

SOCIAL MEDIA BEST PRACTICES

Social media is an effective way to share information with people, and have them help spread the message about Fall Prevention. Through Facebook, Twitter, Instagram and other platforms, it's possible to educate people and create awareness during Fall Prevention Month and beyond.

This is a quick overview of best practices. For detailed information, access our full social media guide at fallpreventionmonth.ca



Facebook

Facebook is the most popular social media platform in Canada, especially with older adults. One of Facebook's greatest strengths is the ability to reach more people, even those who don't follow your page, through engagements, such as likes, loves, comments and shares.

What to consider

Goal: Posts should have one goal. Do you want people to click through to an article? Do you want people to read a statistic or tip? Do you want people to register for an online activity? Asking yourself that question before you post will help keep your posts succinct and effective.

Visuals: Facebook is a visual platform. Wherever possible, use an image with your post to increase engagement. If you have a short video clip, share that to increase engagement even more.

Engagement: Comments and shares are the most helpful engagements. Create posts that ask questions or provide interesting information people may want to share.

Organic vs. Paid: Organic posts are the most common type and are free to post. Paid posts have a "spend" or budget that determines who can see it, based on factors such as age, geography, interests and more. "Boosting" a post - adding a spend to one post - can be effective to reach new audiences, for example attracting new people to register for an event in a specific area.

Twitter

Twitter is mostly focused on text-based conversations. With a limit of 240 characters (including spaces), brevity is important. Twitter is used by approximately 30% of Canadians. However, it is heavily used by people in health care, research and politics who want to learn and share information. The audience tends to be people in their 30s and up.

What to consider

Goal: Tweets should have one goal. Clicking through to an article, retweeting the post, commenting or sharing are all good goals to have. Identifying the goal may also help with choosing a hashtag. Reference the hashtag one-pager for details.

Visuals: Visuals can help your Tweet stand out. However, Twitter is not a visual platform like Facebook and Instagram. Only add an image when it helps illustrate a message in an interesting way.

Engagement: Comments and Retweets are the most helpful engagements. Create Tweets that ask questions or provide interesting information people may want to share.

Organic vs. Paid: While Twitter offers an option for “paid” Tweets, it is not typically recommended. Twitter has fewer users than Facebook or Instagram and it is easy to disregard paid Tweets.

Hashtags: Hashtags are also an important part of this platform. It’s important to use one or two (and no more) hashtags with each post, so your post can be seen by anyone following that hashtag.
for example attracting new people to register for an event in a specific area.

Instagram

Twitter is mostly focused on text-based conversations. With a limit of 240 characters (including spaces), brevity is important. Twitter is used by approximately 30% of Canadians. However, it is heavily used by people in health care, research and politics who want to learn and share information. The audience tends to be people in their 30s and up.

What to consider

Goal: Instagram has a very simple goal – to encourage engagement through likes and comments.

Visuals: Visuals can be anything from a photo or video, to an event invitation, meaningful quote, statistic or tip! Use the [graphics found on the Fall Prevention Month website](#), or create visuals, use a free platform like [Canva](#).

Engagement: Experiment with different types of visuals to see which types your audience responds to the most. Instagram is a good platform to be creative while being professional.

Organic vs. Paid: Paid Instagram ads can also be effective. If you have a Facebook account, you can advertise on Instagram at the same time.

Hashtags: Hashtags are also an important part of this platform. It’s important to use several hashtags in many iterations. For example, a post could contain all these hashtags, as long as they are all relevant to the visual, even though the first two are the primary hashtags for the campaign.

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