







# How to: SOCIAL MEDIA



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### Overview

Social media is a valuable free tool to help communicate and educate about the work you/ your organisation is doing. There are lots of platforms to choose from so it is good to understand the differences between them and how they can each be used to reach different groups of people.

	Twitter > <a href="#">Jump to</a>
	Facebook > <a href="#">Jump to</a>
	Instagram > <a href="#">Jump to</a>
	LinkedIn > <a href="#">Jump to</a>
	YouTube > <a href="#">Jump to</a>
	TikTok > <a href="#">Jump to</a>

### Tone and language

It is usually suitable to use a friendly but professional tone on all social media platforms but it is helpful to spend a bit of time considering how you want your organisation to come across to the public and write posts that fit that image. The use of photos, videos, emojis and hashtags can all help to convey a message in accessible ways.

### Hashtags

A hashtag is used to group tweets together on a particular subject; by clicking on a hashtag, users can see all tweets about that subject. It is good to pick or create hashtags that aren't very generic; for example, if you used [#justice](#) your tweet might get lost very quickly amongst others. Instead, you could use [#scottishjustice](#) to narrow down the audience and increase the likelihood that it would be seen.

### Images and videos

Social media posts with images and videos commonly achieve higher engagement (likes, shares, comments etc.) than those without. Think about what might grab somebody's eye as they are scrolling through social media. There are websites from which you can download free images, such as [Unsplash](#) and [Pixabay](#). If you fancy getting creative, [Canva](#) is a great online tool with templates to help you put together your own graphics.



Twitter is a text-led platform commonly used to share news and updates. Tweets are restricted to 280 characters: This can be helpful in helping you to consider what the most important information is to communicate. Hashtags are useful to include if you think your tweet might be interesting to other people in your field. Always consider adding a relevant image to your tweet as this will make it stand out when people are scrolling.

*DID YOU KNOW?* Users spend an average of 5.6 hours a month on Twitter. ([Hootsuite](#))



Facebook does not have a character limit and you can share images and videos alongside text updates. You can set up a 'Page' for your organisation which will allow you to keep your important updates in one place and monitor how much engagement they get. You can also set up paid adverts on Facebook in order to target specific audiences.

*DID YOU KNOW?* Marketers believe Facebook is the most popular social media platform across all age groups. ([Hubspot blog research](#))



Instagram is an image-led platform which commonly reaches a younger audience than Facebook and Twitter. Posts on Instagram require appealing imagery alongside text. 'Instagram Stories' allows you to share quick updates that disappear after 24 hours. 'Instagram reels' are short videos.

*DID YOU KNOW?* Males between the ages of 18 to 24 represent the largest demographic on Instagram. ([Statista](#))



LinkedIn is a platform for professionals and organisations to (mostly) share updates relating to business operations, job opportunities and individual's careers. You can share images and videos and there is no character limit. LinkedIn is popular with students and professionals looking for industry information and career progression.

*DID YOU KNOW?* Roughly 60% of LinkedIn users are between 25 and 34 years of age. ([DataReportal](#))



YouTube is used to host videos of any length. YouTube videos can be uploaded either publicly or as 'unlisted' which means that only people with a link can view them.

*DID YOU KNOW?* 37% of Millennials aged 18 – 34 are binge-watching YouTube daily. ([Omnicores](#))



TikTok is a platform for creating and sharing short videos, it is very popular with young people. Videos are usually 15 seconds to 3 minutes long.

*DID YOU KNOW?* Most people who use TikTok are under 24