

Social Media Field Guide

The information below details the types of posts that can be made on local social media pages, the process for submitting those requests for those posts, best practices for covering live events via social media, as well as information to help you prepare for our social media presence being streamlined.

General Posts

What constitutes a “general post”: General posts are posts that include messaging that can be contained in a single post, are not time-sensitive*, and do not involve live event coverage.

Examples:

- “Check out this article about last year’s youth honoree raising funds for this year’s walk.”
- “This week’s featured Jingle Bell Run team is Beat Arthritis! They’re jingling for a cure and have already reached 50% of their fundraising goal. Go team Beat Arthritis! #TeamTuesday”

General Day-To-Day Posts

For posts that are one-off in nature and can be contained in a single post, fill out [this form](#) to connect directly with the social media team. When time allows, requests for general posts should be submitted **AT LEAST 2-3 days prior** to the post expiration date.

Time-Sensitive News Stories

There will be exceptions to the above when news articles come out, for example. When truly time-sensitive and/or timely news comes out, please indicate in the post request that same-day turnaround is preferred and mark the request in Samanage as Critical so our team knows to prioritize its posting for same day.

Tips for Submitting Content

To successfully contribute to our social media mix, all posted content should be *relevant* to our audience. **Helpful tip:** When drafting a request, ask yourself *why does this matter* to someone with arthritis.

Example of framing a post with information that gives it context and helps make it relevant for our audience:

Not relevant: “Amy attended a meeting at town hall over the weekend!”

Key Questions to ask to Reframe it:

- Who is Amy?
- What was the meeting about?

- What does this have to do with arthritis?
- Why does this matter to people with arthritis?
- Is there a picture? Who's in the picture? What is his/her/their role?

Relevant: "Local arthritis advocate Amy G. attended a meeting at town hall last Saturday to help promote new legislation that will help increase workplace rights for employees with disabilities like arthritis!"

From photos at local events, to quotes from featured stories, fundraising updates, volunteer spotlights, and more – the more local content, the better to help keep our local market promotion robust and active!

Social Media Long-Term Planning & Campaigns

For strategic, long-term social media campaigns or requests that will require *multiple posts* (including extended event promo for events like Arthritis Expo, program, JA Day, Kick-Off party, etc.), please fill out the [Samanage Social Media Campaign Request form](#) and your Market Services Manager will work with you to plan your posts in advance. Requests for campaign posts/planning must be submitted **AT LEAST 1 month prior** to the post expiration date.

Sample request for extended event promotion:

- **Sample post(s) / tweet(s):** Do you ever feel joint pain? Join us at our free seminar with Dr. John Doe, an orthopedic surgeon affiliated with Cottage Health. Dr. Doe will be available to answer your questions about keeping joint health, pain relief, and joint replacement.

Event details (date, time, address, etc)

Thursday, September 24, 2015, 6 -7:30 p.m.

Santa Maria Inn, 801 South Broadway | Santa Maria, California 93454

Refreshments served | Register by calling 1-855-3-NO-PAIN

- **Any supporting information** (flyer, postcard, graphic, past photos, etc) and link to register

*If all information is provided, the centralized social media team can create several messages to promote the event and schedule ongoing promotion on the local page. Campaign requests excludes signature event coverage as this is already in our strategic plan.

Post Submission Considerations & Guidelines:

A few considerations to note before submitting your requests, whether campaign-level or general:

The centralized social media team reserves the right to edit copy to ensure it aligns with the AF Brand and overall social media strategy. The date of posting will depend on a variety of factors, including relevancy, content strategy and regional needs.

- A post may be declined if it is not in alignment with the Arthritis Foundation brand.
- If insufficient information is provided, the social media team will contact the requester and ask for additional details. If there is no follow-up within 1 week, the request will be closed and not processed.
- Please note that while your request may not be posted the same day it is submitted, it will be shared in a timely manner and in accordance with brand guidelines and the organization's overall content strategy.
- *If you have a single request that is *time sensitive*, be sure to alert your Manager Services Manager after submitting the request so they can reach out to the social media team individually to alert them of the time-sensitive nature of the request. Please also note in the form when you submit the request that the request is urgent/time-sensitive.
- The more heads up the better – if you have a JA Camp in 3 months, we can do more thorough promotion and lead up if we know 3 months out than 3 days out. Social media is helpful in building awareness and leveraging awareness to drive traffic. Without ample heads up on planned activities, events, etc. it is almost impossible to use social media for this purpose.

Live Event Coverage

What constitutes an “event day”: Events include signature events such as WTCA & JBR (along with associated activities – e.g. kickoff parties, packet pick-up days, etc.), also galas, marquee events, JA Camp and other events and activities.

Live Coverage: During event days, local offices are to designate local editors that may post LIVE to their event within their Facebook page without using the centralized social media request form. Designated editors **must** be Arthritis Foundation employees, not volunteers.

Event Content Mix & Distribution

For events that are housed within AF state pages, staff and volunteers may post as themselves (from their personal profiles) at any time.

- **Local AF brand pages:** Will receive any *marketing* of events that drive awareness/registrations. This will be handled by centralized social media team.

- **Event pages:** Will receive event-specific details (dates, times, weather updates, team updates, etc). Event ~~admins~~ editors can post as themselves or as the page. Volunteers should provide info as themselves from their personal profiles.

How We Work Together

Social media is a team effort. Our end goal is always to deliver the most relevant and useful information to the arthritis community as possible. The information our online community needs is two-fold: 1. Our centralized model will allow us to deliver **nationwide newsworthy stories, expert content** and access to **new tools and programs** to local communities. 2. We rely on our local staff to provide stories and updates **that affect our audience on a more personal, local level**. Making it personal is key, and local staff are paramount to achieving this.

Preparing for Reorganization

How to download photo albums from Facebook Page

If your page is merging, photos will not be transferred over to your state page. If you do not already have the original high resolution photos saved you do have the option to download photo albums from Facebook. This needs to be done right away, once merger of the page is complete these photos will not be accessible. To download photo albums follow these steps:

1. Go to Facebook page, click on photos
2. Next to Albums click see all
3. Click on specific album you would like to download
4. Click the gear icon (upper right) and select "download album"
5. You will get message saying "It may take a few minutes for your photos to be ready to download. We'll notify you when they're ready." Click continue
6. Usually only takes a matter of seconds. Click on notification on received to retrieve your album.

How to request editor access to a Facebook Page

Want to be able to post on the event within the page live at your event? Please fill out an [Editor Access](#) form detailing which page(s) you are requesting access. Only Arthritis Foundation employees are given access rights to post on behalf of the brand, however, volunteers can submit ideas/content for posting via the social request form(s) and are also welcome to post as themselves on event-level pages within the state page framework.

How to Post on Events within the Page

The social media team will continue to support marketing and recruitment (registration, fundraising, team building) for all signature events on all Facebook state pages. Events

nested within these state pages are maintained by staff person hosting the event and volunteers. If you do not see your event please submit a [Social Media General Request form](#). These events act as a forum where you have the opportunity to connect with your participants. We highly recommend identifying yourself as Arthritis Foundation staff or volunteer to build a connection with your participants prior to event day. Invite your Facebook friends to the event and ask others to do the same. *If sharing a graphic, please make sure to only use brand approved images. If your image was not provided by the centralized marketing team, please plan to submit a request via the social media general form and include the image to be reworked as part of the post request.*

1. Go to Facebook state page
2. Click events
3. Choose the event applicable

Resources

[Social Media General Request form](#)

[Social Media Campaign Request form](#)

[Editor Access Request form](#)

[Learn More About Arthritis Foundation Social Media \(Processes, Guidelines, etc.\)](#)