



# Maximizing Your Post's Social Media Presence

**By The American Legion Department of Minnesota Media and Communications Committee**



# Meet the Committee



**Tom Fernlund**  
Commander



**Mike Maxa**  
Adjutant



**Theresa Ash**  
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**Raymond Kane**  
St Paul Park Post



**Mike Parry**  
First District  
Commander



**Kristy Janigo**  
Osseo Maple Grove  
Post 172



**Tim Engstrom**  
Communications  
Director



# Maximizing Your Post's Social Media Presence

## Agenda:

- Why use social media?
  - Overview of Social Media Platforms
    - Facebook (like/follow pages, posting, live stream, events)
    - Twitter
    - Instagram
    - Other social media platforms
  - Facebook How To's
- Live Demonstrations
  - Questions



# Maximizing Your Post's Social Media Presence

## Why use social media?

- Powerful membership tool – attract new veterans to join
- Communicate The American Legion Department of Minnesota's mission
- Free (or low cost if you choose to run ads) way to inform the public (and potential members) about post, district, and department events and tell The American Legion story
- Build community support for The American Legion, veterans, and important issues



# Maximizing Your Post's Social Media Presence

## Why use social media?

My story:

***I joined The American Legion Post 172 after coming to a Veteran's Day wreath laying event in Nov. 2020, advertised on the post Facebook page.***

*Although I grew up with my WWII veteran grandpa belonging to an American Legion post in North Dakota and attending post events from very young ages with him, it took until just last year for me to join. I've been out of the military since 2006 and didn't know I was missing the camaraderie of being part of a veteran's organization. I met Post Commander Walter Cole at the event, who encouraged me to come to the next post meeting. And the rest is history.*



Kristy Janigo, Osseo Maple Grove Post 172

Grandpa Roland Weisenburger, WWII Veteran,  
Ashley, ND, American Legion





# Maximizing Your Post's Social Media Presence

## Overview of Social Media Platforms



# Maximizing Your Post's Social Media Presence

## Facebook

### Active monthly users

- Facebook has 2.7 billion monthly active users

### Age of internet users who use Facebook

- 86% of people ages 18-29 use Facebook
- 77% of people ages 30-49 use Facebook
- 51% of people ages 50-65 use Facebook
- 34% of people that are 65+ years old use Facebook

### Gender

- 54% of Facebook users are female
- 46% of Facebook users are male



*\*\*\*Facebook is the #1 platform for adults.*

*Very universal platform with wide range of functionality.*

### Time

- On average, Facebook users spend 35 minutes a day on the platform

### Devices

- 96% of users access Facebook via mobile devices
- 25% of users access Facebook via laptop or desktop



# Maximizing Your Post's Social Media Presence

## Twitter

### Active monthly users:

- Twitter has 330 million monthly active users

### Age

- 38% of people ages 18-29 use Twitter
- 26% of people ages 30-49 use Twitter
- 17% of people ages 50-64 use Twitter
- 7% of people that are 65+ years old use Twitter

### Gender

- 50% of Twitter users are female
- 50% of Twitter users are male



**\*\*\*Twitter is widely used in customer service.**

*Character limits to posts. Can include videos and images, but uses are more limited.*

### Time

- On average, Twitter users spend 3.39 minutes per session

### Business and Shopping

- 67% of B2B businesses are using Twitter as a digital marketing tool
- 77% of Twitter users have a better impression of a brand when they respond to a tweet



# Maximizing Your Post's Social Media Presence

## Instagram

### Active monthly users

- Instagram has 1 billion monthly active users

### Age

- 67% of people ages 18-29 use Instagram
- 47% of people ages 30-49 use Instagram
- 23% of people ages 50-64 use Instagram
- 8% of people that are 65+ years old use Instagram

### Gender

- 51% of Instagram users are female
- 49% of Instagram users are male



*\*\*\*Instagram is specifically for photos and videos*

### Time

- On average, Instagram users spend 53 minutes a day on the platform

### Businesses and Shopping

- An estimated 71% of U.S. businesses have Instagram accounts
- 83% on Instagram users say they discover new products and services on Instagram



# Maximizing Your Post's Social Media Presence

## Other social media platforms:



### Tik Tok

#### Tik Tok

- For posting fun and entertaining videos
- 689 million monthly active users
- This is one to watch, becoming very popular



#### Youtube

- 2B monthly users
- For sharing videos
- You can create “channels” to share videos from your organization



#### Snapchat

- Mobile only texting and chat app. Famous for photo filters and special visual effects
- 381 million active monthly users
- 53% of ages 15-25 use this platform. Older age groups have decreasing membership.



#### nextdoor

- Would be good for events connecting people within their neighborhood,
- Used by about 1 in 8 (13% of) US adults.
- Popular among adults 30-64.



#### LinkedIn

- For professional networking.
- Upload your resume and find professional connections.
- Apply for jobs online.
- Great recruiting tool for companies.



# Maximizing Your Post's Social Media Presence

## Social Media Platform Recap

- Recommend having a Facebook page for your post, at minimum.
- Also good to have Instagram and Twitter due to the wide reach of the platform across all ages, but they are for specific purposes – sharing photos and short text-based messages, respectively.
- YouTube is an important tool. Department of Minnesota American Legion has a YouTube channel: <https://www.youtube.com/c/MNAmericanLegion>
- We'll be watching Tik Tok and seeking opportunities to use it. This is a fast growing platform, although usership skews younger.
- Nextdoor would be helpful to amplify events to the nearby community. Usership skews older.



# Maximizing Your Post's Social Media Presence

## Facebook How To's

***Show of hands – who has a Facebook personal account?***

***Who manages an American Legion page? For your post or district?***



# Maximizing Your Post's Social Media Presence

## Facebook Personal Account vs. Facebook Pages

### Personal Account versus a Page

*NOTE: You need a personal account to create and manage a page.*

**Personal Account**

**Kristy Ann Janigo**  
1K Friends

Posts About Friends Photos Story Archive Videos More

Intro

Add Bio

Lives in Maple Grove, Minnesota

From Linton, North Dakota

What's on your mind?

Live Video Photo/Video Life Event

Posts Filters Manage Posts

**Page**

**American Legion Department of Minnesota**  
@MNLegion · Nonprofit Organization

Home About Photos Calendar More Promote

Access all your business tools in one place  
Create and schedule posts, manage your Inbox, view insights and more in Facebook Business Suite. [Go to Business Suite](#)

Your Memories See All

Create Post

Photo/Video Get Messages Feeling/Activity



# Maximizing Your Post's Social Media Presence

## Create a Facebook Personal Account

Email or Phone Number

Password

**Log In**

[Forgot Password?](#)

**Create New Account**

Create a Page for a celebrity, band or business.

### Sign Up

It's quick and easy.

First name Last name

Mobile number or email

New password

Birthday <sup>?</sup>

Oct 3 2021

Gender <sup>?</sup>

Female Male Custom

By clicking Sign Up, you agree to our Terms, Data Policy and Cookies Policy. You may receive SMS Notifications from us and can opt out any time.

**Sign Up**

### Create Your Personal Account:

- Go to Facebook.com
- Create New Account
- Enter the signup information
  - First Name
  - Last Name
  - Mobile number or email
  - Set a password
  - Enter your birthday
  - Enter gender
  - Click Sign Up

*Show of hands who has a Facebook Personal Account?*



# Maximizing Your Post's Social Media Presence

## Download Facebook on Your Phone

Android / non iPhone

[How to Install Facebook App on Your Mobile Phone - YouTube](#)

iPhone

[iPhone 7: How to Install Facebook App - Bing video](#)

**After downloading the app, enter the credentials (email address and password) you established when you set up your account so your mobile app is linked to your account.**

*Show of hands who has a Facebook on your phone?*



# Maximizing Your Post's Social Media Presence

## Facebook Personal Account Setup



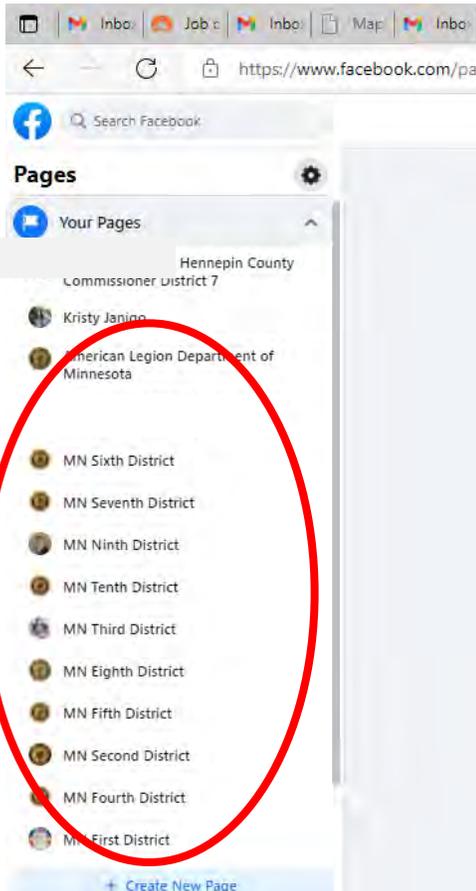
### Update your Profile

- Add a **Cover Photo** (that is the wide photo across the top of your Facebook profile page)
- Add a **Profile Photo** (photo in the circle that shows up beside all your posts).
- This is how you establish your personal brand that people will recognize.



# Maximizing Your Post's Social Media Presence

## Facebook Pages



### Facebook Pages

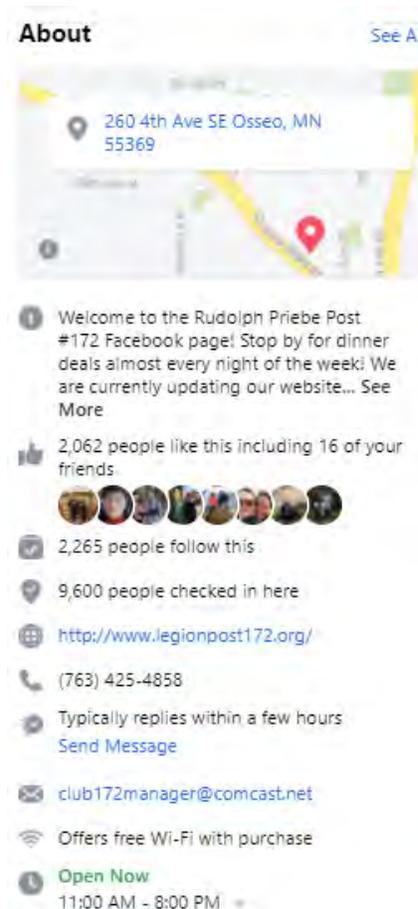
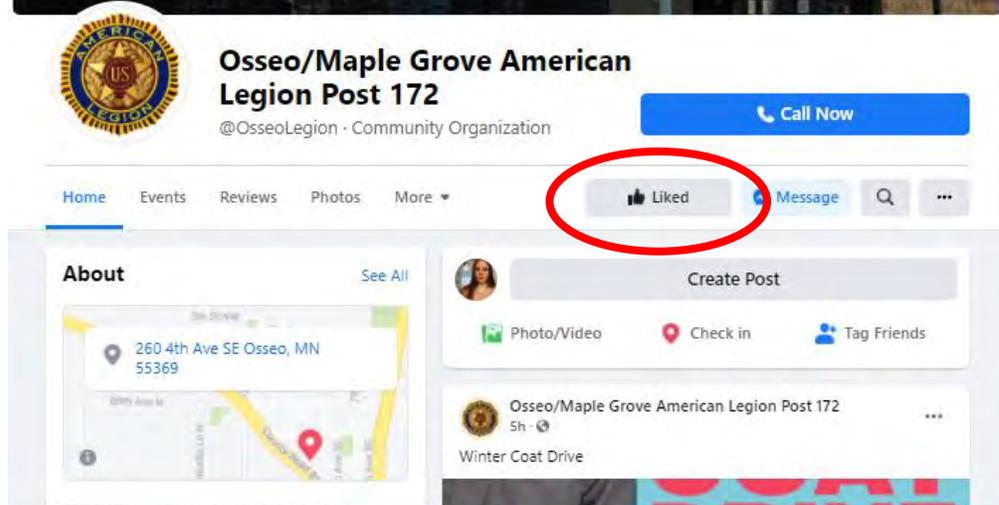
- Each of the 10 Minnesota districts has a Facebook page.
- Many posts have Facebook Pages.
- The American Legion Department of Minnesota has a Facebook page.
- This is a way to share pictures, statements, news, updates, create events, and share live stream videos in an official capacity from the organization, whether post, district, or state.

*Show of hands who manages one of The American Legion's pages?*



# Maximizing Your Post's Social Media Presence

## Facebook Pages – Post Page



### Facebook Pages – Post pages

- This is an example of a post page.
- [\(1\) Osseo/Maple Grove American Legion Post 172 | Facebook](#)
- Search Facebook for your post's page, and "Like" to be able to see its updates, including events.
- In the About information of the page, you can see that 2,265 people "Like" the page.
- This post has a great following!!!



# Maximizing Your Post's Social Media Presence

## Facebook Pages – District Page

**MN Tenth District**  
@MNTenthDistrict · Nonprofit Organization

Home About Photos Events More

Help more people discover the website for your Page by promoting it.  
[Promote Website](#)

Access all your business tools in one place  
Create and schedule posts, manage your Inbox, view insights and more in Facebook Business Suite.  
[Go to Business Suite](#)

**Your Memories**  
See All

**Around this time**  
Look back on your popular posts from around this time in past years.

Create Post  
Photo/Video Get Messages Feeling/Activity

**About**

Enter location

MN Tenth District, American Legion

526 people like this

542 people follow this

<http://www.mntenthdistrict.org/>

Promote Website

Enter phone number  
Typically replies within a few hours  
Send Message

Enter email

Edit business hours

Nonprofit Organization

Edit Page Info

### Facebook Pages – District pages

- This is an example of a district page.
- [\(2\) MN Tenth District | Facebook](#)
- Search Facebook for your district's page, and "Like" to be able to see its updates, including events.
- In the About information of the page, you can see that 526 people "Like" the page.
- District pages can be a great source of information and events for posts.
- Post pages can share information from district pages to increase the reach, and vice versa. Cross promotion is always good!



# Maximizing Your Post's Social Media Presence

## Facebook Pages – State Page



### American Legion Department of Minnesota

@MNLegion · Nonprofit Organization

Edit Call Now

Home About Photos Calendar More ▾

Promote



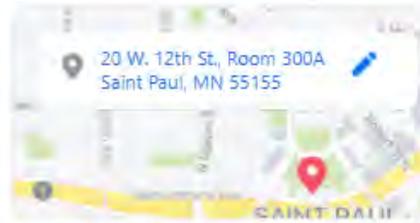
Help more people discover the website for your Page by promoting it.

Promote Website



Access all your business tools in one place

Create and schedule posts, manage your Inbox, view insights and more in Facebook Business Suite. [Go to Business Suite](#)



Promote your business locally to lead people directly to 20 W. 12th St., Room 300A Saint Paul, MN 55155.

Promote Local Business

Nation's largest veterans service organization, advocating for and supporting veterans and their families, past, current and future.

1,713 people like this

1,891 people follow this

2 people checked in here

<http://www.mnlegion.org/>

Promote Website

(651) 291-1800

Send Message

## Facebook Pages – State page

- This is our state page.
- [\(2\) American Legion Department of Minnesota | Facebook](#)
- Search Facebook for The American Legion Department of Minnesota page, and “Like” to be able to see its updates, including events.
- In the About information of the page, you can see that 1,713 people “Like” the page.
- The state page can be a great source of information and events for posts and districts.
- Post and district pages can share information from state on their sites to increase the reach.

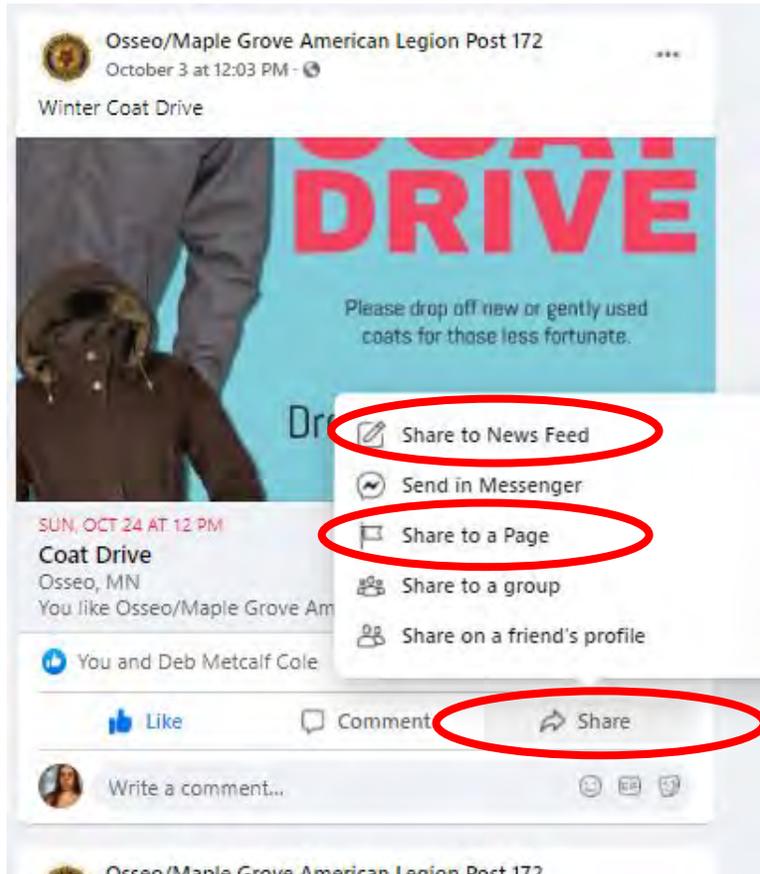


# Maximizing Your Post's Social Media Presence

## Share A Facebook Post

### Facebook Photo Post – Share a Post

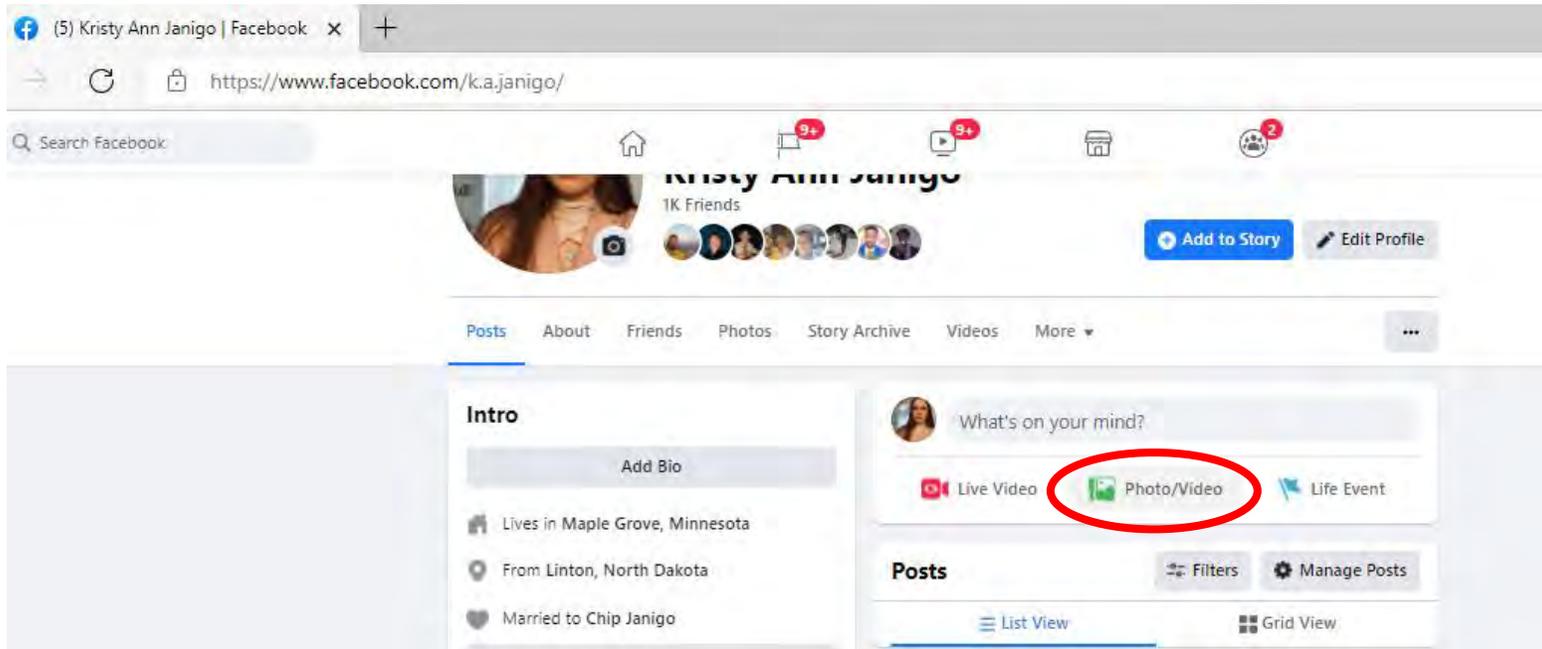
- Click “share”
- You can share a post to a page or to a News Feed
- If you share to a News Feed, that is just your personal account, and your network will see it
- Share to a Page is good for sharing a post from the State page to your District or Post page.
- Remember that whenever you share a post, it's promoting to additional contacts and helps with the reach. It's free advertising! Share often!!!
- Liking and Commenting on a post also boosts its reach!





# Maximizing Your Post's Social Media Presence

## Create a Facebook Photo Post



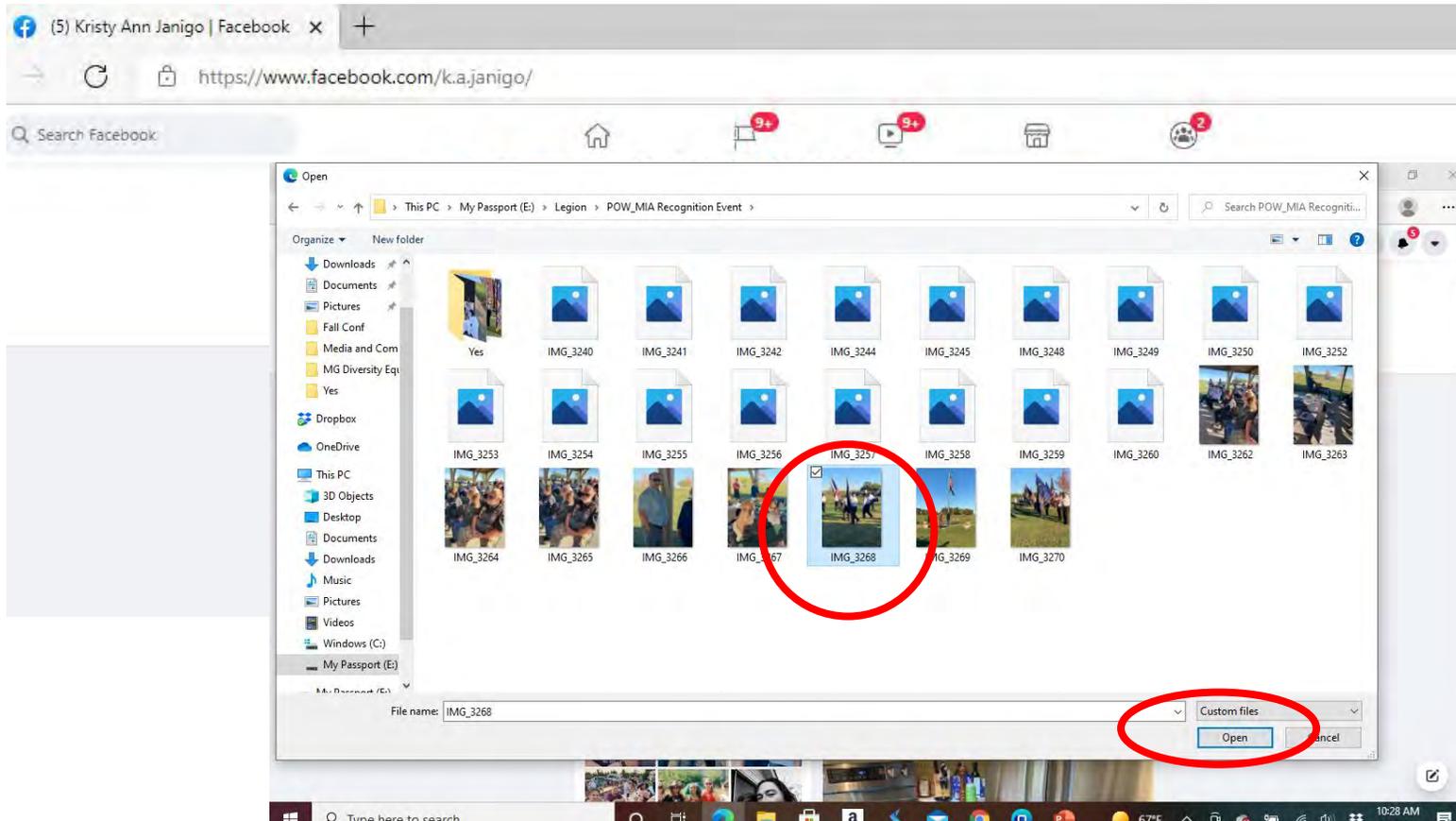
### Facebook Photo Post

- Click the Photo/Video icon



# Maximizing Your Post's Social Media Presence

## Create a Facebook Photo Post



### Facebook Photo Post

- Select the photo or photos you want to upload.
- Click “Open”



# Maximizing Your Post's Social Media Presence

## Create a Facebook Photo Post



Caption  
or text  
field

Tagging

### Facebook Photo Post

- Type a caption or summary of the event in the text field.
- There is a lot of space for your text. Don't worry about character limits.
- You can add more Photos/Videos. You can add a lot at once.
  - If you upload long videos, it could take a long time or fail to post. Recommend 2 minutes or shorter for this type of post.
- Facebook will give you a few options for how you want to arrange the photos.
- You can "tag people", add a location, add your "mood"
  - Tagging is done if you want the post to be attached to somebody's account.
  - Location can be added if you want to tie a post to a place, like a city, park, or Legion post.
  - Mood is used to tell people how you're feeling about an event. "excited," "angry," "hopeful," etc.
- Post when done

Location

Mood



# Maximizing Your Post's Social Media Presence

## Tag Someone in Photo Post



### Facebook Photo Post – Tagging and Location

- Example
  - When you tag someone, it also shows up on their news feed.
  - This increases the “reach” of a post, so that more people see it.
  - In Theresa’s post at the left, you can see that Ray and two others were tagged, including me. If you click on the others, you can see who those people are.
  - Theresa created this post, but it also shows up on my news feed, so all my contacts also will see it.
  - Tagging is a multiplier, it increases the reach of a post.
  - You can see here that Theresa also tied the post to a location, Waseca, Minnesota. If someone is looking up Waseca, Minnesota, this post will show up in the search results.

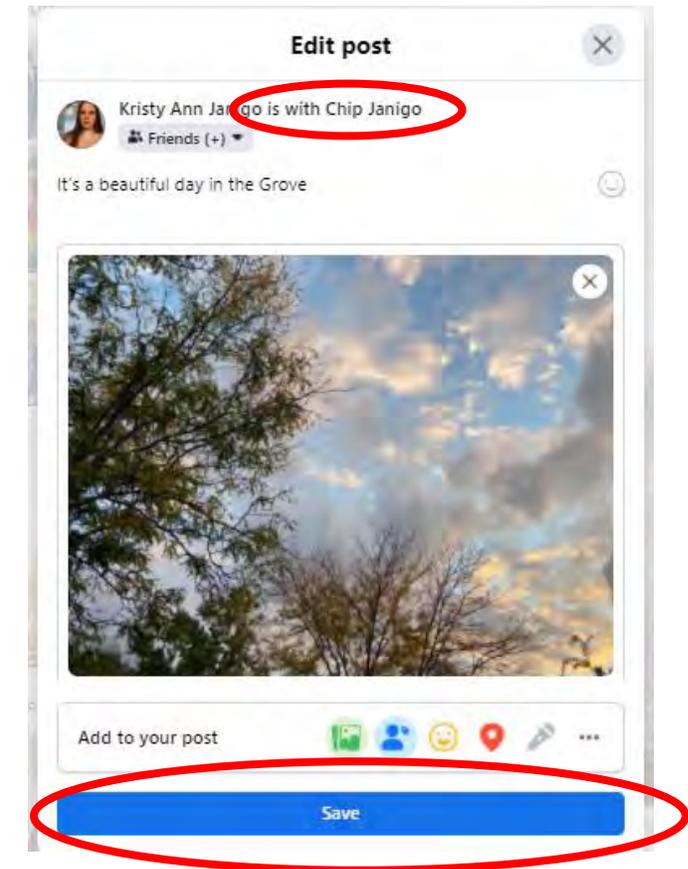
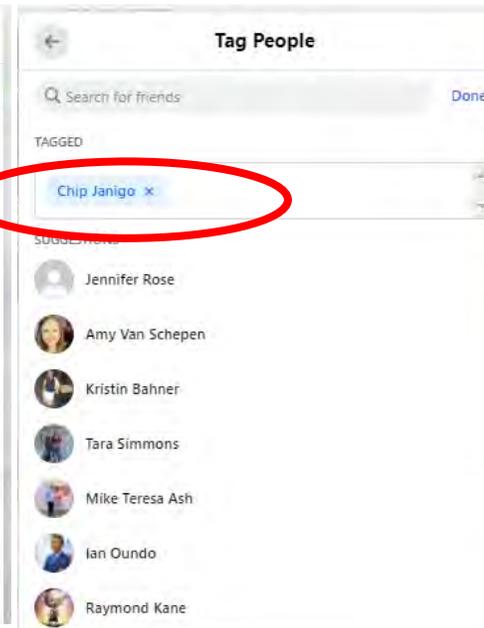
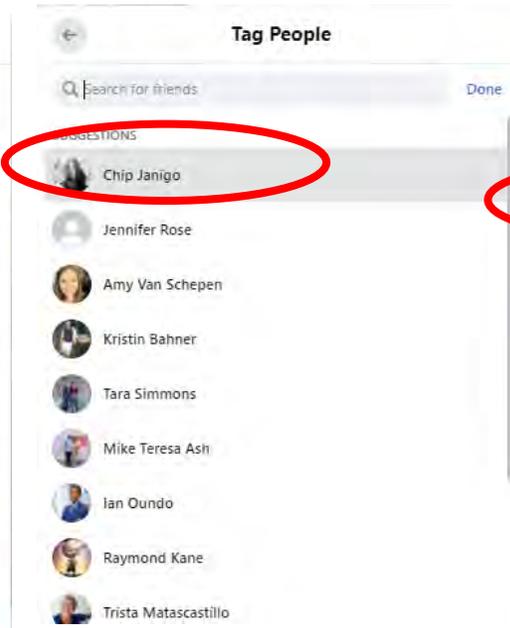
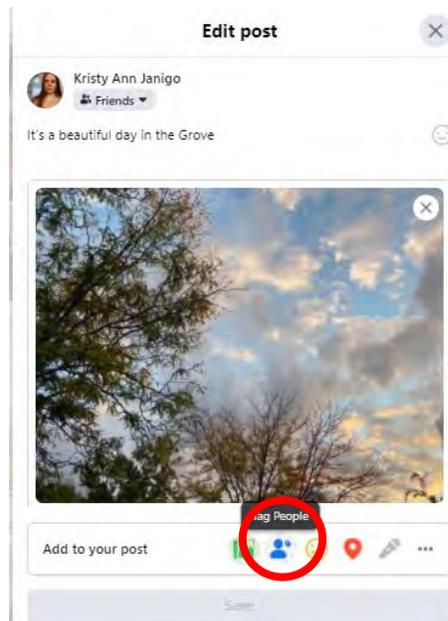


# Maximizing Your Post's Social Media Presence

## Tag Someone in Photo Post

### Facebook Photo Post – Tagging How To

- Click blue person icon
- Search for the person (or people) from your friend list
- Click on the person (or people) then click done. Then, save (if you're editing) or post



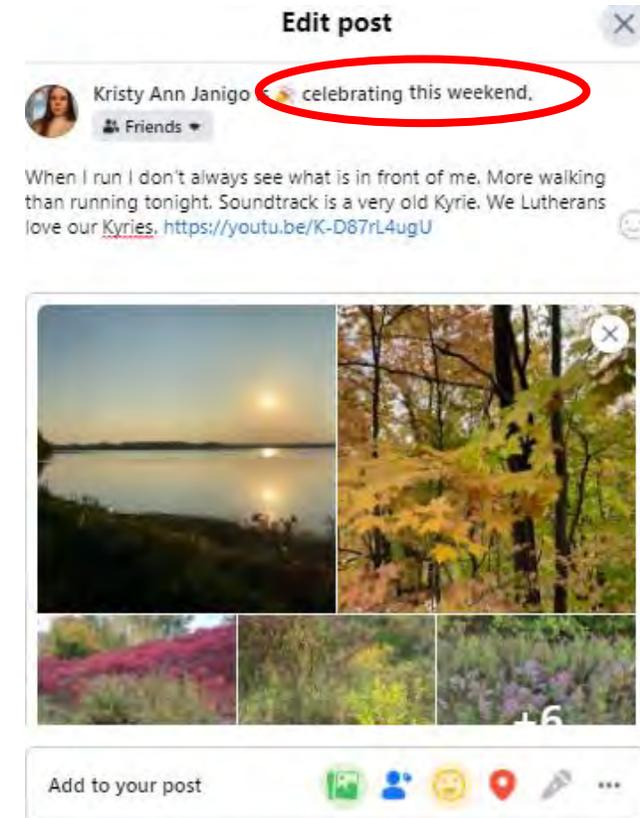
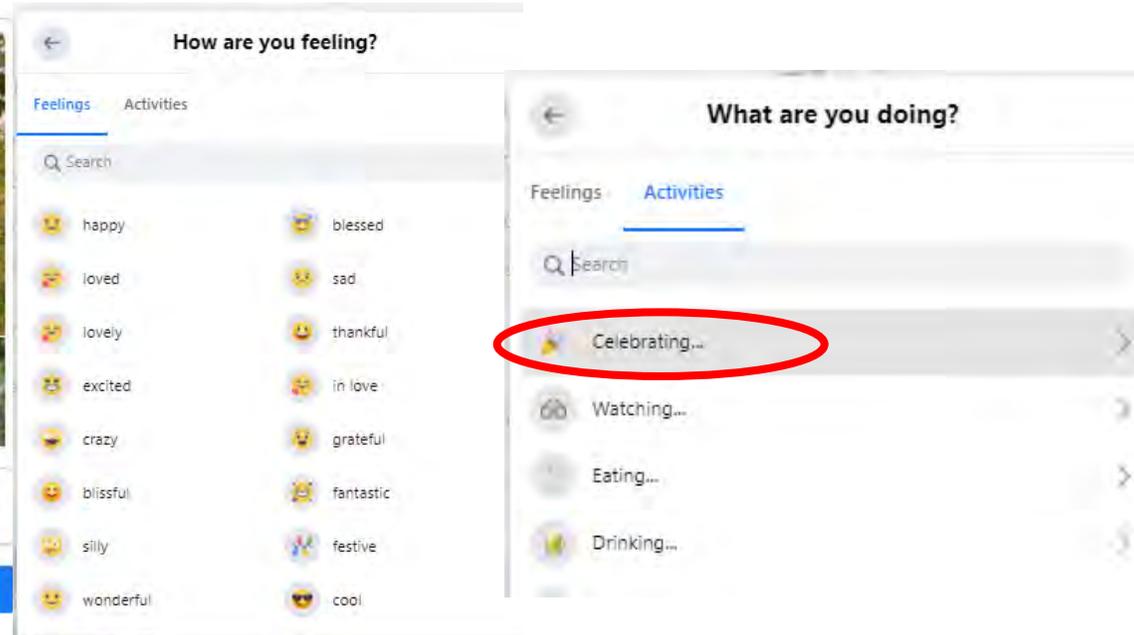
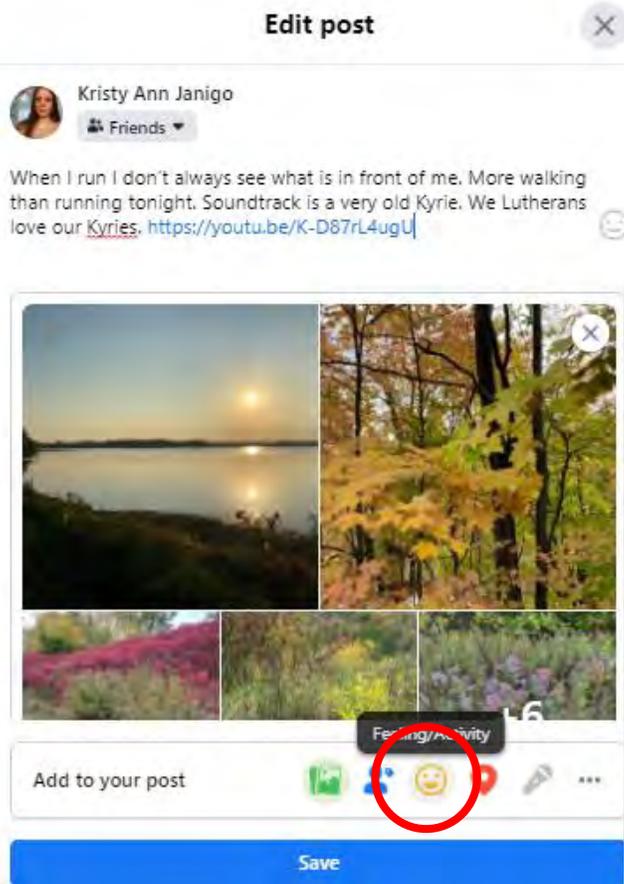


# Maximizing Your Post's Social Media Presence

## Add Mood/Activity to Photo Post

### Facebook Photo Post – Add a Mood or Activity How To

- Click the smiley face
- Search for your mood or activity
- This shows up by your name once added





# Maximizing Your Post's Social Media Presence

Fun idea for posts with a restaurant!!!

Osseo/Maple Grove American Legion Post 172  
October 6 at 11:18 AM · 🌐  
Spaghetti with meat balls the special today for \$7.95



Osseo/Maple Grove American Legion Post 172  
October 5 at 11:00 AM · 🌐  
Thai chicken wrap the special today for \$7.95



Osseo/Maple Grove American Legion Post 172  
October 1 at 11:46 AM · 🌐  
Chille relleno the special today for \$7.95





# Maximizing Your Post's Social Media Presence

## Create a Facebook Event

### Create Event

- From your home page, click Events. Create New Event.
- Choose either Online or In Person

https://www.facebook.com/MNLegion/events/admin/?acontext=%7B%22action\_history%3A%5B%5D%22%2C%22mecha...

Search Facebook

Manage Page

American Legion Department of Minnesota

Business Suite

Inbox

Publishing Tools

Home

News Feed

Podcasts

Business Apps

Events

Resources & Tools

Manage Jobs

Notifications

Events

Overview

Paid Online Events

Create Event

American Legion Department of Minnesota

Last 365 Days

Events	People Reached	Responses
4 +2 last 90 days	791 +615 last 90 days	45 +29 last 90 days

Actions

Add Event Photo

Events with a cover photo or video get more responses.

No Active Posts

We'll let you know when you have active posts to respond to.

Create Event

Online

Video chat with Messenger Rooms, broadcast with Facebook Live or add an external link.

In Person

Get together with people at a specific location.



# Maximizing Your Post's Social Media Presence

## Create a Facebook Event

Event - Create Event

### Event Details

American Legion Department of Minnesota  
Host - Your Page

Event Name 0/100

Start Date Oct 9, 2021 Start Time 2:00 PM

+ End Date and Time

Recurring Event

Privacy Public

Anyone on or off Facebook

Description

Category

Back

Mobile

Desktop Preview

9

SATURDAY, OCTOBER 9, 2021 AT 2:00 PM CDT

Event name

Location

About Interested Going Invite

Details Public · Anyone on or off Facebook

Guests See All

0 GOING 0 INTERESTED

### Create Event

- You need to know the following information before you start this process:
  - Event Name
  - Date / Time
  - Description
  - Category of events
  - Image for the event
  - Hosts
- NOTE: You can schedule a series of events at once, if you have a recurring event planned.



# Maximizing Your Post's Social Media Presence

## Create a Facebook Event

### Create Event

- Fill out event information
- Then click Next
- Type in the Event Location and click Next
- The photo from your page's cover will automatically populate. You can change the photo for the event.
- Adjust the Event settings
  - This is where you can choose hosts.
  - Same as with tagging, you can add additional co-hosts and that will increase the reach of your event.
  - The co-host has to accept the request in order for them to show up as a co-host.
- Click Publish event

Event - Create Event

### Event Details

American Legion Department of Minnesota  
Host - Your Page

Event Name: Media and Communications Prese 37/100

Start Date: Oct 23, 2021 Start Time: 11:15 AM

End Date and Time: Recurring Event

Category: Networking

Next

Event - Create Event

### Location

Add a physical location for people to join your event.

Location: Shooting Star Casino

Central Time (COT)

Next

Event - Create Event

### Additional Details

Cover Photo

Drag to Reposition

Admission: Add ticket link

Event settings

Publish Event

Event - Create Event

### Event Settings

Co-hosts

Event Options

Show guest list

Only admins can post in event

Publish Event



# Maximizing Your Post's Social Media Presence

## Facebook Events

### Events

- RSVP's can be managed here. People indicate "going" or "interested," and event planners can get a rough count.
- Facebook users can track their past and upcoming events with this feature to plan their personal calendars.
- Of course, use caution with this because with larger events advertised across a variety of platforms and media, it becomes much less predictable.
- It helps expand the reach of an event if you share events created on Legion pages to your own personal pages using the Share feature.



[\(8\) Maple Grove Memorial Day Ceremony | Facebook](#)



# Maximizing Your Post's Social Media Presence

## Facebook Events

31

MONDAY, MAY 31, 2021 AT 12 PM

**Maple Grove Memorial Day Ceremony**  
Central Park Maple Grove

About Discussion Going

**Details**

39 people responded

Event by Osseo/Maple Grove American Legion Post 172

Central Park Maple Grove

Central Park Maple Grove

Public · Anyone on or off Facebook

The 2021 Maple Grove Memorial Day Ceremony is scheduled to take place at the Maple Grove Veterans Memorial at Central Park in Maple Grove on Monday, May 31 at 12 Noon.

Causes

**Meet Your Host**

Osseo, MN

**WELCOME**

Please enjoy your time while at the Osseo-Maple Grove American Legion

Osseo/Maple Grove American Legion Post 172  
317 past events · 2,062 likes

Welcome to the Rudolph Priebe Post #172 Facebook page! Stop by for dinner deals almost every night of the week! We are currently updating our wll.

Liked

Central Park Maple Grove

Maple Grove

7 WENT 32 INTERESTED

lan and 4 friends

Message Friends

**NOTE:** This is the reason for caution of event responses. You can see in the photo that includes only the local leaders and the color guard that there were more than 7 attendees.





# Maximizing Your Post's Social Media Presence

## Invite Friends to a Facebook Event

The screenshot shows a Facebook event page for the Osseo-Maple Grove American Legion Auxiliary's 'Steak Fry' event. The event is scheduled for Friday, October 15th, from 5:00 PM to 8:00 PM at the Osseo-Maple Grove American Legion, 260 4th Avenue Osseo, MN. The event description includes a call to action: 'This month we are collecting new pajamas for ages 0-17 and monetary donations to keep our vets kids warm and cozy!!!'. The event has 22 people responded. The 'Invite' button is circled in red. An inset shows the 'Invite' dialog box with a search bar and a list of suggested friends, including Chip Janigo, Amy Van Schepen, Nancy Meyerhoff, Kevin Anderson, Jeannemarie Wickens, Dave Garibaldi, Tanwi Prigge, Kristin Bahner, Cheryl Poling, Jackie Mosqueda-Jones, and Thomas Brooks.

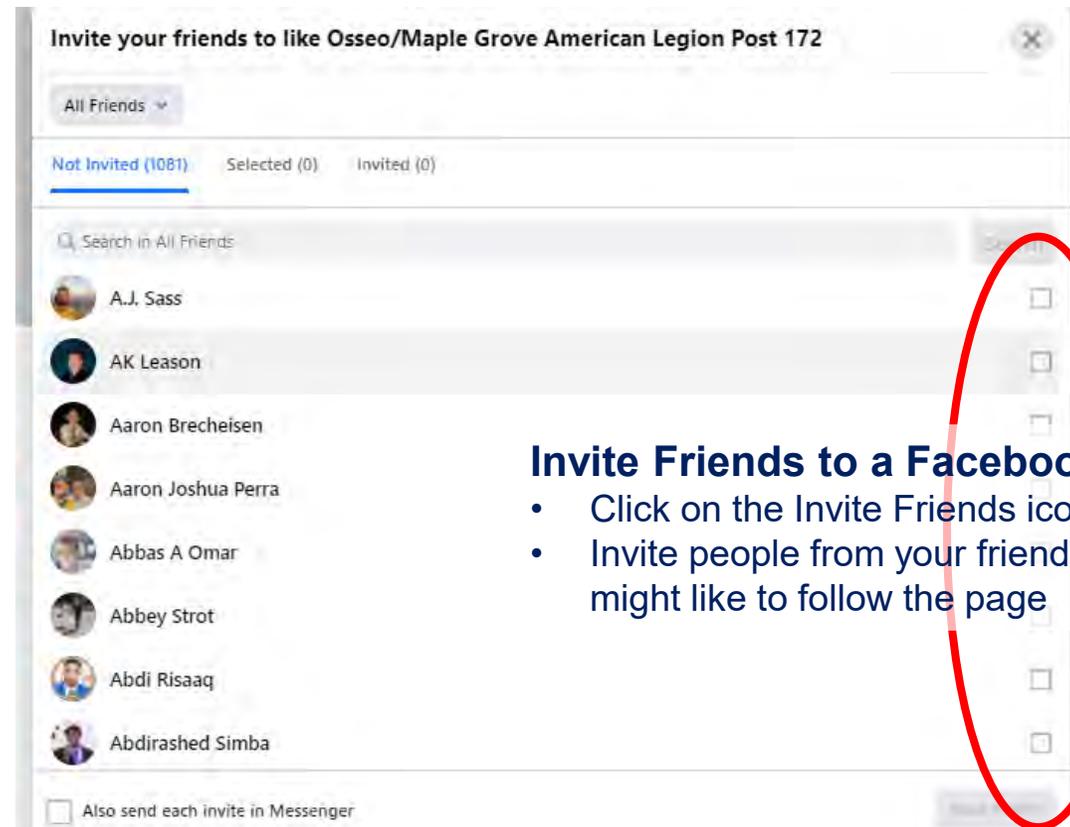
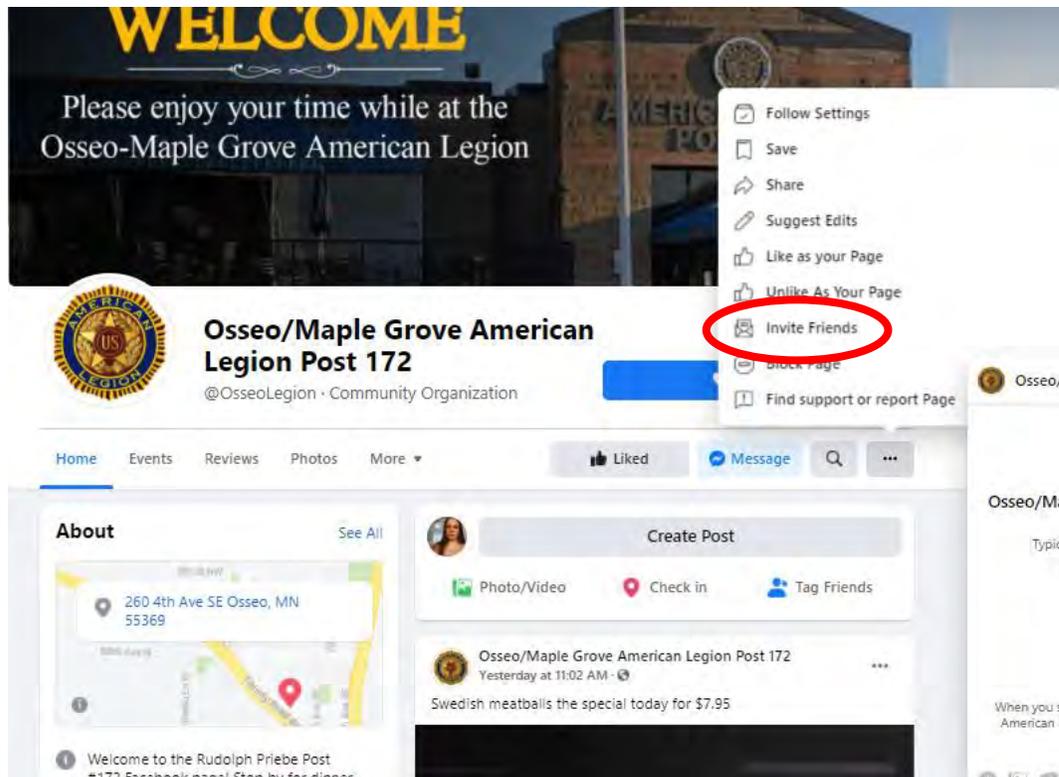
### Invite Friends to a Facebook Event

- Click on the Invite icon
- Invite people from your friend list who might want to go to the event



# Maximizing Your Post's Social Media Presence

## Invite Friends to Like a Facebook Page



### Invite Friends to a Facebook Page

- Click on the Invite Friends icon
- Invite people from your friend list who might like to follow the page



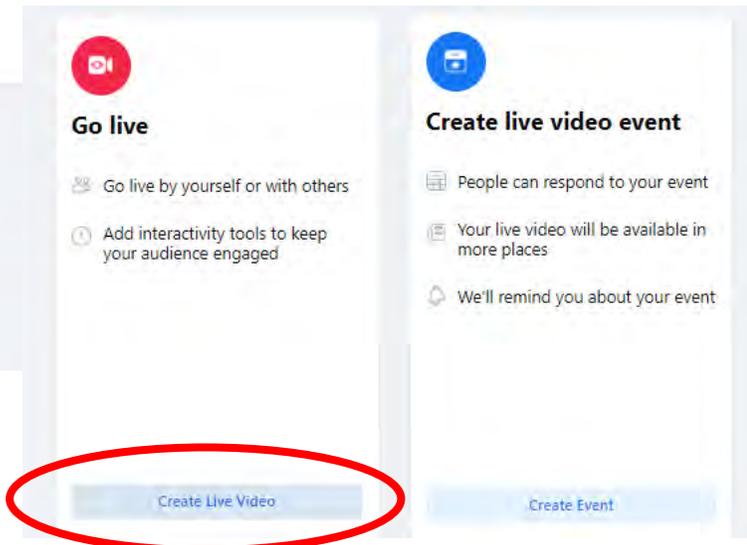
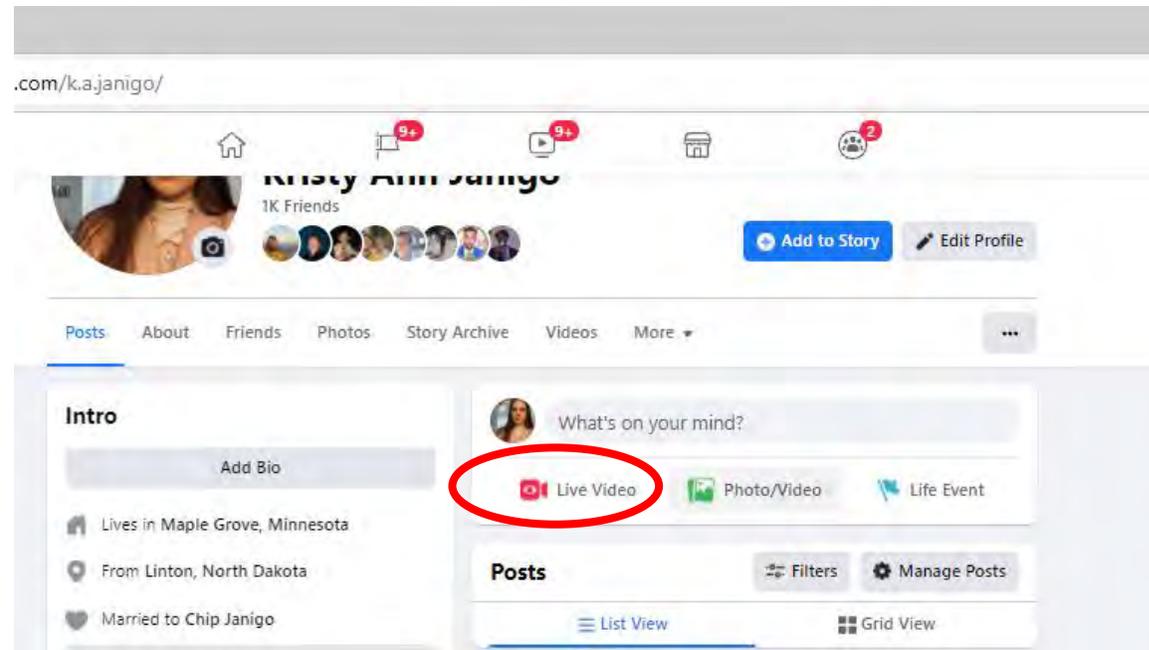
# Maximizing Your Post's Social Media Presence

## Create a Facebook Live Stream Post

### Create Facebook Live Stream

- This is best done from a smart phone
- Type your caption to let viewers know what it is.
- Click Live icon to create a Live Stream post.
- “Create Live Video”

- The camera will start in Selfie mode, which means it will video your face. Don't forget to click the icon to turn it around unless you truly do want to be in the picture.
- Once you're done streaming, you can save the video to your phone or “share” so it saved to your page's video gallery.





# Maximizing Your Post's Social Media Presence

## Create a Facebook Live Stream

**Manage Page**

American Legion Department of Minnesota

Business Suite

- Inbox (1 new message & 21 new comments)
- Publishing Tools

Home

News Feed (8 new)

Podcasts

Business Apps

Events

Resources & Tools

New Notification: Joanne B. Eicher, Mary Tacheny Whiting and 56 other people reacted to your... about a minute ago

American Legion Depart... Edit Call Now Promote

**All Videos**

- POW/MIA National Day of Remembrance event in Greenfield... 3 weeks ago - 207 Views
- Harvest Rally 2021 Legionville Education Center 4 weeks ago - 247 Views
- 9-11 Memorial Service 4 weeks ago - 469 Views
- Names of the fallen are read at the 9/11 Day of Remembrance. 4 weeks ago - 441 Views
- American Legion Department of Minnesota's Video 5 weeks ago - 257 Views
- American Legion Department of Minnesota's Video 7 weeks ago - 467 Views

### Facebook Live Stream Videos

- This is our video gallery on the American Legion Department of Minnesota.
- These were mostly live streamed videos taken on site at an event.
- This feature has especially become important during COVID when attendance lists are still being restricted.
- It allows anyone to view it from the Facebook page even if they cannot be there.



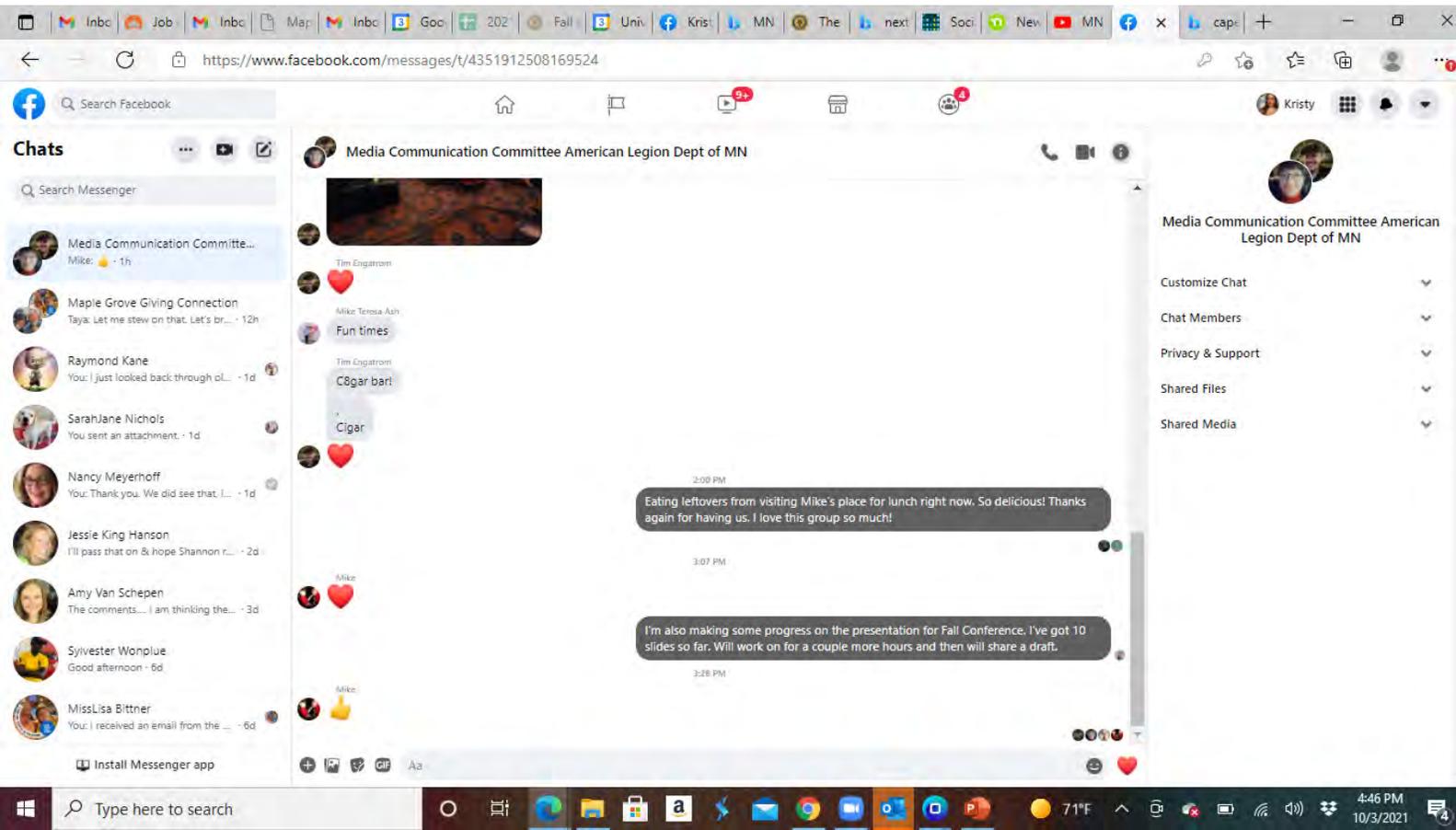
# Maximizing Your Post's Social Media Presence

Other Social Media How To's



# Maximizing Your Post's Social Media Presence

## Facebook Messenger



### Facebook Messenger

- Facebook Messenger is another widely used part of Facebook
- You can download the Facebook Messenger Application to use separately, or you can use it as a function of Facebook.
- You can have group texts, calls, and even video calls.
- This is a great tool for collaboration.
- The Media and Communication Committee uses it regularly.

*Show of hands who uses Facebook Messenger?*



# Maximizing Your Post's Social Media Presence

## Twitter – Set up Account

← → ↻ 📄 https://twitter.com/?logout=1633812408005

 **Happening now**

**Join Twitter today.**

 Sign up with Google

 Sign up with Apple

Sign up with phone or email

By signing up, you agree to the [Terms of Service and Privacy Policy](#), including [Cookie Use](#).

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### Twitter

- American Legion doesn't have much of a presence on Twitter yet.
- This could be an opportunity for us.
- 
- Go to [Twitter.com](https://twitter.com)
- You can sign up using a shortcut, Google account or Apple account.
- If you don't have either, you can sign up with your phone number or email



# Maximizing Your Post's Social Media Presence

## Twitter – Set up Account

×



**Create your account**

Name 0 / 50

Phone

[Use email instead](#)

**Date of birth**  
This will not be shown publicly. Confirm your own age, even if this account is for a business, a pet, or something else.

Month  Day  Year

[Next](#)

### Twitter

- Twitter will ask for your name, phone number, and birth date.
- Enter the info, click next, and Sign Up



# Maximizing Your Post's Social Media Presence

## Twitter – Create Post

https://twitter.com/JanigoFor

**Kristy Janigo**  
249 Tweets

**Kristy Janigo**  
@JanigoFor  
Hennepin County 7 Policy Dir., Natl Guard Veteran, American Legion member, graduate of the MG Citizens Police Academy, former member of the MG Arbor Committee  
Maple Grove, MN | Joined June 2020  
129 Following | 60 Followers

**Commissioner Anderson** @D7\_Anderson · Oct 5  
It was good to talk with @GinnyKlevorn about how we move forward with County Rd 47 among other issues facing @PlymouthMN\_gov!

**You might like**

- Amgen @Amgen Follow
- Aric Putnam @AricForMN Follow
- OutFront Minnesota @outfront... Follows you Follow

**What's happening**

- NCAA Football · LIVE  
Big Ten Football: Week 6  
Trending with College Football, Rutgers
- #TWDFinalSeason  
Binge The Walking Dead Final Season Part 1 on AMC+ now.

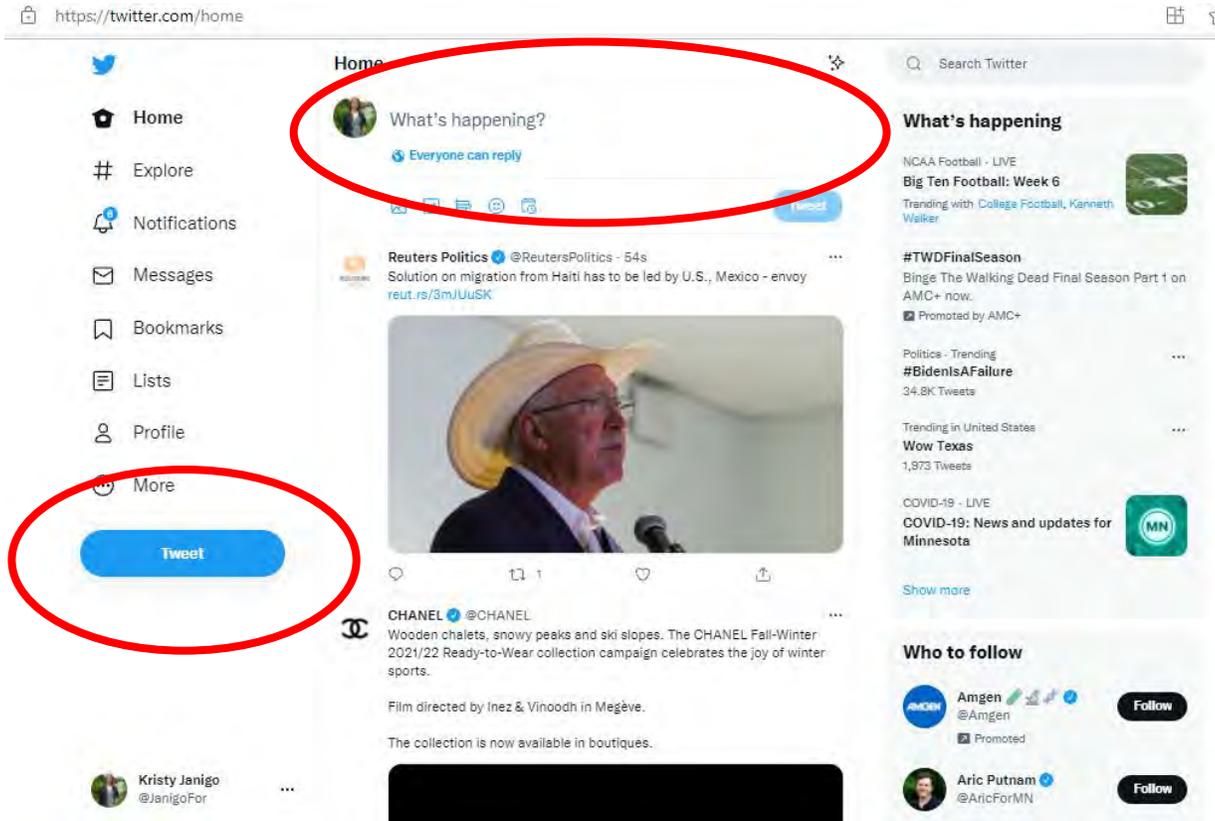
### Twitter Home Page

- This is what my home page looks like.
- You can choose a cover photo, profile photo, short amounts of info about yourself.
- Below the introductory info, you will see the tweets that you have written or shared.
- You can include photos and videos with tweets.
- Photos will show up on the right side as a photo gallery, similar to Facebook



# Maximizing Your Post's Social Media Presence

## Twitter – Create Post



### Tweet

- Posts in Twitter are called tweets.
- Limited to 280 characters.
- Anything longer will be split into multiple tweets, like a thread
- You can reply, like, and share tweets.



# Maximizing Your Post's Social Media Presence

## Instagram

ps://www.instagram.com/kristy\_janigo/

Instagram

Search



5 3



kristy\_janigo

Edit Profile

102 posts 106 followers 140 following

Kristy Ann Janigo

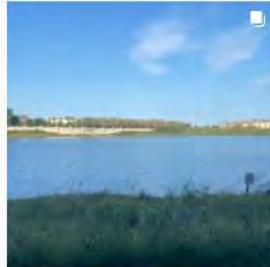
National Guard veteran, American Legion member, graduate of Maple Grove Citizens Police Academy, and former member of Maple Grove Arbor Committee

POSTS

IGTV

SAVED

TAGGED



Instagram

Search



21 likes

hennepinsheriff This October, we're going pink! The Hennepin County Sheriff's Office and hundreds of other law enforcement agencies are... more

5 HOURS AGO

Add a comment...

Suggestions For You

See All



Maple Grove Givin...  
Follows you

Following



Myles Oundo

Follow



Verne Severson

Follow



kristy\_janigo  
Kristy Ann Janigo

Switch

Suggestions For You

See All



mg\_giving\_connection  
Follows you

Following



myles.oundo

Follow



verneseverson

Follow



pj.olander

Follow



melaniesedqi

Follow



newsboy407

...

## Instagram

- This app works best from your mobile phone. In fact, you cannot make a posting on a laptop.
- Create a post adding one or multiple photos.
- You can give it a caption.
- You can follow others and “like” their posts.



# Maximizing Your Post's Social Media Presence

**We'd like to take this time to  
show you some live  
demonstrations...**



# Maximizing Your Post's Social Media Presence

Questions???