Social Media Guide

Social Media Team Structure

**Anna: Social Media Strategist**

- Anna is the one you go to for anything related to social media.
- Anna leads on content creation, planning, posting, replies, and email blasts.
- Anna will delegate to Rafi and Kelsi as needed.
- Please see next page for instruction on how to put in social media post requests.

**Rafi: Social Media Graphic Designer**

- Rafi can create or approves the look of designs before they go live. Anna informs Rafi when she needs a social media graphic. Rafi can also edit language if needed.
- With over a decade of time at Florida Impact, Rafi is also there to answer any questions Anna may have about content.
- Rafi can also help fill in when Anna is unavailable.

**Kelsi: Social Media Liaison**

- Kelsi listens for social media opportunities when working with the staff (like during staff meetings, for example) and informs Anna when she hears about social media opportunities.
- Kelsi has the technical knowledge and account access to carry out social media posts, Canva edits, and email blasts when Anna and Rafi aren’t available.

Our Social Media Principles

**The Basics**

- We are a bi-partisan, secular organization. We have major grants from various religious and secular organizations and want help from both sides of the aisle. We must be accommodating and respectful to all.
- We love our colleagues and funders! There shouldn’t be competitive spirit. Not one organization can do it all alone. The more mentions/tags, the better.
- Learn about our projects at www.floridaimpact.org/ourfocus.

**Writing Style**

- Keep it professional and polished, but a tad upbeat.
- Triple-check your grammar and your links.
- Speak as Florida Impact.
- Ensure your vocabulary is at an 8th grade level. This concept goes beyond Florida Impact – it is used as a standard for content writing in the marketing industry.
- Know your audience and address food insecure people respectfully.

**Imagery**

- We like to avoid the ‘sad poor people’ trope. Our aim is to maintain dignity and realism for underpaid people; they are all around us, they don’t have a look.
- The setting should appear like it could be Florida. No mountains, avoid parkas, etc. And look for the small details, like the language on signs in the backgrounds, the currency on price tags, etc.
- Keep a balanced representation of diversity on graphics. This extends to race, age, gender, families, etc.
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When You Have a Post Idea

www.rebrand.ly/postrequest

If you have an idea for social media content, please complete the form linked above, or send your request to Anna via email at ahopkins@flimpact.org. Please provide as many details as you can, including:

Information
You don’t need to write final language, but please provide as many details as you can. Links, statistics, quotes — whatever you can think of that could enrich the post.

Branding
What project is this post related to? Knowing this informs links, tags, and branding. In addition to logos of that branding, are there additional partner logos that would need to be added?

Goal
Is there a call to action? What are we hoping viewers will do after seeing this post? If you have anything in mind, please mention that. Also note if you want to send out a matching email blast.

Tagging Partners
What partners should Anna tag in the post? Ideally you could send links to the Facebook profiles (or at least a list of organizations) of those you wish to tag.

Media
Please send any photos/videos you took, and mention who is in the photos and what organization they work with. See next page for more detail.

Timeframe
If applicable, please specify a date by which the post needs to go live. Try to send your request at least a week before your post needs to go live.

The Kinds of Posts We Love

→ Highlight the direct work that we are carrying out across the state. Example: posting a photo of employees shopping for food to be passed out at a food distribution event.

→ Educate our followers about our focus areas. Example: posting about how interested community organizations can sign up to become Summer BreakSpot sites.

→ Boost relevant topics that our partners are talking about. Example: sharing a survey about SNAP at farmers markets that the Farmers Market Coalition has created.

→ Keep our followers up to date with hot topics in anti-hunger news. Example: posting an Advocacy Alert that lets Florida residents know about upcoming legislation.

→ Highlight awards, grants, etc. given to Florida Impact. Example: posting a 'Thank You' to a new funder.
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Capturing Good Photos and Videos

When should you take photos or videos? Anytime your work brings you out of the office, there could be a good opportunity! Here is some guidance:

Why Take Photos
Using real photos taken by staff members helps make posts feel authentic. We strive to show our followers the tangible ways we work in communities.

Candid vs. Pose
Candid shots can be great, but a smiling face and eye contact are always more engaging to someone scrolling social media.

Tagging Partners
Please tell Anna who is in your photos and what organization they come from so she can tag their organization and network!

Lighting
Great lighting makes or breaks a photo. When taking pictures of people outside on a sunny day, look for bright shade which provides even light. Avoid backlighting your subject, which will create very dark shadows. Too low of light results in blurry or grainy photos.

Orientation
Most photos should be taken with your phone held sideways (landscape orientation) so that they can be shared on Instagram without cropping. Videos that will be shared to Stories or Reels can be filmed with the phone held vertically (portrait orientation).

Parental Consent
We cannot post images of minors without a signed consent form from the parent/guardian. This is important, and may require some forethought when attending events. This form can be found at floridaimpact.org/teamresources (password: 1979) — scroll to end.

Vertical/portrait orientation: great for videos meant for Stories and Reels.

Horizontal/landscape orientation: great for photos to post on Facebook and Instagram feeds.