



# SOCIAL MEDIA BASICS - REFERENCE GUIDE

Dani shares the main things you need to know to get started on your social media journey!

## WHAT IS THE DIFFERENCE BETWEEN A FACEBOOK PROFILE AND A FACEBOOK PAGE?

### PROFILE

- Friends (max 5000)
- Extensive Privacy options
- Can manage unlimited pages
- Can connect with people and pages
- Cannot be connected with by pages unless you tag them in a post, then they can comment on it

### PAGE

- Likes (unlimited)
- Analytics
- Unlimited admins
- Boosted posts and ads
- Scheduling

## THE FACEBOOK NEWS FEED

### Organized by:

- Popularity of content (likes/comments/shares/clicks)
- Interaction rate with specific people
- Wording of content (self-promotional posts seeded out)

## HOW TO TAG ON FACEBOOK

1. Type the @ symbol in your status
2. Start typing the person, place or thing you want to tag
3. Select from options that appear
4. Remember a page can only tag other pages
5. \*Tagging lets you connect, interact and notify other brands\*

## HOW TO ADD NEW ADMINS TO A FACEBOOK PAGE

1. Go to your Facebook page
2. Settings
3. Page Roles
4. Start typing someone's name and select
5. Enter your password



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## HOW TO CREATE/USE HASHTAGS ON TWITTER

- Type the # sign
- Write a word or phrase next to it (#cat #ilovecats)
- Use a hashtag for your content to get found by others
- Search for a hashtag to find relevant content
- Use trending hashtags to interact with current events

## HOW TO TAG ON TWITTER

1. Type the @ sign and then the person/brand's handle (i.e. @camptechco)
2. If a tweet starts with an @ it is considered a reply and will only be seen by the person/brand you are tweeting to. Use this method for long conversations.
3. If you want your tag to be seen by your followers, put a . before the @ or place your tag in the middle of a sentence.

**Example:** I love @camptechco so much OR .@camptechco is great

## HOW TO RETWEET CONTENT ON TWITTER

- Retweets post someone else's content on your own Twitter wall
- Go to content, and click button with arrows going in a circle OR tweet and manually type RT, the person's handle and the content they wrote

## TWITTER TIPS

- Use Twitter lists to organize the people you follow, and what content you really care about reading
- Remember to keep an eye on trending topics to keep active on current affairs
- Use Twitter everyday to build an organic following full of genuine accounts
- Followers are not the most important - keep an eye on the reach of your tweets to really know how you are doing



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