



# SOCIAL MEDIA GUIDE: ORGANIC CONTENT.

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GIRL  
CAN

## INTRODUCTION

Social media is an essential tool if you are looking to connect with your audience and build a following.

When posting to social media platforms such as Facebook, Twitter and Instagram you will find two options – organic and paid social.

Any social media activity that is not supported by paid advertising is known as **organic social**.

Organic (or free) content - including posts, photos, videos, and stories - allows those who follow your account and the followers of those who share your posts to see your activity, whereas the paid social content is more targeted and further reaching; it can be tailored to your desired audience.

Organic social content can help establish the personality and voice of your club or organisation and can be put to great use if you are creative.

Adding relevant hashtags, producing original content, and posting to key audiences are all ways to increase the chances of your activity being seen.

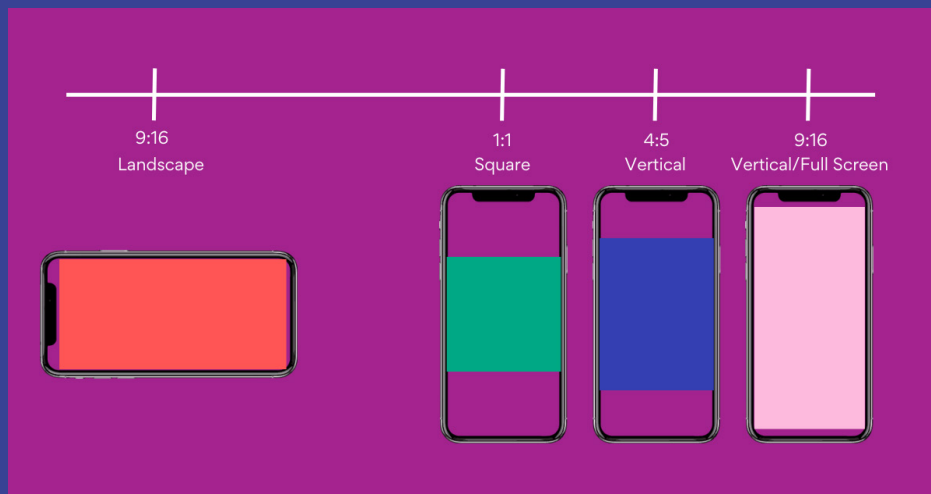
## OUR TOP TIPS:

- Images can be highly engaging on social media platforms such as Twitter and Facebook, so it's important to include them where you can.
- On Instagram, the preferred content is Reels (vertical video), which can further boost engagement and reach.
- Use hashtags to increase the potential of reaching a much wider audience who are interested in that particular topic. Put simply, a hashtag is a word or phrase preceded by the hash sign (#). When we use them in a social media post, it means that people searching for that topic are able to find what we've posted. Here are guidelines on how to use them:
  - » Hashtags can be used on Facebook, Twitter and Instagram.
  - » Only use hashtags relevant to your post. It's considered spamming to put unrelated hashtags in your posts so that more people see it (e.g. #justinbieber in a tweet about home workouts).
  - » Hashtags should always be in CamelCase - writing phrases without spaces by indicating separation with the use of capital letters (e.g. #ThisGirlCan instead of #thisgirlcan)
  - » On Twitter, keep hashtags to a minimum. Never use more than three per tweet – not only will it eat into your character allowance, it looks messy and makes the message harder to read.
  - » Don't use spaces or punctuation marks in a hashtag. Using either will mean the hashtag won't work.
- Make sure you post regularly to ensure consistency for your community. Ideal times to post are 8-10am, 12-2pm and 6-8pm as these are likely times for people to be on their phone and scrolling.

## CREATING CONTENT

We've created this handy guide to the sizes you should use when creating assets for specific channels. Highlighted are the **recommended** and prioritised image (pixels) and video sizes for key platforms.

	Instagram	Facebook	Twitter	TikTok
Landscape	1080 x 566	1200 x 630	1200 x 630	600 x 315
Square	1080 x 1080	1080x x 1080	1080 x 1080	640 x 640
Vertical	1350 x 1500	1350 x 1500		1080 x 1920
Stories	1080 x 1920	1080 x 1920		1080 x 1920
Profile Picture	320 x 320	170 x 170	400 x 400	20 x 20
Cover Photo		851 x 315	1500 x 500	



## OUR TOP TIPS FOR CREATING CONTENT

- When creating content, think mobile first; most social media users use their mobiles to view content, and generally like visually pleasing content.
- Don't overcomplicate it; **keep it simple, yet eye-catching.**
- TikTok is a great platform to use to jump on trends and showcases your club's personality; Instagram Reels mimic TikTok videos, so can be used in a similar fashion on both platforms.
- Remember! All social media video content must be subtitled if there is dialogue to ensure it is accessible.

**Click here for further information on our top social media tips**

