

SOCIAL MEDIA BEST PRACTICES

Social media is more than a hashtag, it's a crucial part of how we communicate our movement's work and progress.

Here are a few tips to help you share relevant and engaging content on your social media channels:

DO:

- ✓ Keep it simple and post timely and relevant content, users don't have a lot of time.
- ✓ Create meaningful relationships and interact with your community.
- ✓ Use [Libsocial.ca](https://libsocial.ca) to find infographics and tools for social media.
- ✓ Use the various platforms in different ways! They all have unique features and audiences.
- ✓ Promote posts from other dedicated Liberals in your community and across the country.

DONT:

- ✗ Use too much text, or complicated charts. A picture is worth a thousand words!
- ✗ Post at odd times. Try 7am to 9am, noon, and 4pm to 5pm.
- ✗ Use inappropriate or offensive language, even when posting on your personal or private accounts.
- ✗ Post multiple links and call to actions. Focus on one.
- ✗ Post doctored or unflattering photos of others - be respectful.

And don't forget to keep up to date by following us on social media:

 @LiberalCA  @liberal_party  @parti_liberal  @LiberalCA  /LiberalCA

