

Tips for Effective Social Media

Rule # 1 for all social media platforms is to *keep your audience engaged*. Easy to say, but if people aren't engaging with your posts (liking, commenting, sharing, retweeting) then the algorithms used by Facebook and Twitter will think your content is uninteresting or irrelevant and stop it appearing in people's feeds.

- **Visual content:** photos, videos, gifs, infographics and even emojis catch people's attention and help tell a story with immediacy
 - Include visual elements in social media posts wherever possible
 - Always be on the lookout for good photo opportunities and cultivate talent in your Province – those with a flair for photography or graphic design
 - Don't rely solely on the classic "cheque presentation" photos for charity stories. Try to find good images suitable for the story on their website, their social media channels, Google Images, royalty-free stock image websites etc. If the money raised is for a school playground for example, a photo of children enjoying the swings and slides tells a far more powerful story than a Freemason handing a cheque to a teacher
 - Get a feel for which images work best on social media by following successful accounts (such as ours!) and switching on notifications so you don't miss anything
 - Commission professional photographers for special events
 - Try to get highest resolution and quality and crop where necessary so the most important elements of the image are clearly visible, even when rendered on mobile screens

- Create a **social media calendar** to help you plan content in advance. This could be a [Google Calendar](#) shared with your comms team →
 - There are hundreds of "awareness days" each year, use websites such as [daysoftheyear.com](#) to keep track of them and, when appropriate, tie in with your posts to piggyback social media buzz around that topic

17	18
#MondayMotivation	#CharityTuesday
World Day for International Justice	
World Emoji Day	
24	25
National Fishing Month 2017	
National Marine Week 2017	
#MondayMotivation	#CharityTuesday
24/7 Samaritans Awareness Day	
National Tequila Day	

- Similarly, keep an eye on ↓ **Twitter trends** → throughout the day for topical hashtags to build posts around and join the conversation (although maybe avoid #PMQs)

UGLE – Grand Lodge
@UGLE_GrandLodge

It's #MoonDay! 🌕 today is 48 years since humans first set foot on the Moon. Did you know second man on the Moon Buzz Aldrin is a #Freemason?



4:54 PM - 20 Jul 2017

68 Retweets 110 Likes



Trends for you · [Change](#)

#ReadABookDay

@fmlibmus and @BondyConsulting are Tweeting about this

#PMQs

Is Brexit turning into the elephant in the room?

[Jacob Rees-Mogg](#)

- The best social media has a relaxed **tone of voice** which projects informality and approachability, coupled with a concise and punchy **writing style** – posts should be to-the-point and waffle-free. Unless you're actually tweeting about waffles →
- Don't be afraid to be occasionally **tongue-in-cheek, irreverent, ironic, self-deprecating**. Social media is the perfect medium to counter public perceptions and communicate the fun aspects of Freemasonry



Follow

home is where the heart is & the booths & the tables & the countertops & the ketchups & the nachos & the milkshakes & the waffles & the

5:49 PM - 22 Jul 2015

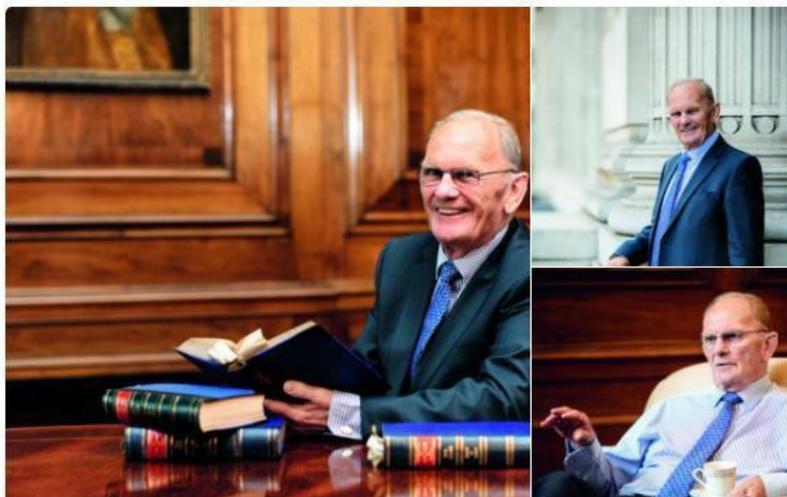
1,218 Retweets 2,261 Likes



- Communicate **key messages** wherever you can. Every public social media post represents Freemasonry and is an opportunity to display the Craft's **values, history** and **contemporary appeal** → However, too much "on message" output risks becoming monotonous and ultimately counter-productive, as followers become bored and you lose engagement – see Rule #1: keep your feeds lively, surprising and varied to maintain your followers' interest
- Always have in mind how the post might be perceived and understood by **non-members** – for example by avoiding technical masonic terms and abbreviations
- **Grammar and spelling** can be treated more flexibly on social media too – strict adherence can appear stiff and fussy
- Consider adding links to your social media channels in **email signatures**, on printed material such as **leaflets** and **year books**, in **autoreplies** from website queries, **signage** in masonic halls etc.



"#Freemasonry was developing me as a person, giving me new-found confidence" – our recent interview with Ray Reed → bit.ly/2y2eM2L



- **URL shorteners** such as [Bitly](http://bit.ly) are recommended free tools which reduce the number of characters in your posts, making them visually tidier. They also provide useful analytics →
- goo.gl is not recommended as their statistics are publically available

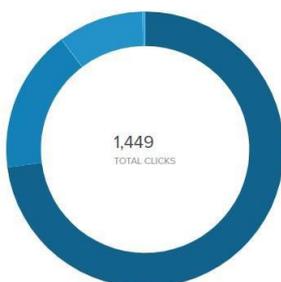
AUG 1
Symbolism - The Library and Museum of Freemasonry
<http://freemasonry.london.museum/three-centuries-of-english-freemasonry/symbolism/>

bit.ly/2hit571 COPY SHARE EDIT

1,449 TOTAL CLICKS



REFERRERS



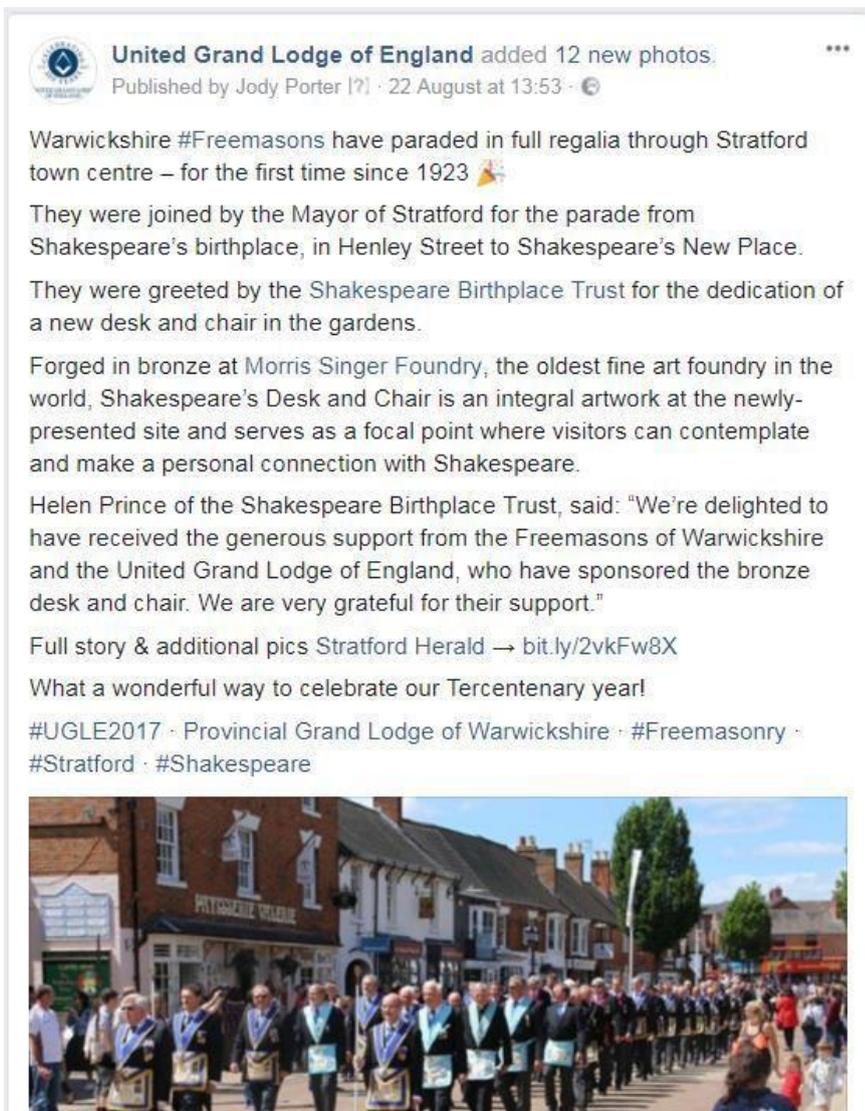
LOCATIONS



Facebook

A [Facebook page](#) is the best tool for building an audience and publically sharing your news and content. **Facebook groups** are more suitable for small groups of users discussing things amongst each other – for example a lodge and its members. Groups should either be “public” (all posts visible by all Facebook users) or “secret” (invitation only and does not show up in the search results). Groups should not be “closed” (where the group is visible to the public, but new members must be approved before they can join and participate).

- **Get to the point** of the post right away in the first line – then flesh out with further details
- **Tag** any other pages mentioned in the post, they will be notified and may like/share
- **Keep paragraphs short**
- Short, **well-phrased quotes** lend personal touch to a story
- Link to a website for further information or images is useful way of keeping posts short – “**call-to-action**”
- Although not as important in Facebook as in Twitter and Instagram, include a few relevant **hashtags** in each post
- Include lots of high-quality, hi-res, sympathetically cropped **images** – professionally shot and edited where possible. Always lead with the best image. Photos with people which clearly convey a message, emotion or story will have maximum impact
- **Don't post too frequently** on Facebook as it can irritate users – somewhere between 1-3 per day works well. Quality of the writing and images is much more important than quantity of posts
- A “**pinned post**” such as this → is a good way of directing users and potential candidates to your website and can contain “static” information which doesn't get pushed down below the line
- The **best times** to post or schedule content are lunchtime and early evening during the week, also Friday afternoon and throughout the weekend. More and more people now check social media first thing in the morning and on the commute, but “long reads” or serious posts are best kept for when people are fully conscious



United Grand Lodge of England added 12 new photos. Published by Jody Porter [?] · 22 August at 13:53 · 🌐

Warwickshire #Freemasons have paraded in full regalia through Stratford town centre – for the first time since 1923 🎉

They were joined by the Mayor of Stratford for the parade from Shakespeare's birthplace, in Henley Street to Shakespeare's New Place. They were greeted by the Shakespeare Birthplace Trust for the dedication of a new desk and chair in the gardens.

Forged in bronze at Morris Singer Foundry, the oldest fine art foundry in the world, Shakespeare's Desk and Chair is an integral artwork at the newly-presented site and serves as a focal point where visitors can contemplate and make a personal connection with Shakespeare.

Helen Prince of the Shakespeare Birthplace Trust, said: "We're delighted to have received the generous support from the Freemasons of Warwickshire and the United Grand Lodge of England, who have sponsored the bronze desk and chair. We are very grateful for their support."

Full story & additional pics Stratford Herald → bit.ly/2vkFw8X

What a wonderful way to celebrate our Tercentenary year!

#UGLE2017 · Provincial Grand Lodge of Warwickshire · #Freemasonry · #Stratford · #Shakespeare



United Grand Lodge of England Published by Jody Porter [?] · 24 July · 🌐

If you'd like more information on #Freemasonry, or if you're interested in joining, please visit our website → ugle.org.uk

2017 is our Tercentenary year! 📍 Find out how we're celebrating by following our hashtag → #UGLE2017



Twitter

Twitter has a much shorter attention span than Facebook, and so you can get away with being **much more active** without fear of annoying your followers. Tweets are limited to **140 characters**, which forces brevity – writing must be succinct and easily digested, and style can be even more informal than Facebook.

- **Witty, visual content** works best on Twitter – in addition to photos, experiment with the built-in gifs and emojis, and by posting videos or [Vines](#)
- **Generate interaction** by asking your followers their opinion, conducting a poll or running competitions
- Be sure to **tag images** with relevant users – Twitter allows up to 10
- Twitter has become a kind of **alternative news source** that people turn to for up-to-date information on fast-moving current events. It lends itself well to **live coverage**, such as our live-tweeting of important meetings
- Linking your Facebook page to Twitter (or vice versa), so that a post on one automatically posts to the other, is not generally recommended – it pays to **craft each post specifically for your chosen channel**, avoiding a “one size fits all” approach
- It’s very important that **bios** on Twitter and Facebook are well written – be concise and informative. Consider including hashtags and periodically changing them so they’re topical →
- Facebook and Twitter **profile and cover images** can also be changed regularly to keep the look fresh and interesting. Try de-emphasising Provincial coats of arms and logos (which mean very little to most people) in favour of photos that contain a human angle and immediately communicate something positive about the Craft. Try adding text to cover images, such as messages, contact details or hashtags



Freemasons' Hall @FreemasonsHall · Aug 31

Ladies & gentlemen, the imposing #Brutalist majesty of Sydney Masonic Centre! What do you think? Hot or not? Let us know in the comments 🙌



55 74 210

UGLE – Grand Lodge

@UGLE_GrandLodge

United Grand Lodge of England – home of #Freemasonry in England, Wales & Channel Islands. Follow #UGLE2017 to see how we're celebrating our 300th anniversary

Freemasons' Hall, London

ugle.org.uk

Joined October 2011

Instagram

Instagram is all about **high quality visual content** – striking, professional or unusual images to catch people’s attention. Don’t think of it as just another channel to push the same posts to. Save Instagram for your very best images only.

Primarily a mobile app, Instagram has a younger demographic than Facebook and Twitter, and can be a powerful tool for reaching non-masonic audiences with content interesting to them.

We now have three Instagram accounts, start off by getting a feel for the types of things we post:

[@unitedgrandlodgeofengland](#)

[@freemasonshall](#) and [@freemasonrytoday](#)



Search

Get



unitedgrandlodgeofengland

65 posts 2,304 followers 27 following

United Grand Lodge of England Official Instagram channel England (UGLE), which is the governing body of Freemasonry Channel Islands www.ugle.org.uk



- **Hashtags** are perhaps most effective for reaching new audiences on Instagram than on other platforms. They really do get your posts seen by people *other than* your pre-existing followers. Include as many relevant hashtags as you can, and always keep an eye out for different angles and demographics you can target with your posts. For example → a good quality photo of a masonic hall in London may be of real interest to people browsing the hashtags we’ve included here



freemasonshall
Freemasons' Hall, Lond...

Follow

freemasonshall Autumn is here and the weather is amazing! 🍁🍂 Nice sketch of our building by Philip James Wallace 🎨
#architecture #art #artdeco #autumn #british #buildings #camera #colourful #coventgarden #drawing #factoftheday #famous #freemasonshall #instadaily #instaart #london #open #photography #photooftheday #sunny #temple #unique #venue #visualsoflife

- Another extremely useful feature of Instagram is the large selection of built-in **photo editing tools** and **filters** they provide
- You can easily crop images, adjust contrast, brightness, saturation and much else besides – all directly within the app
- **Filters** are a quick cheat for improving photos. They can make up for poor lighting and help hide blemishes. They can make them more atmospheric or give a “retro” or “vintage” look associated with old, bleached Polaroids. They can deepen shadows, intensify lighter tones and automatically add a vignette
- Again, experiment and see what works with what kind of image. Although, resist the urge to overdo the filters! Some are quite extreme and draw attention to themselves, detracting from the subject

