



Social Media for Dummies

Social Media is an incredibly useful tool for non-profit organizations. When used properly, it can improve communication and most importantly promote our organization.

Most of you likely already have a Facebook account. Facebook is a great way to keep in touch with other Jobies and to invite people to your Bethel's events. However it's important to remember that Facebook is a public form of Social Media and although your account is private, your personal profile is a reflection of our organization. Not everything that you do or participate in is appropriate to be shared amongst your fellow Jobies.

So how do you decipher what you should or should not post on your Facebook? We recommend that you use the "Grandma Rule". Do not post anything you would not be comfortable with your Grandma seeing. If you wouldn't feel comfortable explaining a post to your Grandmother it probably isn't worth the post.

However, we understand that your social media account is a way of expressing yourself and we don't want to infringe on that. It's important to remember that you are exposing others to your posts. What is appropriate for a 19-year-old to post may not be appropriate for a 10-year-old to see. If you feel that what you post may not pass the "Grandma Rule" then we suggest you make a Jobie Facebook account. Although we strive to be "All Jobie, All the time" this isn't always possible. By creating separate accounts you can post freely on your personal account without fear of misrepresenting our order or offending others. It's the best of both worlds.

Want to see your photos/posts on the official BCJD accounts? Make sure you tag us in your posts or e-mail us your content at BCJDSocialMedia@gmail.com.

Website: www.bcmd.org **Twitter:** BCJobsDaughters

Facebook: BC Job's Daughters **Instagram:** BCJobsDaughters

Glossary of Terms

- **Tagging**- Is a way of attaching the identity of someone to a photo or post. By tagging someone in the comment portion of a post you can direct them to a specific post as well.
- **Handle (@)**- A handle is an online alias or username. By including the @ symbol before a person's handle you are tagging them in your post. Make sure you tag us in your posts so we can find them!
- **Hashtag (#)**- A Hashtag is a way of connecting similar thoughts or ideas. Hashtags are the best way to get views or new followers on Twitter and Instagram. For example, by using our hashtag #BCJD anyone who clicks on that hashtag will be able to see all the other posts with that same tag. This is a great way of promoting Job's Daughters for free!
- **The "Grandma Rule"**- If you wouldn't want your Grandma to see it, we don't want to see it either! Please think twice before you post.

Social Media Forums

- **Facebook: "BC Job's Daughters"**
BC Job's Daughters has a new Facebook fan page! This is a one-stop shop for events, news and to keep up to date with your Grand Team. Facebook is the best tool for posting 2 or more photos, inviting people to your events, sharing stories and communicating with other members.
- **Twitter: "@BCJobsDaughters"**
Make sure you follow us on twitter to keep up to date on what's going on around the province. Is your Bethel doing something great in your community? We want to hear about it! Make sure you tag us in your posts @BCJobsDaughters. Twitter is the best tool for short and concise thoughts. Post about trending topics using hashtags (#) to get more people looking at your tweets!
- **Instagram: "@BCJobsDaughters"**
Finally the wait is over, BC Job's Daughters has Instagram. Tag us in your best Jobie Spirit photos for a chance to be re-gramed on our page. Make sure you follow us in order to keep up to date on the latest contests, photo scavenger hunts, see what your Grand Team is up to and to see what you can do to help with this year's HIKE initiative. Instagram is the most visual of the social media tools. Think about Instagram is the best photo in an album. Just like twitter, it's important to use hashtags (#) to get more traffic to your photos.
- **Snapchat: "BCJobsDaughters"**
Ever wonder what really happens when the Grand Team is travelling to Official visits? Missing All Jobie Weekend? Can't make it to Sessions but you want to see the highlights from pageant? Add us on Snapchat! Snapchat is a way of displaying pictures and video that is 10 seconds or less on a profile. These posts are only up for 24 hours *and then, like magic, they're gone. Snapchat is the best way to get a close and personal look at what our members are up to around the province.*

Be sure to Hashtag your posts with this year's Hashtags:

#BCJD #JobsDaughters #BCJobsDaughters #Leadership #Volunteer #Sisterhood #Friendship #WhereGirlsRule

And for Hike:

#DuckFace #Charity #Duck

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