**SOCIAL MEDIA GUIDE**

*A handy how-to guide for Hull 2017 Creative Communities Programme projects*

This guide will give you an overview of the most popular social media channels, how they’re all different, and how you can use them to help your project.

Social media can help you to promote your event, exhibition or performance – but it can also help you to connect and communicate with people as well as build an audience of followers who are interested in the work that you do. And who knows, if your work extends beyond 2017 then your new loyal audience of online fans might want to keep hearing from you, for years to come. Using social media channels yourself can provide a great way for you to discover new networks, companies and content as well as gain insights into audiences that may be relevant to your personal and professional interests.

Social media is always changing, as Facebook, Twitter, Instagram and others continually develop their systems. If you read this guide in a year’s time, some of it might not be up to date! But even so, there are some important fundamentals to remember that we can be pretty sure won’t change any time soon. These are a few golden rules:

* Keep it concise – don’t write too much
* Be friendly – use a warm tone of voice
* Use lots of images – everyone loves good photography
* Stay in touch – respond to questions and keep the conversation going

**TWITTER**

**The basics**

* Twitter is used to post messages or content. It is known as a ‘tweet’.
* Tweets have to be 140 characters (letters, numbers, punctuation and spaces) or less
* You can also share images and short videos
* You can share (retweet), or like other people’s tweets
* You can follow other individuals and companies
* Adding 'hashtags' such as #hull2017 can help others to see your tweets
* Tagging @2017hull will help Hull2017 to see your tweets and share with our networks

**How we use Twitter at 2017**

You can see how we use Twitter at twitter.com/2017hull

We share messages about the events we have coming up and other interesting things happening in the city, but we also try to engage in conversation with people.

Because we sell tickets for events, we also use Twitter for customer service. People often ask us questions on Twitter publicly or via private message, and we try to get back to them as soon as possible.

**How you can use it**

Twitter is great for sharing messages publicly. You might need to update people on when your event is happening, or you might want to share a photo of what’s happening at your exhibition.

You can use it to share relevant news stories or get involved in conversations.

Twitter also allows you to share and like other people’s messages. If you share (retweet) someone else’s tweet it will appear on your own profile timeline of messages.

**FACEBOOK**

**The basics**

* Facebook is used to share messages and content (images / videos)
* There is no limit to the length of post you can make
* You can also share and like other people’s posts
* Facebook is the most effective for sharing video
* It’s also really useful for paid advertising
* You can follow other companies’ pages
* If you want an organisation to see your post, you can 'tag' them. To do this, you need to know their Facebook name, for example, @HullCityofCulture

**How we use it at 2017**

You can see how we use Facebook at facebook.com/HullCityofCulture

We share messages about the events we have coming up and other interesting things happening in the city, but we also try and engage in conversation with people.

Because we sell tickets for events, we also use Facebook for customer service. People often ask us questions on Facebook either publicly or via private message, and we try to get back to them as soon as possible.

**How you can use Facebook**

You might need to update people on when your event is happening, or you might want to share a photo of what’s happening at your exhibition. You can also create specific pages for your events; invite people to indicate if they will attend and use the event page to provide event specific updates. Event pages are particularly useful if you do not have a website. Facebook also allows you to share other people’s posts.

**INSTAGRAM**

**The basics**

* Instagram is designed for sharing high-impact images with short messages
* There is no limit to the length of post you can make
* Adding hashtags to your post, such as #Hull2017 can help your post to reach more people
* Tagging other relevant users in your post, such as @2017Hull can help those users to see your post
* You can also share and like other people's posts, images and videos
* You can follow other individuals and companies

**How we use Instagram at 2017**

You can see how we use Instagram at Instagram.com/2017hull

We share visual content (images and videos) related to events we have coming up and other interesting things we’re writing about and promoting.

**How you can use it**

Instagram is great for sharing images. You might want to provide behind-the-scenes photos, images from live events or promotional imagery. Instagram also allows you to like other people’s posts.