Social Media Best Practices

Social media channels provide a great way to communicate news, information, updates and more with your post members in addition to e-mail. The SAME National Office encourages our posts to use social media to spread the word about local events, recognition of post member accomplishments, etc.

Twitter:

- Posting on Twitter - SAME National has a twitter account listed as @SAME_HQ. We encourage our posts to create their own accounts and use twitter to promote post events and member accomplishments. The suggested handle for posts is @SAME_____POST

- Length of Post - For Twitter although there is a 280-character count limit keeping it to no more than 130 characters will make it easy to share.

- Hashtags - Create hashtags that are short but meaningful – if hashtags are too long, they will be harder for people to use in retweets and engagements. SAME National uses individual hashtags for each event.

PLW	#SAMEPLW19
SBC	#SAMESBC19
FMW	#SAMEFMW20
Transition Workshop	#SAMETW20
Capital Week / DOD	#SAMECAP20
JETC	#SAMEJETC20
LDP	#SAMELDP19
Holidays	#SAMECelebrates
Members	#IAMSAME

- Simple URLs - When posting a link that is not used to generate a preview the link should be a simple URL or a bit.ly link. Twitter allows you to enter a url and will translate to a simple url for you.

- Image Size – 440 x 220 pixels is the ideal image size for a Twitter post.

Facebook:

- Posting on Facebook - SAME National has a Facebook Fan Page which can be found by searching for Society of American Military Engineers (SAME). We encourage our posts to create their own accounts and use Facebook to promote member accomplishments, post and national events, etc.

- Length of Post – Facebook differs from Twitter in that there is no limit to characters in a post. However, it is recommended that the post not exceed 250 characters. Using photos and graphics are encouraged to assist in sending the message.

- Image Size – 1200 x 630 pixels is the ideal image size for a Facebook post.

LinkedIn:

- Posting on Linked-In - SAME National has a Linked-in Page which can be found by searching for Society of American Military Engineers (SAME), was well as several "groups" in Linked-in. We encourage our posts to create their own accounts and use Linked-In to promote post member accomplishments an post/national events, etc. Linked-in can also be used by posts to allow post members to list open positions within their companies. SAME National does not allow these listings, however at the local level this kind of messaging is good for the local post members.

- Length of post – 210 characters or less before a see more button appears. The body of the post can contain 1,300 characters.

- Image Size – 1200 x 630 pixels is the ideal image size for a Linked-In post.