Procedure C-8: Social Media Posting and Maintenance

In order to use social media to its fullest potential, follow this procedure. **Before doing anything with social media, read the City of Minneapolis Social Media Policy at http://www.ci.minneapolis.mn.us/policies/WCMS1Q-066527**.

I. Posting to SBC Sites

In order to maximize the reach of every post and to simplify the process, the majority of all posts should be made using HootSuite

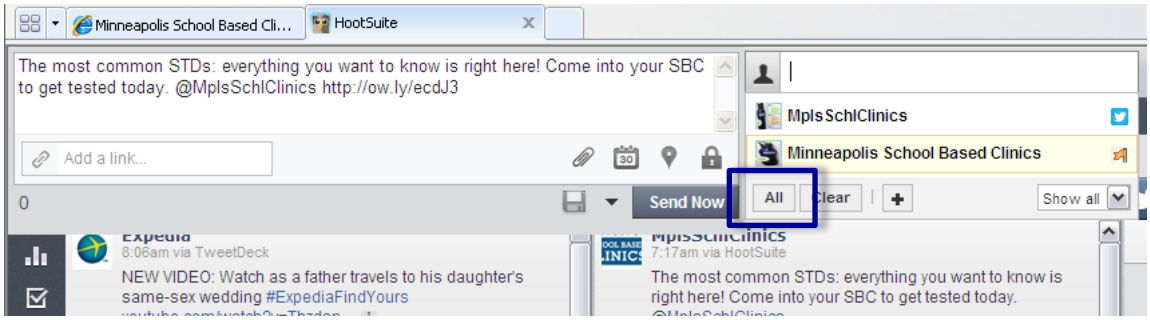
A. Log onto Hoot Suite

1. Go to www.hootsuite.com
2. Email: minneapolissbc@minneapolismn.gov
3. Password: mdhfs55415

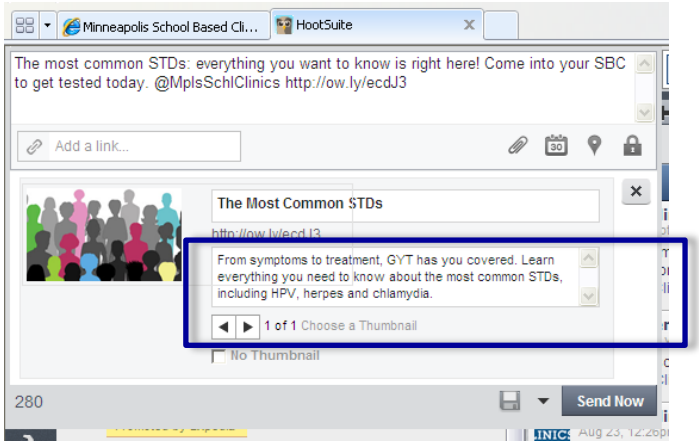
B. Creating a Post

You must be set as an Admin on the SBC Facebook page before creating a post.

1. Go to www.hootsuite.com

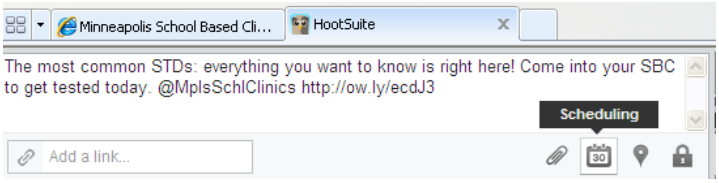
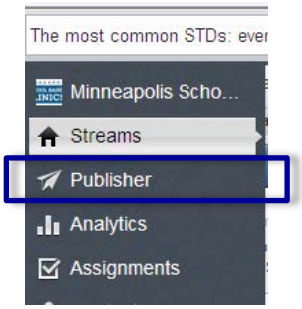


2. Compose your post. This should include a "headline" or attention-grabbing phrase and a call to action to come into the SBC (see example above)
3. Include the SBC Twitter tag and the tag of any partner organization you are referencing in the post, pic or link.
4. Select "All" to post on both the SBC Twitter and Facebook pages.
5. Make sure the Facebook preview looks the way you want it. You can change the thumbnail and caption.



C. Scheduling a Post

1. Click on the *Scheduling* button on the post toolbar.



2. Either select AutoSchedule (HootSuite will pick a time based on when people most often look at our pages) or schedule it yourself. Try to schedule posts either before school, during lunch or after school.
3. Click on the *Schedule* button to submit post.
4. You can see a list of scheduled posts by clicking on the Publisher button.