

# Social Media Tips

## How to take a good photo for social media

- When taking photos with a cell phone, be sure to tap on the subject before snapping the photo. This will put the focus of the photo on your desired focal point!
- Use the rule of thirds – divide an image into a 3×3 grid, and align the subjects or objects in a photo along the grid lines to create balance.
- Try different perspectives! It can be hard to tell what angle will result in the best photo, but trying something new can help draw your viewer's attention.
- Capture a variety of images for your posts so you're not always posting the same thing. This will also help ensure that your page looks unique and interesting.
- Crop instead of zooming in! This will ensure that you have the highest quality photo possible.

## How to take a good video for social media

- Always record social media videos in landscape mode. Only record video in portrait mode if content will be used on Facebook or Instagram stories.
- Keep the camera as steady as possible while filming. To do this without equipment, use both hands to stabilize the recording device.
- Don't use digital zoom – otherwise known as the zoom on your device. This can create a blurry, low quality product.
- Lighting is key. Use natural lighting whenever possible. Filming in dark interior spaces can lower the quality of the video.
- Consider adding closed captioning to your video. That way, viewers can understand your content without audio.
- Grab attention quickly – users may only look at your video for a few seconds.

## Tips for Facebook

- Think mobile first. Many Facebook users will see your post on their mobile devices. Make sure that your photo or video will look good in a mobile format.
- Get your followers to interact with your post by including a question, link, photo... or all three!
- Include a call to action on your posts to increase engagement (e.g. "check out our website", "like our page", etc).
- Ensure the photos and videos you are using are sized appropriately for the Facebook platform.
- Make sure you have a high quality, relevant profile and cover image that showcases your center.
- We recommend posting 1–2 times per week on Facebook.

## Tips for Twitter

- Be selective. Currently, Twitter limits messages to 280 characters. That means your tweet needs to be short and sweet – and grab your audience's attention quickly!
- Increase engagement by including photos, videos, GIFs and/or emojis in your messages.
- Make it easy for your followers to track your content by using specific, unique, and relevant hashtags – like #SchoolBasedHealth.
- Ensure your photos and videos are sized for the Twitter platform.

## Tips for Instagram

- You can upload up to 10 photos into a single Instagram post. Keep this in mind when creating your content. If you are sharing photos from an event, it may make sense to post those photos in a large grouping.
- Take a lot of photos! The more options, the better. You'll be able to be more selective when finding the best photos to post.
- Don't forget about Instagram's story feature. This can be a great way to share additional content.