

Social Media Policy

General Guidelines

- Proper grammar and spelling in all posts. (Nothing in ALL CAPS!)
- Don't post anything that misrepresents WeConservePA's opinions or could damage the public image of the organization. This includes liking, sharing, or commenting on posts from other profiles.
- Be positive; generally avoid posts that are critical in nature.
- Before posting anything that could be controversial, especially WeConservePA's stance on an issue, discuss with executive director.
- Be judicious when deciding which people/organizations to like/follow.
- Never share low-quality images.
- Keep an eye on analytics to help inform strategy.

Facebook

- Post 2-3 times per day, ideally in the morning, midday, and afternoon.
- Vary post types: links to articles on WeConservePA's websites and external websites, photos, and videos.
- Cultivate a mix of content that reflects the various issues WeConservePA is involved in (conservation, outdoor recreation, etc.)
- Only share other pages' posts on rare occasions (e.g. if there is an event we are co-sponsoring and you want to share the event page).
- Each post should have a graphic. If a photo does not appear automatically when you paste the link of a web article, upload a photo to accompany the link.
- Avoid large chunks of text; ideal posts should be no more than 150 characters.
- Tag the pages of other organizations when relevant to the post.
- Respond to messages and comments in a timely and respectful manner.
- Occasionally scroll through the newsfeed to like (and possibly comment on) posts from other organizations.
- Schedule posts for the weekend or when not in the office.

Twitter

- Post 2-3 times per day.
- Mimic Facebook posts, but edit/adapt text to fit the Twitter platform.
- Use hashtags when applicable. Never more than two.
- Tag the profiles of other organizations/people when it is relevant to the post.
- Retweet occasionally, but not too often.

- Every post should have a graphic.
- Use link shorteners to save space, if posting a link.

Instagram

- Post 2-5 times per week.
- Posts should be predominantly photos, but can also include infographics, quotes, and other compelling images.
- Show people enjoying nature whenever possible.
- Tag associated organizations in the caption when applicable.
- Use hashtags in the caption when applicable.
- Occasionally scroll through and “Like” photos from other pages.