

Social Media Tip Sheet

Important Policies

Social Media Policy: <https://www.cityofmadison.com/mayor/apm/3-16.pdf>

Social Media Comments Policy: <https://www.cityofmadison.com/policy/social-media>

Web Linking Policy: <http://www.cityofmadison.com/mayor/apm/3-13.pdf>

EmployeeNet Marketing Toolkit: <http://www.cityofmadison.com/employeenet/toolkit>

Posting Standards

Images

Sizing

- 5MB maximum, 1MB minimum
- Aspect Ratio
 - Maintain the image's aspect ratio to avoid stretching or warping the image
 - Keep the square thumbnail style in mind, users will preview posts in the 1:1 aspect ratio on the account's profile page.

Relevance

- Posts should share a valuable connection with the mission and goals of the overall account and agency
- Images should share a valuable connection with post and caption content

Captions

Character Limits

- Facebook: 63,206 characters
- Twitter: 280 characters
- Instagram: 2,200 characters

Ideal Caption Length

- 40-80 characters for updates
- 120-150 characters for body text
- Captions exceeding 200 characters are unlikely to be read in their entirety.

Hashtags

- 30 hashtags maximum
- Suggested Use
 - 5-10 hashtags per post
 - 20+ hashtags should be attached to the post in the comment section
 - Tags should be relevant to the account, agency, image content, and mission or campaign of the account.

General Caption Format

1. Hook
 - The first characters of the caption should immediately grab the attention of users. This line will appear directly below the image and provide first impressions for users.
2. Context
 - Follow the hook with background information to provide context for users. (i.e. time, place, purpose, etc.)
3. Call to Action
 - Utilize *action words* to engage users. Asking a question or using action words will prompt users to participate in the two-way communication of social media.
4. Connect
 - Wrap up the caption with hashtags and tagging relevant accounts to connect the post to others. Tags will expand reach and provide further context to potential users. This is also an opportunity to remind users of the account's campaigns.

Engagement: Tips for Liking, Sharing, Commenting, Tagging

Post and respond on a schedule.

- Post frequency should be standardized for users to expect new content.
- Responses should be issued within a reasonable time frame. If a response cannot be given, the inquiry should be acknowledged by a 'like' or proper redirect.

Encourage and reinforce positivity.

- Positive comments should be highlighted with positive responses to create a comfortable online community.

Maintain consistent tone.

- Language and tone should be cohesive throughout the account, as if one person is running the account. This will allow users to connect closely with the page, establish trust for the agency, and personify content.
- Tone should be relatable, energetic, and professional.

Allow other accounts to engage you.

- Allow other users and pages to share your account, posts, comments, and stories.
 - Always double-check for 'repost' credit
 - Reposting will expand reach for both parties

Maintain objectivity.

- Examine all angles of the situation prior to a post.
- Utilize a lens of equity and inclusivity to insure proper representation of the *whole* community.

Give your followers incentive to return.

- Provide users with solutions, lessons, definitive information, or updates that encourage account revisiting.

Questions? Contact: webadmin@cityofmadison.com