



# Social Media Resources

Connect and engage with community members through social media platforms, email newsletters and your League's website.

## Social Media

- Content shared on social media needs to be clear and concise. Brevity is important!
- Post content when you have information to share or when you think information may be useful to your audience (your community members/neighbours).
- Create and share “evergreen content” (not time-sensitive) such as membership benefits.
- Don't post for the sake of posting.
- Only have accounts on the platforms that you will engage with. Leagues do not need to be on every social media platform available.
- Tailor content to each platform. Do not automatically push content from one platform to another, because the style and character length limits differ between platforms.

## Facebook

- Facebook allows you to create posts that contain longer content. However, try to limit your posts to 1-2 sentences or short phrases.
- Think of your post as a newspaper headline. Start your posts with the most important/intriguing piece of information to “hook” the reader. The follow-up with context.
- Engage with members by responding to comments and inbox messages.
- Post visual content using photos, graphics and videos. Include a “Call to Action” with a website or event link.
- Champion the amazing things your community members are doing by liking and sharing their stories.

### Support, Tips and Troubleshooting

- Visit the [Facebook Business Help Centre](#) for help with your League's Facebook account.
- Some examples of the available support:
  - Create and manage accounts:  
[facebook.com/help/135275340210354](https://facebook.com/help/135275340210354)
  - Creating posts, stories, and managing your inbox:  
[facebook.com/business/help/412634305818063?id=939256796236247](https://facebook.com/business/help/412634305818063?id=939256796236247)



# Social Media Resources

- Create events:  
[facebook.com/business/help/307523053476429?id=939256796236247](https://facebook.com/business/help/307523053476429?id=939256796236247)

## Instagram

- Post colourful, visual content using photos, graphics and videos.
- Include a “Call to Action” with a website or event link in your bio.
- Use location geotags to attract Instagram users in your area and bring awareness to your League.
- Use hashtags that relate to your content and area (ex. #YEG or #Soccer)
- Use Instagram Stories or Live at events to showcase the work your League is doing
- Like and share photos from League members and other Community Leagues.

### Support, Tips and Troubleshooting

- Visit the [Instagram Help Centre](#) for help with your League’s Instagram account.
  - Get help with signing up and getting started.
  - Posting and creating stories, managing messages and using IGTV.

## Twitter

- Twitter has a 280 character limit, so it’s important to keep your messaging concise.
- Use hashtags relevant to your content and area.
- Think of your post as a newspaper headline. Start your posts with the most important/intriguing piece of information to “hook” the reader. The follow-up with context.
- Champion the amazing things Leagues are doing to increase awareness by liking and retweeting.

### Support, Tips and Troubleshooting

- Visit the [Twitter Help Centre](#) for help with your League’s Twitter account.
  - Tweets:  
[help.twitter.com/en/using-twitter#tweets](https://help.twitter.com/en/using-twitter#tweets)
  - How to use hashtags:  
[help.twitter.com/en/using-twitter/how-to-use-hashtags](https://help.twitter.com/en/using-twitter/how-to-use-hashtags)