

Social Media Tips



Blue&You
FOUNDATION
FOR A HEALTHIER ARKANSAS
An Independent Licensee of the Blue Cross and Blue Shield Association

Congratulations on receiving a grant from the Blue & You Foundation for a Healthier Arkansas. We want to help your organization get the attention you deserve from the media and your community. A fantastic way to do that is to share your progress through social media. These basic tips can increase the number of people who see your posts by having Arkansas Blue Cross and Blue Shield share your organization's activities.

Get Social with Us

1. Like, follow and share! If your organization has social media accounts, go and follow Arkansas Blue Cross. We will follow you back! (Use these same accounts to tag us in posts.)

Our accounts are:



Facebook [@ArkansasBlueCross](#)



Instagram [@arkansasbluecross](#)



Twitter [@ArkBlueCross](#)



LinkedIn [@Arkansas Blue Cross Blue Shield](#)

While not a social media platform, we also have a blog, Blueprint, hub.arkansasbluecross.com. We will share information about Foundation grants on our hub and then link to it from our social media. We'd love you to share those stories on your social channels too. For example, if you have a grant dealing with food insecurity, and we post an article about that, you can congratulate the organization featured and say something about how you are both involved in fighting food insecurity in Arkansas.

2. Send [Mary Claire Thomas](#) the following information in an email:
 - a. Your PRIMARY social media account names so we can follow you. Do you post on a network we may not be on yet? If so, we can still follow you! By using our listening tool, we can see if you tag us.
 - b. Your website URL (www.yourorganization.com).
 - c. The name and email of your organization's social media contact, or whoever may be taking photos.
3. Creating your own social media campaign? Let us know! Share how you plan to promote it and any hashtags you will use. (Please don't use #BYFoundation as a hashtag.)
4. Share internally. Include your activities on your intranet if you have one or add information about your grant progress in your internal newsletter. Ask your employees to follow your social media and ours to see posts about the Foundation and your grant.
5. Do you have a public blog? That's a great place to share too. Let us know and we can link to your blog!

6. Ask your employees and volunteers to like and share posts about the Foundation, but also about anything they care about (like health and wellness information). Liking and sharing is key to a successful campaign and builds a following.
7. Photos matter. Try to keep your subject in the center so heads aren't cut out of the frame. Instagram photos must be square. Group photos don't always work well on Instagram. If you want to send us photos, send more than one image to be chosen. Please name the people in your photos. Make sure we have permission to use the photos if we aren't sharing from your channels.
8. Ask questions! We love to help you be successful!

The Content

As often as you can, post sharp, properly sized photos and short videos (less than ONE minute) of your grant progress with a few sentences about the activity. Tag us so we can share it. Watch for typos! People love to see organic posts with real people. Make sure your employees and volunteers know to share your posts. Content works two ways. We share your content, and you share our content. If we share a blog story on Blueprint about the Foundation, we will let you know so you can share on your social channels.

Business Profile Tips

Are your profiles complete? An important social media marketing basic is to fill out your profile 100%. Fill in the "about section" and complete your bio information. Include any other social channels you have to cross promote.

Interact? Yes! Don't be an island and only post your organization's content. That creates a bubble. Share other content and tag appropriately. Follow similar businesses, connections, thought leaders and non-profits. Make a point to interact with at least a few profiles per week. Focusing on relationships and engagement via social only takes a few seconds.

Promote your social channels. Make sure you have your social channels listed on the following:

- Email signatures
- Internal and external newsletters
- Website headers and footers
- Cross-promote on the profiles of your other social sites
- Signage and business cards

Social Media Basics 101

Why is social media important?

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- More than 56% of online adults use more than one social media platform
- 75% of male internet users are on Facebook; 83% of female internet users are on Facebook
- LinkedIn has more than 500 million user profiles
- Every day 3.5 billion people are on social media



What is LinkedIn?

Once a semi-dying and boring platform, LinkedIn has resurrected itself as the dynamic place to be for business trends and networking. The perfect platform for B2B, employee stories, and company news.



What is Twitter?

Simple, short, straightforward. Max of 280 characters equals 55 words. Hashtags are critical. Tagging is important.



What is Facebook?

Facebook is by far the most popular social media channel. Like a relationship, it's complicated. The algorithm changes weekly. It's unclear who sees your posts. But by far, Facebook is popular and posts that have real people in them (community involvement, exercising, etc.) is good content. Hashtags are less important here but should be used where appropriate.



What is Instagram?

Pretty pictures with fun captions and hashtags. Go hashtag crazy on this platform. Tag people. Pictures must be square.

Participants who share their photos hereby consent and authorize Arkansas Blue Cross and Blue Shield to interview, photograph, videotape or audio tape them, and to share this information and reproduce or circulate these photographs, video, audio for any and all purposes, including in publications, online and in advertisements of all kinds in all media.



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