

## NCSA social media outline

- Social media enables you as a user to create and share content or to participate in social networking
  - The five biggest platforms include Facebook, Twitter, Instagram, LinkedIn and YouTube
- How to use social media to your advantage
  - All social media outlets should reflect CAP's brand, i.e. CAP logo, CAP colors, mission, etc.
    - You can find the Branding Resource Guide online at <https://www.gocivilairpatrol.com/members/cap-national-hq/public-affairs-about/resource-library/toolkit/branding-resource-guide/>
    - Make activity staff Facebook page private – two methods
      - Do not make a new Facebook page every year
        - <https://www.facebook.com/NBBCAP/>
        - <https://www.facebook.com/JohnsonFlightAcademy/>
        - <https://www.facebook.com/groups/133961337313897/>
      - You can create an event or a closed group from your main page to prevent multiple Facebook pages
      - Add or take away new and old members
      - This allows for consistency and easy access for National activities
    - Put information pertaining directly to your activity on your private page
    - To differentiate between activities, use your activity patch as your profile picture and should remain constant
    - Your banner/header photo can be changed more frequently to highlight either an upcoming event or an all-encompassing photo to show what cadets could expect for a 1-week long activity
- Goals:
  - Create at least two posts on Facebook
  - Tag us on Facebook by using the @ in your two posts and we will share the top posts!
- Social media questions
  - Where do I start?
    - Start by updating your social media pages – banner/header photos, add or take away old members, follow new people, which means searching on the social media channel for constituents related to you and literally click 'follow' – once you follow someone, you will start seeing their posts on your news feed and you can then share or like their content
    - Focus on mastering one social media channel (Facebook and/or Twitter) and then move to another when you feel comfortable
    - Make social media calendar a couple weeks to a month out
    - Find interesting articles to share with your cadets
  - How often should I post on social media?
    - Start with at least once a week, and then once you feel more comfortable, post several times a week



- Must have a hook – the unusual stories such as trips to a particular event, 5<sup>th</sup> member of their family to attend an event, disability a cadet is working through, top achieving cadet, family members already in the Air Force (family affair), etc.
- Stories having multiple sources – more than one person to gain information from
- Types of photos that receive the best feedback
  - Photos should contain 5 or less people in a well-lit area with something showing what the activity was so an outsider will have a good idea what the picture is about
  - Candid shots are ALWAYS more interesting instead of posed shots
  - Limit the amount of group photos you take – close-up photos are more appealing and interesting
  - When posting photos, do not upload any more than 5 – pick the top photos from that particular event and post those
- Make social media pages interesting and appealing
  - Make a social media schedule so that posting is intentional and not just thrown together at the last minute
  - Find a current cadet who is using Facebook, Instagram and Twitter well and have him or her help with posting content
  - Don't just post about yourself and updates about the activity – share/link interesting stories from outside constituents that your cadets would find interesting