

SOCIAL MEDIA PLATFORMS

The What and Where of Posting

FACEBOOK

An ever popular choice (and still the most used platform) Facebook lets you post text statuses, photos, videos, livestreams, links, and "stories" (short form time limited videos). It also allows for the creation of groups and pages so that relevant info can be pooled in one place.



TWITTER



Twitter is fantastic for reactive content and putting news out into the world. A very fast paced platform it limits your text posts to 280 characters but also allows you to post photos, videos,, "fleets" (like stories above), and have livestream functionality. Newer versions also allow you to post voice notes directly onto the platform.

INSTAGRAM

Instagram specializes in photographic and video content. While you can caption these it's not too worthwhile in putting crucial information in this text as the app prioritizes the videos/photos. Instagram also has a stories feature as well as a separate section for short form videos referred to as "reels".



SNAPCHAT



Snapchat enables you to send photos and videos directly to your contacts. It also has a separate section for stories and is an app that prioritizes them more so than the above platforms. You're able to caption anything you send as well as apply filters and other rotating effects..



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WHATSAPP

An encrypted messaging service Whatsapp allows you to send texts, make calls, and send photos and videos to individuals and groups alike. It's remained popular and is useful in that it doesn't require the maintenance of a profile to use but simply a mobile phone number.



TIKTOK

Tiktok is a newer video based platform that is particularly good for sharing shorter or comedic videos. It's also a good platform if your content is reliant on musical backing/timing.

YOUTUBE

Youtube is well known for being one of the largest video platform out there and while this remains through it is now also possible to post text, photos and even polls on the platform.



DISCORD



Discord is a group creation/management platform that enables you to create multiple different groups which can contain several "channels" where one can post text, images, files, links, videos and can also support voice and video calls. There is also screen sharing and subsequently presentation capabilities.



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SOCIAL MEDIA TERMS

What's a me-me exactly?

POSTING

Like/Upvote/Heart - Usually a platform provided button that allows a user to react positively to your post without saying anything.

Turn on notifications/Hitting the bell - Some platforms allow users to get notifications when specific other users post these are synonyms for this action.

Follow/Add Friend/Subscribe - With slightly different functionality across all platforms these terms represent how you get a user's post to appear in your feed.

Alt-Text - Text attached to an image (usually) that is posted and describes the image for the benefit of those who may be visually impaired, make use of screen readers or just like to read descriptions.

POSTING

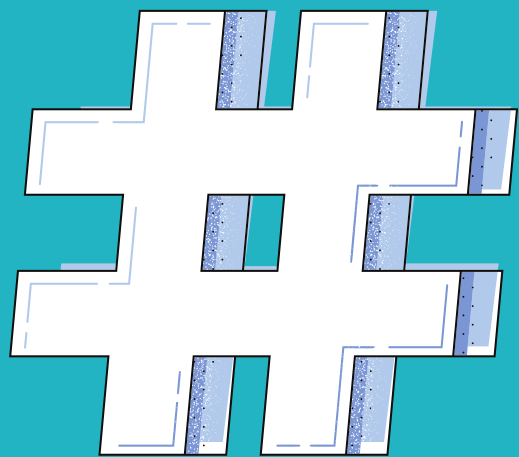
Handle - Some websites don't use users' real names but instead have them create handles, in essence custom display names that can be whatever you like. Generally they follow the format of @Handle

Algorithm - A shorthand that refers to how any individual app determines what and whose content appears in your feed.

Feed - A generic term used to describe the stream of content you see from other users. Your feed is also your homepage on many platforms.

Memes - Memes on social media are funny pieces of text, videos, or images that go viral and have users get in on the joke by creating their own versions and posting them.

/s and /j - These terms are generally placed at the end of posts and are used to give readers a clearer idea of the intended tone of a post. These two refer to sarcasm and joking respectively.



HASHTAGS

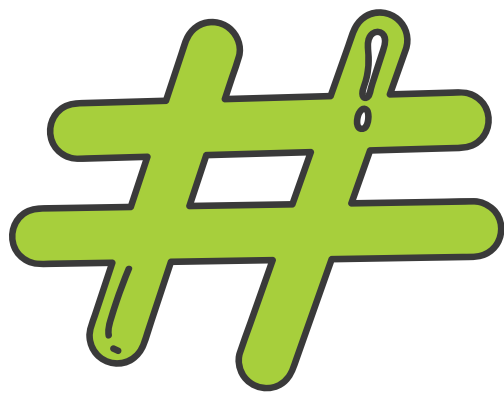
A hashtag is a word or phrase preceded by the pound symbol.

On social media, it serves as an indication (for users and algorithms) that a piece of content relates to a specific topic, event or belongs to a category.

Hashtags help make content easy to find when using platform searches and, hopefully, reach a larger audience

HASHTAG BASICS

- They always start with # but they won't work if you use spaces, punctuation or symbols.
- Make sure your accounts are public. Otherwise, the "hashtagged" content you write won't be seen by any non-followers.
- Don't make your hashtags too long. The best hashtags tend to be relatively short and easy to remember.
- Use relevant and specific hashtags. If it is too obscure, it will be hard to find and other users will be less likely to use it themselves..
- Limit the number of hashtags you use. More isn't always better. It can actually make people think it's spam. A good number is 2-3 on most platforms. (Instagram generally rewards between 5-10 per post)



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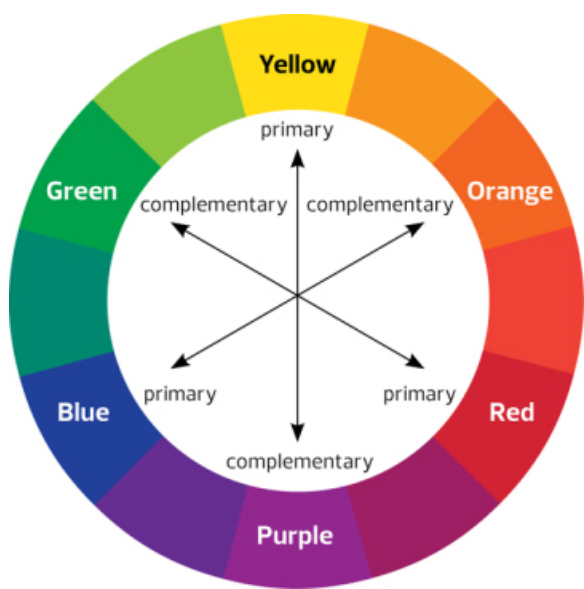
THE COLOR WHEEL

Oh the Hue-manity

COLOR

Color plays a huge part in campaigning as it's one of the easiest ways to catch someone's attention or to convey certain ideas without using too many words. For example we've gotten very good at associating **red** with things like firetrucks (and by extension danger), coco-cola and of course stop signs.

With that in mind it's good to get to grips with some basic color theory ideas to enhance your ability to make eye catching and functional materials to help spread word or raise awareness should you ever nee



THE COLOR WHEEL

The color wheel consists of three primary colors (red, yellow, blue), three secondary colors (colors created when primary colors are mixed: green, orange, purple) and six tertiary colors (colors made from primary and secondary colors, such as blue-green or red-violet).

Draw a line through the center of the wheel, and you'll separate the warm colors (reds, oranges, yellows) from cool colors (blues, greens, purples).

WHAT'S IT WHEELY FOR?

You can use the wheel to establish a color scheme based on the inherent qualities of the colors.

Generally you should use one of a complimentary (2 colors opposite each other), analogous (3 colors side by side) or Triadic (3 colours equally spaced around the wheel) scheme

For example you can see that NStEPs' own color scheme uses an analogous scheme of blue and two greens! (And doesn't it look lovely).



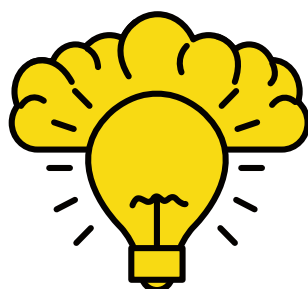
UPLOAD LIMITS

Now that you've picked your platform, handcrafted your hashtag and created a Da Vinci of a graphic you just need to check one last thing.

Make sure any file sizes that you're about to uplaod are actually allowed on your platform and you're good to go.

While most websites will tell you what the limits are they can be difficult to remember so why not try this link!

<https://sproutsocial.com/insights/social-media-image-sizes-guide/>
Happy Posting!



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