Social Media Best Practices Guide

Using both paid and organic content to reach these crucial audiences is one way for IEA locals to communicate with their members and students, families and parents they serve. To start, it's important to understand the difference between paid and organic content.

Paid social media refers to any advertising done on social platforms. Paying to promote your content and your brand is a good way to reach specifically targeted audiences including members that don't follow your page, but may be interested in the information and community you have to share.

Organic social media refers to free content on social platforms. This includes posts, photos, videos, stories, etc. When posting organic content, you can expect a percentage of your followers, your follower's followers and others who follow your hashtags to see it. Posting organic content is good for updating your followers, building community and engaging with your brand.

Interaction

Not sure where to start?

Here's an overview of Facebook's best practices for running paid content. If you are interested in boosting a post or creating sponsored, please reach out to IEA Communications for additional support.

▸ **Reach more people with easy-to-do promotions and boosted posts**

▸ **About Using Ads Manager To Understand Ad Performance**

▸ **Create an Ad in Ads Manager**

▸ **Determining Your Target Audience**

▸ **How to Use the Custom Audience Tool**

The IEA Communications Department can help.
*Reach out to: **IEACommunications@ieanea.org***

IEA SOCIAL MEDIA – STATE AND LOCAL CANDIDATES

- ▶ **CAN** post **GET OUT THE VOTE** (GOTV) messages that do not advocate for a particular candidate.
- ▶ **CAN** post candidate stances as they relate to public education.
  - This is primarily about ISSUES, and any discussion of ISSUES on local websites or social media platforms (Facebook, Twitter, YouTube, etc.) is permissible.
- ▶ **CANNOT** coordinate with any campaigns on these posts.
  - Specifically, posts cannot engage in EXPRESS ADVOCACY, which is defined as calling for the election – or defeat – of a particular candidate.
- ▶ Post **MUST** express views of IEA and **CANNOT** be a straight republication of candidate's campaign materials. Post may contain brief quotes of the candidate or other limited use of statements, photos etc., in the communication.

IEA SOCIAL MEDIA – FEDERAL CANDIDATES

- ▶ **CAN** post internet content supporting or opposing federal candidates on IEA website, via free social media or email[1].
- ▶ **CAN** post content regarding a phone bank for an endorsed federal candidate on its own website or Facebook page, so long as limited to free services without paid promotion.
- ▶ **CAN** host a live candidate appearance featuring a Biden campaign surrogate or an endorsed Congressional candidate on free internet (e.g., Facebook Live, YouTube, etc.) so long as it does not use paid promotion.
- ▶ Post **MUST** express views of NEA or IEA and **CANNOT** be a straight republication of candidate's campaign materials. Post may contain brief quotes of the candidate or other limited use of statements, photos, etc., in the communication.

FACEBOOK ADS

- ▶ **SHOULD** note they are "**Paid for by IPACE**" and not the IEA.
- ▶ **Should** be run on IEAvotes.

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#IEAVOTES SOCIAL MEDIA
(People will choose to follow this page for IEA elections related information.)

- ▶ **CAN** engage in **EXPRESS ADVOCACY**.
- ▶ **CAN** advocate for IEA or NEA recommended **STATE/LOCAL** candidates.
  - • Ex: Vote for IEA recommended candidate John Smith.
- ▶ **CAN** advocate for IEA or NEA recommended **FEDERAL** candidates.
- ▶ **CAN** post **GET OUT THE VOTE** (GOTV) messages that do not advocate for a particular candidate.
- ▶ **CANNOT** be a straight republication of candidate's campaign materials. Post may contain brief quotes of the candidate or other limited use of statements, photos, etc. in the communication.

IEA MEMBER PERSONAL SOCIAL MEDIA PAGES

- ▶ **CAN** engage in **EXPRESS ADVOCACY**.
- ▶ **CAN** advocate for IEA or NEA recommended **STATE/LOCAL** candidates.
  - • Ex: Vote for IEA recommended candidate John Smith.
- ▶ **CAN** advocate for IEA or NEA recommended **FEDERAL** candidates.
- ▶ **CAN** post **GET OUT THE VOTE** (GOTV) messages that do not advocate for a particular candidate.
- ▶ Any of the foregoing political posts should be posted on a member's off duty time and not during contractual work time.

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[1]The federal internet exception applies only to free internet content expressly advocating for or against federal candidates. Free internet includes NEA and affiliate website properties as well as third party websites such as Facebook, Twitter, Google, YouTube, Instagram, etc., so long as such services are free. It also includes sending and forwarding e-mail. Free internet arguably includes Zoom and other third-party internet-based services in which costs are incurred solely for a platform that is used generally for non-electoral purposes and is not allocable to specific communications. Paid content (e.g., "sponsored" Facebook or Google ads) and any communications placed for a fee on another website are subject to regulation.

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MESSAGING AND HIGHEST PERFORMING CONTENT TYPES

How to message to the general community/parents:
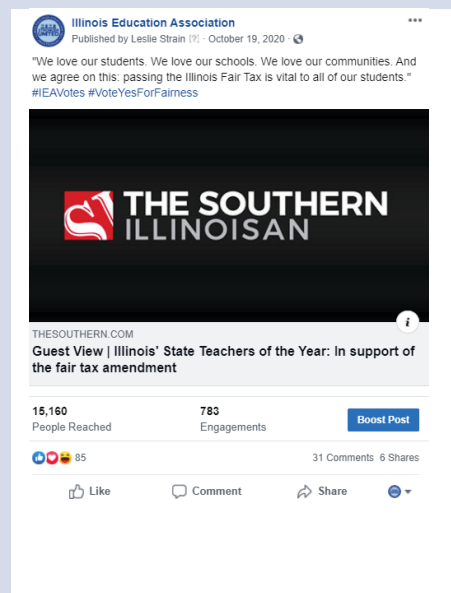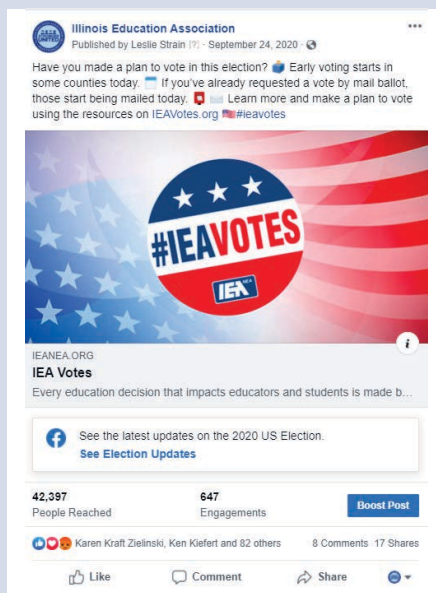
Our data shows

- ▸ Illinoisans trust teachers to make decisions in their schools.
- ▸ IE: Educators trust Joe Biden to make decisions for their students and their schools.

Vote Joe.

How to message to IEA members: OK

Our data shows:

- ▸ Our members want students to have the best education possible.
- ▸ IE: Do what's right for students. Vote for Joe Biden.

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IEA
www.ieanea.org

@IEANEA

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Created 2/13/2021

By looking at our **page's Insights tool**, we also know that our audience is also more likely to engage with posts when it contains a photo or link. Facebook Insights is a valuable tool that offers Page admins the ability to dive deeper into how their audience is interacting with their content. Here you can discover information like times of day a target audience is engaging with content, what posts were most successful, and how your page views vary day to day. Using these insights to drive content is a great way to increase your reach and engagement.

SOCIAL MEDIA TEMPLATE EXAMPLES

It's very helpful to predetermine visual branding strategy for your social media content. This includes establishing unifying themes throughout your font, color and logos. Below you will find examples of social media templates. You'll especially need templates to highlight recommended candidates. Typically, locals recommend three candidates per cycle. These example templates make it much easier and quicker to put together professional looking and creative posts for your various social channels. Please note that you should tailor each size file to its respective platform.

Instagram stories	9 x 16 pixels
Snapchat stories	9 x 16 pixels
Instagram post	1080 x 1080 pixels
Twitter post	1200 x 675 pixels
LinkedIn post	1200 x 627 pixels

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EXAMPLE 1

**Des Plaines
CCSD 62 Teachers**
recommend

Kelly
Morrissey

Jeanette
Weller

Tina
Garret

IEA NEA
ILLINOIS
EDUCATION
ASSOCIATION

#IEAVOTES

EXAMPLE 2

***DES PLAINES CCSD 62
EDUCATORS***

RECOMMEND

Kelly
Morrissey

Jeanette
Weller

Tina
Garret

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TARGETING PARENTS IN YOUR AREA USING FACEBOOK ADS

A good rule of thumb for paid content is to spend $10 per cost per 1,000 impressions (cpm), or 1¢ per ad impressions. We recommend an average frequency of three times per week for each person to view the ad. For a universe of 10 thousand people or less, each seeing the ad in their timelines 3 times per week is about $300 per week.

It's important that your Facebook ads and organic posts fall on the right eyes. Reaching local parents is probably one of the most valuable and relevant audiences we can communicate with.They want to hear from you, and we know you have a lot to share.

When creating an organic post, make sure to keep this in mind. What are parents looking to learn from you?

WHAT KIND OF VISUAL AND INFORMATIONAL CONTENT WILL:

1. **Catch their attention and make them stop scrolling and**

2. **Make them want to read, comment, like and share.**

As previously stated, we have found that content relating to Covid's impact on education, at-home learning and education legislation plays well with our teacher-heavy audience. We
believe that teachers and parents share a lot of the same interests. Focusing on the things that impact learning and children is a great way to build your connection with this
desired audience.

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As mentioned above, the beauty of paid content vs. organic content is that paid content allows pages to predetermine their audiences. Using Facebook blueprint courses like the one linked **here**, you can learn more about how to target parents in your area. Using the zip code targeting tool along with "interests" and "behavior" targeting, it is possible to narrow your audience to just the parents with school-age children in your specific School Board locality.

Audience
Define who you want to see your ads. **Learn More**

Create New Audience   Use Saved Audience ▾

Custom Audiences   Create New ▾

🔍 Search existing audiences

Exclude

Locations

Location:
- United States

Age
18 - 65+

Gender
All genders

Detailed Targeting
All demographics, interests and behaviors

Languages
All languages

Show More Options ▾

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Here you can see what the target audience tool looks like within the Facebook platform. By clicking under the 'Location' section you can enter specific zip codes within your school district. Under detailed targeting, you can target 'parents' as a demographic. Below you'll see the various parental demographic breakdowns included in the detailed targeting tool.

Detailed Targeting
Include people who match ⓘ

🔍 parents | Suggestions Browse

Parents (All)	Demographics
Parents with adult children (18-26 years)	Demographics
Parents with teenagers (13-17 years)	Demographics
Parents with preteens (09-12 years)	Demographics
Parents with early school-age children (06-08 years)	Demographics
Parents with preschoolers (03-05 years)	Demographics
New **Parents** (0-12 months)	Demographics
Parents with toddlers (01-02 years)	Demographics

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USING CUSTOM AUDIENCES TO TARGET MEMBERS

The custom audience tool allows organizations to use the information they already have about their members in order to create customized audience targets. This kind of tool is useful for organizations like the IEA that have existing member lists. IEA has access to voter file information via our data systems. If you are interested targeting specific members with your posts, we can help you pull the necessary list. These lists can be input into the Facebook custom audience tool and matched to data that already exists within the platform. These lists often include names, zip codes, emails, phone numbers, and addresses. Entering this member list into Facebook to create custom audiences is completely safe and leaves sensitive information completely protected. When matching a member list to the custom audience tool, you can usually expect a 60% match rate between Facebook's data and your member list.

This **Facebook Blueprint** gives a detailed overview of how to use this tool in order to maximize your communication with existing members of your local school district and school board. If you would like more information on how to do this for your local, please reach out to IEA Communications.

PLANNING YOUR POSTS

Staying consistent with your engagement on social media can help you stay connected with your audience and drive engagement. One way to guarantee consistency is to plan out your ads and organic posts in a social media calendar. This can be something as simple as planning out your visuals and captions in an online calendar to using a tool like Hootsuite or Sprout Social to make sure your posts are automatically posted on a given day and time.

Hootsuite is a social media management platform that offers many useful tools including the ability to schedule posts. Scheduling posts takes the responsibility and stress out of keeping your page consistent out of your hands. Build a post in the Hootsuite calendar and the platform will do the rest! **Sprout Social** is a very similar tool that also allows you to plan, organize and created automated posting calendars for your content.

OTHER GREAT RESOURCES

- **Facebook for Education**
- **Facebook for Advocacy**
- **Facebook for Government, Politics and Advocacy**
- **How to Use Facebook and Instagram Stories to Tell Your Story**
- **Instagram for Politics and Government**

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