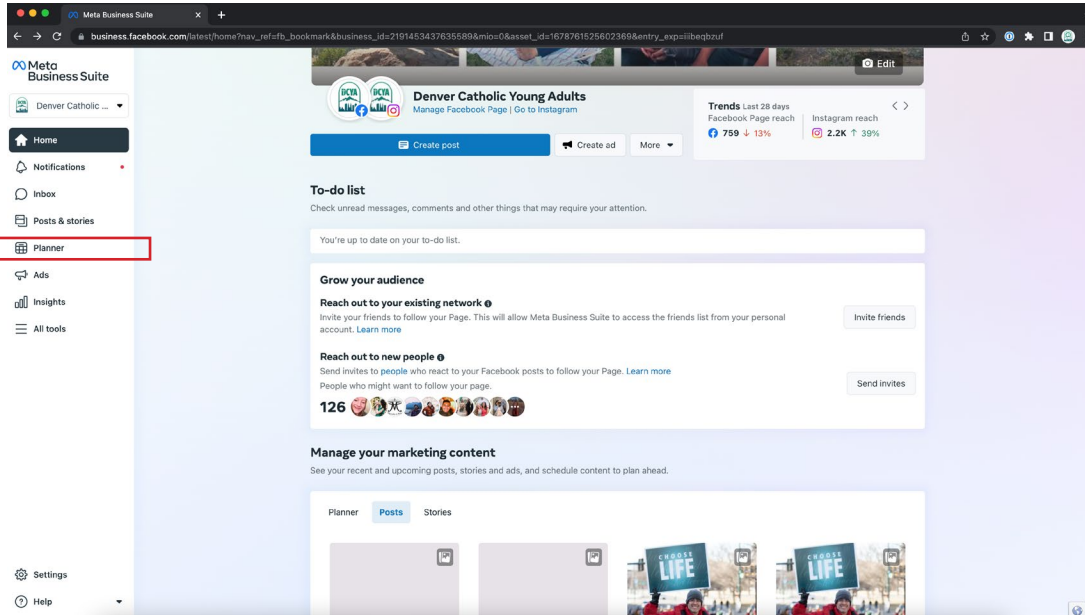
1. With the new Pages Experience, you have to switch into your page, as if it were a new profile. Click the top right circle, then “select profile,” and select your page from the list that drops down.



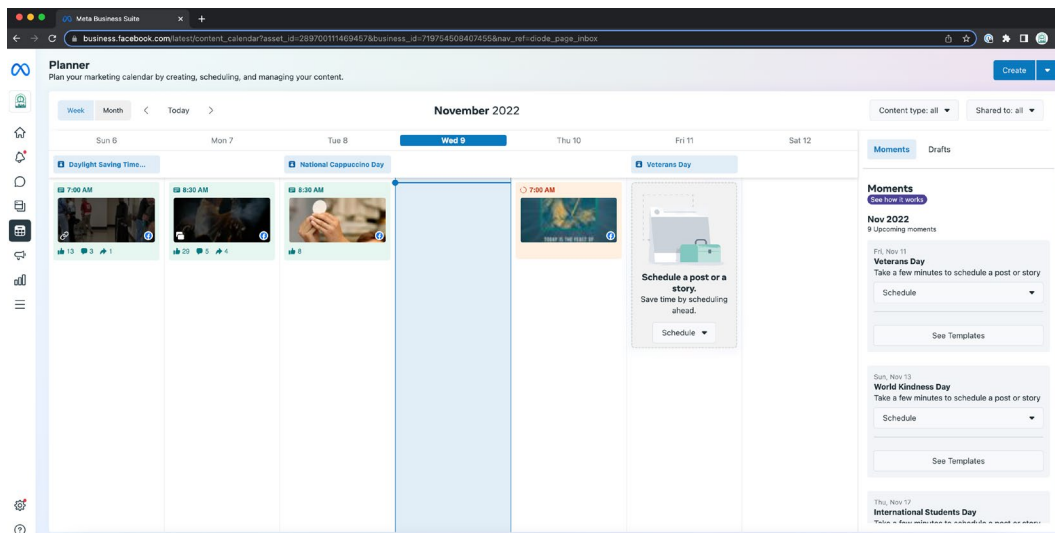
2. Once you’ve switched into your page, click “Meta Business Suite” in the right-hand toolbar.

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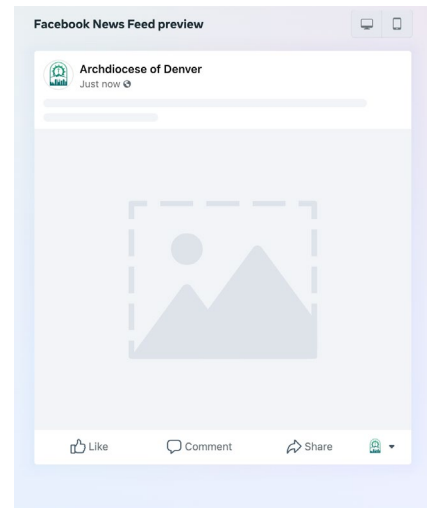
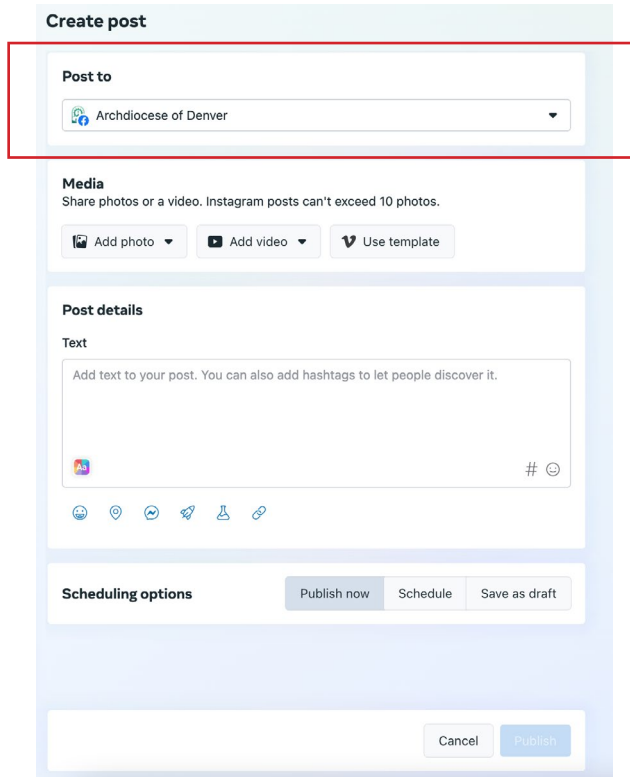




3. Click “Planner.”



4. From the planner, you can create Facebook and Instagram posts and schedule them for particular days and times. Upload any media you’d like to use (photos, videos, graphics, etc.), type your caption, schedule, and hit Save. You can either do this by selecting “Create” in the top-right corner, or by clicking a day in the week view. To create a story to be scheduled for another day/time, click the arrow next to the “create” button in the top-right corner. (continued on next page)



You can post to both Facebook and Instagram from the Meta Business Suite. Simply select the platform you're interested in scheduling your post on. Be sure that your Facebook and Instagram accounts are connected; if they aren't, you can start that process here, too, simply by clicking "Connect Account," following the prompts, and logging into your page's account. As you create your post, you can see how it will likely look once posted.

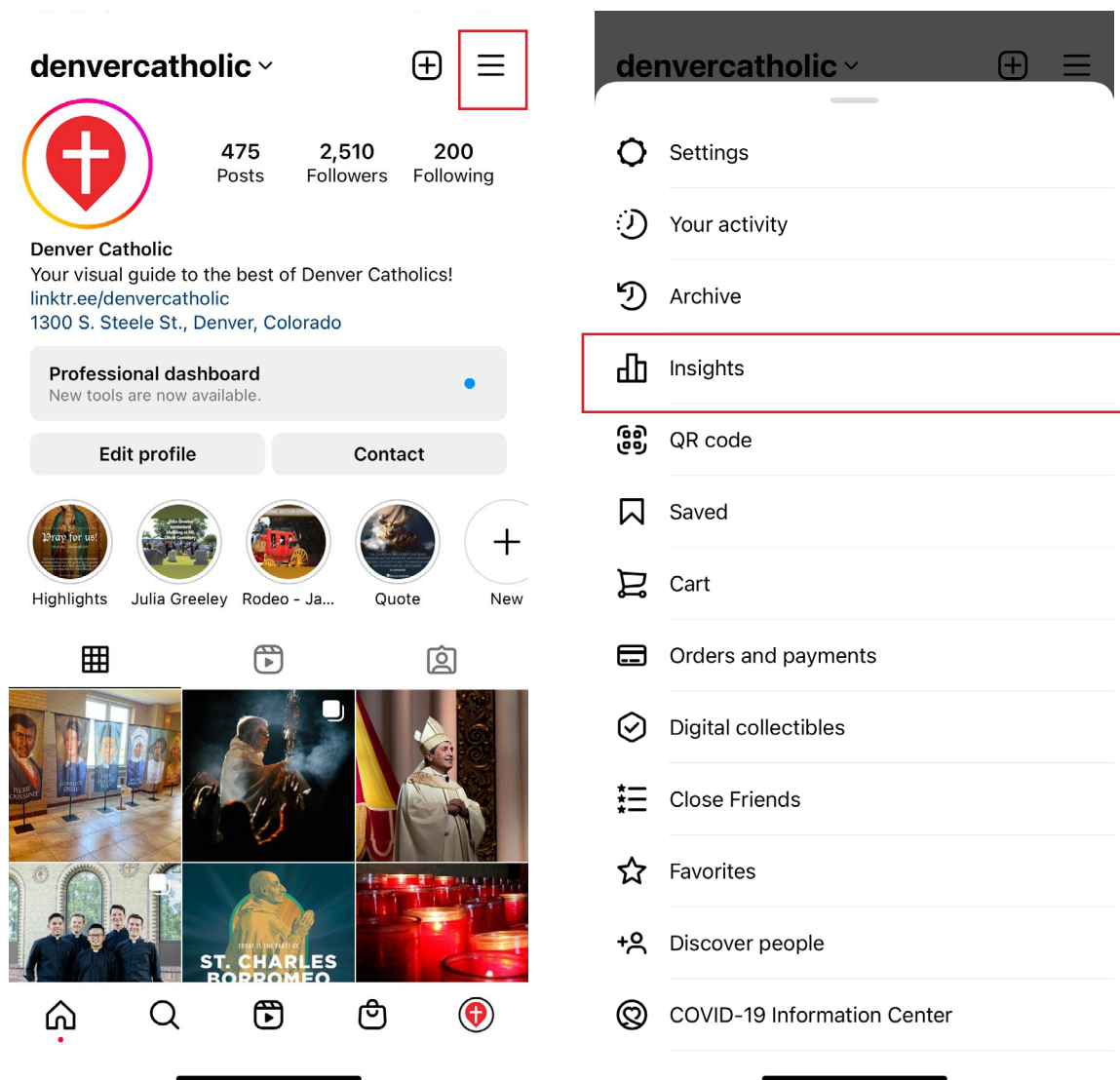
- **When posting photos and graphics, make sure they're the proper size.** For best results, try to stick to a size of 1080x1080 pixels for a post and 1080x1920 for a story. If using Canva, select what you're creating (Instagram post, story) from the pre-set options and the sizing should be automatically set for what you need. Instagram does support other sizes and aspect ratios, but they sometimes get cropped weirdly when using the scheduling function.
- **When posting a carousel of photos (more than 1), be sure that they are all the same orientation, size, and aspect ratio.** Don't post a landscape (horizontal) photo and a portrait (vertical) photo in the same post, as this will cause strange cropping. The first photo will set the standard for the rest.
- **If posting the same post on multiple platforms, change up your language to fit your audience.** Instagram is a younger platform, reaching a wide swath of younger individuals, from middle school to middle age. Feel free to use hashtags, emojis, and more casual language to engage this demographic.
- **Resharing is not supported on Instagram.** There are some external apps that can interface with Instagram to make this happen, but since it's not native to the platform, you're encouraged to create your own content!
- **Links don't work on Instagram, so don't put them in your captions!** One of only two ways a link works on Instagram is when put in your "bio," which can be accessed in the Profile settings. If the link in your bio isn't your general website, i.e. you changed it to be event-specific, be sure to change it once it's no longer relevant. If you want to push your audience towards a website in a particular post, make sure the link is in your bio and invite your audience in your caption to check out the link in bio.
- **Hashtags are valuable on Instagram.** Depending on people's interests, whether they follow certain hashtags, or go looking for hashtag-specific feeds, you can reach new accounts and people. You might even end up on their "Explore" page!

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- **Check out best times per day to post, based on your particular audiences.** Don't just post whenever – you want to post when people are online!

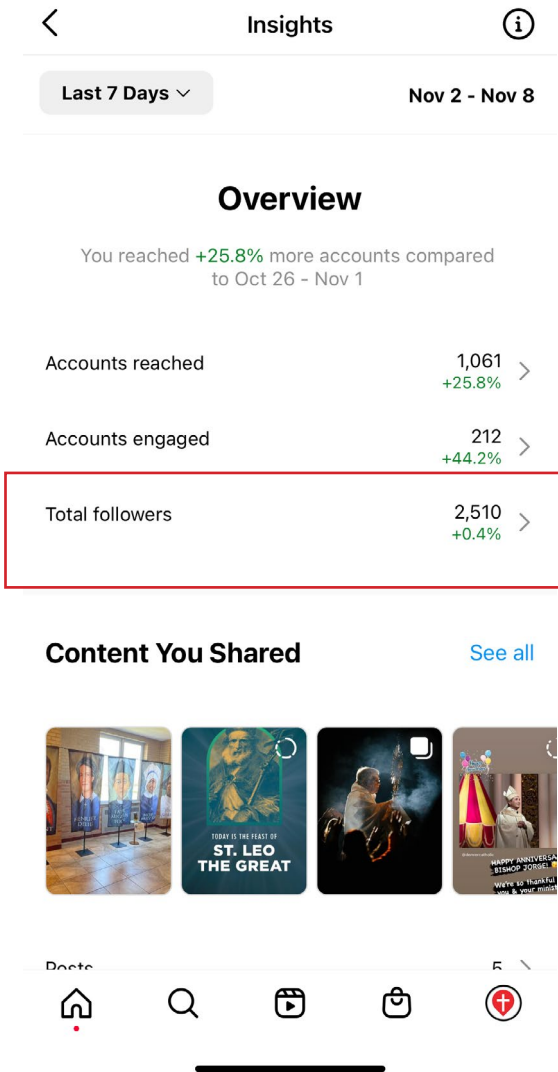
The following screenshots show how to look into this from the Instagram app.



1. Visit your profile and press the button with three parallel bars in the top-right corner. In the menu that expands, select “Insights.”

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Insights ⓘ

Last 7 Days ▾ Nov 2 - Nov 8

Overview

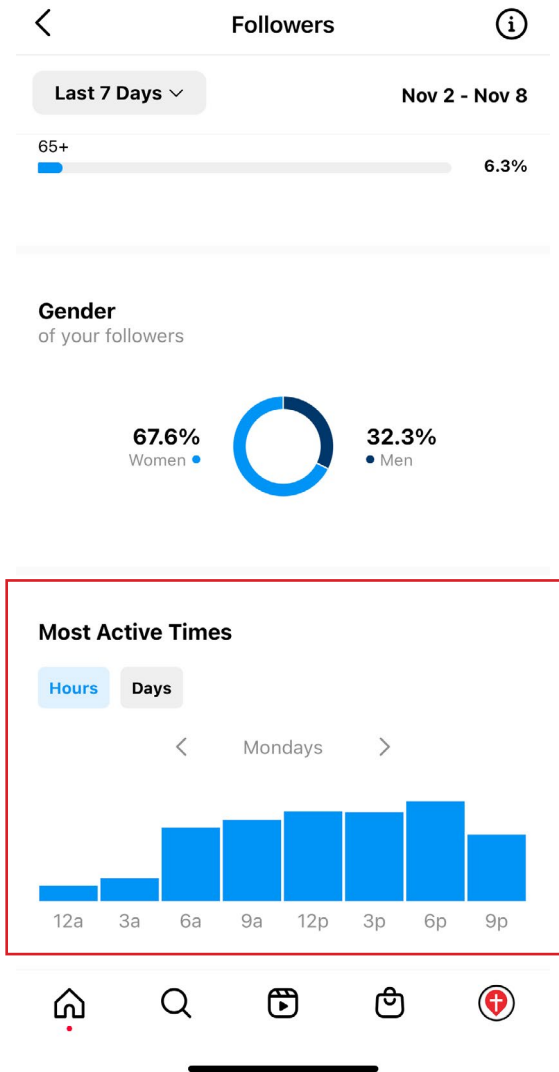
You reached **+25.8%** more accounts compared to Oct 26 - Nov 1

Accounts reached	1,061	+25.8%
Accounts engaged	212	+44.2%
Total followers	2,510	+0.4%

Content You Shared

[See all](#)

Posts



Followers ⓘ

Last 7 Days ▾ Nov 2 - Nov 8

65+ 6.3%

Gender

of your followers

67.6%	32.3%
Women	Men

Most Active Times

Hours Days

Mondays

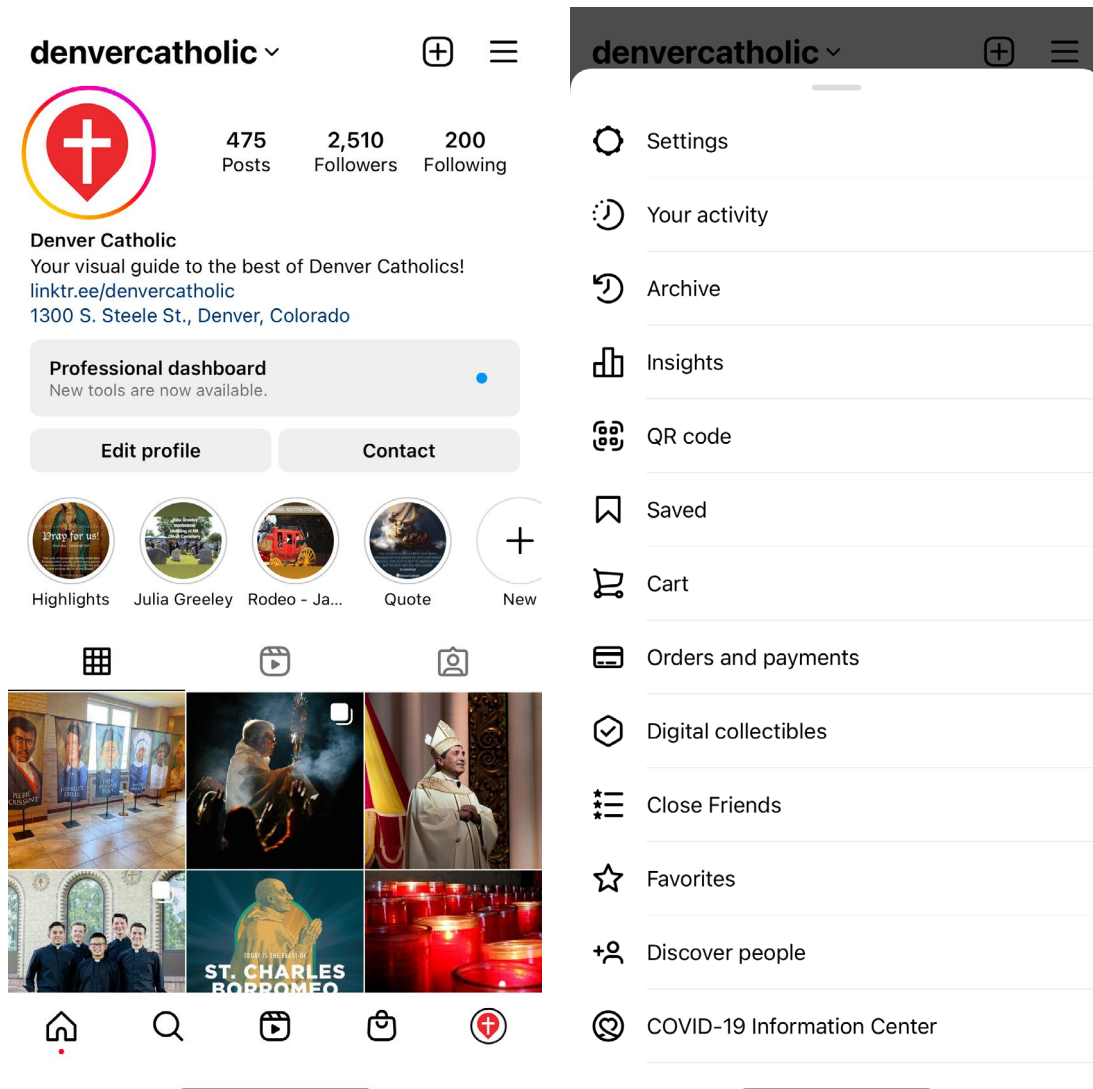
Time	Activity
12a	Low
3a	Low
6a	Medium
9a	Medium
12p	High
3p	High
6p	High
9p	Medium

2. Select “Total Followers,” then scroll all the way down to the bottom of the follower metrics Instagram provides. At the bottom, you’ll see the times your audience is the most active on Instagram, in three-hour intervals. You can change the day by pressing the arrows beside the highlighted day. You can also look at which days are most popular for your audience. This should guide your posting schedule.

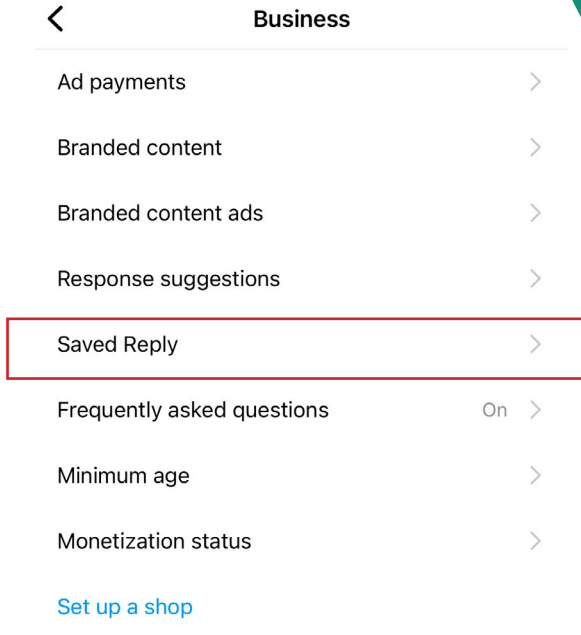
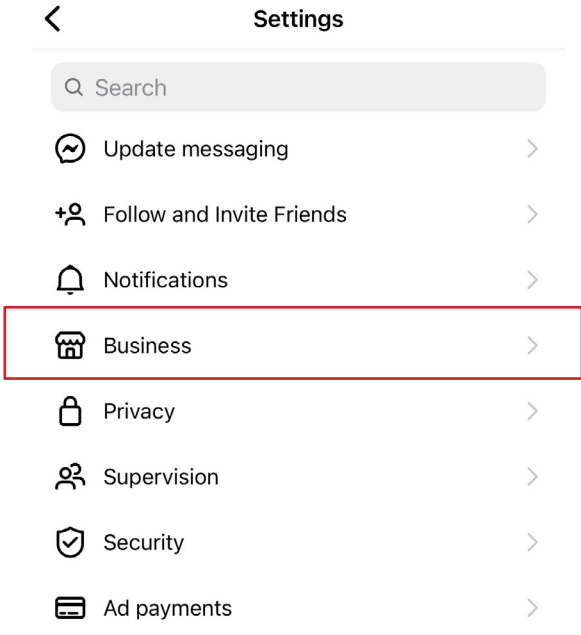
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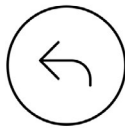
- While you're at it, set up saved replies to messages to save yourself time, if you consistently get the same types of messages.



1. Visit your profile and press the button with three parallel bars in the top-right corner. In the menu that expands, select "Settings."



2. Select “Business,” then “Saved Reply.”

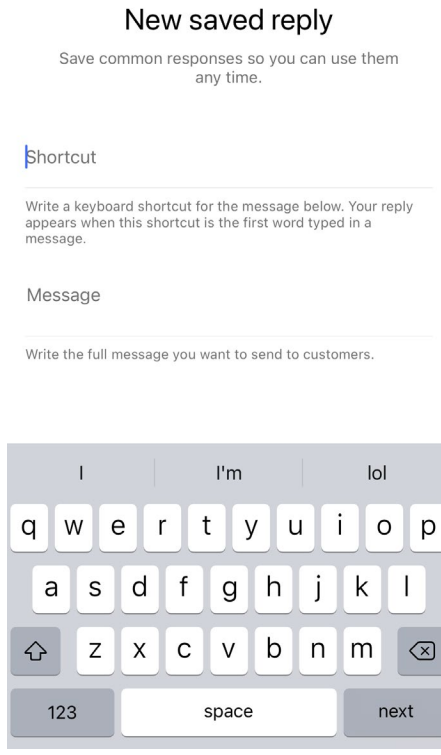


Respond instantly

Now you can save responses to the questions you receive most often.

[New saved reply](#)

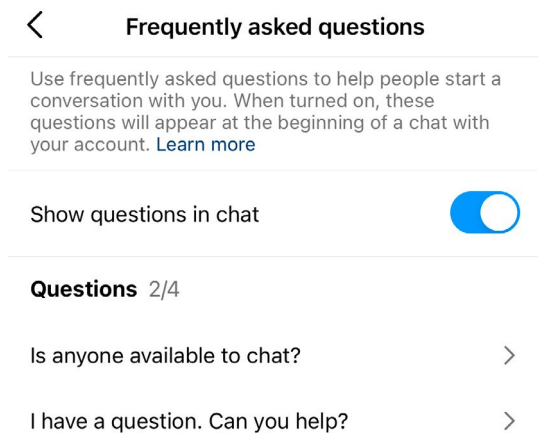
3. Select “New Saved Reply.” From there, create a keyboard shortcut that will expand into a pre-saved message of your choosing. Once you have the shortcut figured out, create the saved message and save. When you want to use it to respond to someone in Instagram messenger, type your shortcut, select the pre-saved reply from right above the text box, edit if you need to, and hit send!



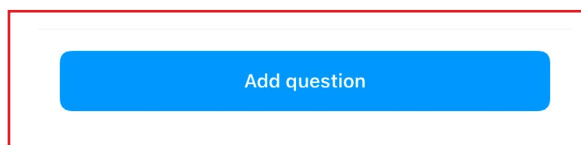
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- You've already done a bunch of automation, so why not add some Frequently Asked Questions (FAQ) that your audience can choose from when sending you a message? Follow the same steps as above, but select "Frequently Asked Questions" instead of "Saved Reply."



- Be sure that they are turned on, and then add up to four common questions for your audience to ask you. This will allow them to press the pre-loaded question and automatically send the message to you.



- For a user-friendly and free way to create engaging graphics, flyers, etc. check out [Canva \(canva.com\)](https://www.canva.com)
- For more information, visit our pages on missionsupport.archden.org - [Online Design](#), [Copyrights](#), and [Stock Photos](#), or search for the keywords "instagram," "design," "copyrights," and/or "stock photos" in the knowledgebase at missionsupport.archden.org.

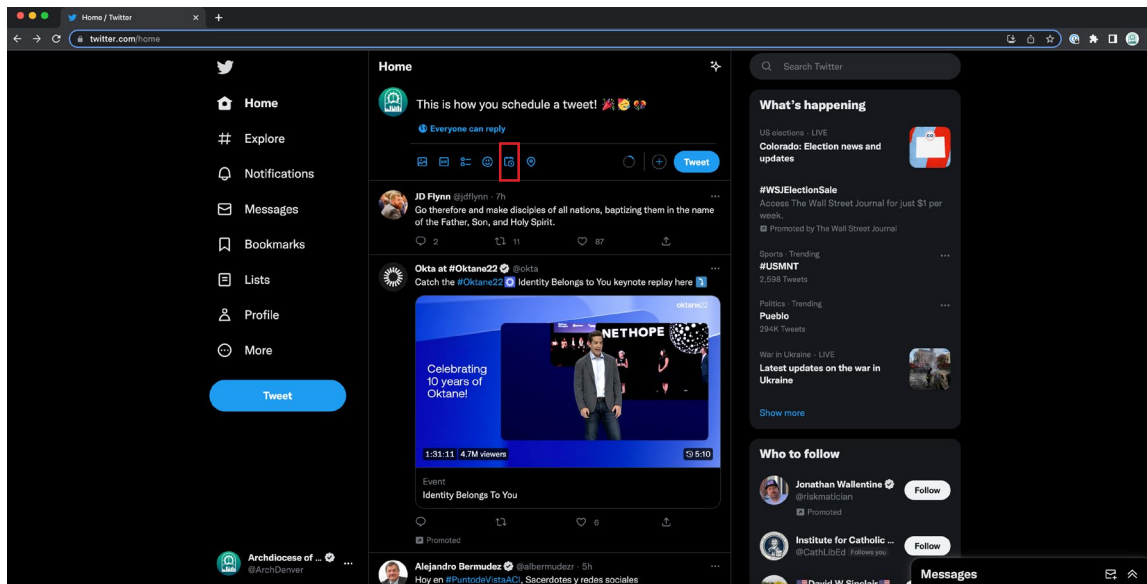
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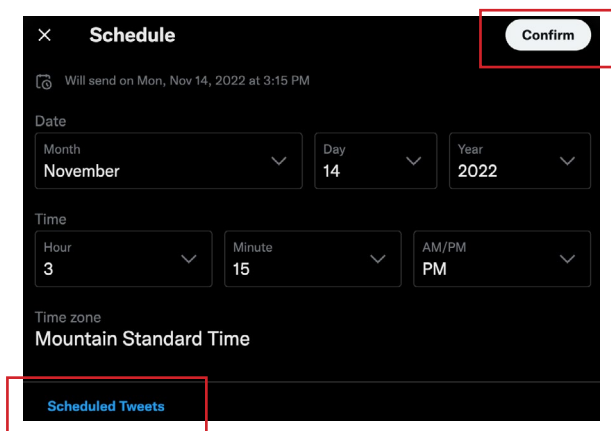


TWITTER

- **Mix up your content.** Twitter is the only medium out there that was made for plain text posts, or tweets. Adding an image or a video helps break up the sea of text in one’s feed, which will draw attention right to your tweet. If you can add an engaging graphic, photo, or video to your tweet, do it!
- **Be sure to actively monitor your account for comments, messages, etc.** While you can’t remove others’ tweets to you, as bad as they may be, you can engage in dialogue by responding OR block the account outright. Either way, these things ought not to fester out there.
- **Schedule, schedule, schedule!** Planning ahead is the key to an effective social media presence and strategy. Taking the time to plan out your posts ahead of time allows you to be semi-consistent on each of your platforms, and will take a lot of the stress out of social media management, even if you only figure out what you’re going to post and don’t write it out or create the content yet. The following screenshots show the process for scheduling a tweet on a web browser.



1. Once logged into Twitter and on the Home page, start typing your tweet at the top of the page. Add any media and emojis you plan to use. Click the small calendar, second from the right in the bottom toolbar. Set the date and time, click “Confirm,” and then click “Schedule,” where the blue “Tweet” button used to be. Your tweet will be scheduled from there!



2. To view your scheduled tweets and edit them, follow the step above (minus adding text and media), and click “Scheduled Tweets.” From there, you’ll see all tweets you have successfully scheduled.

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- **Think critically about when to actually post your content.** There's a lot of psychology involved in social media posting and content consumption! For instance, most people are not online at 10 a.m. because they're at work, in meetings, or at school. But they might check their social media before they get to work in the morning, around their lunch break, and/or when they are winding down at the end of the day (between 4:30 and 8). Those are some of the best times to post your content. With the scheduling feature detailed above, you can experiment with a few different times to see what works best for your audience.
 - **When posting photos and graphics, make sure they're the proper size.** Twitter posts images in pre-set boxes that will expand to show the image when clicked on. For best results - and to avoid awkward auto-cropping, try to stick to a size of 1024x512 pixels. If using Canva, select what you're creating (Twitter image) from the pre-set options and the sizing should be automatically set for what you need.
 - **If posting the same post on multiple platforms, change up your language to fit your audience.** Twitter is a difficult medium to be successful on. There is constant, almost incessant content being put out there, so content is often being pushed down the feed very quickly, especially for those who follow numerous accounts. That said, your content should be engaging, attention-grabbing, and concise. Twitter has a character limit of 280 characters to force users to be brief. Work within the framework Twitter has given us, but make sure to leave room for hashtags at the end.
 - **Hashtags are most appropriate on Twitter.** Many follow hashtags or look into a hashtag-specific Twitter feed, even with accounts that they don't follow. This is a good way to grow engagement and reach new accounts.
 - **Balance your retweet and organic content ratio.** You don't want your entire account to be retweets of others people's content. You should have some unique content of your own to share!
-
- For a user-friendly and free way to create engaging graphics, flyers, etc. check out [Canva \(canva.com\)](https://www.canva.com)
 - For more information, visit our pages on missionsupport.archden.org - [Online Design](#), [Copyrights](#), and [Stock Photos](#), or search for the keywords "twitter," "design," "copyrights," and/or "stock photos" in the knowledgebase at missionsupport.archden.org.

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LINKEDIN

- **Mix up your content.** LinkedIn is unique in that plain text and media posts can both do well. Even still, be sure to mix it up to keep things fresh.
 - **Be sure to actively monitor your page for comments, messages, etc.** Since LinkedIn is a networking platform, you want to be available and responsive in order to form those connections! Respond to people's comments and reshares on your posts - and to their messages, when appropriate.
 - **When posting photos and graphics, make sure they're the proper size.** LinkedIn doesn't have the same cropping difficulties as Twitter and Instagram, but when making graphics or using photos, try to stick to a size of 940x788 pixels. If using Canva, select what you're creating (LinkedIn post, or Facebook post for similar sizing) from the pre-set options and the sizing should be automatically set for what you need.
 - **If posting the same post on multiple platforms, change up your language to fit your audience.** LinkedIn is a professional platform, made for networking and job seeking. Your audience is going to be working-age individuals, ages 21-65+, with the bulk of people falling between 21 and 50s. Full sentences and very few emojis should be used. The tone should be professional but not robotic.
 - **Balance your reshare and organic content ratio.** You don't want your entire account to be shares of others people's content. You should have some unique content of your own to share!
 - **Think about when it's best to post.** There is no scheduling capability native to LinkedIn (not going through a third party but on the website itself), but you should still consider when your audience is online. Since LinkedIn is a professional, networking platform geared toward work, people tend to be on it during work hours (9-5). It's best to post earlier in the morning, around lunchtime, or toward the end of the work day because people are more free to check social media around those times.
-
- For a user-friendly and free way to create engaging graphics, flyers, etc. check out [Canva \(canva.com\)](https://canva.com)
 - For more information, visit our pages on missionsupport.archden.org - [Online Design](#), [Copyrights](#), and [Stock Photos](#), or search for the keywords "linkedin," "design," "copyrights," and/or "stock photos" in the knowledgebase at missionsupport.archden.org.

