

Dear Digital Equity

Social Media Toolkit

UW Bothell IMD

Tips for creating professional social media posts
for an organization or cause.

20
23

<https://www.deardigitalequity.org>

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Introduction

The Purpose of the Social Media Toolkit

Social media has become an integral part of our daily lives, providing us with a platform to connect with others, share information, and keep up with the latest trends. With the increasing popularity of social media, it has become an essential tool for businesses and organizations to promote their products and services. However, creating an effective social media announcement can be challenging, especially for those who are new to the field.

To address this challenge, the social media announcement toolkit was created. This toolkit provides businesses and organizations with the necessary resources to create engaging and effective social media announcements.

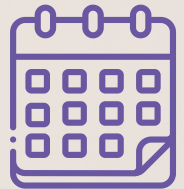
Target Audience

The social media announcement toolkit has a specific target audience — students who want to make professional social media for organizations and businesses — especially those who are new to social media marketing. We provide pre-designed templates, guidelines, and best practices. This toolkit gives an overview of key concepts, tools, and practices for creating engaging and effective social media announcement for organizations and businesses. Much of it will also apply to using your own personal media accounts for professional purposes.

Social Media Tips

Frequency

Try posting 2-3 times a week. This helps establish social media channels as a reliable source for the latest news and information on ongoing digital equity issues and resources such as the Affordable Connectivity Program.



Influencers

Ask local leaders, trusted messengers, and community partners to share the posts on their personal or organization accounts to help spread the word.

Platforms

Post from your organization's official social accounts. If your communication department typically handles all social media, work with them to ensure your posts go out around the time of your community awareness activities.

Multimedia



Visuals, videos, GIFs, and images are all effective ways to increase engagement and visibility with your audiences. Add images (such as the ones below) to your posts.

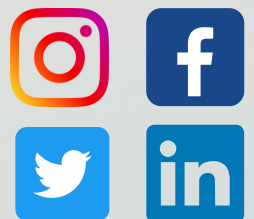
Channels

Instagram: A great way to promote visual storytelling by posting both photos and videos that relate to your community and/or audience.

Twitter: A great way to share updates and announcements. Perfect for quick posts about outreach beginning or updates along the way!

Facebook: Posts can be a bit longer and allows for sharing more than one photo (if you choose). Use this platform to share updates and celebrate successes.

LinkedIn: A great space to add information on lessons.



Social Media Tips

Professional Social Media Guidance

What are we doing?

Learning how to post professionally on social media.

Why?

To spread awareness, and make connections with a larger and more diverse user base.

- *How do we write & create posts in ways that **grab and sustain attention?***
- *How do we write & create posts in ways that **invite engagement?***
- *How do we talk about digital equity work from a **reflective** place in both a **professional & personal** voice?*

Audience

Who is your audience? (Who has both the tech-literacy to view & engage with your posts, as well as the need for the services your posts address?)

The great thing about our message is that almost everyone has a story about digital equity — someone they know without the funds or knowledge to take full advantage of today's modern computers & applications. Even if our posts fail to reach a specialized target audience, the content and messaging has the chance to connect with nearly everyone, given it is able to grab their attention and thereby helping to keep the issue of digital equity visible.

That said, it may be advantageous to target audiences you feel can *either* be impacted the most by your content, or help “move the needle” of digital equity; each of these may require their own unique communication strategies.

Social Media Tips

Audience examples that may be impacted the most by your content:

Keep in mind we are writing on social media. Users in this category will at least need access to a device, the internet, and general tech literacy to engage with social media.

- The elderly
- Low-income households
- Communities without access to reliable wi-fi
- Disabled individuals that require additional aid to access the same content, e.g. mobility, low vision/blindness, deaf/hard of hearing, learning/neurological disabilities, etc.

Audience examples that may help move the needle:

Many people who can influence digital equity directly or indirectly are on social media to a great degree:

- Politicians/Policy Makers
- Tech Business Leaders
- Local News Organizations
- Philanthropists & Foundations
- Educators
- Journalists

Connections & Tagging

Tagging people or organizations that are relevant to your post can help you gain connections. For example, if there is a professional that has helped you with a job, you can 'tag' them in a post and they will likely be notified when you publish it. They may then interact with your post (e.g. liking, re-sharing, commenting, etc.) which may help promote it to others in their social network.

Who?

- Politicians
- Tech Business Leaders
- Local News Organizations
- Philanthropists & Foundations
- Educators
- Journalists

Social Media Tips

Engagement

Comments, likes, and reposts allow your post to reach greater audiences, so it is important to consider how you can foster a community when posting. Some ways you can do this are asking questions or opening polls to encourage other users to engage in the conversation.

Most social media platforms will allow you to view the analytics of your content. Here, you can see the difference when you post on certain days or times across weeks, months, or years. This is a good place to take note of certain trends or patterns you may notice, and make changes to your posts based on your analytics.

First-Person Language

Consider using first person language when telling a story involves narrating the events from the perspective of the storyteller (you), using "I" or "we" pronouns. It adds your personal perspective, making the story more relatable and engaging, but not necessary.

Professional vs Personal Language

Think about how you usually speak, in a casual environment. It is likely completely different from when you are in a professional setting.

What does your professional authentic voice sound like? When you understand your audience and are a part of a community, it is easier to develop your professional, but authentic voice. Create your own personal professional persona; how do you want other professionals in your social network to view you?

When you are writing, pretend you will be reading it in front of a crowd of fellow professionals, not close friends.

Social Media Tips

Clear & Consistent Language

Clear and consistent language ensures that your content is accessible to a wider audience, including those coming from diverse backgrounds, cultures, and language proficiency levels.

Clear language ensures that your message is easily understood by your audience and minimizes the risk of confusion or misinterpretation. Keeping a consistent tone and language across your posts also ensures that you benefit from using the same keywords.

Avoid the inner philosopher — longer words and more complicated language. Use a thesaurus if you have trouble communicating in simpler language.

Profanity

While profanity can be used to create emphasis, and may describe your authentic feeling at the time, it is not a widely accepted practice in professional settings.

There are plenty of words we recommend that can provide emphasis, without risking looking unprofessional or alienating a large portion of your potential audience.

Alternative Recommendations:

1. Absolutely
2. Truly
3. Clearly
4. Definitely
5. Remarkably
6. Certainly
7. Totally
8. Positively
9. Incredibly
10. Unquestionably
11. Undoubtedly
12. Without question
13. Without a doubt

Social Media Tips

Relevant Hashtags & Keywords

Aim to use *relevant* hashtags, as these will also bring relevant traffic.

When posting, you may see the amount of times a hashtag has been used, or if it is currently trending. Using hashtags that are trending or popular allows more people to see your content. Sometimes, there will be a feature that allows people to track or follow a hashtag, which you can use to your advantage.

Being very specific (#homemadepizzadough) will reach a smaller audience, but likely one that is more interested & willing to engage with your content. General hashtags are also helpful; this is similar to using popular keywords. Keywords are words that you can put in a list, and are generally used in a search engine. General hashtags (#pizza) are more broad, with higher traffic. Keep in mind though that more traffic doesn't necessarily bring high-quality traffic (traffic that is more likely to be interested & engaged with your content.)

Keywords are useful because they make content more likely to be found through search and categorized by some platforms. If a keyword is relevant to someone's interests, it may show up in their feed. It will also most likely bring your post to a discovery page with related topics. Keywords are also important for search results; if people aren't searching with the words you're using in your content, it is unlikely that your content will be seen. When utilizing keywords, it is easier to seem authentic by writing your words first, then replacing them with higher-traffic keywords/words users are likely to search for. Try using a keyword research tool to discover what words users typically search for.

Examples of Hashtags:

(Any currently trending hashtags *relevant to your post*)

#DearDigitalEquity, #DigitalEquity, #Seattle (Or other relevant city), #KingCounty (Or other relevant county), #UWBothell, #Tech, #Design, #PNW

Examples of Keywords:

Design, Tech, PNW, DearDigitalEquity, PNW

Social Media Tips

Alt Text

Alt text makes images accessible to individuals with visual impairments or those who use screen readers. It provides a text description of the image, allowing them to understand the visual content and engage with your post or website.

Alt text ensures that those with limited vision can fully participate in the online experience. It promotes inclusivity and ensures that your content is available to a wider audience, regardless of their abilities.

How-To

When creating a post, there will most likely be an option to add alt text. What you should include in the alt text is a simple description of what you have written, or what an image includes. Try to be descriptive, as this will serve as an alternative way to view your post. You want to be able to imagine the image and understand what is important within it when reading the alt text.

Example: “Holly the Husky posing with two students that are giving thumbs up in front of a purple balloon arc during the UW Welcoming event.”

For images that include just text: “An image of white text on a purple background that reads “Holly the Husky invites you to the UW Welcoming event. Come by at 11am to take pictures with Holly!””

Emojis

The appeal of using emojis in your post is to help visually break apart the text, so it is more approachable to read. No one wants to read a wall of text, but adding emojis once in a while can help readers engage without feeling too overwhelmed. Emojis can also convey certain emotions very quickly and effectively. Keep in mind though that some emojis may not appear professional in different contexts.

Social Media Tips

Images & Video

Images boost engagement

Images and videos can add a lot of visual appeal to your posts, making them more engaging and eye-catching to your audience. How often do posts with visual content grab your attention, compared to those in only text? Posts with images are, on average, far more likely to be shared and commented upon.

If used well, they can be very powerful storytelling tools, helping you convey emotions, stories, & concepts in a more compelling and memorable way.

Tailor image size to each platform

It is important to optimize your content accordingly to ensure it displays appropriately across different devices and platforms, as each platform uses different image sizes to display your post.

Image dimensions:

Facebook: 1200 x 628 pixels

Twitter: 900 x 450 pixels

LinkedIn: 1350 x 440 pixels

Instagram: 1080 x 1080 pixels

Instagram Story: 1080 x 1920 pixels, Aspect Ratio: 9:16



Social Media Tips

Crossposting and Reposting

Reposting your content is a good way to spread the post to more audiences who engage with platforms in different ways. For example, an Instagram post can easily be converted into a Story or a Reel by changing the size of the post to the dimensions of a story or reel. It could also be cross-posted onto other social media platforms like Twitter, or LinkedIn. Likewise, an Instagram reel can easily be reposted onto TikTok or Twitter.

However, cross-posting and reposting should be approached strategically. If you have the same followers on different platforms, you will get more for views but not necessarily more viewers. Get to know your audience on each platform and let that guide your rhythm for cross-posting and reposting

In terms of reposting other people's content, be mindful to give credit and seek permission from the creator to repost their content, especially if you are posting for an organization. Do not share a post made by someone else if they state they don't want you to repost.

Templates & Examples of Captions

- **Headline**
 - *Attention grabbing.*
 - *Gets people wanting more.*
- **Body**
 - *Give the reader what the header teases.*
 - *Try to condense descriptions when possible to efficiently communicate your message.*
 - *It is common for people to scan for relevant information, and skim over posts that appear too wordy.*
- **Closing (Call to Action)**
 - *Ask a question for the audience to interact with your post.*
 - *Add hashtags to the end of your post.*
 - *Direct them to your website or bio (which should contain a website or link).*

Social Media Tips

Headline Examples:

- Do you know someone...
- Let me tell you a story...
- If you're reading this, you're...
- How to...

Body Examples:

- Personal story
- Details of the topic you've chose to discuss about
- Tutorial steps

Closing Examples:

- What do you think?
- How would you approach this?
- Share this post with someone who can relate...

Post Examples

Personal Example:

I was rejected. ✘

I applied to LinkedIn with a referral and was rejected. ✘

I had a referral for Google. Rejected. ✘

I then decided to apply to LinkedIn for a second time without a referral.

I was fully prepared for what was to come, and was ready to be interviewed.

I got the job! ✔

What I learned is that referrals are great but you are not guaranteed a job.

You don't have to have a referral.

Having the mindset of trying again, and applying either way is what makes you great.

Good luck. ♥

[Insert image of yourself at the job.]

Social Media Tips

Tutorial Example:

Been wanting to learn how to code?

Well here's some simple tips that I've learned throughout my years as a computer engineer:

- 1.CSS is...
- 2.Java...
- 3.HTML...
- 4.Database systems...

Share this post, and comment your own tips! ✨

#Tutorial #CSS #Coding #Programming #TipsAndTricks #Java #Github

Promotion Example:

We're growing!

If you're looking to start your career in business, we invite you to join us at one of our hiring events this month!

Saturday (Date) and Sunday (Date), 4pm - 7pm!

Come and join us!

#HiringEvent #Business #Growing #CompanyName

[Insert image of an infographic.]



Post Layout & Visual Style

To create visually appealing social media posts for Dear Digital Equity, consider the following elements of layout and visual styles:

- **Consistent Branding:** Maintain a consistent visual identity by using the same colors, fonts, and logo throughout your posts. This creates a cohesive and recognizable brand image.
- **High-Quality Images:** Use high-resolution images that are relevant to the message of digital equity. Choose visually compelling photos or illustrations that evoke emotions and resonate with your audience.
- **Attention-Grabbing Graphics:** Incorporate eye-catching graphics and visuals to convey key messages or statistics related to digital equity. Use infographics, charts, or icons to present information in a visually engaging way.
- **Clear and Readable Text:** Ensure that your text is clear, concise, and easily readable. Use legible fonts, appropriate font sizes, and contrasting colors to make the text stand out and enhance comprehension.
- **Quotes and Testimonials:** Highlight impactful quotes or testimonials related to digital equity. Present them in visually appealing quote graphics with stylized typography and complementary backgrounds.
- **Dynamic Visual Formats:** Experiment with dynamic visual formats such as carousels or sliders to present multiple images or key points in a single post. This encourages engagement and provides a visually engaging experience for the audience.
- **Use of White Space:** Incorporate sufficient white space in your posts to create a clean and uncluttered appearance. This helps to focus attention on the main message and enhances visual appeal.
- **Consistent Layout:** Establish a consistent layout for your posts, ensuring that elements such as logos, images, and text are consistently positioned. This creates a sense of familiarity and professionalism.
- **Call-to-Action Buttons:** Include visually distinct call-to-action buttons in your posts to encourage audience engagement and direct them to take specific actions, such as visiting a website or signing up for a newsletter.
- **Experiment with Visual Effects:** Consider incorporating visual effects such as overlays, gradients, or filters to add depth and visual interest to your posts. However, ensure that these effects align with the overall branding and message of Dear Digital Equity.

Image Selection

Finding and Selecting Images

Choosing the right image is always difficult. However, to choose the right image for what you want to create, it should add to the content that you have already made. For example, if you've written text this is based on the topic of school, you would want to include an image of students or a school. Be specific to the main topic of your content, and have images that add to the meaning of your message.

Stock Images

Stock images are a great place to select images from. These give you realistic image options to choose from. If you're using a platform like *Canva*, the stock images are already included in the platform, and give you an array of options to search for. For example, if you are looking to find photos of students on *Canva*, all you would have to do is search for the term "students" and search in photos.

There are also other platforms that have stock images available, however, some sites will be behind a paywall before you are able to use the images.

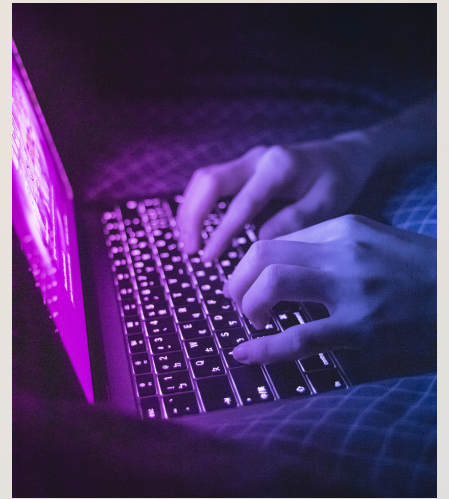
AI Images

With the advancement of technology there are options for the creation of AI images. These are images that are generated through AI from specific terms you choose. For example, to generate an image of students, you would input terms like "realistic," "students," "sitting in class." These terms will create generated AI images for you where you can choose from multiple options.

Sample Image Examples

We have included sample images on the next page for examples of what kinds of stock images you could possibly use in your content.

Sample Images



Sample Posts



GOODWILL connect
online and on your way

WE ARE

GOODWILL CONNECT

FREE Washington State network of digital navigators are ready to help people get connected with resources, and signing up for programs like the Affordable Connectivity Program.

GO ON LINE TO CHAT WITH A DIGITAL NAVIGATOR
WWW.GOODWILLCONNECT.COM

844-GWCONNECT (492-6663)



goodwill

FREE Washington State network of digital navigators are ready to help people get connected with resources, and signing up for programs like the Affordable Connectivity Program. Call today: 844-GWCONNECT (492-6663) or go on line to chat with a digital navigator: www.GoodwillConnect.com

GOODWILL connect
online and on your way



FREE Washington State network of digital navigators are ready to help people:


- Get connected with resources
- Sign up for programs like the Affordable Connectivity Program

Call today
844-GWCONNECT (492-6663)
or go on line to chat with a digital navigator
www.GoodwillConnect.com

@deardigitalequity www.deardigitalequity.org

The Affordable Connectivity Program offers eligible households \$30/month toward home internet service, making some plans free

Here are some ways to qualify for the ACP



DEAR

GET CONNECTED IN WASHINGTON

Goodwill's Affordable Connectivity Program can provide:

- Personal help using a computer or digital device
- Affordable quality internet services
- Tech support for devices
- Computer or device
- Computer skills education

Call today at:
1-844-GWCONNECT (1-844-492-6663),
or
Chat with a digital navigator online at:
www.GoodwillConnect.com

GOODWILL connect
online and on your way

CHECK IF YOU ARE QUALIFY

- 1 Check your eligibility:**
The ACP is currently available to eligible low-income households in participating provinces and territories in Canada. You can check your eligibility by visiting the Innovation, Science and Economic Development Canada (ISED) website or by calling the program hotline at 1-888-620-1748.
- 2 Choose a participating internet service provider:**
To apply for the Affordable Connectivity Program (ACP) in Canada, visit the ISED website, choose a participating internet service provider (ISP) in your area, and apply directly through them.
- 3 Apply for the program:**
To apply for the ACP, contact your chosen ISP after confirming your eligibility. They will assist you in the application process and provide you with any required documents. If approved, you will receive a discount on your monthly internet bill.

The Affordable Connectivity Program

Do you need assistance with any of the following?

- Help with using your computer
- Learning how to use digital devices and tools
- Choosing a computer or device that suits your needs
- Finding affordable and quality Internet service options



Please Contact:
1-844-GWCONNECT
(1-844-492-6663) or go online
to chat with a digital navigator

DEAR **GOODWILL connect**



Do you need assistance with using a computer?



We can help you:

- Get personal help with a computer or other digital services
- Find affordable and quality internet service
- Get tech support for your devices
- Find a computer or device
- Build your computer skills

Please call **844-GWCONNECT (492-6663)**
or visit www.GoodwillConnect.com
to chat with a digital navigator today.

GOODWILL connect
online and on your way



Branding and Logos:

If you are posting for an organization assure that the posts feature the branding and logos associated with them. This helps establish brand recognition and reinforces the connection between the program and the larger digital equity initiative. Ask for the logo files and other branding assets from whoever is responsible for outreach.



Evergreen Digital Equity Messages

Affordable Connectivity Program

"The Affordable Connectivity Program is an FCC benefit program that helps ensure that households can afford the broadband they need for work, school, healthcare and more." (<https://www.fcc.gov/acp>).

Some digital equity messages are time sensitive such as promoting a digital literacy class. Other messages are more "evergreen" and need to come to audiences attention again and again. An example of an "evergreen" message, is raising awareness about the Affordable Connectivity Program that subsidizes home internet service to low and moderate income people. Here, we offer several examples of possible posts about the ACP that you could create.



The Affordable Connectivity Program and the GetACP.org platform work hand in hand to bridge the digital divide by providing affordable internet access and connected devices to eligible households, empowering communities, and fostering digital equity.

Evergreen Digital Equity Messages

- **Affordable Internet and Device Discounts: and Device Discounts:** The ACP offers a \$30/month discount towards high-speed internet and a one-time \$100 discount for the purchase of a connected device, making these essential resources more affordable for eligible households.
- **Enhanced Access for Tribal Lands:** Households located on Tribal lands can receive an increased discount of up to \$75/month towards high-speed internet access, ensuring improved connectivity in these communities.
- **Eligibility Criteria:** Eligible households can qualify for the ACP benefit if they meet certain criteria, including participation in government assistance programs like Medicaid or SNAP, having a dependent attending a Community Eligibility Provision (CEP) school or receiving free or reduced-price meals, or if their household income is at 200% of the federal poverty level.
- **Free Home Internet Plans:** With the ACP benefit of \$30/month, some home internet plans become entirely free for eligible households, further reducing the financial burden of internet access.
- **GetACP.org Pre-Enrollment Tool:** Prospective applicants can visit GetACP.org, an online pre-enrollment tool provided by EducationSuperHighway. The tool allows individuals to determine their eligibility, access a checklist of required documents for the application process, and explore home internet plans that are free with the ACP.
- **Streamlined Application Process:** By using GetACP.org, applicants can answer a few simple questions and receive a personalized checklist that streamlines the application process. This convenient tool saves time and takes approximately 5 minutes to complete.

The Affordable Connectivity Program and the GetACP.org platform work hand in hand to bridge the digital divide by providing affordable internet access and connected devices to eligible households, empowering communities, and fostering digital equity.

Credits

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Special thanks to

Dr. Dharma Dailey
Nancy Chang
Jamie Pena
and Teri Burroughs
**for helping us in the process of creating
the DDE's Social Media Toolkit**

Brands

Dear Digital Equity - <https://www.deardigitalequity.org/>
Goodwill Connect - <https://goodwillconnect.com/>
Affordable Connectivity Program - <https://www.fcc.gov/acp>