

HOW-TO GUIDE

SOCIAL

MEDIA

Social Media How-To Guide

Social media is a powerful brand-building tool. When using social media, you are the voice of your chapter and you are representing National ASDA, your chapter, your school and yourself. Your content should always represent ASDA in a professional manner.

You can utilize social media to drive your members to specific content, or to take action. To achieve these objectives, it is important to post quality content with two goals in mind:

- Building community within your membership.
- Increasing awareness of your ASDA chapter within your dental student community.

Running social media accounts on behalf of an organization requires you to think differently than running a personal account. This guide will cover the basics of running your ASDA chapter social media account. These considerations and best practices will be useful to think about across all digital media.

Before You Start/Annually Confirm

Before creating your social media accounts, confirm the policies and guidelines set in place by your school. You may need to register your account or receive approval prior to creating your account. Check with your advisor or the office of student affairs for the proper procedures to follow.

Why Social Media

Social media provides opportunity for you to connect with your chapter members and grow awareness of ASDA. Here are some things to think about as you consider the “why” for your chapter social media platforms. Spend time brainstorming how your content fits into these categories and identifying any gaps to make your social media content stronger.

Why does your chapter have social media?

- To build a loyal following
- To create content of value for your members
- To build your chapter community
- To stay top-of-mind
- To promote chapter events and content
- To increase member engagement
- To stay on top of National ASDA news
- To re-share your members’ and followers’ relevant content
- To connect with other chapters and districts
- To demonstrate the value of ASDA to school administration

Social Media Platform Considerations

As you build your social media presence, consider these questions and spend time with your Executive Committee answering them thoroughly. It is a good idea to revisit these considerations annually to help guide your social media plan and to provide consistency as your chapter leadership changes hands.

- What are your content goals?
 - *Are your goals to inform, take action or a combination of both? Think of that prompt when creating the content piece and caption.*
- Who is your audience and what are their interests?
 - *What types of content are your chapter members most engaged with?*
- Social media platform size?
 - *Depending on how large and engaged your following is may help inform you on the frequency of posting.*
- Where is your audience?
 - *Is your audience most engaged on Instagram? On reels, stories or posts? Leverage that platform to the best of your ability.*
- What types of content perform well?
 - *Take the platform “wellness check.” Based on analytics, do visitors like seeing member spotlights or event reminders/recaps? If there is content that frequently performs low, brainstorm ways you can make it more engaging.*
- How will you provide value to your audience through informative interactions?
 - *Did you receive a question on a post? Respond to it! Want to boost engagement? Create a poll on your stories! There are many ways to utilize social media as an interactive platform, versus being a one-way street.*

Setting Up Your Accounts

Set your account up as a business account. Most social media business accounts provide additional analytics compared to individual/personal accounts. This allows you to see how your posts are performing and determine what kind of posts resonate with your members.

When setting up your account, make sure to complete all account information. Use general contact information to pass down to the next group of leaders, for example, a chapter communications email address. Ensure you have a plan for sharing the usernames and passwords in your onboarding plan for next year’s chapter leaders.

Designated Account Managers

To keep your accounts running smoothly, your chapter should have 1-2 members focused on social media. Many chapters call this role Social Media Chair. It is important for the members in this role to be aware of events and current chapter activity that needs to be shared on your platforms. The role of the Social Media Chair may vary and may include duties such as:

- Developing and maintaining social media strategy for all chapter platforms.
- Maintaining the content calendar for chapter social media accounts.
- Overseeing member participation in national ASDA’s social media platforms especially as related to contests, takeovers, etc.
- Design social media posts.

Post Consistent, High-Quality Content

Consistent communication with members keeps ASDA at the forefront of their minds and helps members understand that they are part of a vital, dynamic organization. When posting on your social media platforms, always keep in mind the following characteristics of your posts to ensure the highest quality possible:

- **Quality.** Use high quality images, video, or music that you have the rights to use. Do not use imagery or video of persons who have not given consent to be featured on your social media.
- **Branding.** When creating a long-term content strategy, consider having a cohesive look, feel and voice to your feed. Refer to the [ASDA Brand Guidelines](#) for suggested color hex codes, fonts and more. Consider using Canva to create new posts and establish templates to reuse.
- **Grammar.** It may be ok to use nonstandard vocabulary on social media as it is relevant to your posts and your audience. However, you should always proofread your posts and ensure your intent is understandable. Remember, you are posting from a professional/business account. Refer to the [ASDA Style Guide](#) if you have any questions regarding things such as common ASDA phrases.
- **Frequency.** You must find your balance between posting too much or too little. Refer to the Social Media Posting Guidelines in this guide to help determine the cadence that fits your chapter.
- **Relevancy.** Include timely and topical posts that speak to current events that relate to your chapter.

Legal Guidance to Using Images, Video and Music

Any images your chapter uses on social media should be an image you own the copyright to or that you can verify you have a license to use as proposed.

In order to use any music online, you need to have a variety of licenses, depending on how the music is used. Some areas of Instagram, like reels or stories, feature a built-in music library that you may use.

Given the complexity and expense associated with music licensing, ASDA recommends that you use your own original music and nothing that has been pre-recorded or written by any other party.

Licensing options for copyrighted images, music and video can be complex because there are various rights associated such as performance rights, mechanical rights, synchronization rights, print licenses as well as master use licenses.

There are licensing sites available and each of them have license terms with respect to what it is they are offering. Some require payment and have other limitations. Therefore, the chapter would need to verify which license would be needed and whether a cost is associated with it.

Your school may have specific guidelines to follow to ensure your use of media is legal. Always refer to your school's procedures before posting media content online.

Social Media Posting Guidelines

The two main social media accounts you should have are Instagram and Facebook. As such, these guidelines focus on Instagram and Facebook to create a robust, balanced content calendar. Please note

that depending on chapter engagement, audience, the season, etc., you can adjust these guidelines to fit your needs.

Type	Platform	Quantity (up to)
Posts promoting your chapter initiatives	Instagram and Facebook	3 x per week max
Stories promoting your chapter initiatives	Instagram	5 x per week max
Posts promoting National ASDA content (including reshares)	Instagram and Facebook	2 x per week max
Stories promoting National ASDA content (including reshares)	Instagram	2 x per week max
Posts promoting member content (including reshares)	Instagram and Facebook	2 x per week max
Stories promoting member content (including reshares)	Instagram	2 x per week max
Sponsored Content (including reshares)	Instagram and Facebook	3 posts per week max 3 stories per week with 2 segments each (30 seconds)

Accounts to Follow

When deciding who to follow on social media, remember this is the chapter Instagram account and you should follow accounts who interest your members, support ASDA’s mission and demonstrate a professional image. Your account managers are going to be scrolling through looking for posts and stories to interact with and share. You are going to want your feed to show you things that appeal to your members. Follow companies and people you want to stay connected to, to see their content and stay in touch.

Following sponsors and other affiliated business accounts can show solidarity and support. When choosing whether to follow a sponsor make sure you are meeting any requirements set forth in the sponsorship agreement.

- National ASDA (@dentalstudents)
- Districts
- Chapters in your district
- Your own school
- Your state dental association
- Your members
- Other organized dentistry accounts

Considerations for Sunsetting Social Media

There are many reasons to consider sunsetting, or ending, a social media account. You might be losing followers, there may be limited account engagement or you may not be able to keep up with the posts required to make your social media the place members go to learn more about your chapter. You may

have inactive or abandoned accounts that have not posted, pinned, tweeted, uploaded, responded or engaged in several months or even years. Consider these items when sunsetting accounts.

- Assess your account. Have your priorities changed? Is your content stagnant? Do you have a duplicate account or an account no one has time to update anymore? Ask yourself where your members are talking and where they are most active. Decide where the conversations are happening and focus your attention on those platforms.
- Make a plan. When it is time to end an account, think about how you will let your members know the account is closing. Do you need to inform your members via email or is a final post sufficient? What will you communicate in your final post?
- Delete or archive your account. To archive your Facebook or Instagram account, make a final post letting your members know where else to find your chapter online then archive the remaining content. This allows you to continue to be the owner of the handle and control the account even when you have decided to discontinue its use. For some accounts like Twitter or Snapchat, it is best to delete the account.
- Save your password. You never know when you might need to access the account.
- Reimagine your platform. If you have not posted in a while and you are considering becoming active on your account, instead of bulk-archiving and starting fresh, consider making a transition post. This could be something as simple as, “Hey, we’re back!” Then, let your members know where you plan to take the account.

How to Respond to Negative Comments/Posts

- Respond in a timely manner offline or via direct message.
- Make sure to personalize your response and be sure you do not copy and paste the same response to multiple negative commenters.
- Monitor all the comments on your platforms and do not forget to respond to the positive comments too.