

Social Media Guidelines

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Introduction

These guidelines are intended as a practical guide to using and posting on the CBA South East official social media accounts. They should be read and understood alongside the Social Media Strategy.

Official Accounts

- CBA South East (Facebook)
- @CBASouth East (Twitter)
- CBA SouthEast (LinkedIn)

Tone of Voice

Social media posts for LinkedIn, Facebook and Twitter should use concise, professional and accessible language. Capitalisation should be avoided as per the Social Media Strategy.

Call to Action

It is advised that copy (posts) should include a call to action. This is to encourage engagement with the post, otherwise followers may scroll past it. A call to action could be a link, an image to click on, choice of language. Examples of call-to-action phrases are:

“Find out more [link]”

“Enter this competition”

“Like this post”

“Comment below / tag your friend / share amongst your...”

Hashtags

Hashtags can be used to maximise the reach of a post. Here are a few generic ones which can be used: #ArchaeologyForAll #ArchaeologyMatters #Archaeology #Archaeologists #Archaeologymemes #Listedbuildings #Archaeology_lovers #Archaeologylife.

If you are unsure of whether a hashtag is appropriate, please contact the Social Media Officer.

Emojis

Emojis (or emoticons) are small images or symbols that are added into text to portray emotion, subject matter or replace words. These should be avoided for a professional tone.

Tagging Other Organisations

When content is a collaborative effort, those who are involved should be tagged where possible. By tagging others, the audience who see the content is widened and therefore may result in new followers.

If you are sharing a post, please try to include the person(s) / organisation who produced the original post.

Media/Video

People are more likely to engage with visual content, so it is advised to try and include it in almost every post, whether that is a video, image, GIF or social card featuring an image.

Accessibility

It is important that social media content is accessible, ensuring that everyone can engage and interact. Some ways to ensure accessibility can include captions on videos, image descriptions, and trigger warnings.

Direct Messages

Most social media platforms have direct messaging options. On these platforms, automated messages can be set up to provide individuals with instant answers.

Posting Frequency

Posting frequency depends on the platform. A general rule of thumb is the below:

- Facebook – 3 or 5 times a week. Maximum of one post per day unless a special event / content differs i.e., a Facebook Live and a post.
- Instagram – For feed or grid images: 3 or 5 times a week. Maximum of one post per day unless a special event / content differs. For stories: as many as possible.
- Twitter – As many posts as possible. Twitter has a much shorter life span due to the nature of the feed and therefore, there is no real limit on how many posts are appropriate.
- LinkedIn – 1 to 2 times a week. One post per day.

Engaging with Others

Engaging with other organisations and with followers is highly encouraged. Friendly conversation encourages people to follow and engage with posts in the future and so is worthwhile.

Commenting on and sharing content from other organisations also widens the reach of the account and therefore should be a regular part of managing the social media accounts, as much as creating content to post directly.