

Using Social Media

When using Social Media as a part of your campaign it is important to consider the platforms you are using and how this may alter your content. Check out the hashtags and links [Here](#).

If you find the idea of Social Media alarming check out our [Nervous Rebel's Guide to Social Media](#).

Here are some key tips to help:

TWITTER

- Check what's trending on twitter; see if anything relevant can be incorporated into the day's post to increase audience.
- @ people i.e. @UKGOV. Be direct.
- Keep it short & punchy.
- Use humour where appropriate.
- Twitter is more popular with businesses, organisations and notables - bear this in mind when writing posts.

FACEBOOK

- Keep it short and punchy, and use simple language.
- Grab the reader's attention in the first two lines.
- Use 10 words or fewer per sentence - break long sentences up.
- Don't overuse emojis; use them constructively, to accent the text. Too many emojis can be visually confusing.
- Feel free to use one of our [fancy banners](#) for your Events!

INSTAGRAM

- Try and get original content as much as possible.
- Aim for approx. 50 words and 5-10 hashtags.
- Tailor the tone & language to a younger audience.

There are also many ways rebels can **boost** posts on social media. Again more information can be found [here](#).

Engaging with posts (not just liking them), selecting “Going”, sharing events, and commenting all boost the reach of posts. When running with a campaign you could get a group of rebels together to do some “Facebanking” by interacting with posts or going further and interacting with people and communities on social media!

We touch on [Online Outreach](#) methods in the next section.
