Table of Contents

I. Facebook for School Psychology State Associations and Personal Advocacy

State Associations:
- Step 1: Determine your audience, goals, objectives, and “call to action” in order to be strategic in your efforts.
  - Determining your audience.................................................................4
  - Facebook goals..................................................................................4
  - Facebook objectives...........................................................................4
  - Facebook as a call to action.................................................................4
- Step 2: Create a page, create and organize content, and gain page likes.
  - Creating a page..................................................................................5
  - Making the most of your Facebook page.............................................5
  - Content.............................................................................................7
  - Getting started...................................................................................10
- Step 3: Measure your insights and analytics to track how your Facebook efforts are improving.
  - Measuring insights and analytics.......................................................11
- Step 4: Learn when to post and how often to post to increase engagement.
  - Best days of the week.......................................................................12
  - Best times to post.............................................................................12
  - Frequency..........................................................................................12

Personal Advocacy:
- How to contribute to your state association’s goals on your personal page..................................................12

II. Twitter Basics for State Associations and Personal Advocacy

State Associations:
- Step 1: Determine your audience, goals, objectives, and “call to action” in order to be strategic in your efforts.
  - Determining your audience.................................................................16
  - Twitter goals......................................................................................16
  - Twitter objectives..............................................................................16
  - Twitter as a call to action.................................................................16
- Step 2: Create an account, create and organize content, and gain followers.
  - Creating an account.........................................................................17
  - Making the most of your account......................................................17
  - Content.............................................................................................20
  - Reaching the right people.................................................................22
  - Getting started...................................................................................22
- Step 3: Measure your analytics to track how your Twitter efforts are improving.
  - Measuring analytics.........................................................................23
- Step 4: Learn when to tweet and how often to tweet to increase engagement.
  - Best days of the week.......................................................................24
  - Best times to tweet...........................................................................24
  - Frequency..........................................................................................24

Personal Advocacy:
- How to contribute to your state association’s goals on your personal page..................................................24

III. Using Both Facebook and Twitter Cohesively
- Recap of the main differences between the two platforms.................................................................27
- When to use each................................................................................27
- Social media campaigns.....................................................................27
Facebook for School Psychology State Associations and Personal Advocacy

“Children — regardless of home life — manage behavior by predicting their environment. Thompson says. After an unpredictable winter break, teachers need to give students room to ease back into school — and this might be harder for those from chronically stressful homes.”

How To Help Kids In Poverty Adjust To The Stability Of School After Break

Returning to school after a few weeks away is a tough transition for many kids, but it’s even harder for children living in stressful homes.

NPR.ORG
I. Facebook Basics for State Associations and Personal Advocacy

State Associations

Step 1: Determine your audience, goals, objectives, and “call to action” in order to be strategic in your efforts.

Determining Your Audience—How people consume and share information has changed, which allows more people to be involved in larger conversations. In NASP’s experience, school psychologists are more active on Facebook than any other social media platform, so it is a good place to start focusing your efforts. Consider the primary audience you want to reach with your state association’s Facebook page. Content must be tailored based on your audience; if the Facebook page is primarily for members and external stakeholders, content posted must be relevant to both groups. It is also important to remember that there is an age range amongst school psychologists and there must be something for everyone in order to keep everyone engaged.

Facebook Goals—What role do you expect Facebook to play in your efforts to reach your advocacy goals? Finding a clear purpose and voice for your Facebook page takes time. Goals for your state association’s Facebook page could include: raising awareness of your association/ school psychology, advocating for specific issues or legislation, increasing membership, and/or engaging with existing members to build meaningful relationships for your association to continue growing.

Facebook Objectives—Your state association’s objectives are concrete gains towards your goals that can be achieved by taking specific steps. For example, if your goal is to advocate in favor of a bill that has been introduced, objectives could include educating your audience about this bill, encouraging people to take action in support of the bill, or reaching out to influential policy makers from the Facebook page.

Facebook as a Call to Action—Facebook can be an easy and effective way to spur your audience to action. For example, if you want to get people to take action in support of a bill, you could post a link to the NASP Advocacy Action Center for people to send letters to their elected officials, create a Facebook event for a local “hill day” that your association has coming up in support of the bill or an issue, or share the contact information of your state senators and representatives and sample text that people could use to send letters or make phone calls.
Step 2: Create a page, create and organize content, and gain page likes.

Creating a Page—Creating a page on Facebook can help your state association create and foster important conversations to engage people and inspire advocacy. Your state association has the potential to share its story through its own voice. When followers like, comment on, or share content, your impact is amplified. Sharing is basically like copying someone else’s post and adding it to your page as well, so a whole new audience sees it. When people engage with your content, their actions can be seen in their friends’ newsfeed and can encourage them to engage with your page. Your posts have the potential to reach hundreds or thousands more people in addition to your followers, which is why social media has become such a valuable tool for communication and why it is so important to be strategic and organized.

- Many state associations already have Facebook pages, but if not, to create a page go to: facebook.com/page and follow the step-by-step instructions.

Making the Most of Your Facebook Page—

- Choosing a profile picture and cover photo—Your profile pictures and cover photos are very important for a couple of reasons. They draw initial attention to your page, and they help people easily identify the page when they see it in their newsfeed. For this reason, they should be compelling and convey aspects of your association’s mission and vision. Drawing people in with your photos can increase page likes and engagement.

- Timeline—Your timeline is another way of saying “your Facebook page.” This is what people will see when they go to your page, and it is where you can share photos, stories, and videos that resonate with your audience and help build a relationship with your supporters. The “About” section tells people about your organization, so make sure to fill it out!
- **Newsfeed**—A *newsfeed* is your homepage. This is where you can chronologically see all of the posts that your followers are posting, liking, sharing, and commenting on.

- **Status**—A *status* is another name for a post. You can write your posts either on the top of your homepage or on the top of your timeline.

- **Notification**—When someone engages with your content, you will get a notification alerting you. They will show up in the top right corner; just click on the world icon.

- **Admin panel/page roles**—This is where the page creator can assign other people to be *admins* on the page, in other words, giving them permission to post and edit the page. It is a good idea to determine internally if your association wants to have one person be in charge of monitoring the Facebook page or if you want to have a few people share the work. This should be someone technology savvy. It is also a good idea to determine who will be posting to Facebook when your association has an event out of the office. Make sure everyone continues to have a cohesive and unified tone when posting so that it does not look like multiple people are posting, even if that is the case.

- **Switching between your personal Facebook and your admin page**—The easiest way for admins to do this is to click this down arrow in the corner of your personal Facebook page and click the page under “Use Facebook as” that you want to post on or go to “Manage Pages.” To do this on a smartphone, use the “Pages Manager App” or visit m.facebook.com on the smartphone’s browser.
- **Responding to comments**—Admins should monitor how other people are interacting with the page to make sure the interactions are appropriate. Your association might want to consider a statement of purpose to post when violations occur. Also try to respond to questions posted as comments on the page when appropriate and use discretion on when to delete offensive comments or posts.

**Content**—You will gain followers and increase engagement by posting great content. To keep your audience engaged, there needs to be a balance of content being shared. This could include: state association news, internal marketing messages, NASP news, highlights from events, news and research from outside sources, fun school psychology-related photos, etc. It is important to choose content that is relevant to your audience and not just your state association’s leadership, and pay attention to how you frame your content. It is also important that you are creating your own content in addition to sharing content credited from other sources. You are building and maintaining a credible reputation; be objective, transparent, and professional.

- Speak in the first person when posting and build an online personality to resonate with your audience; be conversational, personal, and authentic.
- Use language that matches your audiences, but in general, informal and conversational is better. Sarcasm is not easily conveyed on social media. If you are posting something in jest, be sure to use language that clarifies that the article/picture/resource is not something your association is promoting.
- Drive meaningful action; be very specific in what you are asking for. If you are sharing a specific advocacy call to action, tell followers how to participate and include a link. If you need volunteers, tell followers how they can sign up and link to a sign-up sheet if possible. Emphasize time sensitivity and urgency.
• Use humor. NASP has found that sharing images with funny jokes or inspirational quotes has been the fastest way to grow our social media following. These are more difficult to find than news stories, and you may need to use discretion to determine if something is appropriate to come from your organization.
• Post diverse types of content. For example, don’t post primarily photos or primarily text statuses. This variation will help generate as much engagement as possible.
  o Tip: Attach a photo to text whenever possible to increase interaction rates, as many people use Facebook to browse images. Posts with photos get about 2 times more shares, likes, and comments than those that do not have a photo.
• Post relevant and timely information. You are going to capture less attention when posting about things that have already happened. If possible, try to post one or two times max about an association event as it is happening or shortly after it has happened to generate buzz and increase engagement. Create a hashtag for your event so people can follow along and post their own photos with the hashtag for others to see. For example, for the Public Policy Institute (PPI), NASP uses the hashtag #NASPadvocates. It is also beneficial for us so because, when the PPI is over, we can click on this hashtag and see all the photos from the event and share our favorites. If it is an annual event including the year in the hashtag is even better to keep track of photos or posts from a specific year.
• Avoid content that is fragmented and looks incomplete; good content should spark conversations on Facebook and make people want to share with their friends. Admins should monitor these conversations to make sure they are appropriate and respond professionally if they are not.
• Build relationships; ask specific questions in your posts to encourage dialogues. Admins can respond personally to comments and address people by name to let them know you are listening.

Getting Started—

• People see your content and updates alongside the content of their Facebook friends, so it is important to share content that is personal and engaging. The best way to organize content is to create a social media plan (see pg. 14).
• Start by explicitly mapping out your audience, goals, objectives, and action items, and be as detailed as possible. Then create a section for content, and organize content when you get it so that you do not post repetitive things and can make sure it aligns with your association’s goals, is timely, and is appropriate for your audience. This is called a content calendar (see pg. 14).
• You can actually create posts and keep them in the document for the appropriate time. The best way to do this is to have a Word document so that when the time comes to post it you can directly copy and paste into Facebook. If many people are working on your social media, try a Google Doc that can be edited by several users.
• Assigning dates next to posts is important to make sure that timely content gets posted before it is no longer relevant. If you know upcoming dates of important events happening with your association, include them so that you know you need to create posts for those events and don’t forget.
• Save fun posts or things that aren’t time sensitive for when you have some gaps in posts.
• Explicitly discussing with everyone involved how much time everyone can contribute to Facebook efforts will be a huge help in staying organized and figuring out who is tackling what. If your association has one person who wants to tackle it all, that works too!
**Step 3: Measure your insights and analytics to track how your Facebook efforts are improving.**

**Measuring Insights and Analytics**—Facebook offers tools to help analyze and monitor your page’s visitors and increase engagement and followers. You can assess how your page is performing, learn which content best resonates with your audience, and optimize what and how you are posting. You can view demographics, see where most of your followers are located, and view feedback of each individual post to view its “likes” and “reach” (i.e., how many people on Facebook saw it).

- To access this, admins can visit facebook.com/insights or by selecting “See All” within the insights section when viewing your page. To get help or learn more, visit facebook.com/help/Pages.
Step 4: Learn when to post and how often to post to increase engagement.

Best Days of the Week to Post—The best days of the work week to post on Facebook are Thursday and Friday. However, the greatest engagement is over the weekend, with Sunday being the day of the week with the most engagement. Wednesday is the worst day to post, with interaction below average on that day. Keep in mind that research on this is fairly new, and some sources differ slightly. It is important to experiment and pay attention to engagement patterns to figure out what works best with your particular audience.

Best Times to Post—The best time to post on Facebook is between 1–4 p.m., with 4pm being the best hour. Generally, you should try to keep your posts between 9 a.m.–7 p.m. Additionally, 1 p.m. will get you more shares, and 3 p.m. will get you more clicks. Between the hours of 12 a.m. and 8 a.m. is a Facebook dead zone and should be avoided.

Frequency—Maintaining a balance when it comes to the frequency of your posts ensures that the Facebook page will stay relevant to your audience but not overload them. To receive the most user engagement, it is best to post about one or two times per day, without exceeding seven posts in one week. Facebook pages that post one or two times per day see 19% higher interaction rates than those who post more than three times a day. Facebook pages that post more than seven times a week have a 25% decrease in interaction. You don’t want to post so much that your audience becomes desensitized, but you do have to post regularly so that you stay relevant. Again, please note research on these factors is relatively new and evolving.

Personal Advocacy

How to contribute to your state association’s goals on your personal page.

The voice of individuals is just as important as the voice of the state association. You can use your personal Facebook page to help advance the mission of your state association and other issues important to you.

- Actively engage with the state association page; comment on, like, and share the posts that your state association creates. This will help all of your Facebook friends discover your state association’s page. If you are just as compelling and engaging in your personal post, it will help promote your state association’s page to your Facebook friends. It helps to add a personal note when you share content.
- Tag the page. When you write a post or share a photo on your personal Facebook page that relates to school psychology or your state association’s work, make sure and tag the state association’s page. This will redirect attention to the state association’s page from your Facebook friends who are interested in learning more.
- Post photos during an event. If your association is hosting an event, you can write about it or post fun photos while it is happening or shortly after to share with your friends and generate interest. Please note that Facebook is different than Twitter and is not meant to “live tweet” every couple of minutes
during an event, but one or two times during the event is great. People who see how fun the event looks on social media may be more likely to consider attending a later event once they see what they can expect. Make sure you tag your state association’s page as well, so that your post reaches more people and so that your Facebook friends have a direct link to the page to see more if they are interested. This is why having a specific hashtag for the event can be extremely useful. Make sure to check ahead of time and make sure your desired hashtag isn’t already being used for a different purpose. Here are examples of people getting creative with our #NASPadvocates hashtag.
<table>
<thead>
<tr>
<th><strong>Social Media Plan—Facebook</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Page Name:</strong></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td><strong>Audience:</strong></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td><strong>Goals:</strong></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td><strong>Objectives:</strong></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td><strong>Content Calendar</strong></td>
</tr>
<tr>
<td><strong>Month:</strong></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td><strong>Month:</strong></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td><strong>Month:</strong></td>
</tr>
<tr>
<td></td>
</tr>
</tbody>
</table>


Twitter for School Psychology State Associations and Personal Advocacy
II. Twitter for School Psychology State Associations and Personal Advocacy

State Associations

Step 1: Determine your audience, goals, objectives, and “call to action” in order to be strategic in your efforts.

Determining Your Audience—Your audience for Twitter will probably be very similar to your audience for Facebook, but it is up to your state association to determine the slight differences. Keep in mind again that content should be tailored based on your audiences and that there should be something for everyone to keep up engagement. Twitter is unique in the fact that it is much easier than Facebook to reach influential individuals (i.e., local policy makers, folks on the Hill, and even celebrities). You don’t have to be personally connected with someone on Twitter for them to see your posts, such as on Facebook, which makes your audience broader than Facebook and probably much more diverse. That is one of the major differences between the two platforms. Facebook is a little more personal, whereas Twitter plays to the fact that people have short attention spans when taking in information, is a way for users to quickly share news and information, and makes global communication easy and measurable.

Twitter Goals—Just like Facebook, what role do you expect Twitter to play in your efforts to reach your advocacy goals? With the difference in platforms, it would be easier on Twitter to make a goal about reaching influentials via social media. Facebook and Twitter also appeal to different audiences, which is described below. Knowing the differences between the two will help you differentiate what you want to accomplish on each platform.

Twitter Objectives—What steps will you take to make gains towards your goals? For example, whenever legislation of importance to school psychologists comes out in your state, your state association could tweet at your state’s elected officials with what you want them to know or do about it. Hopefully, they will begin to hear your state association’s voice.

Twitter as a Call to Action—Twitter is a very easy tool to spur your followers to action, since Twitter is all about active conversations. When NASP has an important issue on the Advocacy Action Center, tweet out the link and tell your followers to take action! To avoid turning people off, balance strong calls to action with other kinds of useful and entertaining content.

- Interested in turning followers into advocates? When you have an action-oriented message, your state association’s page could ask for a retweet. Offer your followers a clear, compelling reason to retweet your messages. You could encourage users to retweet to show their affiliation with your state association or agreement with a statement.
  - Tip: Tweets perform better when they spell out the word “retweet” instead of using the abbreviation “RT.” They also perform better when the call to retweet is in the beginning of the tweet and not at the end.

NASP @nasponline · 14 Nov 2016
Write your elected officials and ask them to co-sponsor a congressional #SPAW resolution bit.ly/2fgLGAj #NASPadvocates
Step 2: Create an account, create and organize content, and gain followers.

Creating an Account—Creating a Twitter account is just as easy as creating a Facebook page, although the terminology and set up is a little different. They all will help you amplify your voice and in some cases Twitter makes it easier than Facebook to get noticed by the right people or to target people directly. Unlike Facebook, where one would access a Facebook page that they manage for an organization through their personal page, on Twitter personal accounts and business accounts are separate. You would set up an account for your association in the same way you would for yourself.

- If your state association does not yet have a Twitter account, to create one go to https://twitter.com/signup, and if you need additional help, visit https://support.twitter.com/articles/100990
  - Unlike Facebook, where you can simply write out your association’s name as your page name, you will be asked to create a username on Twitter. Your username is how you’re identified on Twitter and will follow a “@” symbol when written out. Compared to Facebook, Twitter is not meant for writing long passages; things are kept short and sweet. Therefore, usernames cannot exceed 15 characters. For example, NASP’s Twitter username is @nasponline.
  - If you also have a personal Twitter account under your personal e-mail address, it is a good idea to use your state association e-mail or a work e-mail, because only one e-mail address can be associated with a Twitter account.

Making the Most of Your Account—

- Glossary—Many people shy away from Twitter because the lingo can appear confusing, but once you begin to pick up on it, the site becomes a very important tool to help you in your advocacy efforts, and engaging with other users can foster meaningful relationships. Very important conversations are happening on Twitter, and school psychologists do not want to be left out!
  - Tweet: A 140 character message. A tweet you write will be displayed on your personal feed and on the newsfeeds of the people who follow you. You can write a tweet either from your homepage or by clicking the blue “Tweet” button at the top of the page on the right. When you are writing a new tweet, you can pay attention to how many characters you have left in the bottom right corner.

- Handle: you might hear someone referring to a Twitter handle. This is just another name for your username.
- Newsfeed/ Home Feed: Sometimes referred to as different things, a newsfeed or home feed is essentially what a Facebook newsfeed is. It is a real-time stream of tweets from all of your followers.
- Followers/ Following: Twitter and social media in general can be noisy places; the people you are following are the people you need to concentrate on what they’re saying. Your followers are concentrating on what you’re saying. There is sometimes a mutual connection, as in someone could follow you and you also
follow them. However, sometimes you could follow them and they do not follow you back. This is the case with celebrities, for example. If you situate yourself as an expert in a specific field or subject area with great content, people will follow you for expertise.

- **Who to follow?** Public service accounts; school psychology accounts; local, state and federal politicians; other associations; people you know; news sources you read. You are looking to gather and share information on Twitter as well as make personal connections. If you’re really stuck, check out who NASP follows. You may also want to consider creating a list of important Twitter handles for your members to follow and tweet at!

  - **Retweet:** When someone you are following tweets something you want to repeat, it is called a retweet. This is similar to “sharing” on Facebook. By clicking on the retweet button on their tweet, it will be shared on your own page and for your own followers to see.

  - **Favorite:** The heart button next to the retweet button is a way for you to save tweets or just show that you like someone’s tweet. Favorites won’t appear on your feed, but you can go back to your personal favorited tweets later and people can still see how many times a particular tweet was favorited.

  - **Reply:** the left pointing arrow next to the retweet button will easily let you tweet back at someone that has mentioned you in a tweet. Reply to people’s tweets to engage and open up a dialogue.

  - **Mention:** When you want to make sure someone can hear your voice over all the noise on Twitter, you can mention them in a tweet. When you use the “@” symbol when writing out someone’s username, their username will turn into a blue link to that person’s profile. This ensures they will get the message and other people can click on it to be redirected to that page. If your state association ever has something it wants to share with NASP, you can always mention @nasponline in the tweet! If someone tags your state association in a tweet, you should retweet it or engage with them if appropriate.

  - **Hashtag:** To use a hashtag, you use the “#” symbol before your text and write your phrase as one word. This will turn your phrase blue and essentially turn it into a link. Hashtags create a label or tag on your post which makes it easier for people to find tweets with specific content. If you were to click on the hashtag #NASPadvocates, you would be redirected to a chronological list of all tweets with that hashtag. They are great tools to capture all of the tweets from an event with a specific hashtag. This also makes it easier for the right people to discover you and want to continue to listen to you (a great way to gain followers).

- **Note:** If you need a little more help with Twitter terminology, they have a great online glossary to help: [http://support.twitter.com/articles/166337](http://support.twitter.com/articles/166337)
• **Choosing a profile picture and header photo**—Like Facebook, your profile picture and header photo should be representative of your state association, be professional, and draw interest. Your profile picture is what is seen in your followers’ newsfeeds attached to your tweets, so if you have a logo or simple graphic, that would be better. Whereas a header photo is only displayed on your personal feed.

![Profile Picture Example](image)

• **Notifications**—When someone engages with your account, you will get a notification at the top of the page on the left. See them by clicking the bell icon.

• **Admin Panel/ Page Roles**—Unlike Facebook, which could be managed by one person or a couple of people, for Twitter, NASP suggests only having one person manage the Twitter account. It isn’t as easy as Facebook to add multiple users with different permissions unless using a free service called MoPub. If multiple users do have to access to the account, it might be best to share the username and password amongst a select small group and be very clear about who can access the account and when it is appropriate. On Facebook, the pages a person can manage must be accessed through their personal Facebook, so they are not going to share their login information. That is why it is easier to add people and manage their permissions. On Twitter, all accounts are separate, and your association’s account cannot be accessed through your personal account.
  o **Switching between your personal Facebook and your admin page**—Since Facebook requires a personal user to create a page for a business or organization that is linked to a personal account, it keeps track of the pages a person can manage and provides an option to switch back and forth, which was described in the Facebook section. Since this isn’t the case on Twitter, to switch between accounts you simply log out of one and log in to another.
  o **Responding to comments**—Just like Facebook, the primary user should manage interactions on the page to make sure they are appropriate. It is okay to delete things that seem inappropriate. To respond to someone who is making a negative comment (which hopefully doesn’t happen!) simply reply to their tweet, which was described above. This will mention them in your tweet so they will get the message. Just like commenting on Facebook, replying to a negative tweet can be seen by others as well.

![Tweet Example](image)
Content—Just like Facebook, you will gain followers and increase engagement by posting relevant and interesting content. You can share the same types of content that you would on Facebook if you’d like, but the trick is to do it with a shorter character limit. Meaning posts need to be creative and concise to still deliver your message.

If you want to post something to Twitter that was posted on Facebook, you need to pick out the key words that are necessary and really capture the message. Although retweeting is beneficial, it is also important to be creating your own content as well. It is important to find your own voice and be professional so you can reach as many people as possible. You never know who may come across one of your tweets, if you use the right hashtag or mention the right person.

- Speak in the first person.
- Use language that is appropriate for your audience; conversational is best.
- Engage with stakeholders to educate them on the importance of school psychologists. Retweeting a stakeholder group and sharing information about school psychologists not only gets your state association’s message out but also builds a relationship.

- Drive meaningful action and be direct with what you want users to do. Encourage your members to tweet at your senators and representatives when there’s something that they should know about. Your state association can also directly tweet at member of congress; you might want to consider coming up with a list of “influentials” you want to specifically target in your advocacy efforts. The more they hear from you the better!

- Post diverse content. Talk about news from your state association, news from the field, NASP news, interesting articles, etc. Many people use Twitter to share articles, so you have to be creative! You can also help your advocacy efforts by telling your members via Twitter your state association’s stance on a bill and what they could do about it. Many people do not follow local legislation closely, but they do care about their profession. If they can see a quick snapshot of what they should be paying attention to coming from
your state association when they come to Twitter, it will help educate your members on what is most important for them to know.

- Note: remember that interaction rates are higher when posts have a photo attached to them. A tweet will get about 150% more retweets if it has a photo attached.

- Be relevant and timely. Make sure you are posting about things that would interest your audience and ask yourself if it would be relevant for them to read. Posting about a variety of random topics will not improve engagement or increase your followers. Pay attention to what is current and try to align your tweets with hot topics; waiting too long becomes untimely.

- More so than Facebook, on Twitter it is appropriate to live tweet, meaning to post periodically about an event while the event is taking place. This would be a great idea for conventions, big meetings, and other special events. It is a great idea to create a hashtag for your state association’s convention and share it with members ahead of time for them to use. If it is an annual event add a date in the hashtag.

- NASP has a hashtag every year for its annual convention, for School Psych Awareness Week, and for advocacy! (#NASPadvocates)

- Good content should spark conversation, make people want to engage with it, and build relationships.

- Bitly—If you need to share a link for your members to take action, the website bitly.com will shorten a link for you to make it easier to stay within the character limit.

Reaching the Right People With Your Tweets—It is much easier on Twitter to target who you want to reach. Since you do not have to be personally connected with someone like on Facebook, you can tweet at basically whomever you want. If you see someone doing great advocacy work, retweet them and mention them in a tweet to thank them!
An extremely useful and meaningful way to use Twitter is to tweet at local and national policy makers and elected officials. If there is something they should know about, tell them! If they are doing something right, tell them! Your state association’s account can and should do this as well, but the more voices the better. This is why it’s so important to work with your state association’s account, so that the impact is greater, more purposeful, and more relevant. Elected officials do really pay attention to what people are saying to them on Twitter.

- Some best practices for tweeting at an elected official include: identifying yourself as a constituent, use variety in your messages, use purposeful hashtags sparingly to join important conversations, don’t start the tweet with their “handle” unless you put a period in front of it. If you start a tweet with someone’s twitter handle without putting anything in front, the tweet will be sent to them but won’t appear on your own page with the rest of your tweets.

- According to the Congressional Communications Report, every senator and most representatives currently utilize Twitter as a means to engage with constituents.
- Legislative staff agree that social media has made congressmen more accountable to constituents.
- Since 2013 the number of tweets sent to elected official more than doubled.

**Getting Started**—Like Facebook, it’s a great idea to make a content calendar to organize your Twitter content. Remember to communicate as an organization who is responsible for what, assign dates next to posts, and use timely posts when appropriate and save others for later. More details can be found in the Facebook “Getting Started” section.

- Hootsuite—This is an incredibly helpful website that will help you organize tweets and assign when you want them posted from your account. For example, if you assign a tweet to be posted 5 p.m. on Wednesday, Hootsuite will automatically post it from your account, and you do not need to even be on a computer. It makes it easier to stay active on Twitter; just remember to use caution when assigning to avoid being untimely. Visit hootsuite.com to make an account.
Step 3: Measure your analytics to track how your Twitter efforts are improving.

Measuring Your Analytics—Just like Facebook, Twitter offers tools to help analyze and monitor your analytics. Just click your profile picture up in the right hand corner and then click analytics. At the top it will show you summaries of how well your account has performed this month compared to last month. You can view your changes in tweets, tweet impressions, profile visits, and followers. An impression is how many people saw your tweets regardless of whether or not they interacted with them.

Then you can see breakdowns of your Twitter activity by months below that. It will show you your top tweet for that month, your top mention, top follower, how many times you tweeted, how many tweet impressions you got, how many profile views, how many mentions, and how many new followers. This is an incredibly useful tool so that you don’t have to wonder if you’re really being successful with your Twitter efforts. You can make goals for improvement and keep track of your progress this way.
Step 4: Learn when to tweet and how often to tweet to increase engagement.

Best Days of the Week to Tweet—Any weekday is a good day to tweet! Research on this subject is fairly new and slightly differing, but we do know that Twitter engagement definitely goes down on the weekend. It is probably safer to stick to Monday–Thursday if you are really trying to boost engagement. The peak in Twitter activity happening on work days indicates the strong business and news side of social media that people are using the platform for.

Best time to tweet—The best time of the day to tweet is 12 p.m. and 6 p.m., with 5 p.m. being the highest for retweets. This is most likely due to lunch breaks and commuting home, which is why it is important to keep in mind your audience—busy school psychologists!

Frequency—You can tweet far more frequently than you should post to Facebook. If you are really looking to increase engagement, limiting one tweet per hour helps. You should not exceed 10–14 tweets in a single day. Again, note research on these factors is relatively new and evolving.

Personal Advocacy

How to contribute to your state association’s goals on your personal account.

For your state association’s Twitter to be successful, people need to interact with the account and the content. There are many things an individual can do to help a state association reach its goals on Twitter.

When you interact with your state association’s account, you advance the message and amplify the voice of your state association.

- Engaging with your state association’s tweets will help other people see them. Retweeting, favoriting, and replying to tweets will help your personal followers discover information from your state association’s Twitter. It will also boost analytics for your state association’s account.
- When you have something interesting you want your state association’s page to recognize or know, you can mention the page. This way your state association can retweet you for their followers to also see, or at the very least, the information you want to share will definitely make it through the noise and reach them.
- When you have something interesting you want your members of Congress to know, mention their personal accounts and tell them. Retweet legislators that tweet about education, psychology, children, etc. This is one of the biggest benefits to advocating on Twitter. You can reach them for free, when it’s convenient for you, from your own computer. Let them know that school psychologists are motivated and useful tools for them. Suggest policies and legislation to them that advance your state association’s mission. (See “Reaching the Right People With Your Tweets” pg. 22).
- Live tweet or post photos to Twitter during an relevant events. Be sure to mention relevant page and use any event-specific hashtags!
Twitter Chats—NASP regularly hosts and participates in Twitter Chats. A Twitter Chat is a virtual convening of people at a particular date and time, connected by one hashtag. Recently, many leaders in the education community utilize Twitter Chats as a professional development venue. Twitter Chats are focused on a particular topic and facilitators will pose questions. People who join the chat will share their responses, and reply to other participants, creating an interactive dialogue. Individuals should consider participating in
Twitter chats of different organizations as it is a great way to advocate and engage with stakeholder groups. Your state association might even consider hosting one.

- To participate, type in the hashtag the Twitter Chat is using in your Twitter search bar at the appropriate date and time. Click “latest” to ensure you are seeing the tweets in order.

- Facilitators will ask questions posed with “Q1, Q2, Q3…” at the beginning of their tweet to signify “question 1, question 2, question 3…”
- Participants then answer with “A1, A2, A3…” at the beginning of their tweet to signify “answer 1, answer 2, answer 3…”
- This helps keep the conversation organized. Participants can also interact with each other and the facilitator throughout.
- All tweets must also include the designated hashtag to ensure they show up in the conversation thread.

Twitter Chats are a great way for individuals to learn and a great way for the hosts to increase engagement. To learn more about NASP’s Twitter Chats visit: www.nasponline.org/socialmedia.
## Social Media Plan—Twitter

<table>
<thead>
<tr>
<th>Page Name:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audience:</td>
</tr>
<tr>
<td>Goals:</td>
</tr>
<tr>
<td>Objectives:</td>
</tr>
<tr>
<td>Influentials to Reach:</td>
</tr>
</tbody>
</table>

### Content Calendar

<table>
<thead>
<tr>
<th>Month:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
</tbody>
</table>
III. Using Both Facebook and Twitter Cohesively

Recap of the Main Differences Between the Two Platforms

<table>
<thead>
<tr>
<th>Facebook</th>
<th>Twitter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content can be longer and more detailed</td>
<td>Content has 140 character limit and has to be creative</td>
</tr>
<tr>
<td>Usually connect with people you know or who are in a close circle (Friends)</td>
<td>Connecting with people and influentials you may not know (Followers)</td>
</tr>
<tr>
<td>Share content to tell stories</td>
<td>Share content to open or be a part of a larger discussion</td>
</tr>
<tr>
<td>Networking with people</td>
<td>Networking ideas</td>
</tr>
<tr>
<td>Facebook post has a longer lifespan, engagement can last a couple of days</td>
<td>Tweet has shorter lifespan, most engagement within first hour</td>
</tr>
</tbody>
</table>

When to Use Each

- Determining where to post what can be a little confusing, but it essentially comes down to your audience and goals. If your members live in a rural area, you might be better off using Facebook. If your members live in an urban area, more are probably familiar with Twitter. If you want to have a personal connection with your members, you should probably use Facebook. If you want your message to be included in a wider conversation, you should probably use Twitter.

- Sometimes it is appropriate to share something on both. You will just need to take the same message and craft it in two different ways.

- Depending on what you want people to do with what you are sharing, it’s helpful to know the differences between peak engagement times. The fact that Twitter is used heavily during the weekdays and Facebook is used heavily on the weekends may determine where you want to share your message.

http://sproutsocial.com/insights/facebook-vs-twitter/
Social Media Campaigns

What Is a Social Media Campaign? Social media campaigns are creative strategies a page can use to generate buzz and increase engagement in addition to their normal content efforts.

- **Contests and Giveaways**—NASP and other state associations occasionally will hold a contest or giveaway. If your state association has the means to do this, it is a good way to generate buzz and create excitement. It can also be used as a good incentive if you want your audience to do something, such as register early for a convention. Make sure you explain explicitly what your audience should do to enter and when and how the winner will be notified.

- **Monthly Highlights**—If your state association wants to highlight people doing great work locally, a great way to do that is to pick one “School Psychologist of the Month” every month for a year. For a shorter commitment, you could do “School Psychologist of the Day” every day of School Psychology Awareness Week or something similar. Outstanding advocates are also great to highlight as well. It is important to recognize those who are trying hard to help with your state association’s efforts, especially with advocacy. It might even encourage some friendly competition!

- **Changing Profile Pictures**—One way to highlight a timely event is to change your profile picture to a graphic relevant to that event. This boosts awareness and shows your support. There are tons of national events to follow, but it’s best to choose ones that are relevant to your state association. For example, NASP changes its profile picture when it is School Psychology Awareness Week. Individuals can do this on their personal pages as well.
References

- Building your Presence with Facebook Pages: A Guide for Causes and Nonprofits
- The 2014 Congressional Communications Report
- Facebook vs. Twitter: Which is Best for Your Brand
- How Twitter Can Make NYASP Awesome-r- NYASP Powerpoint by: Andrew Livanis, 2011
- How to Use Social Media for Your Advocacy Efforts- CQ Roll Call
- Integrating Social Media With Your Advocacy Software- CQ Roll Call
  Retrieved on 4/26/16 from: http://info.cqrollcall.com/rs/764-XAC-282/images/20160309IntegratingSocialMediaWebinarPresntationFNL.pdf?mkt_tok=eyJpIjoiWmpFMk5tVmtZeIv6TIRJeClslQq5iueU1qNDlONG40OWpzWk9JQk16bTl5ZkEzeWpaciZSTDDBaTG5TMzNPeDRaWENPRzJPaTZic0NuRXijVnIMYWxjWDU1UXZ1cUNlb09pKzlubRE5jbmx2Q1U3XC9yRnljUE1kanJ1Rlj2ZXVxcGM9In0%3D
- Meet the People Who’ll Love Your Organization: A Nonprofit’s Guide to Facebook Pages and Ads

Contact

Christina Koch, Manager of Professional Relations, NASP
ckoch@naspweb.org

For more information on NASP’s social media initiatives, visit: www.nasponline.org/socialmedia.