

## NCSA social media outline

- Social media enables you as a user to create and share content or to participate in social networking
  - The five biggest platforms include Facebook, Twitter, Instagram, LinkedIn and YouTube
- How to use social media to your advantage
  - All social media outlets should reflect CAP's brand, i.e. CAP logo, CAP colors, mission, etc.
    - You can find the Branding Resource Guide online at <https://www.gocivilairpatrol.com/members/cap-national-hq/public-affairs-about/resource-library/toolkit/branding-resource-guide/>
    - Make activity staff Facebook page private – two methods
      - Do not make a new Facebook page every year
        - <https://www.facebook.com/NBBCAP/>
        - <https://www.facebook.com/JohnsonFlightAcademy/>
        - <https://www.facebook.com/groups/133961337313897/>
      - You can create an event or a closed group from your main page to prevent multiple Facebook pages
      - Add or take away new and old members
      - This allows for consistency and easy access for National activities
    - Put information pertaining directly to your activity on your private page
    - To differentiate between activities, use your activity patch as your profile picture and should remain constant
    - Your banner/header photo can be changed more frequently to highlight either an upcoming event or an all-encompassing photo to show what cadets could expect for a 1-week long activity
- Goals:
  - Create at least two posts on Facebook
  - Tag us on Facebook by using the @ in your two posts and we will share the top posts!
- Social media questions
  - Where do I start?
    - Start by updating your social media pages – banner/header photos, add or take away old members, follow new people, which means searching on the social media channel for constituents related to you and literally click 'follow' – once you follow someone, you will start seeing their posts on your news feed and you can then share or like their content
    - Focus on mastering one social media channel (Facebook and/or Twitter) and then move to another when you feel comfortable
    - Make social media calendar a couple weeks to a month out
    - Find interesting articles to share with your cadets
  - How often should I post on social media?
    - Start with at least once a week, and then once you feel more comfortable, post several times a week

- If you have an activity that only runs for one week, you can post content related to the activity a couple of times leading up to the event, making cadets interested in the activity
    - Once you feel like a social media wiz, you may post on Twitter several times a day
    - Do not post on Instagram and Facebook more than once a day. To post multiple pictures on Instagram, use the story feature if you feel comfortable
  - What is tagging and how do I utilize it?
    - Tagging a follower or constituent in a post is a great way to engage in online conversations
    - By using the @ symbol and then someone's username alerts them that they have been looped in or tagged in that particular post
    - An example might be: On this day in 1995, Bernard Harris, Jr. became the first African-American to walk in space. @NASA
    - NASA will then see that we have "tagged" them in that post and they can then engage with us by either "liking" the post, "sharing" on Facebook or "retweeting" on Twitter
  - How do I share or retweet someone's post on Facebook or Twitter?
    - On Facebook, you will notice a variety of buttons below a post. You may "react" to it by thumbs up, love, laugh, etc. You may also click the "share" button and then all your followers will see the post you shared in their news feed
    - The same applies to Twitter – you may "like" a tweet or click the square double arrow and retweet a tweet, which means all of your followers will see your retweet in their news feed
  - What is a hashtag and how do I use it?
    - a word or phrase preceded by a hash or pound sign (#) and used to identify messages on a specific topic
    - Use a hashtag when you want to connect posts or pictures back to a related event or topic
    - NHQ recently highlighted Black History Month in February. With all the posts, we used the hashtag #blackhistorymonth
    - When using a hashtag, you can click the hashtag to see all the posts that have the same hashtag
  - For questions on how to set up a particular social media channel, please reference the social media guidelines posted online
- TIPS: How to make a story or photo noteworthy
  - You may email your story to [publicaffairs@capnhq.gov](mailto:publicaffairs@capnhq.gov)
  - News story tips that National likes to feature
    - Must have a human element
    - Stories that talk about what cadets want to do in the future
    - How CAP has helped cadets mold their career aspirations
    - Stories must have motion, humanity, camaraderie

- Must have a hook – the unusual stories such as trips to a particular event, 5<sup>th</sup> member of their family to attend an event, disability a cadet is working through, top achieving cadet, family members already in the Air Force (family affair), etc.
  - Stories having multiple sources – more than one person to gain information from
- Types of photos that receive the best feedback
  - Photos should contain 5 or less people in a well-lit area with something showing what the activity was so an outsider will have a good idea what the picture is about
  - Candid shots are ALWAYS more interesting instead of posed shots
  - Limit the amount of group photos you take – close-up photos are more appealing and interesting
  - When posting photos, do not upload any more than 5 – pick the top photos from that particular event and post those
- Make social media pages interesting and appealing
  - Make a social media schedule so that posting is intentional and not just thrown together at the last minute
  - Find a current cadet who is using Facebook, Instagram and Twitter well and have him or her help with posting content
  - Don't just post about yourself and updates about the activity – share/link interesting stories from outside constituents that your cadets would find interesting