

# Tips and tricks for social media

A guide to help you make the most of social media





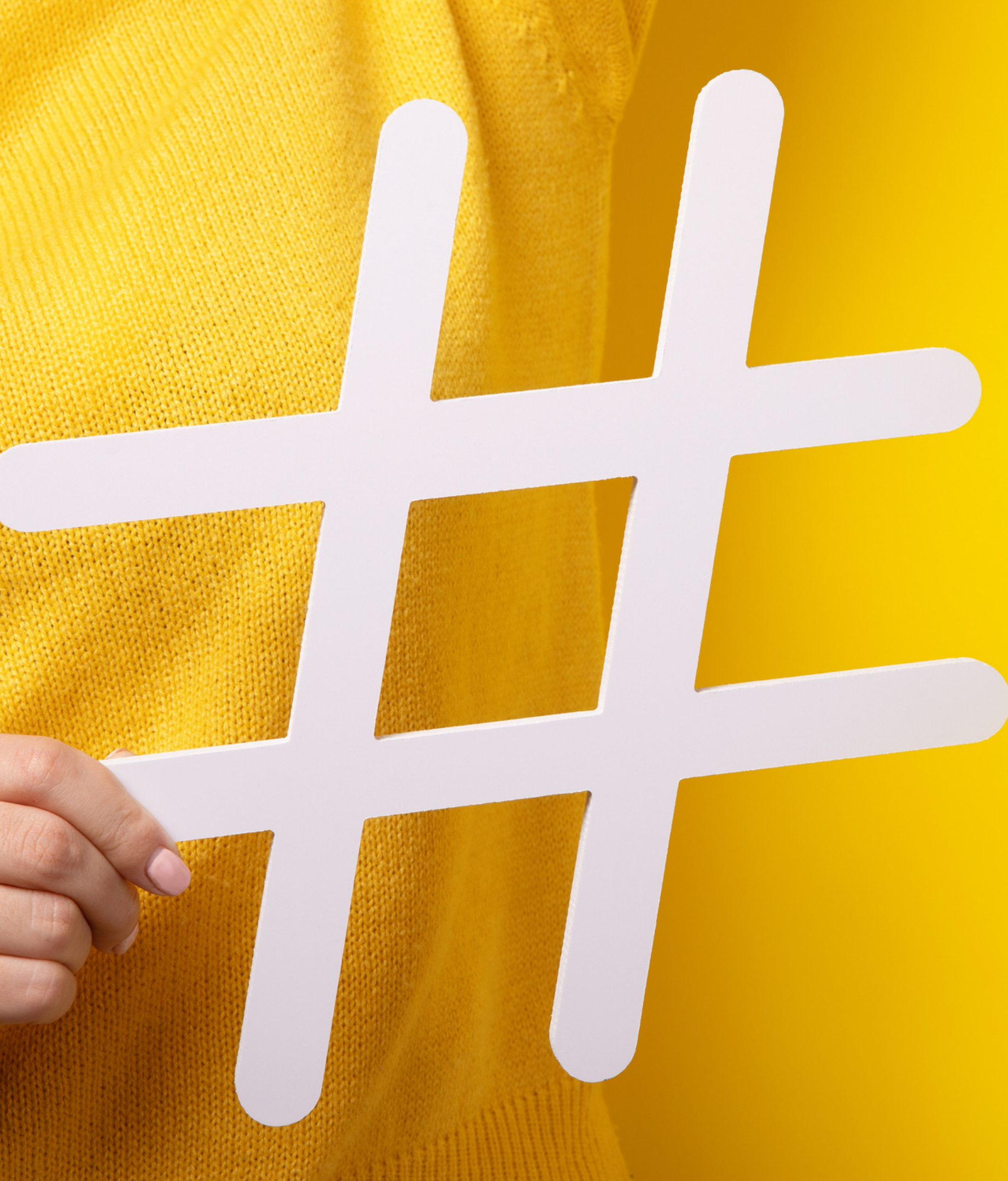
# This Guide

This guide is intended to give you a few tips to help promote your LSV program.

These tips should help you get the best out of your social media platforms







# Social Media Platforms

Here's a guide on how to use  
your channels to get results



# Facebook

- Usually older generation (35+) use Facebook
- A good place for announcements, promotion of events, stories about your people and customers.
- Links are better in the comments (there's evidence that Facebook will hold back your content but test it and see)
- No need to go big with graphics and branding - Facebook doesn't really like it much so go natural and post photos that are relevant to your message





# Instagram

- Mostly used by younger audience of 18-35
- Photos and fun are the key here. Don't go heavy with graphics and branding. Meta channels don't really like it.
- Instagram doesn't allow links in the feed so sign up for a free account to Linktree. This is where you can store links to your crucial website pages so your followers can easily checking it out. Don't forget to put your Linktree link in the bio and reference 'link in bio' in your posts.





# Stories

- This can be found on Facebook and Instagram and you can share any posts you see in your feed to Stories.
- Your Story will stay up for just 24 hours.
- Stories is a great place for 'short turnaround' content such as an event happening tomorrow or supporting a partner/sponsor
- You can add links directly into Stories so you don't have to 'link in bio'.



# Helpful Tips

FB & IG platforms don't put your content into your followers feed straight away (unless you are a closed group)

So if you are promoting something that is happening in the short term (24 hours) use the Stories channel

