**Tips & Tricks for AFSL Social Media Posting**

**Facebook:**

1. Choosing the photo(s) or video to post

* Try to limit the number of photos that are being posted (3 photos max.)

Reasoning: having too many photos is too much for people to look at & Facebook users are inherently lazy, so give them a hand and encourage them to spend time looking at your post

* Make sure that the content being posted is compelling and high quality

Reasoning: ideally the photo(s) or video you post should have interesting subjects (you aren’t posting photos of the ground or something else that is boring) and are high quality (avoid photos are blurry and unfocused) because people scrolling through their news feed will be more interested in looking at professional posts

1. Creating the caption for the post

* Keep it simple (short & sweet is better) if possible; Business Insider does a good job of this (look at some of their posts to get ideas about how to write a good caption)

Reasoning: most people on Facebook are less likely to read posts that are super long

* Make it interesting through punctuation (ex. use … or ? at the end of your phrase)

Reasoning: using questions or ellipses (…) are proven through social media research to get more people to look at a post because they generate curiosity and encourage contemplation

* Make sure that your caption isn’t too technical and people without an extensive engineering background can still understand what you are trying to say

Reasoning: not everyone on Facebook is an engineer or is necessarily going to understand UAS research because it’s a growing field of study, so help them understand (important note: social media managers for potential AFSL sponsors/donors are likely to have more of a business background than an engineering background)

1. Adding hashtags and other tags in your caption

* Add these hashtags: #UAS #UAV #AFSL #HuskyExperience #UWaeroastro #engineering #UniversityofWashington #UWinnovates

Reasoning: Facebook users, when they are curious about a certain subject, they search for content based on hashtags; in other words, your post is likely to get more views/likes/shares if you do this

* Add hashtags that relate to the subject of your post; for instance, if the post is about multi-rotor UAS, use the hashtag #multirotor

Reasoning: customized hashtags are key to more views/likes/shares

* Add other relevant hashtags (look the UW College of Engineering’s posts and the Facebook page for UW Aeronautics & Astronautics to see what kind of hashtags they are using), but don’t overdo it

Reasoning: Facebook users are constantly coming up with new hashtags to use and ones that are “trending” are get more views than ones that are not

* Tag relevant organizations like the UW College of Engineering (ex. @UWEngineering)

Reasoning: if an organization that you tag finds your post interesting and relevant to their followers, they might share your post to their page (ex. the UW College of Engineering shared an AFSL post from October 2015 after they were tagged in the original post, consequently increasing the number of people reached)