Tale of Two Austins Social Media Guide

Become a social media aficionado in just a few steps!

Below is an easy-to-follow guide that will help you leverage your personal social media networks to amplify the outreach of the Tale of Two Austins campaign during the month of May.

Facebook

‘Like’ One Voice Central Texas on Facebook

Once you “like” the page, you will be able to “share” statuses and pictures that One Voice posts.

Facebook Basics – Hashtags and Tagging

- Add the hashtag #2Austins – Adding this to the end of your post will affiliate your status update with the overall Tale of Two Austins campaign on Facebook, and even boost engagement with your post.
  - To add a hashtag, start with the “#” symbol and begin typing. The hashtag will end once you press the space bar. Facebook will highlight the phrase in a blue box to signify the hashtag you have created.

- Tag your organization and/or One Voice to your post – When you tag an organization in your post, this will make your post visible on that organization’s Facebook page. This will increase the audience and overall engagement of your post.
  - To tag an organization, start with the “@” symbol and begin typing. A drop down menu will appear, and Facebook will try to anticipate what organization you are trying to tag. Keep typing until the correct organization appears in the drop down, and then select. Facebook will highlight the name in a blue box to signify that you have successfully tagged an organization.
To ‘Share’ a Facebook post

1. Press the ‘Share’ button at the bottom of the post.
2. When the dialog box opens, make sure the ‘On your own timeline’ option is selected on the drop down menu.
3. In the ‘Say something about this…’ box, write a little about why you’re sharing the post or a short comment.
   a. Make sure to use the hashtag “#2Austins” at the end of the post and/or tag your own organization (@’yourorgnamehere’) or One Voice Central Texas (@onevoicecentraltexas).
4. Press ‘Share Link’ and voila! You’ve successfully shared a post to your personal Facebook page.
Create your own Facebook post, and make it count!

On your Facebook homepage, you have the ability to create your own status update. With the use of a few handy features, you can boost engagement with your post and help to amplify the impact of the Tale of Two Austins campaign.

1. Add a photo – To boost engagement with your post, it’s a good practice to accompany your text status update with a relevant photo or graphic.
   a. Two ways to do this: click ‘Add Photos/Video’ on the top of the status box, or by clicking the camera symbol at the bottom left of the status box. A dialog box will open, allowing you to choose a photo from your own computer to post.
2. Don’t forget to use the hashtag ‘#2Austins’ and to tag your organization and One Voice to take your post to the next level!
Twitter

‘Follow’ One Voice Central Texas on Twitter

Once you “follow” One Voice, you will be able to share “tweets” that One Voice publishes.

Twitter Basics

- “Tweet” is Twitter’s term for a post
- “Retweet” is Twitter’s term for sharing a post
- Twitter only allows 140 characters per post, so keep your statements brief
  - Use the shortened link http://bit.ly/1HNBWoe to connect people to the Tale of Two Austins website without using up too many characters.
- Hashtags and tagging work the same way on Twitter (phew!)

Share a tweet by using Retweet button

1. When you find a tweet on One Voice’s page that you want to share on your own Twitter page, simply press the ‘Retweet’ button at the bottom left of the tweet.
2. Don’t forget to include the hashtag #2Austins, and tag @OneVoiceCtrlTX.
Instagram
Share an image that supports one of One Voice’s or your statistics about the Tale of Two Austins. Use the hashtag #2Austins and a shortened link to the website http://bit.ly/1HNBWoe