



# Social Media - Best Practices

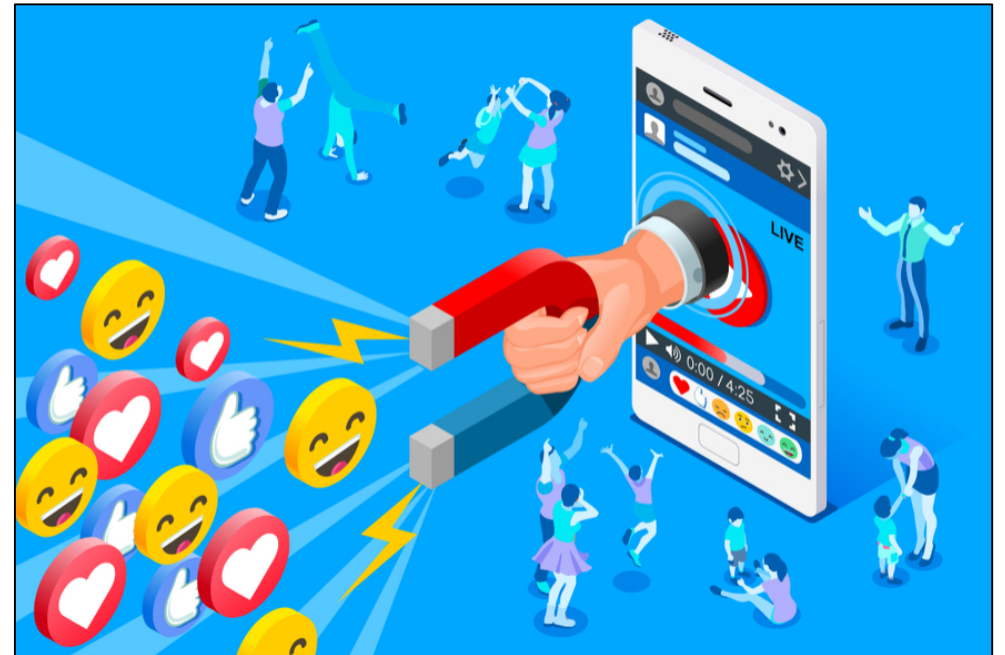
# The power of social media



Thank you for being an advocate for Indiana Donor Network, Driven2SaveLives and Donate Life Indiana!

Our strategic social media accounts are encouraging more people to make the lifesaving decision to become and organ donor every day.

We want your help on social media!



# The power of social media



On average, our social media accounts receive the following number of impressions per month:

- Facebook- +120,400
- Twitter- +37,200
- Instagram- +7,000
- LinkedIn- +3,600

\*As of February 2022

- As you can see, we have the power to raise awareness for organ donation to an audience of thousands of people every day.
- With your help, we can reach even more people.

# Social media channels - Overview



- Facebook – Facebook allows users to connect with friends, work colleagues or people they don't know online. It allows users to share pictures, music, videos and articles. Users can also share their own thoughts and opinions with however many people they like.



- Instagram – Instagram allows users to edit and upload photos and short videos in more detail than Facebook. An Instagram account can be directly linked to a Facebook account.

# Social media channels - Overview



- Twitter – Twitter is an online news and social networking site where users communicate in short messages called tweets. “Tweeting” is posting short messages for anyone who follows you on Twitter.

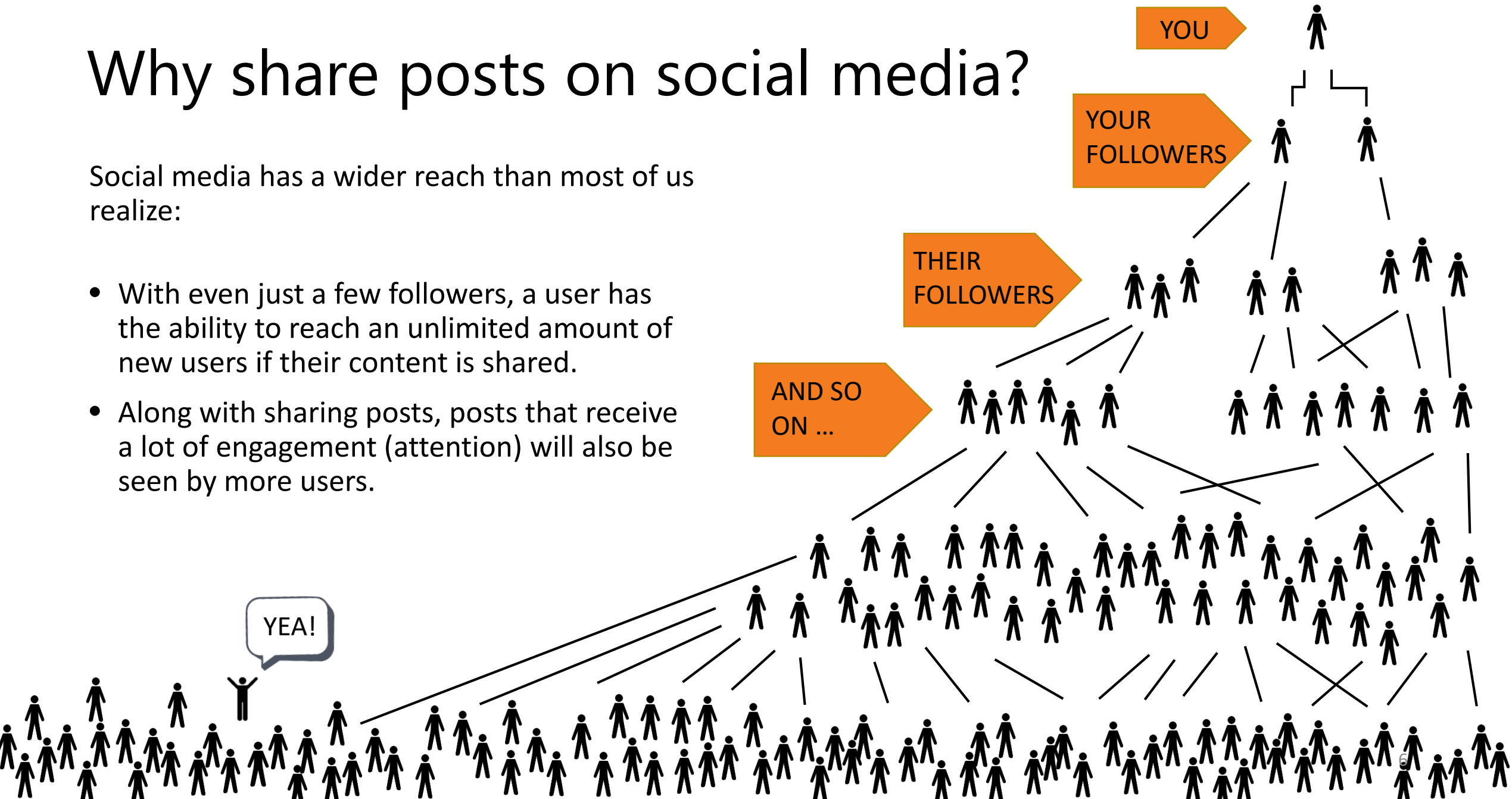


- LinkedIn – LinkedIn is a platform primarily for business professionals to connect with colleagues and other companies. Users “connect” with each other to expand their networks and contacts.

# Why share posts on social media?

Social media has a wider reach than most of us realize:

- With even just a few followers, a user has the ability to reach an unlimited amount of new users if their content is shared.
- Along with sharing posts, posts that receive a lot of engagement (attention) will also be seen by more users.



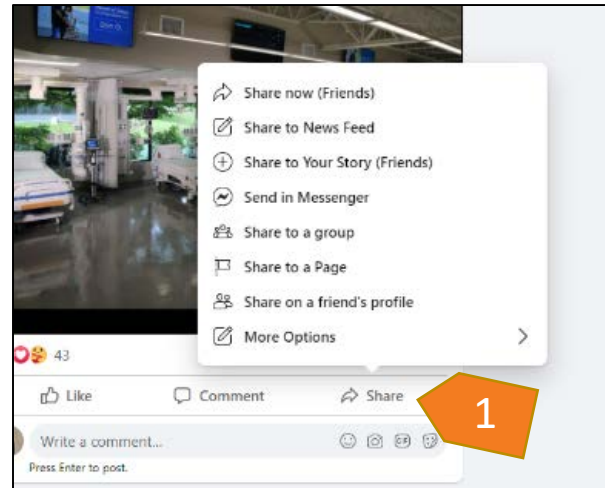
# Sharing social posts

Social media makes it easy to share posts on your own account with your followers.

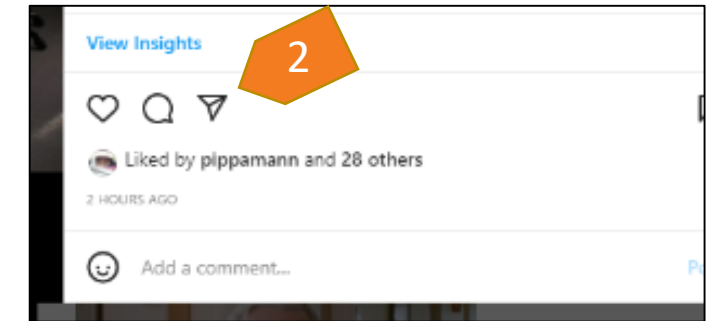
To share a post:

- 1) Facebook – Tap the “share” button beneath a post and select an option
- 2) Instagram – Tap the arrow icon beneath a post and select an option
- 3) Twitter – Tap the “retweet” button
- 4) LinkedIn – Tap the “share button” beneath a post and select an option

Facebook:



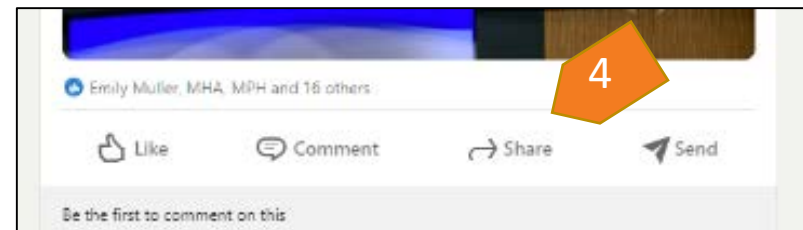
Instagram:



Twitter:



LinkedIn:

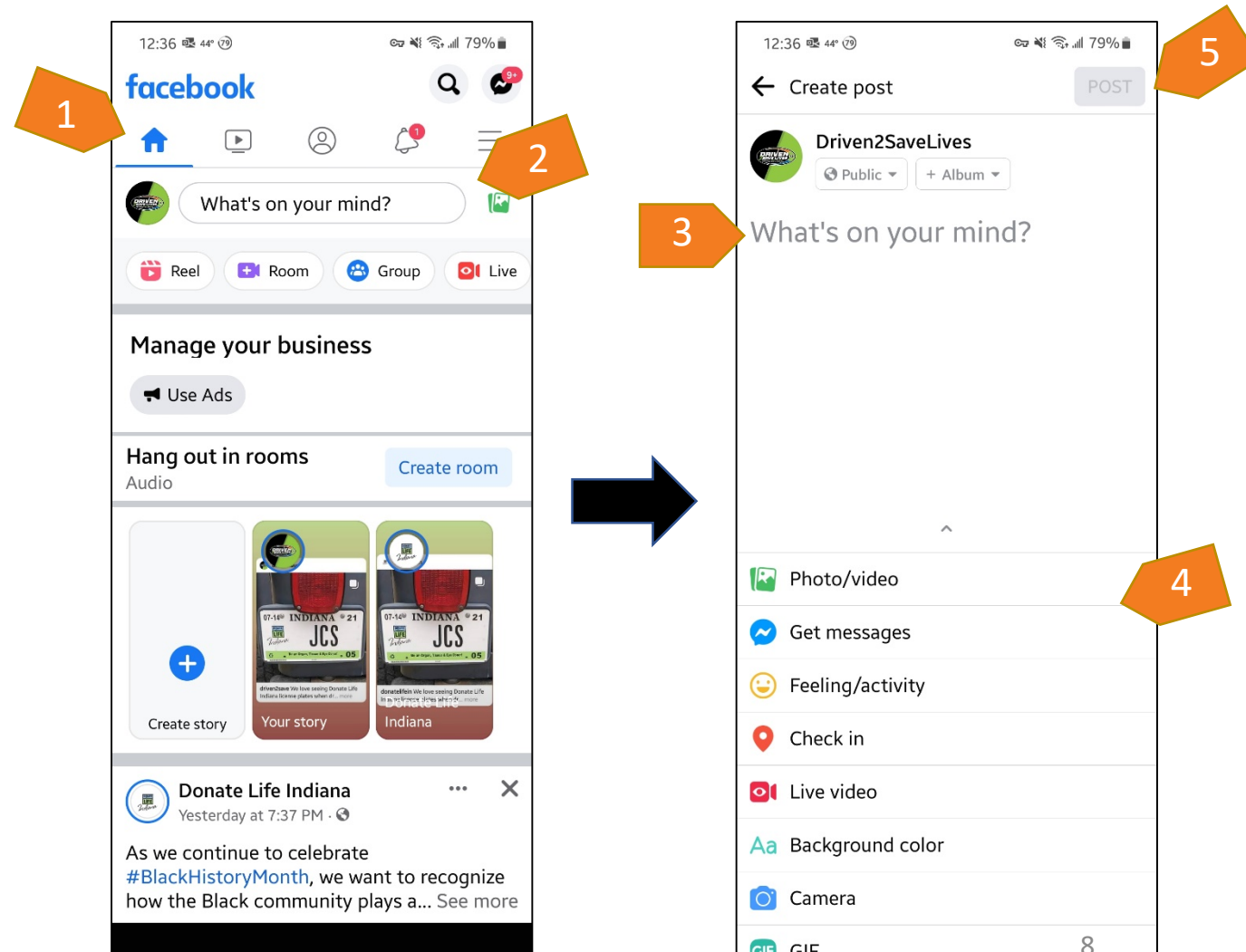


# Creating a post - Facebook

Along with sharing content, you also have the ability to create your own posts.

To create a post on Facebook:

- 1) Go to your Facebook homepage
- 2) Tap on the “What’s on your mind?” section
- 3) Type text into box
- 4) Add photos, videos, website links and other attachments to your post
- 5) When you are finished, tap the “post” button and your post will go live



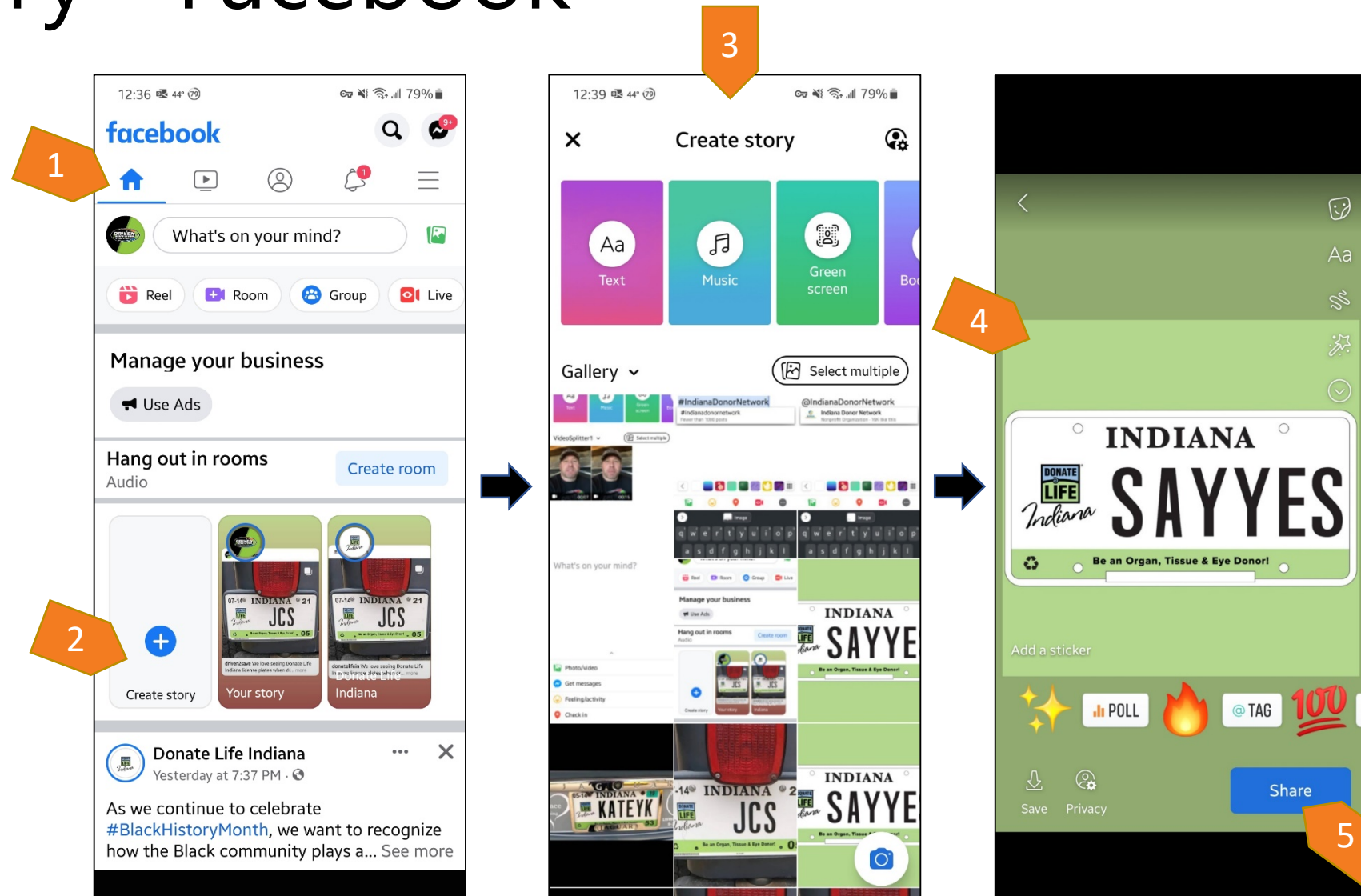


# Creating a story - Facebook

A Facebook story allows users to create a temporary 24-hour post for others to see.

To create a story:

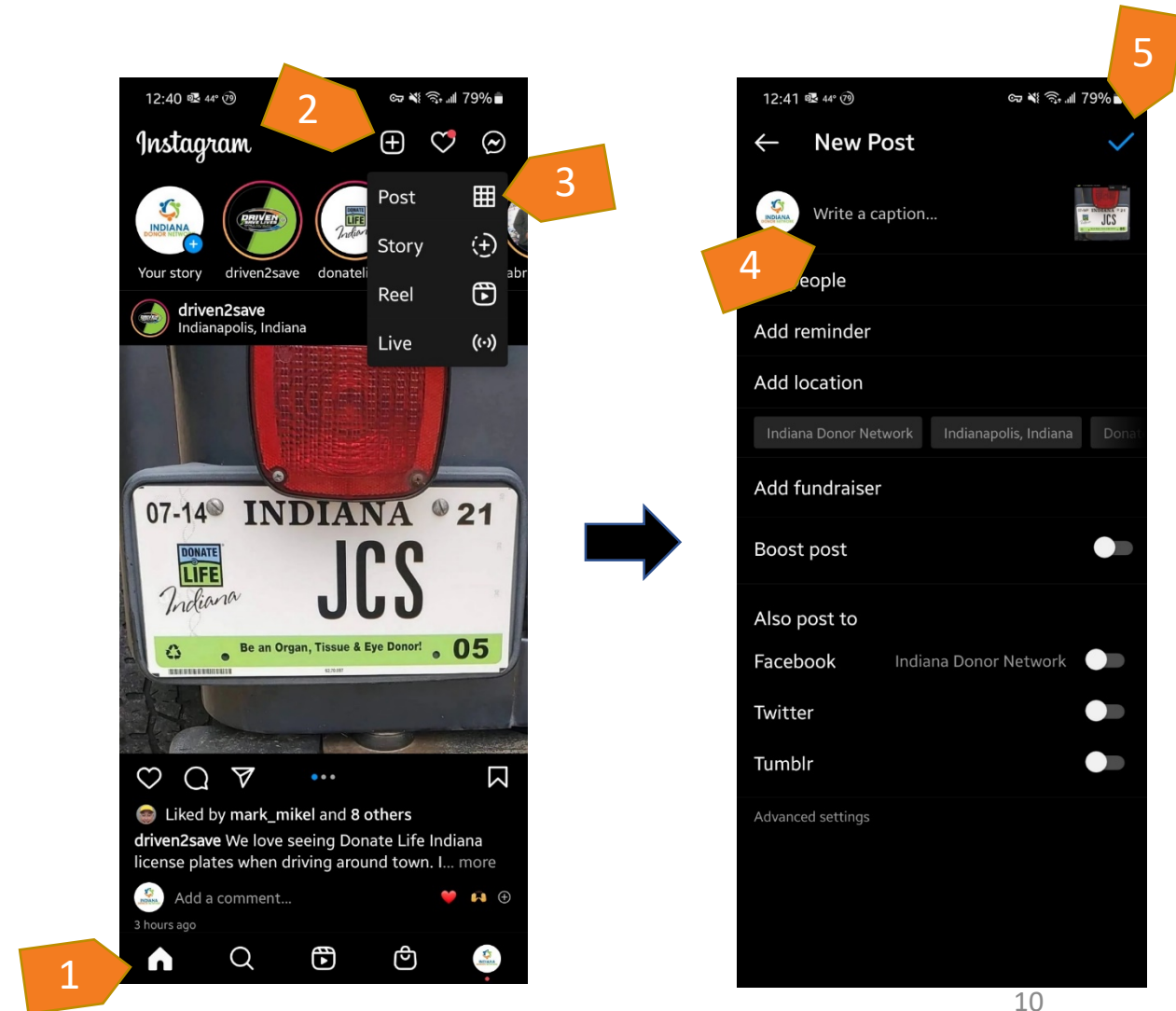
- 1) Go to your Facebook homepage
- 2) Tap on "Create story"
- 3) Select what you want in your story
- 4) Add text, stickers, emoji's, etc. to the story
- 5) Tap "share"



# Creating a post - Instagram

To create a post:

- 1) Go to your Instagram homepage
- 2) Tap on the “+” icon
- 3) Tap on “Post” and select the images/videos you want to share
- 4) Tap on “Write a caption” to add text to your post
- 5) Tap the ✓ icon to post

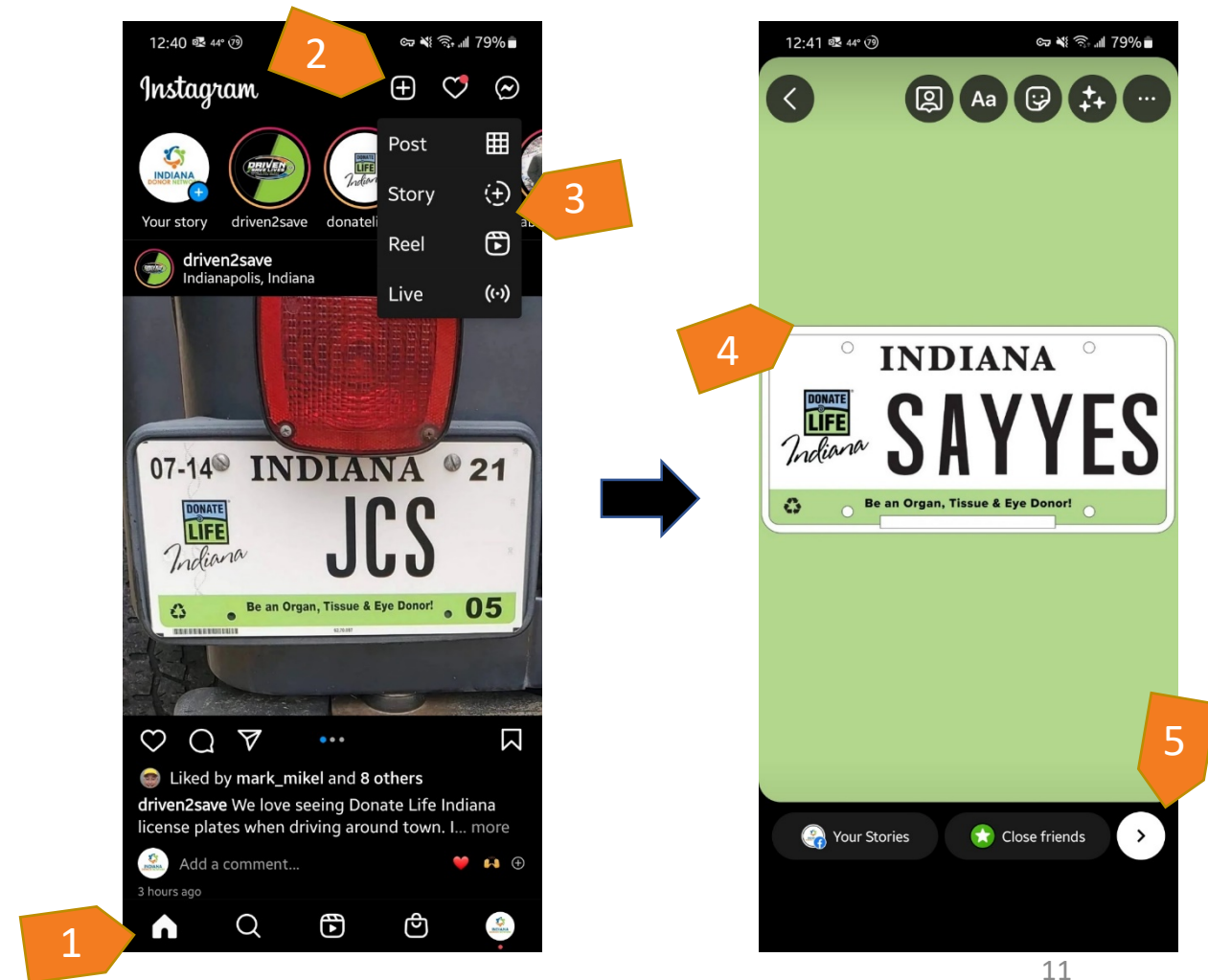


# Creating a story/reel - Instagram

An Instagram story/reel allows users to create a temporary 24-hour post for others to see.

To create a story/reel:

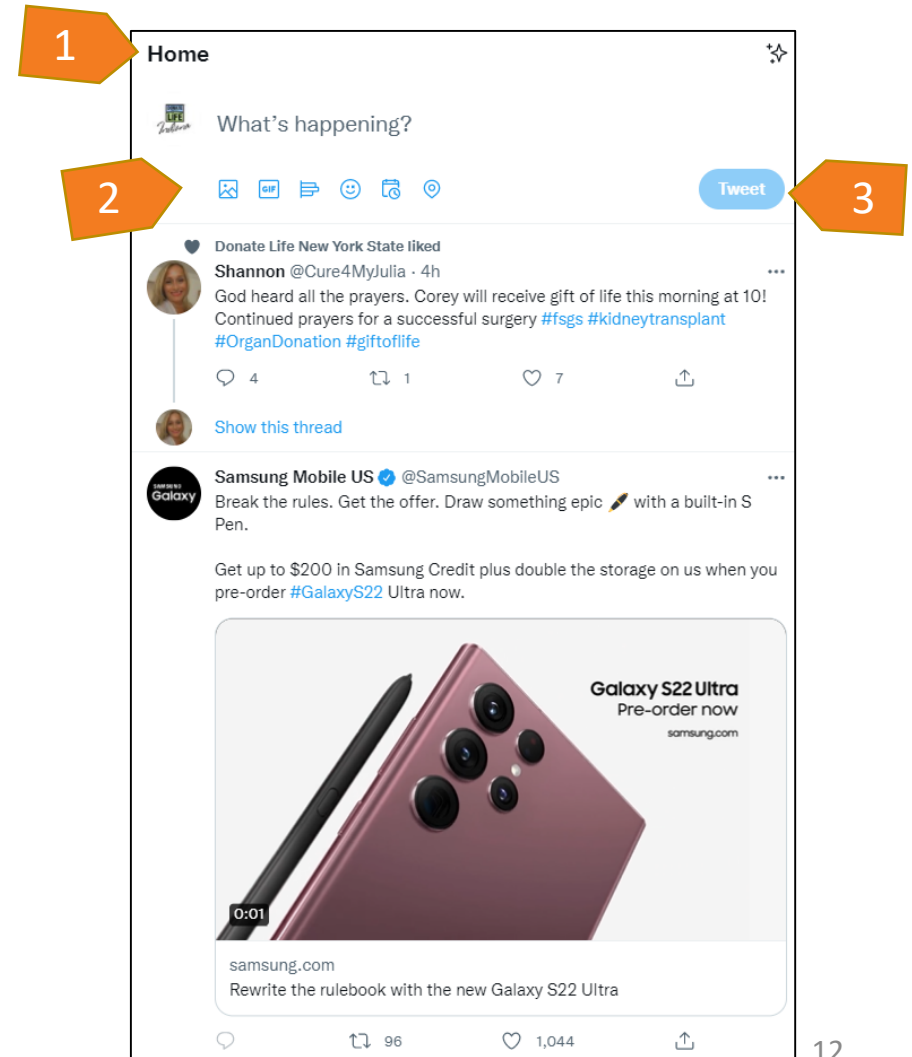
- 1) Go to your Instagram homepage
- 2) Tap on the + icon
- 3) Tap on “Story” or “Reel” and select the images/videos you want to share
- 4) Tap on “Write a caption” to add text to your post
- 5) Tap the ✓ icon to post



# Creating a tweet - Twitter

To create a tweet:

- 1) Go to your Twitter homepage
- 2) Type text into “What’s happening?” section and add pictures, videos and other attachments
- 3) Tap “Tweet” to post



# Creating a post - LinkedIn

To create a post:

- 1) Go to your LinkedIn homepage
- 2) Tap on “Post”
- 3) Enter text along with any photos, videos or other attachments.
- 4) Tap “Post” to post



# Private vs. public accounts

When creating an account on any social platform, you will need to decide whether or not you make the account “public” or “private.”

- Public – Anyone will be able to see what you post and users can find you more easily.
- Private – Only people that you allow can see what you post and users will have a harder time finding you.
- The choice ultimately comes down to what you prefer. However, if your primary goal is to help spread awareness for the positive impacts of organ, tissue and eye donation, then we recommend making your account public.
- This way, more users can see your posts and other accounts can see when they are mentioned, or “tagged,” in your posts (more on this on the next slide).

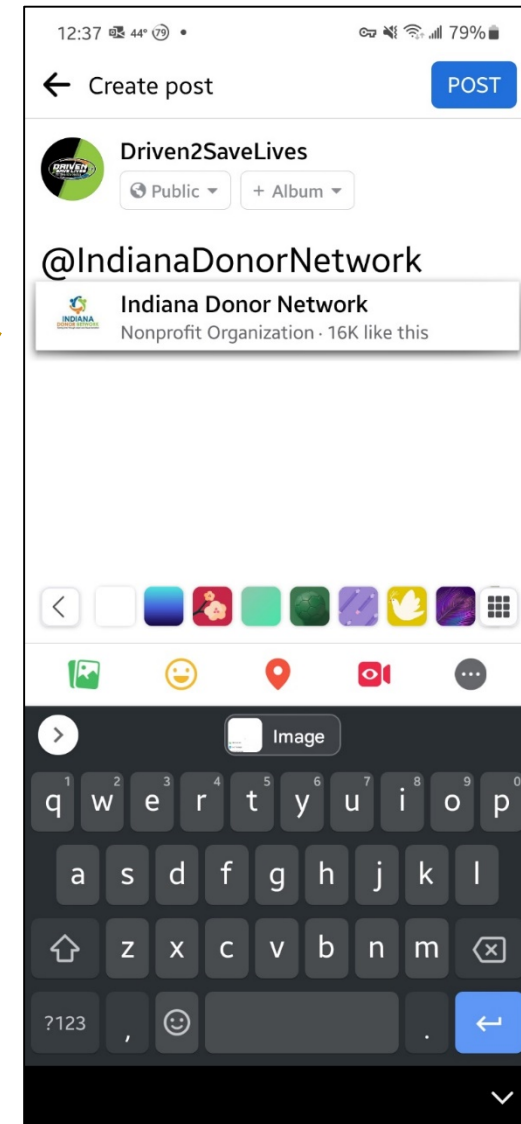


# Tagging other accounts

To interact directly with other social accounts, “tagging” them in your posts lets them know that you are talking about them. You can tag accounts on all social media platforms.

To tag (mention) an account:

- 1) Go to the location where you create posts
- 2) Write your post
- 3) Type the @ symbol and begin typing in the name of the other account
- 4) The account you are looking for should pop up and you can tap on it to tag them
- 5) Finish and post

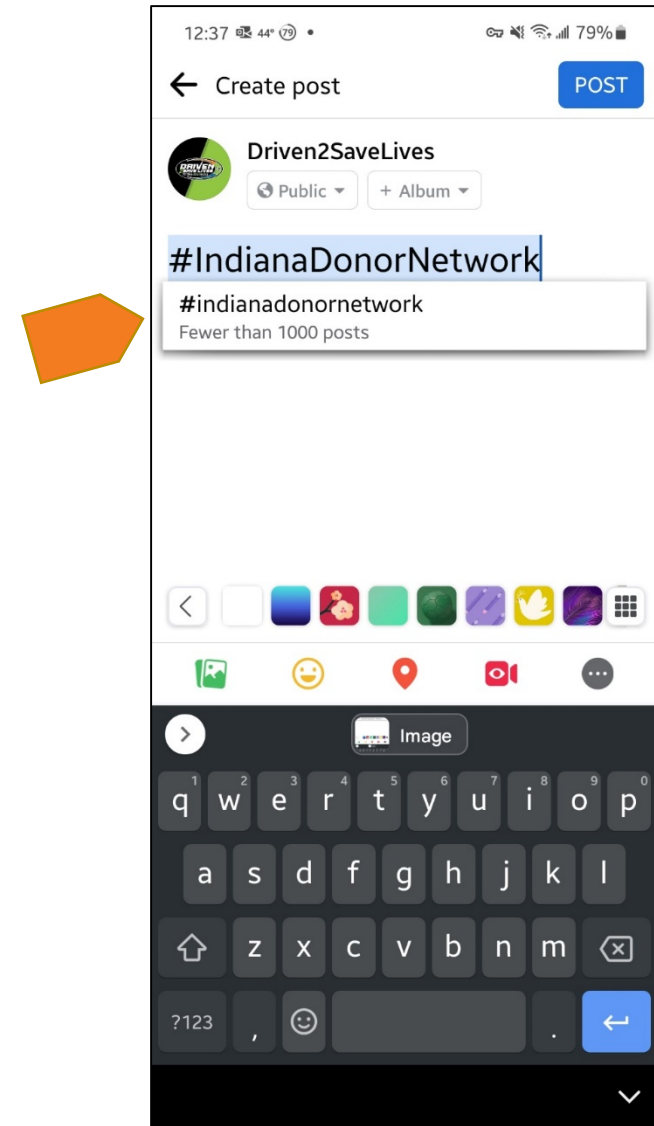


# Using hashtags

Hashtags can be used on social media to help other users find content and similar posts. Hashtags can be used on all social media platforms, but they are more widely used on Instagram and Twitter.

To use a hashtag:

- 1) Go to the location where you create posts
- 2) Write your post
- 3) Type the # symbol and begin typing the theme of what you are posting about
- 4) You can also search for relevant hashtags (ex: #IndianaDonorNetwork)
- 5) Finish and post



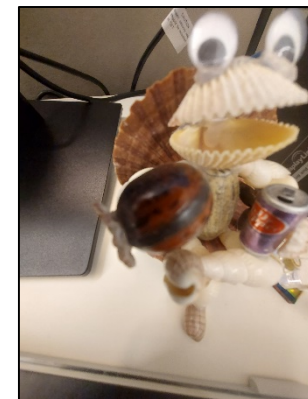


# Pictures and videos – best practices

On social media, high-quality pictures and videos that have an obvious purpose for being posted will get the most engagement and likes. Your post is more likely to be recognized by accounts with good images.

Posting higher-quality images:

- 1) Make sure to only post pictures that are clear and not blurry
- 2) Try to take pictures in an environment that is well-lit
- 3) Make sure your image has a purpose and your object(s) are in-frame (not just random pictures of nothing important)
- 4) Be sure to tag people and locations in photos if they would like to be included



→ ??

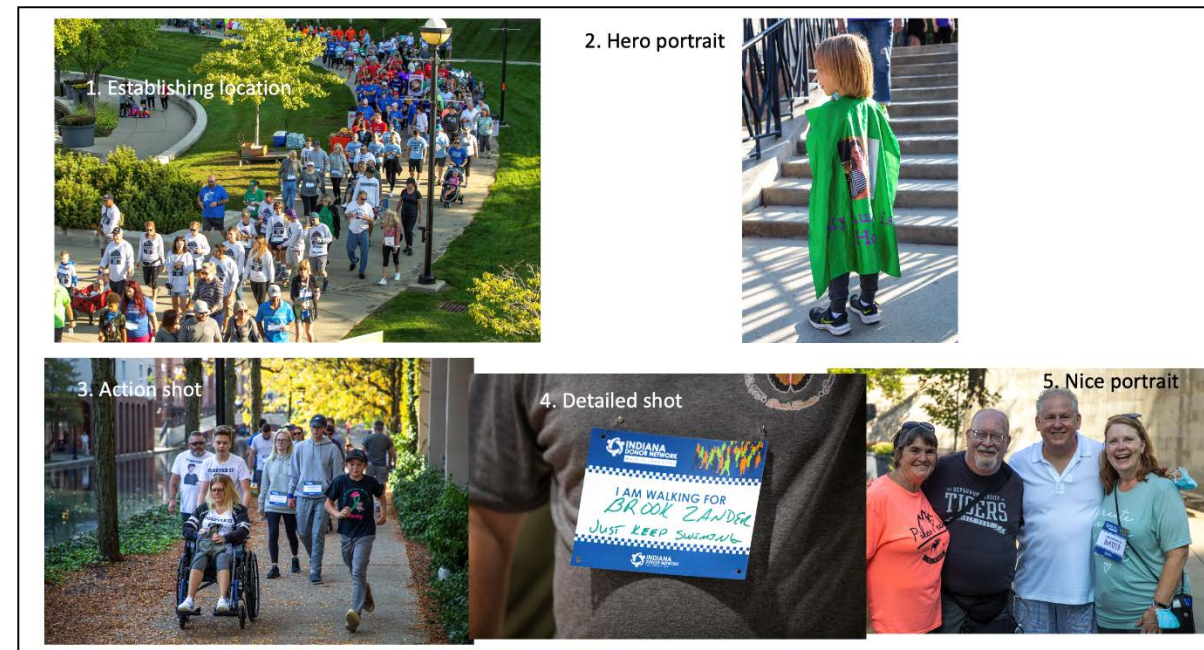


→ ✓

# How to create an effective story through photography

This is a good strategy for creating an effective picture collage on a social post or story:

- 1) Establish location (wide shot of where you are)
- 2) Hero portrait (low angle and wider, “hero shot”)
- 3) Action shot (what the subject “is doing”)
- 4) Detailed shot (something that provides more detail, not a human picture)
- 5) Nice portrait (think “traditional headshot”)



# Event days

Indiana Donor Network, Driven2SaveLives and Donate Life Indiana all host events throughout the year that provide great opportunities to post on social media.

When posting at events or on event days:

- 1) Social media posts during events typically get the highest engagement of all posts
- 2) You can gain more followers, likes and comments when you use event-specific hashtags (ex: #IndyWalkToSaveLives), tag different event hosts/sponsors/caterers/speakers/etc., tag the event location (ex: Indianapolis, IN) and take relevant pictures/videos that people are more likely to share
- 3) Before events, our social media accounts will post reminders about event dates, locations and various activities. Even if you cannot attend an event, please share these posts with your followers!



# Follow and interact with our accounts today!

## Instagram:

@indianadonornetwork  
@donatelifein  
@driven2save

## Facebook:

@IndianaDonorNetwork  
@DonateLifeIndiana  
@Driven2SaveLives

## Twitter:

@INDonorNetwork  
@DonateLifeIN  
@Driven2Save

## LinkedIn:

Indiana Donor Network  
Donate Life Indiana

**indianadonornetwork**  
Professional Dashboard  
Tools and resources just for businesses.  
1,515 Posts 2,313 Followers 294 Following  
Indiana Donor Network  
Indiana Donor Network coordinates organ, tissue and eye donation. Register your decision to be a donor hero today.  
Link in bio  
indianadonornetwork.org/instagram/  
3760 Guion Road, Indianapolis, Indiana 46222  
Edit profile  
Ad tools Insights Contact  
Saving Lives Our Mission Our Values AMPLIFY S.

**Indiana Donor Network**  
Jan 4 at 4:04 PM  
On August 21, 2013, Rachael Fiege began her freshman year at IU Bloomington, IN. However, the week that followed abruptly terminated her hopes and dreams when Rachael tragically died after falling down a flight of stairs. Her friends did not recognize the seriousness of her injury and Rachael passed away 24 hours after the fall from a nonsurvivable head injury.  
Rachael was a donor hero, and she continues to make an impact to this day. Rachael's family also wanted to preserve her memory by creating a program called "Rachael's First Week." This program looks to help develop the decision-making skills of teens as they enter a time of monumental change in their lives as seniors in high school and freshmen in college. In the most recent podcast episode of "SafeTEA by Rachael's First Week," the program features FAQs from local high school students answered by a panel of experts, living donor, and recipient.  
Check out the podcast here:  
<https://bit.ly/3FVbJZF>  
#indianadonornetwork #indiana #savinglives #donor #organdonation #tissuedonation #eyedonation #kindnessmatters Rachael's First Week

574 18 Comments 103 shares  
Like Comment Share

# Thank you for your time!

- We are looking forward to interacting with you on social media soon!
- Your support will continue to help us save and heal lives through the lifesaving gift of organ, tissue and eye donation.

