

# Social Media 101



# Twitter

- **Audience:** Influencers (Media, Regulators, Activists)
- **Advantages:**
  - Influence the narrative / win over key influencers
- **Disadvantages:**
  - Small Audience: Only 1 in 5 Americans are Active on the Platform
  - Echo-chamber: 10% of users account for 80% of Tweets
  - High Risk: Stream of consciousness, clout competition, permanence of remarks

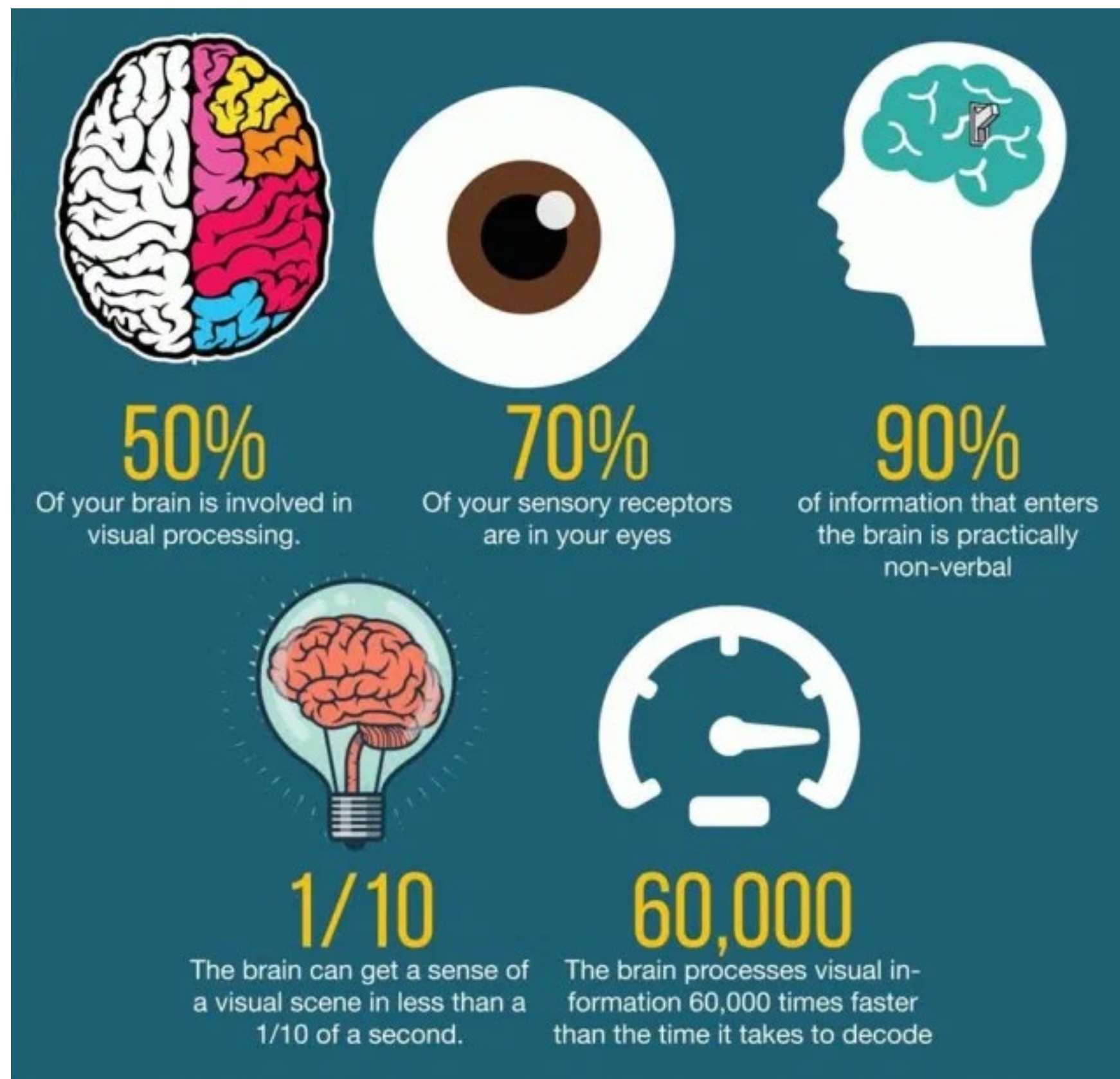
# Facebook

- **Audience:** General Public (69% of Americans active on FB)
- **Advantages:**
  - Combines longform and visual
  - Allows you to easily share links to additional information
- **Disadvantages:**
  - Requires frequent monitoring (comments, messages, etc)
  - Less popular with Gen-Z who more frequently use platforms like Instagram and TikTok.





# Instagram

- **Audience:** 71% of adults 18-29, 48% of 30-49, 29% of 50-64
- **Advantages:**
  - Prioritizes visual over written
  - Target younger audience
  - Less hostile
- **Disadvantages:**
  - Difficult to convert to clicks (i.e. Link in Bio)
  - Not really a political / policy platform

# Use Visuals



## Social Media Image Sizes 2021

|                       |  |  |  |  |
|-----------------------|---|---|---|---|
| <b>Profile photo:</b> | 320 x 320   | 170 x 170   | 400 x 400   | 400 x 400   |
| <b>Landscape:</b>     | 1080 x 566  | 1200 x 630  | 1024 x 512  | 1200 x 627  |
| <b>Portrait:</b>      | 1080 x 1350   | 630 x 1200  | N/A   | 627 x 1200  |
| <b>Square:</b>        | 1080 x 1080   | 1200 x 1200   | N/A   | N/A   |
| <b>Stories:</b>       | 1080 x 1920   | 1080 x 1920   | 1080 x 1920   | 1080 x 1920   |
| <b>Cover photo:</b>   | N/A   | 851 x 315   | 1500 x 1500   | 1128 x 191  |



# Scheduling



The screenshot displays the Later scheduling interface. On the left, a vertical sidebar contains social media icons for Instagram, Facebook, Pinterest, and Twitter, each accompanied by a small orange fruit icon. The main area is divided into several sections: a top bar with 'Upload media' and a star icon; a 'Show Filters' section with a filter icon; a calendar view for 'Today' with navigation arrows; and a grid of images for scheduling. The grid shows a 3x3 arrangement of images, with a red border around the image of colorful balloons in the middle row, second column. To the right of the grid is a vertical timeline for '28 MON' and '29 TUE'. The timeline shows scheduled posts at 10:00 AM (Auto), 11:00 AM, and 12:35 PM. A red box highlights the 11:00 AM slot, which contains a post with the balloon image. A large orange abstract image is overlaid on the top right of the interface.



# Timeliness





# Managing Correspondence



- In settings, you can turn off 'Messenger' & replace w/ 'Send Email'



# Cost / Benefit

*“You can’t get in trouble for what you DON’T say.” - Unknown*

