

Social Media Cheat Sheet

Reuse & Repair Stakeholder Group



STOPWASTE

StopWaste on Social Media

Please follow, friend us, and share our posts and links.

Facebook: Get tips and inspiration on how to stop waste, reuse and repair, and go green at home and school. @StopWasteOrg

Twitter: Get links to DIY recycling projects, business updates, fun facts, and the latest news about preventing waste from our partners and community. @stopwasteorg

Instagram: Check out food waste reduction and storage tips and composting and sustainable gardening ideas from Alameda County and beyond. stopwaste

YouTube: Watch videos about reducing food waste, turning food scraps into compost, and more.

LinkedIn: Join our LinkedIn group for business waste prevention resources, industry updates, and networking.

Important Days to Remember

10/20: National Reuse Day

Every third Saturday in October: International Repair Day

11/15: America Recycles Day

4/22: Earth Day

Reuse/Repair Hashtag Bank:



Using Hashtags

We propose that the group consistently use a common hashtag (to be determined) whenever possible. This will help build momentum around one unified hashtag, and also improve our ability to track and measure impact. We encourage you to supplement your messages with other hashtags when relevant/appropriate.

For hashtags with multiple variations (e.g., #reuse or #reusable) choose one and be disciplined about using it. Avoid switching back and forth. Using one hashtag consistently will make it easier to track whether your messages are gaining traction and reaching the right audiences. Use any campaign hashtags, such as #righttorecycle consistently and with other mainstream hashtags so your audiences start to associate your campaign with the issue they already follow.

Remember that hashtags change and should be reviewed every six months or so. To find additional hashtags in the future, use the [Twitter Advanced Search](#), [Hashtagify](#) or [Social Bearing](#).

Best Practices for Facebook, Twitter and Instagram

Monitor your social media analytics on a monthly or quarterly basis to get a better sense of when your followers are online and which types of organic posts do best, and adapt your posting strategy around those insights. Below are general posting guidelines for each platform as a starting point. Note that these guidelines will vary depending on audience and voice.

Facebook	Twitter	Instagram
Post 1-2 times per day	Tweet 3-4 times per day	Post 2-3 times per week
Post between 9 a.m. and 7 p.m. – early afternoon for most shares, mid-afternoon for most clicks	Post during the late afternoon (about 5 p.m.) for more retweets and around mid-day or early evening for most click-thrus <ul style="list-style-type: none"> • Tweet throughout the day, beginning in the morning and becoming more active in the evening 	Post in the morning or evening, or on Sundays <ul style="list-style-type: none"> • Avoid posting during business hours, with the exception of mid-day
Allow 6-8 hours between posts	Allow 2-3 hours between tweets	Space posts out
Share other pages' posts to encourage engagement and reach broader audiences <ul style="list-style-type: none"> • Respond to and share posts that followers share to your profile 	Retweet other handles to encourage engagement and reach broader audiences <ul style="list-style-type: none"> • Retweet handles that tag StopWaste or use campaign hashtags 	Regram and like user-generated content by searching hashtags related to priority initiatives and sharing photos that illustrate your goals <ul style="list-style-type: none"> • Like and regram (via an external app such as Repost) content that tags StopWaste or uses campaign hashtags
Use 1 or no hashtags per post (if using a hashtag, it should be branded campaign hashtag versus a generic topical hashtag – posts with no hashtags tend to achieve higher reaches than those that contain them)	Use 1-2 hashtags per tweet and place them at the end of the post when possible	Use 1-3 hashtags per post and place them within the first comment on the post instead of in the text of the post itself <ul style="list-style-type: none"> • Use #StopWaste and any appropriate campaign hashtag in all posts (e.g., #StopFoodWaste or #ReusableBagsAC)
Tag other pages when appropriate to increase visibility and encourage reciprocal sharing	Tag other handles when appropriate to increase visibility encourage reciprocal sharing	Tag other profiles to increase visibility
Upload videos directly to Facebook, try to avoid sharing via YouTube	Upload videos directly to Twitter, try to avoid sharing via YouTube	Upload or create videos 3-15 seconds long and share on Instagram like a photo – however, no more than 1 in 10 posts should be a video

Scheduling Tools

To streamline the posting and sharing process for your social media channels, we recommend you use an online social media management tool like Hootsuite or Buffer, many of which have free basic membership plans. These tools can also help you find relevant content and create lists of influencers and peers to follow. [Here](#) is a link to the top tools available.

Tracking Metrics & Measurement

In order to determine if you are progressing toward your social media goals, or if you need to make midcourse adjustments to your strategy, track the following metrics as much as bandwidth allows. Below are free tools that help with tracking.

Follower growth: Track your follower growth over time to determine whether StopWaste is reaching more audiences for which your content is relevant.

- *Tracking tools:* Facebook Insights, Twitter Analytics, and Instagram Insights.
- **Follower demographics:** Track your followers' demographics like location, age, language and interests (Twitter only) when possible.
 - *Tracking tools:* Facebook Insights, Twitter Analytics
- **Follower engagement:** Track how often online users like, share, retweet or comment on posts, as well as how often they mention the organization in their own posts.
 - *Tracking tools:* Facebook Insights, Twitter Analytics and Instagram Insights.
- **Message traction:** Measure how well your messages are gaining traction on social media by monitoring the number of posts that include your key phrases and hashtags.

Other Resources

[Social Media Image Sizes Cheat Sheet](#)

[Guide to setting up a Facebook page](#)

[Getting started with Instagram](#)

[Guide to setting up a Twitter business profile](#)

[Guide for social media for nonprofits](#)

[Guide to social media for small businesses](#)