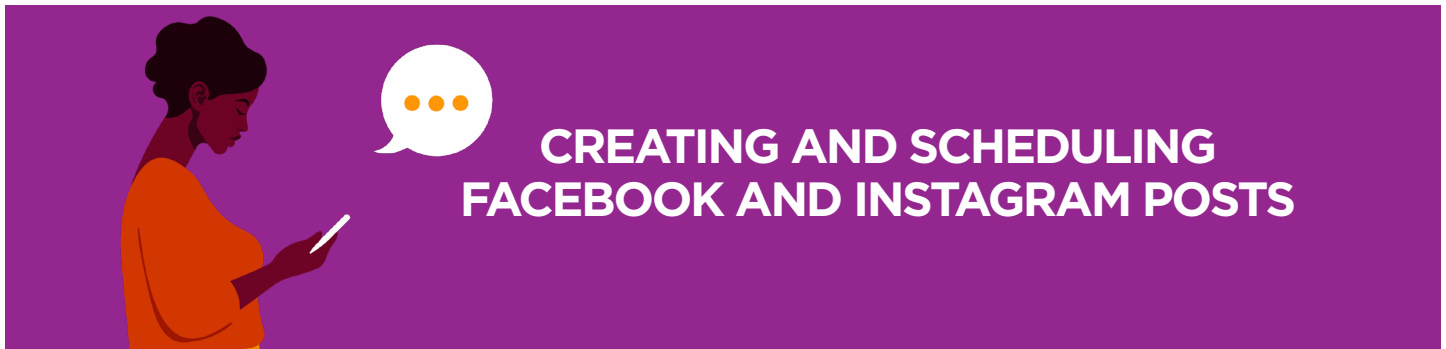


TOPIC: ORGANIC SOCIAL MEDIA BEST PRACTICES

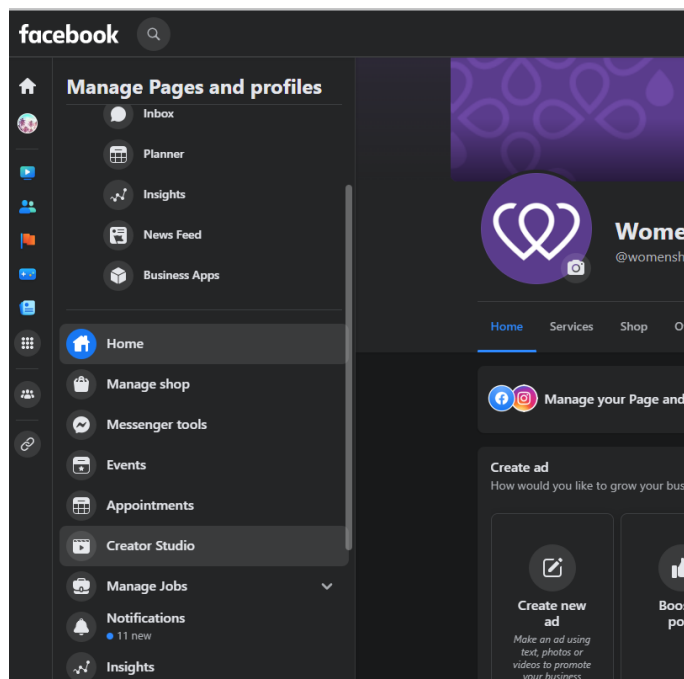


Once you have your Facebook and Instagram accounts set up, it is important to remember to post 2-3 times a week to maintain a relationship with your audience and continue to grow your following. Managing a social media content calendar becomes far more efficient when you schedule posts. Scheduling in advance can help your care center post more consistently and stay on schedule. That way, you can avoid long gaps between posts with little effort. If you want to save time and streamline how you regularly publish content to your care center's accounts, we recommend scheduling your posts ahead of time. Luckily, Facebook allows you to schedule Instagram and Facebook posts in one place!

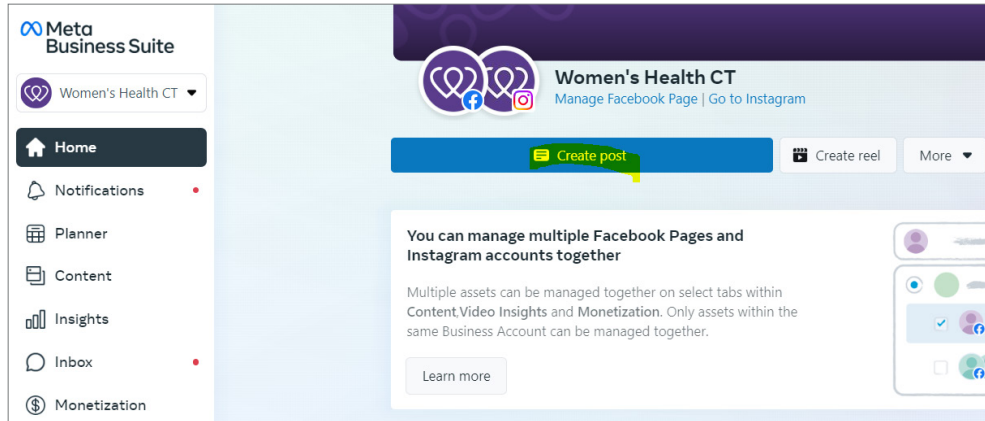


Scheduling a post for your Facebook and Instagram Pages

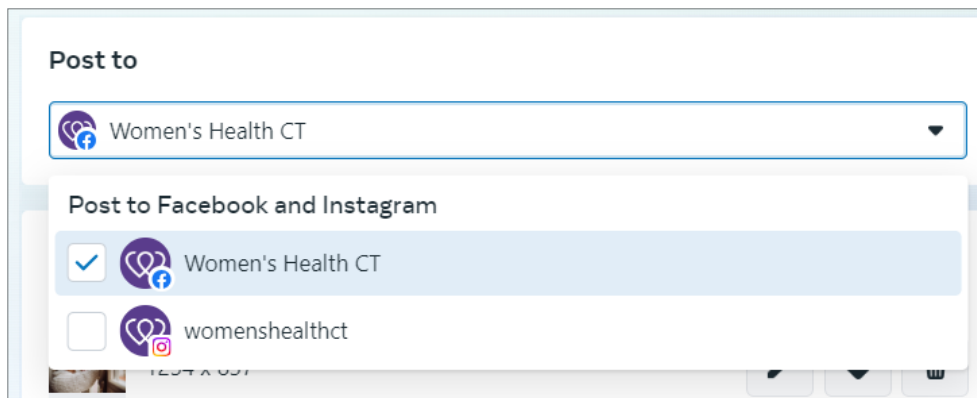
- First, make sure your Instagram and Facebook accounts are connected on Meta Business Suites. For more information and instructions, watch this short Youtube video: <https://www.youtube.com/watch?v=By96VN6a5kw>
- Then, go to Creator Studio tools on your Page.



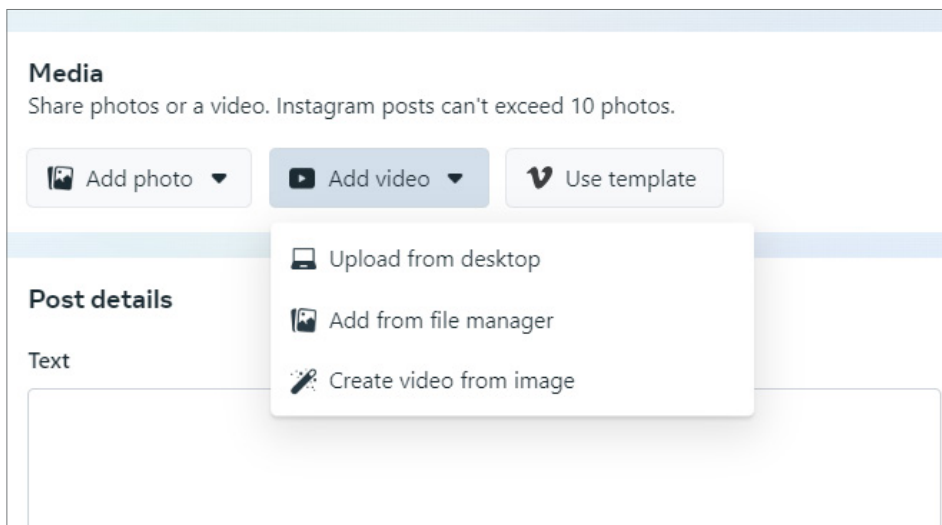
- Click Create Post



- Select which account (Facebook, Instagram, or both) you would like to post to.



- Here, you can add your caption and photo, or if you are uploading a video, you can click "Video" to upload.
- Select the video you'd like to upload (if you took the video from your phone, you can either upload the video via USB cable or email the video to yourself and save it to your computer).



- If you are adding a video, be sure to add details to your post, such as:
 - **Title** – Make sure the title grabs people's attention. A descriptive video title makes it more searchable.
 - **Video Description** - Add search words that pertain to the video topic like obgyn, pregnancy, pregnancy tips, or women's health.
 - **Narrow the audience** - Feed targeting helps you reach specific audiences by targeting interest, age, gender, location, language, relationship status and education level. When a person engages with your post, their friends may see it in their Feed.
 - **Add a thumbnail** – Select the video frame option, so you can select any still frame from your video.
 - **Video distribution options** - Distribution options allow you to control where your video will appear. When posting a video, you can choose from the following:
 - ◆ Feed - Your video will show in Feed unless you unselect the option.
 - **Allow embedding** - This allows others to embed your video to their site outside of Facebook. When they embed your video the video's title, author, and view count are displayed along with the option to like or share the video.
 - **Add subtitles and captions (CC)**
 - ◆ Choose the primary language spoken in the video.
 - ◆ Add new captions, and click the auto-generated option. Facebook automatically creates captions.
 - **Click Publish**
- If you want to schedule the post to publish later, scroll down to the Scheduling Option section, and hit "Schedule." Here you can schedule the post for when you would like it to go live. If not, hit "Publish" and your post will go live immediately.

Scheduling options Publish now **Schedule** Save as draft

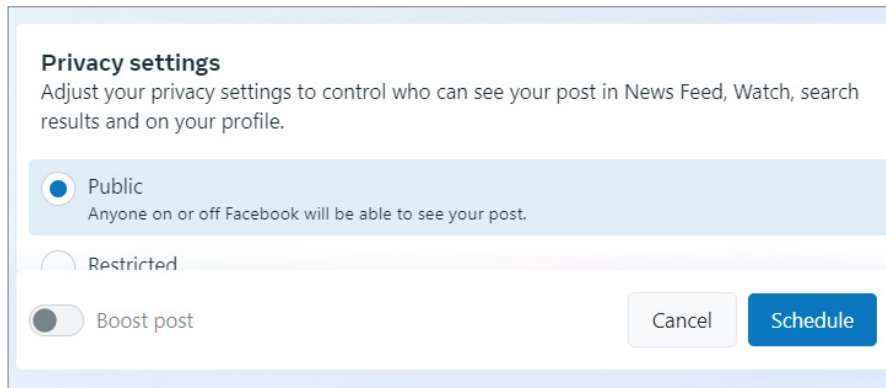
Schedule your post for the times when your audience is most active, or manually select a date and time in the future to publish your post.

Facebook

<div style="display: flex; align-items: center;"> 📅 <input style="width: 90%; border: none; border-bottom: 1px solid #ccc;" type="text" value="Jun 26, 2023"/> </div>	<div style="display: flex; align-items: center;"> 🕒 <input style="width: 90%; border: none; border-bottom: 1px solid #ccc;" type="text" value="10:51 AM"/> </div>
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🕒 Active times

- Once you picked your date and time, hit “Schedule.”



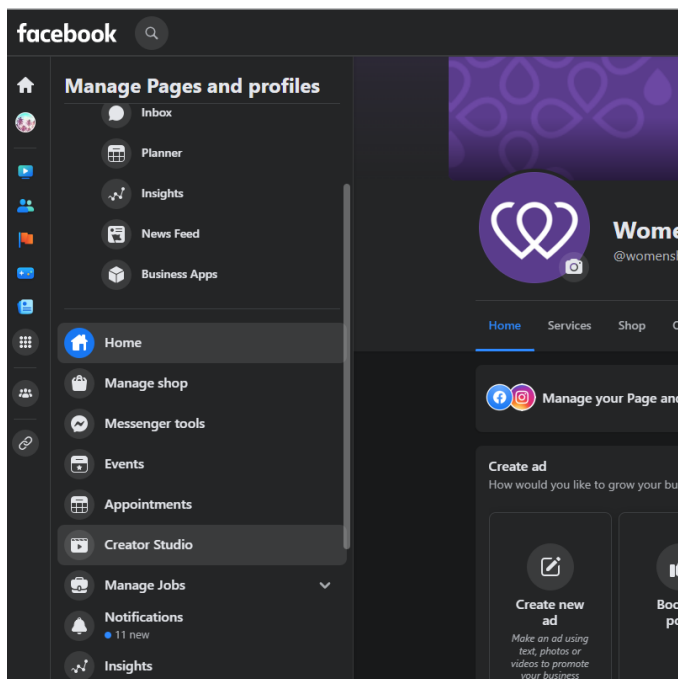
- Repeat the process for any posts you would like to schedule.



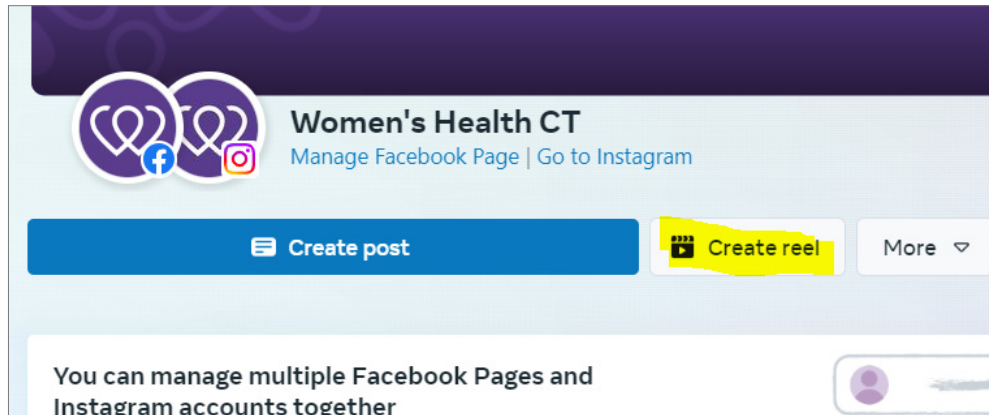
How to Post Your Video on Instagram Reels

Reels offer a number of fun flourishes you can add to your videos. Video reels are meant for vertical viewing, so a 9:16 aspect ratio with dimensions at 1080 x 1920p works best when posting content. To post a video reel to your Instagram and Facebook profile:

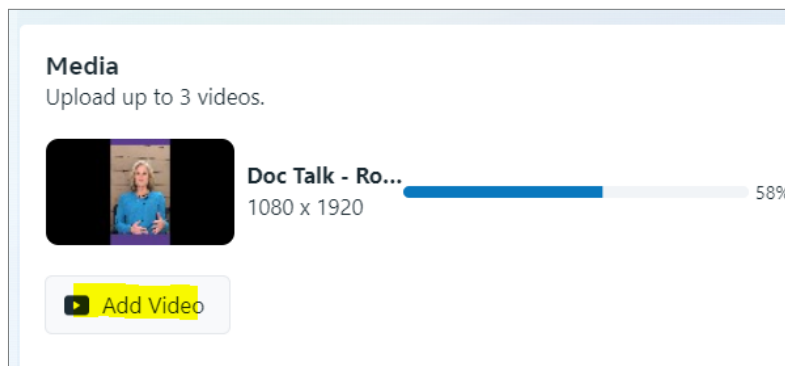
- Go to Creator Studio tools on your Page.



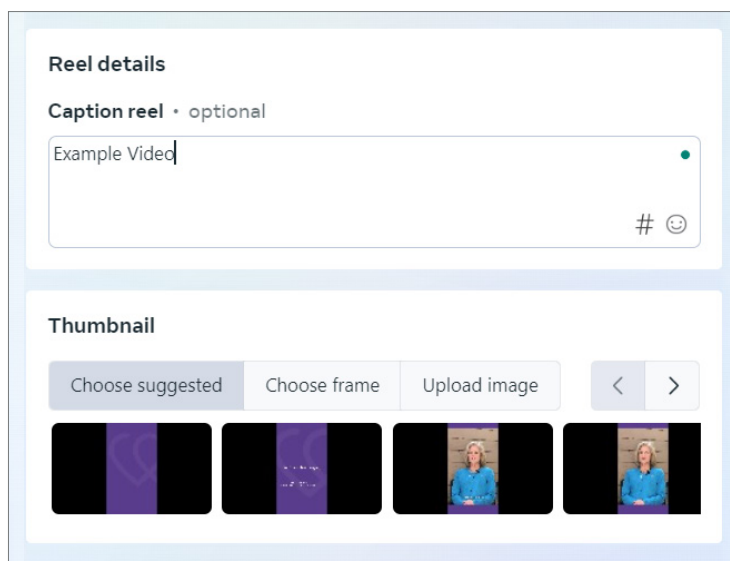
- Tap Create from the Reels section on Feed, or tap the camera icon in the top right corner when viewing a reel.



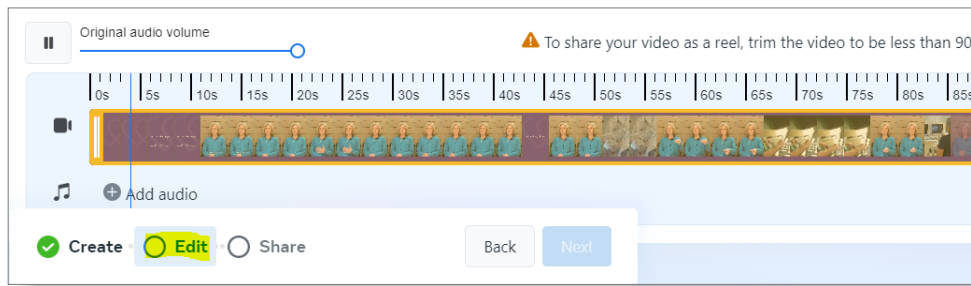
- Add video to your reel



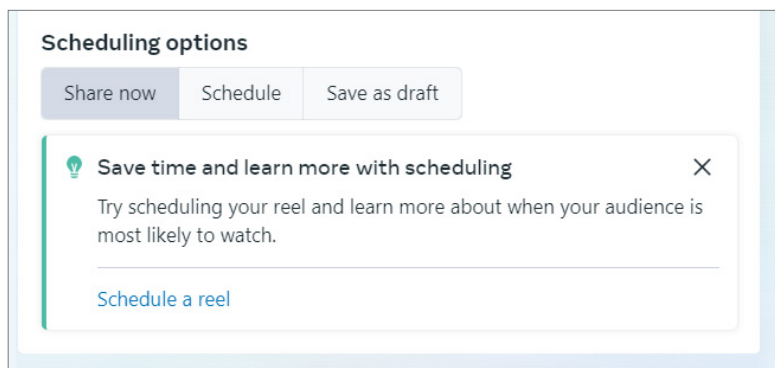
- Write a description and Thumbnail image for your reel.



- Add audio, text, effects, captions or a timer to your reel by tapping the icons on the right side of your screen. Learn more about creative tools for reels [here](#). Tap Next when you're finished.



- Schedule or publish your Reel

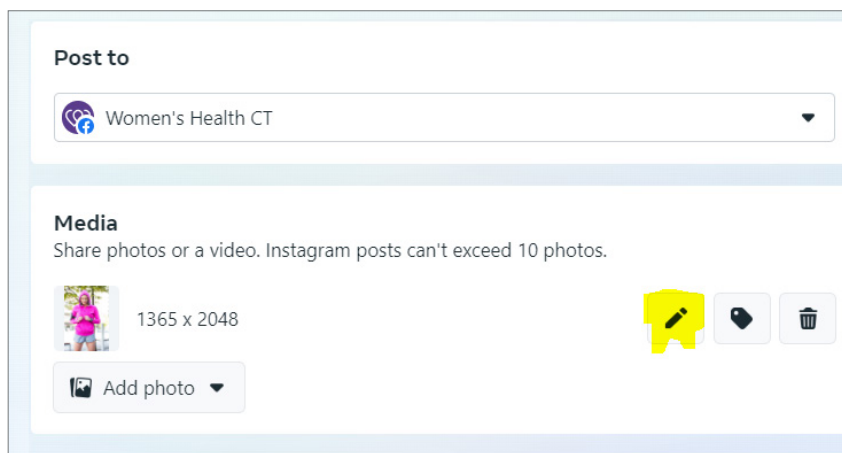


- Tap Share Reel to publish your reel.

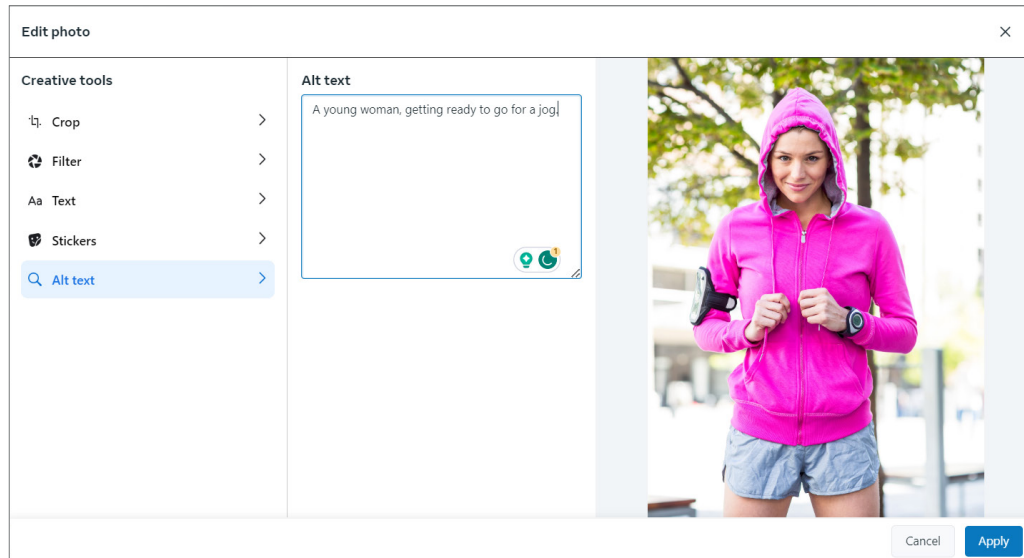


How to add alt text to your Facebook posts

- Go through the posting step, once you've uploaded an image, select Edit to access the alt text options.



- In the edit menu, select Alternative text.



- In the custom alt text box, write a short sentence or two that describes the image. Then click "Apply."

More Resources

Social media content library: <https://docs.google.com/spreadsheets/d/1KmP9PyckoJXXLjvGdUeRB6JN21lgDjUmgSe5wRG4QME/edit#gid=0>

Social media health awareness calendar: <https://docs.google.com/document/d/1-l76a-rcXOLHSuzgkyjL2KMa0SB-lDVADaxZH-hotU/edit?usp=sharing>