



# How to best use social media

Stakeholder Toolkit

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You can make the difference

**Facebook, Twitter, LinkedIn and Instagram are all powerful communications tools which allow your organisation to not only control your own messaging and narrative, but also help you connect with both existing and new audiences.**

If you're using one of these social media platforms, please reference the '*You can make the difference*' campaign in any related posts. We want to build a community of positive stories about what it means to work in adult social care and why it's such an empowering and rewarding role for people with the right skills.

Please also tag **@FairerScotland** on Facebook and **@scotgov** on Twitter.

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## Facebook

- Always use engaging copy and images – these are more likely to stand out on people's newsfeeds and gain greater engagement.
- While there is a longer character limit on Facebook, short, succinct posts are better received and help to capture people's attention. Posts between 100 and 250 characters are recommended.
- Create a two-way conversation – ask your followers to share their thoughts.
- Please reference your support for the Scottish Government's '*You can make the difference*' campaign and link to the **CareToCare.scot** website where possible.

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## Twitter

- If you have a story that gets coverage in local media, it may also be shared on their social channels, especially Twitter. If so, you can retweet or 'quote tweet' from your organisation's account and use it as an opportunity to show support for the campaign and inspire more people into the industry. For example, 'Great coverage in the @<name of media outlets Twitter account> for our support of the Scottish Government's '*You can make the difference*' campaign.'
- Tweet frequently and make sure your tweets are informative or useful.
- Retweet interesting posts related to your subject area.

## Instagram

- Instagram prefers photos in the upright (portrait) mode.
- Use the image-led nature of Instagram to focus on case studies when possible.
- Highlight collaboration by using partner organisations' Instagram usernames.
- Use hashtags in your updates wherever you can. Hashtags are key to helping users find you through their mobile Instagram searches.
- Add locations in posts wherever possible. Like hashtags, a lot of users may be searching for all content within a specific geographical area. For example, 'Glasgow' or 'Scotland'.
- Make use of Instagram's Stories function, which can often gain more traction and views from your followers than grid posts. Content posted on Stories only stays live for a period of 24 hours, so think about using the feature to share any imagery with your followers that might be of interest, but not necessarily merit a permanent post on your main feed. You can also add links to help people easily navigate to the **CareToCare.scot** website for more information.
- To include links to the **CareToCare.scot** website via a grid post, you need to add the web link to your bio and then add a line like 'link to more information available in our bio' to the grid post copy.
- The content you share on social usually also works as a strong option for an article on the news section of your own website. This gives you complete control of the messaging and can help keep your audience and staff engaged.

## To maximise success:

- Keep your website regularly updated. Search engines reward frequency of updates and rank those sites higher.
- Take heed of suggested word limits for data fields. If you go over, you will be penalised by search engines.
- Including links in your article to other articles or external collaborators will increase your article's search engine ranking.
- As well as the main image at the top of your article, make sure you use a few more links within the article at the appropriate place. Also ensure images are properly named, described and captioned. Some people could come to your article via image searches.
- Please reference the campaign and link to the **CareToCare.scot** website where possible.