

Social Media Basics

Know Your Audience

Facts, Not Fiction

Tweets that contain links receive 86% higher Retweet rates than Tweets with no links.

Tweets with hashtags receive 2X more engagement than those without hashtags.

Tweets that ask followers to “Retweet” receive 12X higher Retweet rates than those that do not; yet less than 1% of brands implement this strategy.

Source: Project320, Twitter Cheat Sheet to Increase Engagement and Followers, 2019

Get Personal

Tweets with images have engagement rates 2X higher than tweets without images.

Share the Love

Interact with others on Twitter by following, liking, retweeting, and engaging.

Follow local and national policymakers, reporters, coalition members and national advocacy groups.

EdChoice, @edchoice, facebook.com/edchoice

National School Choice Week, @schoolchoiceweek, facebook.com/schoolchoiceweek

The 74, @the74, facebook.com/theseventyfour

Foundation for Excellence in Education, @ExcellnEd, facebook.com/excelined

Education Post, @edu_post, facebook.com/BetterConversationBetterEducation

50CAN, @FiftyCAN, facebook.com/50CAN

Chalkbeat, @Chalkbeat, facebook.com/Chalkbeat

	Facebook	Instagram	Linked In	Twitter
Total	68%	35%	25%	24%
Men	62%	30%	25%	23%
Women	74%	39%	25%	24%
Age 18-29	81%	64%	29%	40%
Age 30-49	78%	40%	33%	27%
Age 50-64	65%	21%	24%	19%
Age 65+	41%	10%	9%	8%
White	67%	32%	26%	24%
Black	70%	43%	28%	26%
Hispanic	73%	38%	13%	20%
High school or less	60%	29%	9%	18%
Some College	71%	36%	22%	25%
College Graduate	77%	42%	50%	32%
Urban	75%	42%	30%	29%

Social Media Dos and Don'ts

For Your Accounts

Make sure you identify yourself clearly whether you're with an organization or not. If you're affiliating with an organization, make sure they're okay with you linking your account to them in your bio.

DO include "Tweets are mine" or "Opinions expressed are my own" in your bio even if you are connecting to an organizational brand. Be mindful that anything you say can (and might) be used against the organization despite this disclaimer.

For Sharing Content

If your page is set to private...

DO ensure you are not being followed by someone in the pro-ed reform or anti-school choice arena who could be offended/incensed by something you might post.

DO feel free to post what you'd like, but it would be wise to follow DOs and DON'Ts for people with affiliated pages.

If Your Page is Public and You've Affiliated it with Your Organization

DON'T use profanity.

DON'T post, like or share inflammatory, disrespectful or partisan content. Not all things online are what they seem; be careful what you meme.

DO share posts when relevant for your work.

DO tag pages with your organization if sharing something education-related. Why? 1. They will see it, retweet it and/or engage with you from their account. 2. To increase reach for organization pages.

DO use #schoolchoice or #edchoice whenever possible (across all platforms). We tend to use #edchoice when referencing ESAs, and #schoolchoice for other types of choice.

For Engaging

DO engage with people talking about school choice.

How to: search in platform for "#schoolchoice," "#edchoice," "school choice" or a combo of anything you find relevant at the moment. Ex: "school vouchers" "universal school choice"

DON'T get defensive in response to a vicious response or attack.

DO stay calm and respectful at all times.

DON'T be afraid to call out a false claim or an assumption made by an opponent.

DON'T consider reporters to be opponents. Before you engage, connect offline with the VP of Comms when you see a reporter using falsities or misinformation. She will advise on next steps from there.

DO loop in other experts by tagging them when the topic calls for it.

DON'T cold link in response to people because it will appear to algorithms and some community managers as spam. Always add value to a conversation before linking.

DO ask if the person you're chatting with would like a link to research/ blog posts, or say something like "If you're interested...[link]".

DON'T disparage someone in a private message, direct message or chat. Nothing is safe from a screen capture.

Finally, the most important piece of advice: DO err on the side of the Washington Post rule: Someone might see something you don't want them to even if you've got your settings on the highest privacy level. Social media amplifies real life, and everything you do reflects on our work and our mission.

Take Action

Please use this space to write sample tweets and Facebook posts on a school choice issue in your community. Make sure you use hashtags and strong calls to action, and remember that images and links get more engagement than just words.

 	 	 
 	 	 
 	 	 