Social Media Setup & User Guide

# Part 1: Setup Guide

## 1. Choose Your Platforms

Focus on platforms where your target audience is most active:  
- Facebook – Community building, events, discussion.  
- Instagram – Visual storytelling, event recaps, reels.  
- X (Twitter) – Quick updates, advocacy, live coverage.  
- LinkedIn – Professional network, partnerships.  
- YouTube – Event recordings, interviews, educational videos.  
- TikTok (optional) – Short-form, civic education or behind-the-scenes clips.

## 2. Create Business Accounts

Set up each account as a Business or Organization:  
- Use your full group name and a clean logo.  
- Write a clear bio/description (mission + location).  
- Include contact info and link to your website or Linktree.

## 3. Brand Your Profiles

- Profile Picture: Group logo  
- Banner Image: High-quality photo of your members or events  
- Bio Template: “Engaging [your community] in civic life through education, discussion, and action.

# Part 2: Content Guidelines

## 1. Content Pillars (Post Types)

Rotate through content themes:  
  
- Civic Education: “What is a runoff election?”, ballot explainer  
- Events: Event invites, countdowns, recaps  
- Member Spotlights: Interview clips, volunteer intros  
- Calls to Action: “Register to vote by...”, sign-up links

## 2. Posting Schedule

Keep it consistent and sustainable:  
- Minimum: 2–3 posts per week  
- Ideal: 1 post daily, 3–5 stories/week  
- Use a content calendar (Google Sheets or Trello)

# Part 3: Voice & Tone

- Tone: Friendly, smart, solution-oriented  
- Voice: Clear, non-partisan, youthful but respectful  
- Example:  
 “Let’s break down why local elections matter.”  
 “Politicians are all the same 🙄”

# Part 4: Admin Roles & Access

Assign 2–3 trusted admins:  
  
- Social Media Lead: Strategy, calendar, approvals  
- Content Creator: Design graphics, write captions  
- Community Manager: Respond to DMs, comments  
  
Use Meta Business Suite for Facebook/Instagram access management.

# Part 5: Best Practices

- Use Canva for easy, on-brand graphics.  
- Include alt text for accessibility.  
- Always credit photos and guest content.  
- Avoid partisan or inflammatory posts.  
- Keep posts mobile-friendly: short text + high-quality visuals.

# Part 6: Security & Crisis Plan

- Turn on 2FA on all accounts.  
- Keep a master login sheet in a secure, shared folder.  
- For inappropriate comments: hide, document, and discuss internally before responding.

# 📈 Part 7: Track Performance

Use built-in analytics to monitor:  
- Engagement (likes, comments, shares)  
- Follower growth  
- Best-performing content types  
  
Create a monthly report to track trends and adjust strategy.

🌐 Website Startup Guide

# 1. Choose a Platform

Select a platform based on your team’s tech skill and budget:  
- Easy (no coding): Wix, Squarespace, WordPress.com  
- Flexible (some tech skill): WordPress.org, Webflow  
- Advanced: Custom-built (requires developer)

# 2. Buy a Domain Name

Use services like GoDaddy, Namecheap, or Google Domains to purchase a short, memorable domain (e.g., NorthRiverCivics.org).

# 3. Essential Pages to Include

Create clear, informative pages that cover key information:  
- Home: Welcome message, mission, call-to-action (CTA)  
- About: History, leadership, values  
- Events: Calendar, RSVP links, past event highlights  
- Get Involved: Volunteer form, membership info  
- Resources: Civic education materials, FAQs  
- Contact: Email, phone, social links, contact form

# 4. Branding & Design Tips

- Use your group’s colors, fonts, and logo consistently.  
- Keep navigation simple (max 5–7 menu items).  
- Use high-quality images of your members/events.  
- Make it mobile-friendly and accessible.

# 5. Add Tools & Integrations

- Email Sign-up: Mailchimp, ConvertKit, or built-in forms  
- Event RSVPs: Eventbrite, Google Forms, or plugins  
- Donations: PayPal, Stripe, GiveWP  
- Analytics: Google Analytics to track site traffic

# 6. Keep It Updated

- Assign someone to update events, news, and photos monthly.  
- Check for broken links or outdated info quarterly.

# 7. Launch Checklist

✅ Domain connected   
✅ Key pages created   
✅ Mobile test completed   
✅ Social links added   
✅ Contact form tested   
✅ Proofread all content