# Associated Recreation Council

**Social Media: Dos and Don'ts**

Here are some Dos and Don'ts for your social media campaigns/promotion!

**DO:**

Use the hashtag #ArcSeattle in all your #ArcSeattle related posts! This includes all the posts you do starting with early promotion of events and the week and day before as well.

**DO:**

Start priming your audience for your event and or program the week before so folks are in the know when registration and marketing begins. Try to post something about your event/program once every few days during the week leading up to the day.

**DO:**

If you mention ARC, be sure to tag us on Facebook @Associated Recreation Council and on Instagram at @arc_seattle! If you do, we'll be able to see and reshare your posts to our audience, boosting views and responses!

**DO:**

Get personal! Tell the (hyper-abbreviated) story of why you think your work is important and worth supporting. Explain what this event will bring to the community and how the public can get involved. Include a picture of yourself and your council at the event (posts with pictures of people almost always perform better than any other image).

**DO:**

Make sure other members of your council are sharing your project's posts. Build a system where after something is posted, an email goes out to the rest of your group so that everyone can go into their own Facebook/Instagram profiles and share to their networks. This is the most reliable way to ensure potential program participants.

**DON'T:**

Don't be nervous about over-posting or sharing too many things. There is always a torrent of posts on Facebook and Instagram, and your posts will be just drops in a bucket. It's important to be as loud as you can to promote your event and programs to cut through the noise. It's not the day to overthink social media etiquette. (This goes for everyone in your group as well!)

**DON'T:**

Don't stress out too much. Speak from the heart. Include images or video if possible. Do this once a day during the 2 weeks of your event and you'll be good to go!