



Social Media Management

Associazione SE.M.I

Seeds For More

Interculture (2020)- Danai Nakou

Communication Weekly Strategy (Timetable)

Having a **Communication Weekly Timetable** or an **Annual Schedule** will help you to improve your social media statistics regarding your likes, views and visits in your page.

SE.M.I has already a Weekly Timetable and a goal to post three different articles or images related with our actions and interests in SE.M.I's Facebook Page and also in Instagram.

Goals and Target Group

To have a successful communication strategy you have to find your **communication goals** and your **target group**.

It is essential to publish your work regarding your target group and using descriptions, images, emojis and hashtag closer to the people that you are aiming to take a look on your online work.

How to publish your blog in the website

- 1) After writing your blog you have to choose the **category** of it, the related **hashtags** and the **picture in evidence**. (For the standard columns of your sites, you can use the same picture every time so the viewers can get used to the same pattern, themed articles)
- 2) **Hashtags:** They are very important and it is crucial to do a lot. Even though the majority of the viewers are not coming from the use of hashtags, is really important to use them. Hashtag could be any word related to your article and you can make them easily with just an # before the word. In the case of the website you can make as much as you want and any word that you want. **Keep also in mind to change the hashtags and not use the same all the time.**

How to publish your blog on Facebook Vol.1

- 1) After publishing your work on the website you simply take the link of it and paste it on the Facebook page of your organization.
- 2) As a **description** there is no need to leave the link on, but if you want you can put it in the end using something like “**click the link below:**” and emojis. In any case, you can simply not use it and write a small but to the point description of your article using also emojis.
- 3) **Hashtags** are also a **MUST** in Facebook. In the end of your description you can use some related hashtags that will help your target group to find and take a look on your article.

How to publish your blog on Facebook Vol.2

- 1) After publishing it on the pages of your associations you can always publish it in other pages, too.
- 2) It is really useful to make a **list of other pages and groups** that are related to your project or related to European Programs like ESC or Youth Exchange Projects. In this way, you can have a list of groups and pages that you can also publish your blog, letting other people know about your experiences and also make more people visit your pages.
- 3) To publish them you can simply use the **sharing tool** of Facebook with the original description that you putted on your page, so it would be under your organization's name and not yours.

How to publish on Instagram Vol.1

- 1) **Instagram** is a bit tricky, but worth it. To publish in Instagram you have to make photos of your blog, use some applications to find the right sizes and then publish your work as an image on your association's insta page.
- 2) First of all, you have to take **screenshots** using your phone. Try to use the photos without the texts so the viewer will read your blog easier while looking at some pictures, too.
- 3) After you took the screenshots you have to use your **phone's tools** to **cut the unnecessary parts of the image**.

How to publish on Instagram Vol.2

- 1) Next step is the use of an app that is called “**InFrame**”. With this application on your phone you can **customize the images in the right size**, so you can publish them on Instagram. There is no need to customize everything, you can only enroll the text images that are usually big to publish.
- 2) There are also sometimes that the images are more than 10, so you can't publish them all together on Instagram. In that case, you can use another tool into the “**InFrame**” app that allows you to make a **collage of pictures**. For the combination of texts I strongly recommend only to combination of two that it seems like an open book or newspaper.

How to publish on Instagram Vol.3

- 1) Moving on with the Instagram, **photos are the most important thing**. If you haven't a lot of them it is ok to use them separately using always one in the start of the post and some between the texts.
- 2) In the case that you have a lot of images that you want to share with your article you can use for another time the app "**InFrame**" and make a **collage of pictures**.
- 3) After the preparation of the material is time to publish. So, you are choosing to publish a **series of photos**, that has a limit of maximum 10 photos. You are **starting always with the use of a photo** may be combined with the title of your blog. Then you are choosing the photos in the right order so you article could be seen in an image way.

How to publish on Instagram Vol.4

- 1) Last steps is the **creative and stylized part** of the post. After you choose all the images and you put them in order, Instagram automatically will guide you to choose other colors. So if you are into it you can choose other colors, but be aware that **same effects might change the visibility of the letters**, so check all the images.
- 2) The **description** part of the image remains the same as in Facebook with small differences. First you have to put a small text that is related to the theme of your blog using also some emojis to make it more “friendly” and fun.
- 3) **Hashtags** is crucial also on Instagram. In Instagram’s case the hashtags are already made. So, will typing you will see the hashtags above the word and you can use them.

#HASHTAGS

Hashtags are useful because in this way, random people might find your work using only a word. Every step of the procedure has its way to use hashtags. In all the three steps make sure to change the hashtags and not use the same ones.

- 1) **Website:** You can use as much as you want and make your own hashtags anytime. You only have to put # and the word you want to highlight.
- 2) **Facebook:** It is not the most important thing in Facebook, but you have to use some. You can put it in the end of your description and you can use there also any word that you want.
- 3) **Instagram:** It's a very important thing. On Instagram the hashtags are already made so the only thing that you will do is simply put #, start typing and then choose the hashtag that you want. Try to use as many as you can.

How to create an Instagram story

When you have published your blog in all the social media of your association, you can take it a step forward and start making stories to make the viewers visit the page and see your work.

Instagram Stories

- 1) Using the tool “**InFrame**” you can choose all the images that you made to post on Instagram and make a playful collage.
- 2) After, you are going to the story aera and **uploading the collage** that you made.
- 3) You can change, the colors, the sizes, use gifs, hashtags, music and a lot of other things to advertise your work.

How to make a Facebook story

The best tool to make a Story in general is Instagram, so you can give your best and use a lot of things in the Instagram platform. When you're done and **publish your story** you can simply **downloaded it** to use it also in Facebook.

For another time, you have to go to the Story area of the Facebook page and upload the image that you made as an Instagram Story. You can choose if you want to publish it **only as a story or you want to make a post with it**, too. In S.E.M.I we usually make also a post.

To conclude...

- **Website:** “**Just write**”.. You’re writing your blog. You are using images and an image in evidence. Also, you have to use hashtags and choose categories.
- **Facebook:** “**The more, the better**”.. To have more visibility as a page on Facebook you have to make **a list of groups and pages** that you can share your blog.
- **Instagram:** “**Make it pretty and just leave it**”.. On the other side, Instagram is more into creative, joyful and interesting posts with the use of images and colors. Really important part are playing **the hashtags and the stories**.