

[Re]Invest In Our Colleges (ROC) Social Media Guide

SPREAD THE WORD



Make content to share on social media:

1. **Take pictures!** Whether you're picketing, tabling, or walking out, take pictures of you, your colleagues, your students, interested passersby. If you can, show us your college's name, your AFT blue, and faces.
2. **Record videos!** Short videos are better for social media. Record speakers, record actions, show us what's happening.
3. **Live-tweet!** Tell us what you're doing in real time on Twitter.

Share your content on social media platforms (Twitter, Facebook, and Instagram):

1. **Facebook:** Great for posting content, pics, and videos.
 - a. Include **1-2 hashtags** – Facebook downranks posts with more.
 - i. ROC hashtags are **#reinvestinWA** and **#ROCWA**.
 - b. Like and follow **our page** – **@AFTWA** – to stay informed on the latest info.
 - i. Share, like, and comment on posts from our page.
2. **Twitter:** Great for live-tweeting, targeting legislators, posting pics and videos, and sharing content. AFT Washington's **Twitter account is @aftwa**.

Best Practices: Twitter limits you to 280 characters; hashtags and photos do not count as characters. We recommend not more than two hashtags per tweet. You can use hashtags in a sentence (ex: "I'm calling on the legislature to #reinvestinWA.")

 - a. ROC hashtags are **#reinvestinWA** and **#ROCWA**.
 - i. A **secondary we recommend** is **#ifiwrotethebudget**.
3. **Instagram:** Great for posting pictures and 60-second videos. AFT Washington's **Instagram account is @aftwa**.

Instagram works best with hashtags. Besides the ones for Twitter and Facebook, here are a few more:

#investinstudents **#ifiwrotethebudget** **#fundourfuture**
#reinvestinWA **#ROCWA** **#ourcollegesbuildWA**