

# SOCIAL MEDIA BEST PRACTICES

## How To Create Social Media Accounts

According to Pew Research Center, over 72% of online adults use social networking sites. While 42% of Twitter users visit the site daily, over 63% of Instagram users, and 74% of Facebook users visit those social media sites each day. It is easy to see that having a presence on social media allows you to interact with many families in your program and others in the community. Find out how to create an account on Facebook, Twitter or Instagram below.

### Facebook

Learn how to create a Facebook page on [Facebook.com/business/products/pages](https://Facebook.com/business/products/pages)

### Twitter

Establish your Twitter presence on <https://business.twitter.com/en/basics/create-a-twitter-business-profile.html>

### Instagram

Learn how to create an Instagram page on [help.instagram.com/182492381886913](https://help.instagram.com/182492381886913)

## Facebook Advertising

From boosting a post, to promoting your online registration page, to creating a right column ad, there are several Facebook paid advertising options you may wish to utilize. We provide a library of social media images under your league resources in myupward.org. If you would like more information on Facebook advertising, please visit [facebook.com/business/ads](https://facebook.com/business/ads).

## Establishing Your Google Presence

After creating a free account with Google Business, your web presence and visibility improves on Google.com., Google Maps and Google Earth when someone searches for your program or category. Creating an account is simple and easy. Visit [Google.com/Business](https://Google.com/Business) to learn more.

After creating an account, feel free to add photos to show others what your Upward Sports experience is all about. Check out an example of the account creation form and watch this video for more info on how you manage Google Business: <https://youtu.be/KyVIM3EDiu8>.

The screenshot shows a Google Business registration form with the following fields and values:

- Business name:** White Star Community Upward Sports
- Country / Region:** United States
- Street address:** 198 White Star Point
- City:** Spartanburg
- State:** South Carolina
- ZIP code:** 29301
- Main business phone:** -
- Category:** Youth Organization
- I deliver goods and services to my customers at their location – [important information](#)
- Buttons:** Back, Continue

(Google Business)

# UTILIZING SOCIAL MEDIA

## Ways to Promote On Social Media

### **Post Consistently**

Being consistent with your posting will help build your social media campaign and is a key for successful advertising. A way to stay on top of posting regularly is by creating a schedule for what content you are posting, how often you are posting and on what platform you will advertise through. Ideally, a person should post at least a few times a week to at most a few times a day, depending on the social media platform.

### **Connect Through Multiple Social Media Platforms**

To be successful with advertising through social media, connect with your audience through various social media platforms. The most popular social media platforms to advertise through are Facebook, Twitter and Instagram.

### **Format Content For Each Platform**

While each platform is popular, strategies and posting methods vary slightly for each. It is essential to format your content and messaging to adhere to specific requirements for each platform. For example, Instagram is used for photos and short video clips while Facebook is used for photos, videos and updates. Twitter is a great way to engage with your audience in real time through concise and compelling updates, with a 280-character limit per post. Varying your content based on the social media platform is a best practice we encourage.

### **Pay Attention To The Platform That Is Working**

Although using multiple platforms is an excellent idea to connect to more people, oftentimes, there will be a platform that will work better than others. You may find that one platform works better for a particular post your advertising and decide to promote more through that platform.

### **Create A Balance Between Attractive & Informative Content**

It is crucial to have a balance of creative content and posts that advertise quality information. This balance will allow your account to receive the attention it needs by posting captivating, fun content; plus, informative posts will build a professional reputation for your account.

Don't forget about the social media images you have access to in the resources section of MyUpward.org. Canva.com is also a great free graphic design platform you can utilize to create your own creative imagery for your various social media accounts.