





# 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:

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