





SOCIAL MEDIA TIPS & TRICKS

Twitter: an advocacy tool in 280 characters or less

- Tag users in your tweet to alert them 
- Use #Hashtags to identify a trending topic 
- Attach photos/graphics to your tweet to stand out
- Quote tweet to repost a tweet and add your own comments 
- Check tweets before posting for typos and clarity
- Own your voice, be conversational and think before you tweet
- Follow @RNAO 

Facebook: a virtual community to connect



- Use your personal account to **join groups** and **like pages** 
- Engage with other members by commenting, liking and sharing others' posts 
- Be respectful, use discretion and patient confidentiality
- ~~Don't engage with trolls~~ 
- Use direct messaging for private matters 
- Follow @RNAOHomeOffice



Instagram: a visual narrative

- Share photos and videos with informative captions 
- Tag users in your captions and photos
- Use a max of 30 hashtags to extend reach of post 
- Quality > Quantity to build your brand
- Capture live moments and share via **Stories** (delete after 24 hours) 
- Comment, like, share and repost others' content
- Follow @registerednurses 

For more social media guidance and support, please contact:

Web and Social Media Editor
web-editor@RNAO.ca

