



NNMC Social Media Tips

Social Media Tips for Facebook:

- **Use Engaging Visuals:** Posts with **photos, videos, or carousel images** drive higher engagement. Ensure all visuals are high-quality and branded when possible.
- **Keep It Short:** Limit post text to **420 characters** or less to avoid truncation (clicking "read more").
- **Image Orientation:** Photos work best in **square or landscape (6:4)** format.
- **Optimize Image Size:** Use images at least **1200 x 630 pixels** for best results. Facebook now prioritizes media-rich posts, so leverage **video and GIFs** whenever possible.
- **Stories:** Use Facebook Stories for quick updates, event highlights, or announcements to engage your audience.
- **Best Times to Post:** Schedule posts during peak hours:
 - Noon-2 PM
 - 6-9 PM
- **Post Frequency:** Space posts at least **4 hours apart** and aim to post at least **once a week**.
- **Grow Your Audience:** Use the "**Invite Friends**" or "**Build Audience**" features to encourage likes and page engagement.
- **Audience Interaction:** Respond to comments promptly and use reactions to engage with your audience.

Social Media Tips for X (formerly Twitter):

- **Understand the Platform:** X is a microblogging site designed for public interaction, allowing you to connect with people beyond your immediate network.
- **Character Limit:** Tweets are limited to **280 characters**. Use abbreviations and attach links for more details.
- **Hashtags:** Use relevant hashtags like **#NNMC, #NorthernProud, and #IHeartNorthern** to make your posts discoverable. Add hashtags related to the topic for wider reach (e.g., **#Veterans, #Education**).
- **Pin Key Tweets:** Pin important announcements or events at the top of your profile for visibility.

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- **Use Media Wisely:** Include **GIFs, videos, or up to 4 photos** in tweets to increase engagement. Tweets with visuals get up to **150% more retweets**.
- **Thread Posts:** For detailed updates, use **tweet threads** to provide more context or tell a story.
- **Tag for Visibility:** Tag relevant accounts or collaborators (e.g., **@NNMC**) to increase interaction and reach.
- **Engage with Others:**
 - Use the **“Favorite” (heart)** or **“Retweet” (arrows)** options to share or support relevant posts.
 - **Reply to Tweets** or use handles (e.g., **@NNMC**) to interact directly.
- **Shorten Links:** Use URL shorteners like **bit.ly** or **TinyURL** to save space and track clicks.
- **Direct Messages (DMs):** Address feedback, questions, or concerns privately via DMs for a more personal response when needed.
- **Engage Actively:**
 - Retweet content from related organizations or accounts.
 - Use the reply feature to foster conversations or answer questions.

Social Media Tips for Instagram:

- **Mobile-First Platform:** Instagram works primarily on **phones or tablets**.
- **Use Reels and Stories:** Short videos (Reels) and temporary posts (Stories) get more engagement. Reels are ideal for tutorials, behind-the-scenes, and event highlights.
- **High-Quality Content:** Use images and videos with a resolution of **1080 x 1080 pixels (square)** or **1080 x 1920 pixels (vertical)** for Stories and Reels.
- **Captions:** Keep captions engaging but brief. Place the most important information at the start. Use line breaks and emojis to improve readability.
- **Hashtag Strategy:** Use a mix of **5–10 relevant hashtags** in your post, including branded ones like **#NNMC**, and avoid overloading with generic tags.
- **Tag the College:** Always use **#NNMC** or tag **@NorthernNNMC** to connect your content to the College’s community.
- **Geotags:** Add a location to posts to make them discoverable by local audiences.
- **Collaborations:** Use the **collaboration post feature** to co-post with other accounts for greater reach.

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- **Engage Your Audience:** Use interactive stickers like **polls, questions, and quizzes** in Stories to encourage interaction.
- **Posting Times:** Post when your audience is most active. Typically, **evenings and weekends** see higher engagement on Instagram.
- **Highlight Stories:** Organize key Stories into Highlights for easy access to evergreen content like “Events,” “FAQs,” or “Student Life.”

Social Media Tips for LinkedIn:

- **Optimize Your Profile/Page:** Ensure your profile or company page is fully completed with a professional photo, a clear headline, and a detailed summary of your skills or business. Include keywords that improve discoverability.
- **Share Quality, Value-Driven Content:** Post articles, insights, and industry-specific content that provide value to your connections. Offer advice, share lessons learned, and post thought leadership content that resonates with your professional network.
- **Use Hashtags:** Incorporate 3-5 relevant hashtags to increase visibility and searchability. Include both popular and niche hashtags related to your industry or topic, such as #Leadership, #CareerGrowth, or #NNMC.
- **Post Regularly:** Aim for 2-3 posts per week. Consistency keeps you visible and engaged with your audience. Track the performance of your posts to identify the best times and types of content that work for your network.
- **Leverage LinkedIn Articles:** Write and publish in-depth articles on LinkedIn to establish authority in your field. Articles remain on your profile and can be shared within and outside of LinkedIn.
- **Engage with Your Network:** Like, comment on, and share content from your connections. Engaging with others increases visibility and builds relationships.
- **Build Connections Actively:** Send personalized connection requests and build meaningful relationships. Participate in relevant LinkedIn Groups to expand your professional network and visibility.
- **Use LinkedIn Analytics:** Track engagement with posts, follower growth, and audience demographics to refine your strategy.

Social Media Tips for YouTube:

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- **Focus on High-Quality Content:** Ensure your videos have clear visuals, crisp audio, and engaging storytelling. Aim for consistent uploads that provide value to your audience. Videos should be informative, entertaining, or inspiring.
- **Optimize Titles, Descriptions, and Tags:** Write compelling, keyword-rich titles to improve searchability. In your description, include relevant keywords, links to related videos or websites, and a call to action (e.g., “Subscribe!”). Use tags for broader reach.
- **Eye-Catching Thumbnails:** Create custom thumbnails (1280 x 720 pixels) that capture attention. Use bold text and bright colors to make your videos stand out.
- **Engage with Your Audience:** Encourage viewers to like, comment, and subscribe. Respond to comments promptly to build community and show appreciation for your audience.
- **Utilize Playlists:** Group similar videos together into playlists to keep viewers on your channel. Playlists also improve video discovery and increase watch time.
- **Leverage YouTube Shorts:** Post short videos (up to 60 seconds) that highlight key moments or tease longer content. Shorts can boost engagement and attract new viewers.
- **Consistency is Key:** Post videos on a regular schedule (e.g., once a week or bi-weekly) to build a loyal audience. Stay consistent with the format, style, and tone of your videos.
- **Collaborate with Other Creators:** Collaborate with other YouTubers to expand your reach. Guest appearances, shout-outs, or co-hosting events can introduce your channel to new audiences.
- **Track Analytics:** Use YouTube Analytics to understand which videos perform best, audience demographics, and the effectiveness of your titles and descriptions. Adjust your strategy based on the data.
- **End Screens & Cards:** Use end screens and cards to promote other videos, encourage subscriptions, or link to your website or social media. These features help guide viewers to your next piece of content.

General Social Media Tips for All Platforms:

- **Content Planning:** Use a content calendar to organize posts and ensure consistent messaging.
- **Cross-Platform Posting:** Adapt content to suit the platform. For example, longer captions for Facebook, concise ones for X, and visuals for Instagram.
- **Engage Regularly:** Respond to comments, DMs, and mentions to build a community.

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- **Branded Content:** Use consistent branding across posts, including logos, colors, and hashtags.
- **Measure Success:** Use analytics tools (e.g., **Meta Insights, X Analytics, Instagram Insights**) to monitor engagement, reach, and growth.
- **CTA Optimization:** Always include a clear call-to-action (e.g., “Visit our website,” “Register now,” “Tag a friend”).
- **A/B Testing:** Experiment with different posting styles, times, and formats to see what resonates best with your audience.
- **Accessibility:**
 - Add **alt text** to images for accessibility.
 - Use **camel case hashtags** (e.g., #NorthernProud).
- **Trendy Content:** Stay updated on platform trends like challenges, trending hashtags, or new features and integrate them into your strategy.
- **Consistency Matters:** Post regularly to maintain visibility and relevance across all platforms.