



CIVIL AIR PATROL

2018 National Conference

SOCIAL MEDIA BEST PRACTICES

Posting

Sharing

Branding

Updating

AUGUST 2018

Posting

What makes a good social media post?

Outlets

Engaging

Tagging

Graphics

Examples

Outlets

Facebook

Twitter

Instagram

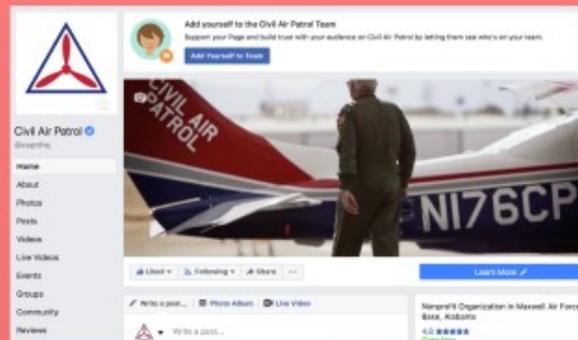
YouTube

LinkedIn

Exercise

Facebook

- Facebook is the largest social media platform
- Why use Facebook?





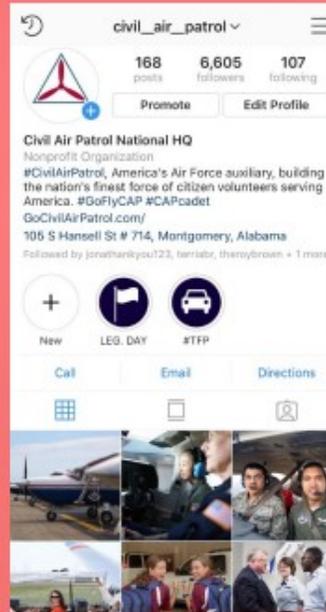
- Twitter is ideal for short messages
- Twitter is most effective if you remain in your followers' news feeds
- Oftentimes the hashtag # is associated with Twitter



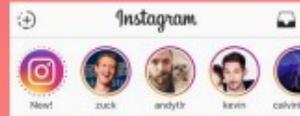


Instagram

- Photo-sharing social platform mostly accessible via mobile device
- Post photos and videos related to current events at CAP



Instagram
story



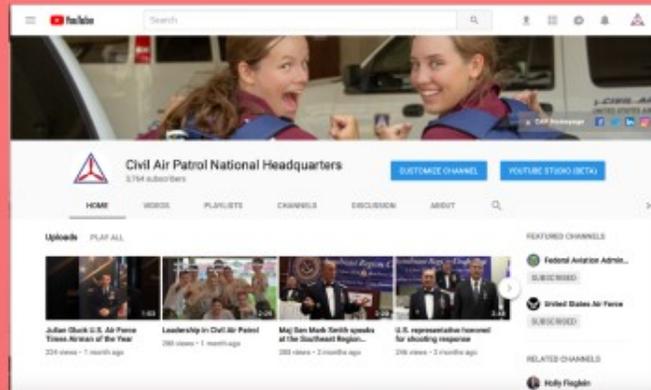
Instagram story

- What is an Instagram story?
- Where do Instagram stories appear?
- How do you create a story?
- What's the purpose of an Instagram story?



YouTube

- YouTube is a social media outlet for people to upload and watch videos





- LinkedIn is a professional networking site designed to be a career development tool
- Users make connections with colleagues and work to cultivate new working relationships



Exercise

- Compose a tweet
- Use only 140 characters
- Must be related to the national conference
- You have one minute

Engaging

- Build trust with followers through consistent engagement
- Content should be brief and to the point
- Measure and analyze statistics

Content
in Posts

Direct
Messaging

Analytics

Content in Posts

 **Civil Air Patrol** Posted by Rebecca Brown 6 hrs · 🌐 ⋮

Become a "Friend of CAP" and continue supporting CAP's service to our communities. As a friend, you will stay up-to-date on CAP's current events through the online version of Civil Air Patrol Volunteer magazine, periodic email updates and special CAP benefits and discounts. To learn more about becoming a Friend of CAP, please visit gocivilairpatrol.com/friends

F R I E N D S O F C A P

KEEP SUPPORTING THE GREAT WORK OF CIVIL AIR PATROL WITHOUT THE TIME COMMITMENT AS A MEMBER!

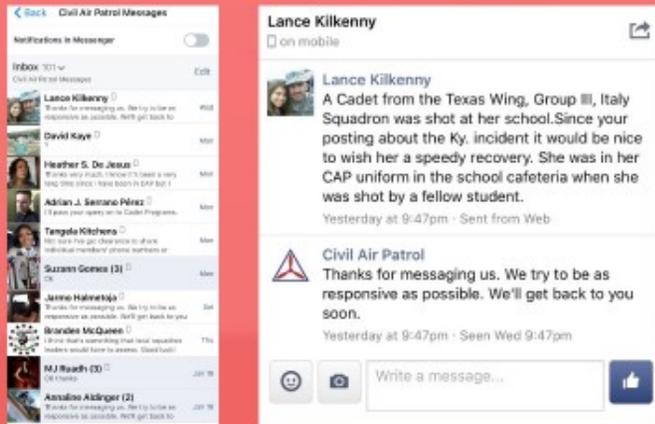


  102 2 Comments 68 Shares

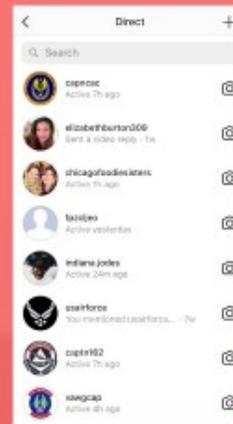
 Like  Comment  Share

Direct Messaging

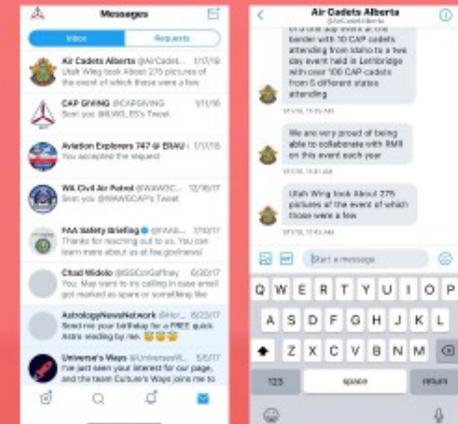
Facebook



Instagram

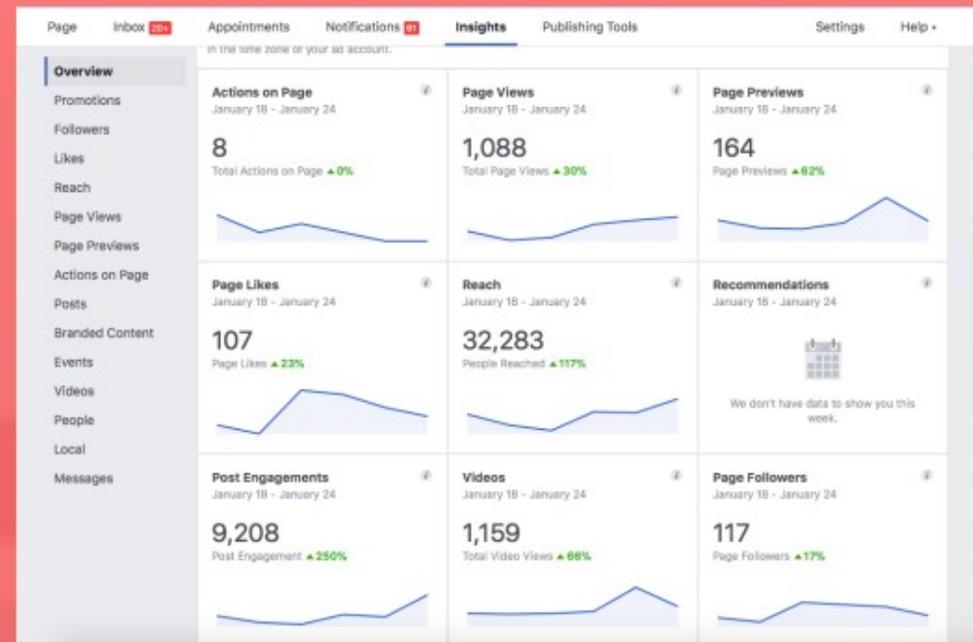


Twitter



Analytics

- By seeing which posts and pictures received the best feedback, you know what your viewers enjoyed seeing
- You are also able to see how many followers, likes and reactions you receive on your post or page



Tagging

- Tag users using the @ symbol and then their username
- When someone tags a follower or user, it allows other users and followers to click on the username, which then takes them to the user's social media page or account

Example

Example



Civil Air Patrol  @CivilAirP... · 1/18/18 

On this day in 1986, Space Shuttle Columbia safely returned to Earth from the 24th space shuttle mission #tbt @NASA

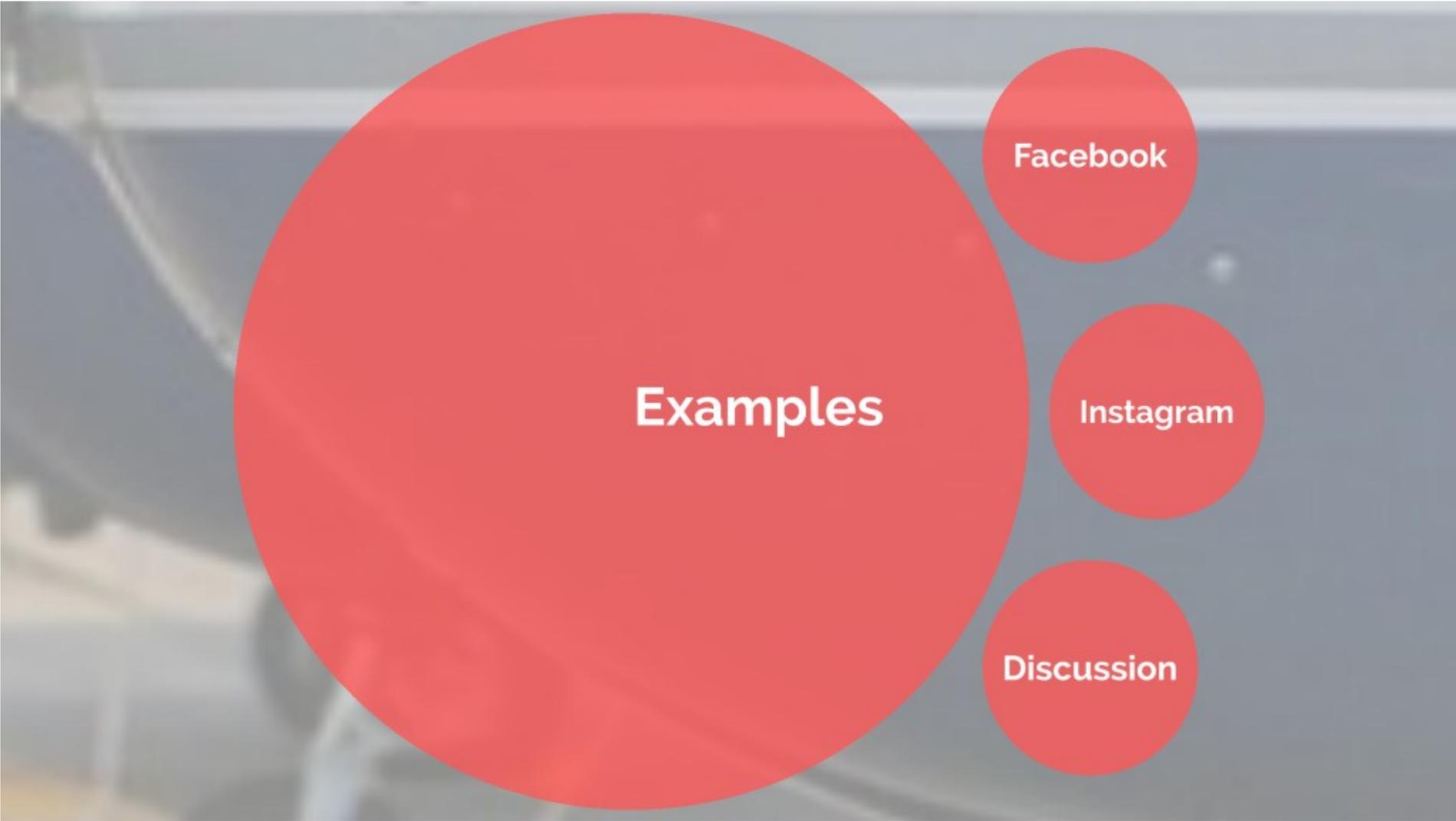


To tag NASA, type the @ and then the username -- @NASA

Graphics

- Include a complementary picture that appropriately reflects the content





Examples

Facebook

Instagram

Discussion

Facebook

Civil Air Patrol
Published by Rebecca Brown [?] · May 28 · 🌐

A wise person once said, "Our flag does not fly because the wind moves it. It flies with the last breath of each soldier who died protecting it." Today, we honor and remember all who selflessly gave their lives in service for our country to protect our freedom. #MemorialDay2018



Get More Likes, Comments and Shares
Boost this post for \$5 to reach up to 2,900 people.

39,709 people reached [Boost Post](#)

👍❤️👎 920 8 Comments 499 Shares

[Like](#) [Comment](#) [Share](#) [⋮](#)

Performance for Your Post

39,709 People Reached

2,598 Reactions, Comments & Shares [🔍](#)

1,727 Like	773 On Post	954 On Shares
274 Love	134 On Post	140 On Shares
5 Haha	1 On Post	4 On Shares
1 Wow	0 On Post	1 On Shares
45 Sad	30 On Post	15 On Shares
1 Angry	1 On Post	0 On Shares
37 Comments	13 On Post	24 On Shares
513 Shares	499 On Post	14 On Shares

2,403 Post Clicks

556 Photo Views	0 Link Clicks	1,847 Other Clicks 🔍
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NEGATIVE FEEDBACK

11 Hide Post	4 Hide All Posts
0 Report as Spam	0 Unlike Page

Instagram

Received 8,267 impressions



Discussion

After looking at the analytics, why do you think these posts did as well as they did?

civil_air_patrol

View Insights Promote

Liked by **tnwingcap**, **wawgcap** and 1,126 others
civil_air_patrol National Blue Beret in Oshkosh is in full swing! #NationalBlueBeret #EAA
 View all 24 comments
 JULY 23

civil_air_patrol

View Insights Promote

Liked by **tnwingcap**, **wawgcap** and 1,127 others
civil_air_patrol National Blue Beret in Oshkosh is in full swing! #NationalBlueBeret #EAA
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 JULY 23

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Get More Likes, Comments and Shares
 Boost this post for \$5 to reach up to 2,900 people.

39,709 people reached Boost Post

920 Reactions 8 Comments 499 Shares

Like Comment Share

Performance for Your Post		
39,709 People Reached		
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SOCIAL MEDIA BEST PRACTICES

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Sharing

Sharing helps establish brand

Credibility

Awareness

Blog
Content

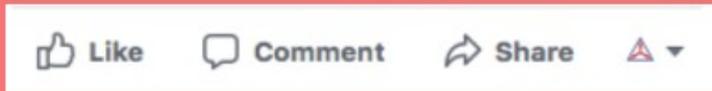
Credibility

- Share wing or region news, press releases, interviews and media bits to boost credibility
- Follow people and organizations that are supporters and donors of Civil Air Patrol
- Whatever you post on social media should be a direct reflection of CAP's values

**Share and
Retweet**

Share and Retweet

On Facebook, you can share someone else's post to your page by clicking the share button



On Twitter, you can retweet someone else's tweet by clicking the retweet button.



Awareness

- Encourage your followers to share or tweet important posts
- The more a post is shared, the more other people become aware of your brand, thus gaining more followers

Success in sharing

Discussion

Success in sharing

- Use words like "support us," "help us" or "share this" to increase the amount of shares your post receives



Discussion

Between these three posts, which post would you share to your wing or squadron's page?

NBC News 5 hrs · 🌐

JUST IN: At least 24 people killed and another 19 injured when a bus careened into another vehicle and overturned on a highway near Ecuador's capital, officials say.



NBCNEWS.COM
Bus crash in Ecuador kills 24 people, injures 19

👍👎👏 Pat Meary, Karen M Weir and 177 others 3 Comments 28 Shares

👍 Like 💬 Comment ➦ Share ⚠️

NASA - National Aeronautics and Space Administration 57 mins · 🌐

LIVE NOW: Watch as we fire up a real rocket engine! From NASA's John C. Stennis Space Center, we're testing an RS-25 engine - 4 of which will power our NASA's Space Launch System rocket on future deep space missions. Tune in: <https://go.nasa.gov/2KXUqKc>



👍👎👏 551 16 Comments 71 Shares 22K Views

👍 Like 💬 Comment ➦ Share ⚠️

Federal Aviation Administration Yesterday at 12:12 PM · 🌐

We've talked about ADS-B Out equipage. Now let's talk about ADS-B In. #Equip2020 bit.ly/2A8K0Xg



👍👎👏 84 1 Comment 23 Shares 4.3K Views

👍 Like 💬 Comment ➦ Share ⚠️

Blog Content

- Don't be afraid to promote blog posts on your social media page
- Keep your followers interested by sharing related content with relevant information

Civil Air Patrol ...
Posted by Rebecca Brown
January 4 at 10:57 AM · 🌐

Today, Civil Air Patrol Col. Lester Wolff celebrates his 99th birthday. Wolff joined CAP during World War II as a squadron commander and subchaser for the New York Wing. In 1964, Wolff was elected to serve on Capitol Hill and is currently the oldest living former member of Congress. He played an instrumental role in helping CAP gain the Congressional Gol... [See More](#)



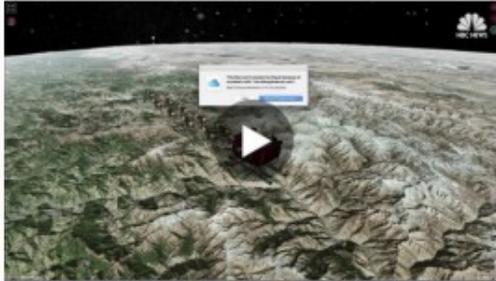
Lester Wolff Celebrates 99th Birthday
Alexis Faire Contributing Writer
cap.news

Civil Air Patrol shared NBC News's live video. ...
Posted by Rebecca Brown
December 24 · 🌐

Santa's on his merry way!

NBC News was live.
December 24 · 🌐

WATCH: He's made his list and checked it twice. Now, Santa Claus is coming to your town soon! NORAD is tracking Santa as h... [Continue Reading](#)



4,1M Views



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Branding

The craft and discipline of creating emotional attachments and intellectual associations

Deliberate

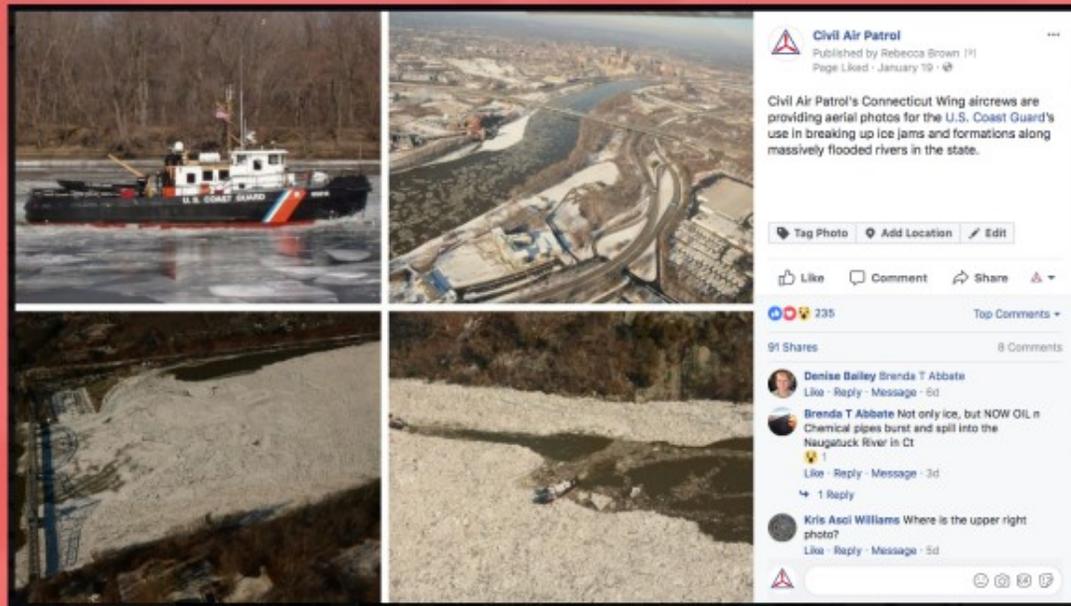
Personality

Videeing

Discussion

Deliberate

- Know what your followers want to hear and see
- Stay current. Follow hot button items so you can post appropriately on social media



Personality

- Give your brand a voice
- Your brand should reflect your personality, so don't be afraid to add in a little bit of humor to your post or tweet



Videoring

- The biggest strategy in social media content marketing is video
- Video grows your brand and reaches new audiences
- When creating a video, your video needs to be short, personal and relevant

How-to

How-to

- Examples of videos creating emotional attachment:
 - https://www.youtube.com/edit?o=U&video_id=XSH0tz19g20
 - https://www.youtube.com/watch?v=CjB_oVeq8Lo
 - <https://www.facebook.com/capnhq/videos/1611413185547630/>
- Videoing tutorial:
 - <https://www.youtube.com/watch?v=j685NaMDVYE>

Discussion

In your opinion, what are 5 characteristics you associate with a good video?





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Updating

Keeping a social media page up-to-date is an ongoing process

Profile

Current
Trends

Tips

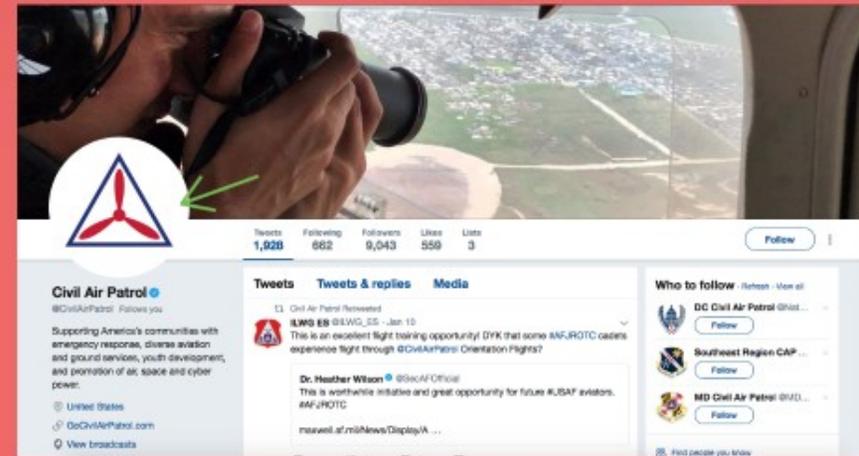
Profile

- Keep your profile updated by changing out your banner or header picture
- Your profile picture should remain constant, only updating once every few months if at all

Profile
Picture

Banner/
Header
Picture

Profile Picture



Banner/Header Picture



Current Trends

- Participate in the latest social media viral trends and get your followers involved
- Comment and talk about current events and spark conversation with your followers by asking questions
- Connect current events with your brand without going overboard

**Viral Trend
Examples**

**Current
Events
Example**

Viral Trend Examples

- Ice bucket challenge:
 - <https://www.youtube.com/watch?v=XS6ysDFTbLU>
- Manauquin challenge:
 - <https://www.youtube.com/watch?v=3WkwoJPsUc>

Current Events Example



MLK Day



Wreaths Across America

Tips

- Make a commitment to social media
- Post frequently to stay in front of your followers
- Utilize video
- Listen to your followers and constituents
- Measure and analyze statistics, so that you can see which posts and photos received the best response

Exercise

Exercise

It's back-to-school time. Write three post ideas related to both back-to-school and your wing or squadron.





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