

# Social Media Guidelines for Agency Managers

**Special Olympics**  
Wisconsin



Special Olympics Wisconsin (SOWI) is unifying our social media presence on all appropriate social media channels, including, but not limited to Facebook, Twitter, YouTube, LinkedIn, and Flickr. These social media channels will be managed and maintained by SOWI HQ staff with input for content from the seven Regions.

We will be migrating our 30 plus individual Facebook pages to one main SOWI Facebook page and will have one main Twitter, YouTube, LinkedIn, and Flickr account. Facebook groups will replace any existing Facebook pages for local Agencies.

Since Facebook only allows a very small percentage (10-16%) of people to see your posts on a Facebook “page”, opening a “group” is a much better option. In groups, 100% of your followers will receive notifications by default when any member posts to the group. Members can upload photos, documents (such as registrations for events), participate in chats, and invite members to group events.

Groups are designed to provide a forum for a small group of people to communicate about shared interests so its perfect for Agencies. Facebook groups differ from pages in several ways:

- Privacy: In addition to an open setting, more privacy settings are available for groups. In secret and closed groups, posts are only visible to group members.
- Audience: Group members must be approved or added by other members. When a group reaches a certain size, some features are limited. The most useful groups tend to be the ones you create with small groups of people you know.

There are several guidelines for Agencies interested in setting up a Facebook group:

- Agencies interested in setting up a Facebook group should contact SOWI HQ prior to establishing the group. SOWI Staff have many tools that can help you along in the process and ensure people know about your group.
- A Facebook group must be associated with (or set up by someone with) a personal account.
- Your group name should your complete Agency name (for example, Adams-Friendship Special Olympics).
- SOWI will provide a copy template to use for the “About” section on the group page. This “About” copy will include an explanation of your Agency’s tie to SOWI.
- You must make Kristina Rozenbergs, Marketing and Communications Assistant from SOWI HQ, an admin for the group. She can keep you connected with others in your area to help promote your group.
- There are several privacy settings available for groups. We recommend an “Open” privacy setting to allow any prospective members to find and join the group.
- Any existing Agency Facebook pages should establish a migration plan from the page to the group. The SOWI staff can help with this.

## Get involved with Twitter.

All SOWI employees and volunteers are encouraged to participate and interact with @sowisconsin through a personal/professional Twitter profile. If you do tweet, here are a few guidelines to keep in mind:

- Use Hashtags – SOWI HQ will determine major event hashtags in advance and communicate that information to employees/volunteers. If you are planning to tweet personally about the event, be sure to incorporate the designated hashtag.
- Reply and Retweet – It’s just the right (nice) thing to do. If you want to start a conversation and interact with people – reply, retweet and thank them. Feel free to reply and retweet any @sowisconsin tweets.
- Incorporate @Mentions – when you are talking about something related to SOWI, be sure to include an @mention for @sowisconsin. This helps SOWI find your tweet.

## **Find your content sweet spot.**

Creating content for social media requires its own set of rules and best practices. Whether you are responsible for creating content for your personal Twitter profile, a Facebook group or providing ideas for the central SOWI Facebook page, we encourage you to keep these tips in mind:

- Add Value – Content that offers fans or followers some sort of value – be it a video from YouTube, photo, shared link or even a poll – is seen much more often than just a basic text-only post. Adding value also increases the chances that fans/followers will interact with the post or tweet (via comment, like, share or retweet) and this increases the chance the content will be seen by others.
- Ask for Interaction – Create content that encourages interaction among fans/followers and regions – from asking questions to incorporating polls. And, when you ask for interaction, make sure you participate as well.
- Use Contests Wisely – Think of ways to use contests to help meet your organizational goals while building a community through fan interaction. Contests might be a good option for encouraging page migration.
- Increase your Frequency – There is a fine line between posting too much and posting too little. You don't want fans/followers to feel overwhelmed by your content, but there is a good possibility they don't see every post or tweet. A good rule to follow is to post good quality content on Facebook or Twitter two to three times each day.
- Vary your Timing – Use Facebook analytics to experiment with the best times of the day to post new content. Deviate from your regular schedule and see what times of day yield the best fan interaction and engagement. Also pay attention to post performance on weekdays versus weekends. You might find that Saturday mornings are a really popular time for content interaction.

Many of these same principles apply when posting content across other social media venues. You want to add value for your audience, motivate them to do something and share content they will find interesting. Questions? Contact Kristina Rozenbergs at [krozenbergs@specialolympicswisconsin.org](mailto:krozenbergs@specialolympicswisconsin.org).