

**Client:** Itri Girls

**Date: 3.19.20**

*Facebook/LinkedIn/Instagram/Twitter - Social Media Tool Kit Virtual Learning Program*

**Month Range: March/April 2020 Projected**

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| M | D | Content, Link, Etc. |
| 03 | 23 | **FB/Twitter:** This week we’re teaching that feeling empowered isn’t only about how you think, but how you present yourself. We introduce power posing - by commanding a powerful stance, we can make ourselves actually feel more powerful. Will you try it at home with us? (Online Resources Link)  **Instagram:** This week we’re teaching that feeling empowered isn’t only about how you think, but how you present yourself. By implementing power posing, we can make ourselves feel more powerful and in control.  **TikTok:** Power Stance = Empowerment - Video of i-tri girls/staff practicing power stance (can share across socials) |
| 03 | 25 | **FB/Twitter:** “We believe it is paramount to offer our girls a place (even a virtual one) in which they feel safe, connected and supported. We are committed to making that a reality.” (Picture from Program Leader) (Link to landing page)  **Instagram:** Swipe to read our message to our i-tri family as we go virtual. (Picture from Program Leader) |
| 03 | 27 | **FB/Twitter:** Wash Your Hands Challenge! In light of COVID-19, let’s stay safe and bring some fun to it. Go to <https://washyourlyrics.com/> and enter in your favorite workout song to sing to when washing your hands! Share your posters below!  **IG:** This is our favorite workout song to wash our hands to! What about yours? (use poster of a song of i-tri’s choosing)  **TikTok:** Video of girls/staff washing their hands to a workout song in the background |
| 03 | 30 | **LIVE STREAM ON YOUTUBE** – Can post link to it on Twitter/FB prior to going live, post clips from the stream once it is over on Twitter/FB/IG {Content TBD} |
| 04 | 01 | **FB/Twitter:** Our program leaders will continue to inspire our girls during this time. While they enact plans for our girls to implement at-home fitness training, watch this quick at-home workout and share it! <https://vm.tiktok.com/p3sqyL/> (or i-tri original TikTok video)  **Instagram:** It’s no time to stop training! Watch what our girls (and anybody else) can do at home! (TikTok Video)  **TikTok:** Original Video of at-home workout |
| 04 | 03 | **FB/Twitter:** We know that during this time of quarantine, not being able to live your usual daily routines affects mental health. What are some of your favorite positive affirmations you are using during this time?  **Instagram:** We want our girls and all our i-tri family to know that it’s going to be okay! Keep positive and take care of your mental health! {tiktok video to share or from program leaders} |
| 04 | 06 | **FB/Twitter:** In times of uncertainty, i-tri pushes on! With the help of national partners like @PolarGlobal, our girls can track their fitness at home. With the help of our community, our staff, and our leaders, we can model TRUE empowerment for our girls. No matter the challenge, keep calm and i-tri! (Link to Landing Page) {Polar Picture}  **Instagram:** TRUE empowerment is when we come together for a common goal. With the help of national sponsors like @polarglobal, our community, staff, and girls – i-tri keeps it going no matter the challenge!  **TikTok:** Show off Polar fitness trackers and how it is helping the girls (can share across socials) |
| 04 | 08 | **FB/Twitter:** i-tri is committed to ensuring the safety of our girls, our staff and our communities while understanding the need to maintain a sense of community.  As we have shifted our curriculum online for our girls, what are some of your tips to keep busy during this time of social distancing? Drop them below to help your fellow i-tri family stay healthy!  **Instagram:** As we have shifted our curriculum online for our girls, what are some of your tips to keep busy during this time of social distancing? Drop them below to help your fellow i-tri family stay healthy! |
| 04 | 10 | **FB/Twitter:** For the i-tri parents out there, we are offering online programming for not only for the girls, but you too! Take part in our Empowerment Lessons for family encouragement! ((Link to landing page)  **Instagram:** i-tri parents: take part in the online programming we are offering the girls. Stay informed! Stay empowered! Stay encouraged! |
| 04 | 13 | **FB/Twitter/Instagram:** We are so proud of our entire i-tri community to be able to pivot during times like these. From our fitness workshops to practicing mental health exercises, we are there for each other – even virtually! We will continue to provide shared materials and resources! (Visit: Landing Page Link) |

Supplemental Posts:

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|  |  | Read, workout, watch informative youtube videos, stay inside, practice social distancing, and most importantly – wash your hands! <https://vm.tiktok.com/pTeMeX/> |

**Youtube Live Streaming:**

* Best time to stream: TYPICALLY, audiences are most active Monday through Wednesday between 2 and 4 p.m. EST, or Thursday and Friday between noon through 3 p.m. EST. However, with the status of things now, if we do multiple live streams, we can play around with the times as people are starved for content.
* If you’re not planning on doing an impromptu live stream, you can schedule one in advance via the “Events” option. This allows you to promote the YouTube Live stream far ahead of it going live. Using social media or newsletter, you can let your audience know when you’ll be broadcasting live.
* Stream needs to be optimized for the small screen – this means no small print, no hard-to-read images. Everything should be big, bold, and easy to see and hear.
* Follow Youtube’s recommended and required settings for bitrates, resolutions, and encoder settings best for the live stream, depending on the internet connection: <https://support.google.com/youtube/answer/2853702?hl=en&ref_topic=6136989>
* For pre-planned live stream events, it’s important to plan and test out all of your equipment to ensure streaming works the way you want it to. Make sure to test AT LEAST 24 hours before hand.
* Start ahead of time. Starting your live stream a few minutes early will enable you to check the integrity of the live stream and your equipment before getting started. It will also allow the audience to go to the feed before they have missed anything.
* During the live event, make sure you or a team member are paying attention to the chat box. Sometimes you may receive feedback to help you improve your stream, like a viewer telling you to move your microphone closer to your mouth so they can hear you better.
* Edit the stream and turn it into smaller highlight videos for distribution on the channel or sharing to social.

**i-tri Hashtag:**

* #itriGoesVirtual
* #itriAtHome, #itriempoweronline

**How to Tips for Social Posting:**

* For images:
  + If possible, make sure your image has i-tri signage or logo placement to grow branding.
  + Make sure your photos are clear – a blurry image can make the

post/page come off as unprofessional.

* + Avoid redundancies/using same image
  + Be authentic and candid
* For Links:
  + Facebook/Twitter/LinkedIn – links are welcomed to the body of the post. Across the three platforms, the link will create an image of what is imbedded on the meta-data of the site that is clickable. However, if you choose to upload an image to accompany the link, it is not clickable to the link.
  + Instagram – links in captions/comments are not clickable. The only place on Instagram to put clickable link is in the bio section of your profile in the website field.
* For Content:
  + Facebook – It is a great platform to share an extended message, videos, images, or simply a post of copy. Usually adding a call to action like “share this!” will encourage your followers to do so.
  + Instagram – The most visual platform of them all, the content should be image focused. The best content on Instagram involves a caption that is not too long, has a clear message, and relates to the image you are going to post.
  + Twitter – Twitter has a 280-character limit, so make them count! However, if you want to send an extended message on Twitter – you 100% can. The best practice for this is to break up your message into multiple tweets in an effort to create a thread. You simply break up your copy in logical places and hit add tweet to thread and your followers will be able to follow along your message.
  + LinkedIn – This platform is served for mostly professional content. For a status update on i-tri happenings it is best.
* For Hashtags:
  + Hashtags are best reserved for Twitter and Instagram. Twitter be more selective and see if any relevant hashtags are trending. For Instagram, hashtags are welcomed as they are used much more widely. Look up relevant topics, words, and phrases to your post and you will see how many posts are dedicated to each hashtag. As far as where to put hashtags, it is best to put them at the end of your caption or in the first comment of your post – it comes down to preference.
  + LinkedIn utilizes hashtags but much more broadly and specific to industries. The same hashtags you use on Instagram will more likely than not translate onto LinkedIn as they are different audiences and content.
  + Facebook is able to use hashtags but it simply does not have the impact it does on other social media platforms. It is best to not use them in posts.
* For Sharing and Tagging:
  + For Twitter, retweeting or quote tweeting is the best way to share a post. Quote tweeting allows you to add your thoughts in form of words or image to the original post. You can also @ the people who you would like to see the post so they receive a notification.
  + For Instagram, you can share posts by putting it onto your story or ating the people in the comments of the post of who you like to see it.
  + For Facebook, if you would like to share a post to your timeline, simply hit the share button and add a bit of copy if you would like or share the post as is. You can also tag a person in the comments so they can see the post, only if their profile is public and/or you are friends with them.