

Social Media Marketing Tip Sheet

As *NYSAND's 2019 Annual Meeting & Expo* approaches, the use of social media will be crucial in promoting the event, bolstering attendance, and fostering connections within the food and nutrition community. Social media platforms like Facebook, Instagram, and Twitter can provide an effective way to engage with your audience, but sharing the right content at the right time on the right platform is crucial. Below you'll find a list of simple tips to help you make the most of your posts.

- **Choose Your Platform Based on Your Content**

- Each social media platform is geared towards a specific purpose which is why the type of post you share should be constructed for a specific platform. A one size fits all approach doesn't usually work when sharing content.
 - **Facebook** serves as the perfect medium to share website addresses via hotlinks and provides a way to engage with your audience through the comment section.
 - **Instagram** is great for generating interest when you use high quality photos and thoughtful hashtags and are linking directly to the AME 2019 Instagram account. However, it shouldn't be the preferred method for generating traffic back to the NYSAND AME 2019 website because the platform does not allow you to share hotlinks on each post.
 - **Twitter** is useful for brief posts that get to the point quickly. Try using between 120-130 characters per Tweet. Apps like www.tinyurl.com and www.bitly.com are a great way to take a long website address and shorten it in order to spare character use.

- **Schedule Posts to Reach a Wide Audience**

- Timing is everything when making a social media post. You can use a platform's analytics tools to find when your audience is most engaged. However, there are some general times when it is best to post on each social media platform.
 - **Facebook:** try posting Wednesday at 3 p.m., Thursday and Friday between 1 p.m.-4 p.m., and on weekends between 12 p.m-1 p.m. The best times for increasing clickthroughs are 9 a.m., 1 p.m., and 3 p.m.
 - **Instagram:** try posting between 8 a.m.-9 a.m., 12 p.m.-1 p.m., 5 p.m., and 2 a.m., and Wednesdays at 7 p.m. Avoid posting between 3 p.m.-4 p.m.
 - **Twitter:** try scheduling tweets between 12 p.m.-1 p.m. and 5 p.m.-6 p.m. The best times for increasing clickthroughs are Fridays, Saturdays, and Sundays. Retweets are higher after 5 p.m.

- **How to Use Hashtags Appropriately**

- Hashtags are an excellent way to help your audience find your posts. They serve as keyword phrases that people use to find posts that appeal to them; meaning that you have a greater chance of reaching your ideal target market when using hashtags.
- Pairing branded hashtags like “#nysandame2019” with a popular social community hashtag such as “#motivationmonday” is a great way to connect communities and stay relevant.

- Try using hashtags within the post not just at the end to stay up with current trends and seem less spammy.
- Different social media platforms have different unspoken rules about hashtag etiquette:
 - **Facebook** uses hashtags to group conversations between users, but when using hashtags on Facebook use them sparingly. Data suggests engagement is increased by using just one hashtag per post.
 - **Instagram** is an especially hashtag happy platform. So, that's the platform to use when you are geared up to share as many hashtags as possible. However, it is important to switch up your hashtags, at least slightly, for each post so the Instagram algorithm doesn't view your posts as spam and negatively affect the post's visibility.
 - **Twitter** works best with one to two hashtags per Tweet due to the ideal character length. Try incorporating a hashtag within your message to make the most of those character limits.
- **NYSAND AME 2019 suggested hashtags:** #nysandame2019 #nysandame #ame2019 #pathwaystosuccess #dietetics #nutrition #foodandnutrition #RD #RDN #NDTR #RD2be #dietitian #registereddietitian #nutritionist #education #continuingeducation # CE #CEU #conference

