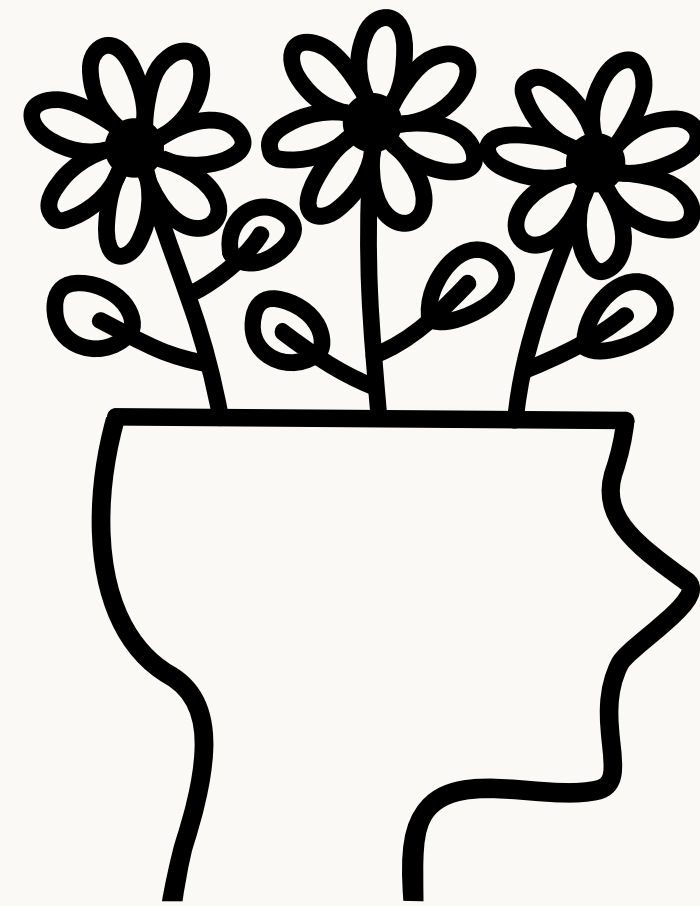




**Social Media
Guidelines +
Examples**



Open Minds



Community Conversations for Collective Growth

Social Media Tone of Voice

How you communicate will determine how well you reach your audience and meet their needs. When in doubt:

Be caring.

Be confident.

Be truthful.

Copywriting for Social Media

Social content must always reflect the following characteristics.

Concise

Keep it short, sweet, and to the point.

Interesting

Make your audience care!

Clear

Speak plainly about what they need to know.

Helpful and
informative

People have questions. Try to anticipate them!

Respectful

As always, be kind.

Hashtags

We use hashtags to encourage conversation and connection. Here are our guidelines on proper hashtag use.

Use a maximum of four hashtags.

Examples of applicable ones you could use:

#humanities #humanconnection #storysharing #civicengagement
#speakout

These are two required hashtags, provided from the Federation of State Humanities Councils.

#OurStoryat250

#MyStoryat250

All facilitators must use the two hashtags above in every post.

Emojis

Emojis add fun and personality, but we apply them in moderation and are mindful of which ones we use and when we use them.

Align emoji use with content.

Talking about what it means to be American? Use the American Flag emoji, or a less obvious one: the bald eagle! 🦅

Be selective with emojis.

In short, don't over-do it with the emojis. We don't want rows of:



Emojis are not meant to replace words.

Be sure to still communicate what you need to say in a way that is clear. Don't say "This event will be held at the Phoenix 📖", Say "This event will be held at the Phoenix Library"

Channel Purpose

Facebook

Facebook is great for brand awareness and to promote events.

TikTok

Good for video content and highlighting your values and culture.

Instagram

Instagram is a space for sharing visual updates on events, services, company culture, and milestones.

LinkedIn

LinkedIn is great for building relationships with industry professionals, sharing updates, and reaching a larger audience.

Twitter

Twitter allows us to engage with our users through real-time conversations, and share content like news and blog posts.

Content Calendar

We recommend posting 3x a week for the best changes of engagement & reach.

To keep it simple, stick to a Monday, Wednesday, Friday schedule. Posts should go out between 10 am - 2 pm for higher chances of reach.

During the last month leading up to the program, facilitators should develop a social media content calendar to start building interest. While all are welcome, we strongly encourage you to promote this for individuals 30 years old or younger.

This age group is the future for how conversations originating from this project would evolve, making their early buy-in invaluable.

Instagram

Image Specs

Landscape: 1080 x 566 px

Portrait: 1080 x 1350 px

Square: 1080 x 1080

Stories and Reels: 1080 x 1920

Caption Character Counts

Instagram captions allow the use of 2,200 characters.

However, we highly recommend sticking to 125 or less - that's what most people see/read.

POST EXAMPLE



Starter Post Example Continued.

(Can be used on all platforms except TikTok)

NEW!

Introducing:

Open Minds



Conversations for Collective Growth

Swipe to learn more -->

What is Open Minds?

Open Minds is part of a larger project titled
Sharing Stories and Listening to One Another: The
Declaration of Independence at 250.

This project is devoted to positioning community
institutions to help Americans connect with one another,
wherever they come from and whoever they are--all
while making sense of the 250th anniversary of the
Declaration of Independence together.

Topics will vary, but can include questions like:
What is your story of America? What does freedom look
like to you?

**Bring a friend, (or
two), and join us
for conversations
that will shape the
future!**

Full Schedule for All Conversations Will Be Announced S O O N!

Facebook Specs

Image Specs

Landscape: 1200 x 630 px

Portrait: 630 x 1200 px

Square: 1200 x 1200 px

Stories and Reels: 1080 x 1920 px

Caption Character Counts

Status updates: 63,206-character maximum | Ideal length is 40 characters

Video: 120-minute maximum | Ideal length is two minutes

TikTok Specs

Image Specs

Landscape: 1920 x 1080 px

Portrait: 1080 x 1920 px

Square: 1080 x 1080 px

Stories: 1080 x 1920 px

Caption Character Counts

Captions on TikTok can be up to 2,200 characters in length - but shorter is always best.

Twitter (X) Specs

Image Specs

Landscape: 1600 x 900 px

Portrait: 1080 x 1350 px

Square: 1080 x 1080 px

Caption Character Counts

Posts: 280-character maximum

Does not include images, videos, or polls

Ideal length is 240-259 characters

Hashtags: No more than two

Videos: Maximum length is two minutes and 20 seconds

LinkedIn Specs

Image Specs

Landscape: 1200 x 627 px

Portrait: 627 x 1200 px

Square: 1080 x 1080 px

Caption Character Counts

LinkedIn statuses on company pages: up to 700 characters

For Individual/Personal Pages: up to 1,300 characters long

LOGOS TO USE

These can be found on the Open Minds webpage for download.



THANK YOU!