#JustPay Social Media Guide for Human Services Workers

See more resources: Raise Your Digital Voice powerpoint and recording

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X (TWITTER)

Create an account: twitter.com/signup

Engage with other people's posts:

Retweet:



Like:



Comment:



Post a tweet:

Phone: Go to your feed and click the blue plus sign on the bottom right.
Computer: Go to your feed and start typing in the “what is happening” box.

Character Count: 280 characters.

Important: Mention the handles of elected officials and organizations when relevant! They get notifications when they are mentioned in tweets, and this will help your tweet gain popularity.

How to mention a handle:

Type the “@” symbol followed by the name of the person/organization. Their handle should automatically generate. Select their handle when you see it.





Find Your Legislator’s Twitter Handles:

Find all of your elected officials and their Twitter handles here.

Once the page generates your elected officials, click the Twitter bird icon next to their name to find their Twitter handle.

Add a photo(s):

You can add up to four photos in one tweet. Tag **up to 10** elected officials, organizations or other activists in photos when relevant! They will get a notification and your tweet will gain more popularity.

How to tag:

1) Select "Tag People":

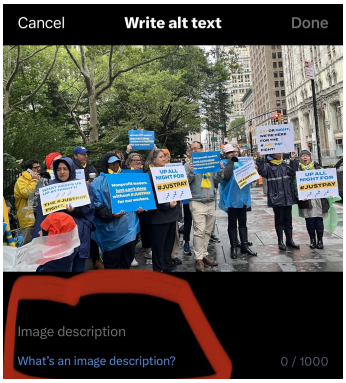


2) Enter the handles of the people you want to tag:

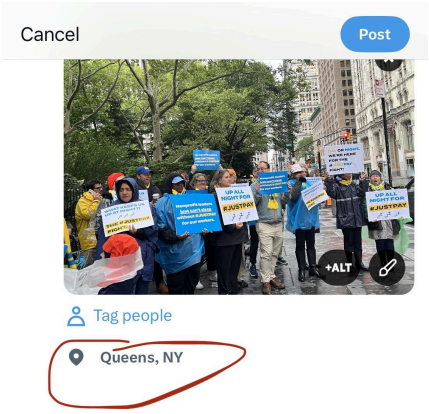


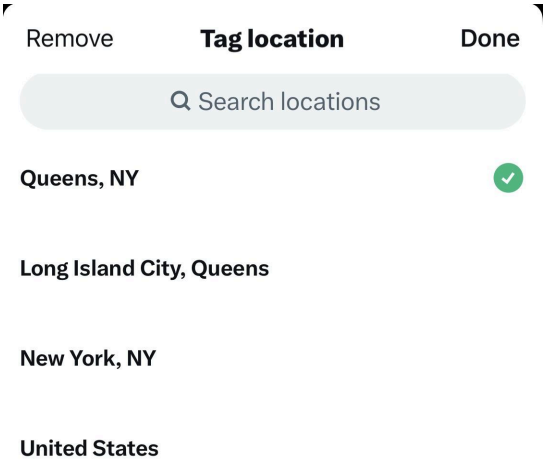
Add Alt Text for accessibility:





Add your location if you're at an action, rally etc:





Post a video

Video is a great way to tell your story! Be sure to accompany with text giving context and mentioning the handles of your legislators.

Please note: X doesn't allow you to tag people in videos.

X (Twitter) Video Maximum Length: *140 seconds*

X Threads

If you're having trouble telling your story within X's 140 second video length, posting an X Thread is a great way to tell your story in a longer form.

How to create an X Thread:

1) Post your first tweet introducing your story. Try to make it a hook that draws people in.
2) Click the reply button (it looks like a speech bubble), and post your second tweet.
3) After you post your second tweet, click the reply button ***FOR THAT TWEET (do not reply to your original tweet)***. Post your third tweet, and so on.
4) Your story will appear as one "thread." Example here: https://twitter.com/HSC_NY/status/1635653533386063873

TIKTOK

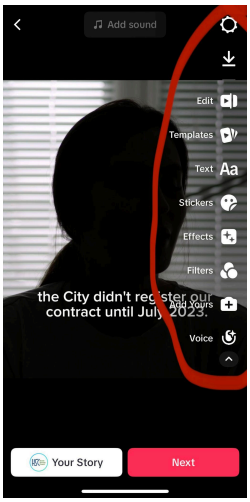
Create an account: https://www.tiktok.com/signup

How to Post a TikTok:

1) Click the plus (+) sign at the bottom of your feed.
2) You can either record directly on TikTok or upload a pre-recorded video from your phone.
3) **Read a full guide on using TikTok here.**
4) **Important:** When you're done, or if you want to take a pause, be sure to save your TikTok as a draft! It will save directly to the drafts section of your TikTok account. You can save your TikTok as a draft in two ways:
    a) Hit "Next" then "Drafts" on the bottom left or
    b) Hit the back arrow on the top left and click "Save Draft".

Adding Effects to Your TikTok

After you upload your video, use the sidebar on the right. Click the down arrow at the bottom of the menu items to see the full list of features:



Down arrow = saves TikTok to your phone's camera roll
Edit [MOST USEFUL FEATURE] = trim your video, add new clips, add sounds and music, adjust text placements, add effects, split clips in two, delete clips, crop, adjust volume
Templates = use existing TikTok templates
Text = add text with different font styles and backgrounds
Stickers = add stickers, gifs, emojis locations, mentions, polls
Effects = add effects to change visual appearance, transitions
Filters = add overlays to make your TikTok have a different shade or hue
Add Your = add a prompt for your followers to answer
Voice = record yourself speaking or add voice filters to change your voice

View a holistic guide to adding TikTok effects here.

CapCut

CapCut is a free phone video editing app that allows you to create more advanced videos before posting to TikTok.

If you see a trending template that someone else used when you're scrolling through TikTok, and want to use it for your own TikToks, you will often see a button at the bottom of the TikTok saying "*CapCut - Use This Template*." Click on that and it will automatically take you to CapCut.

Download CapCut here:
iPhone:
https://apps.apple.com/us/app/capcut-video-editor/id1500855883

Android/Google Play:
https://play.google.com/store/apps/details?id=com.lemon.lvoverseas&hl=en_US&gl=US&pli=1

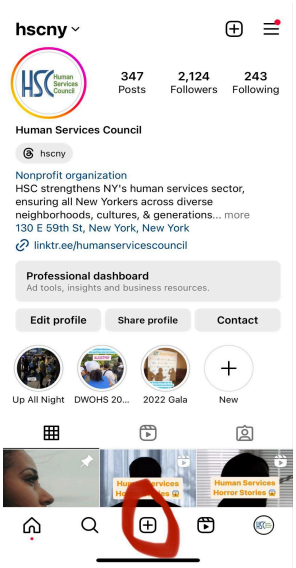
INSTAGRAM

Create an account: https://www.instagram.com/

You will need to create one on your phone, since you can't post to IG from your desktop. If you have Facebook, you can automatically use the same login information.

Getting Started: Read a holistic guide to getting started on IG and the basics of using it here.

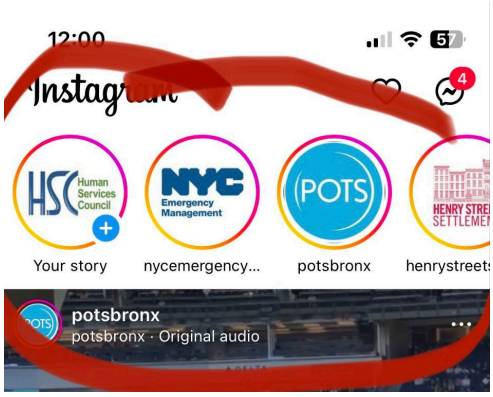
Sharing Your Content:



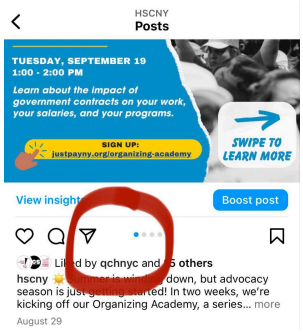
Click the plus sign at the bottom to add content. Once you click it, you will see options at the bottom for "Post," "Story," "Reel," and "Live."

Post = for adding photos or videos to your feed
Story = adding content to your IG stories, which last 24 hours
Reel = sharing a reel, which is a video less than 90 seconds that displays in the "Reels" section of IG
Live = livestreaming on IG

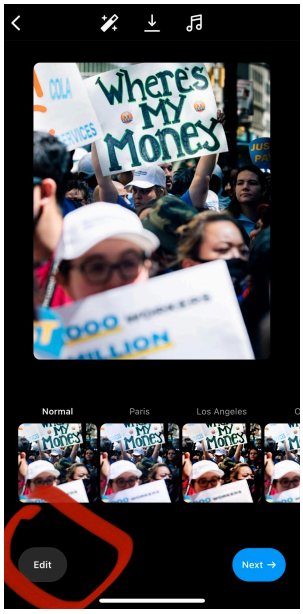
IG Stories



Press and hold down the circle above "Your Story" to add videos and photos to your story. It will stay up there for 24 hours.

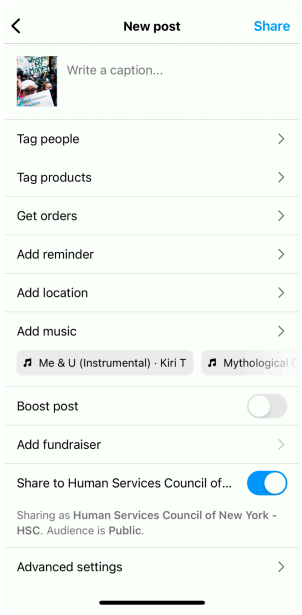


You can also add other people's posts to your story. To do that, click the arrow at the bottom of their post and click "add to story."



Click "edit" to make visual edits to your photo or video.

Before posting your photo or video, be sure to:



1) Add a caption mentioning any relevant elected officials or organizations.
2) Tag any elected officials and organizations.
3) Add your location if you're at an action.

Creating Videos

Videos are a great way to tell your story on IG! Videos can be any length, but if you want them show up on the “Reels” section, they should be shorter than 90 seconds.

You can either record the video on your phone camera and then upload it to IG, or record it directly on Instagram.

Read this guide here on how to create IG videos.

Creating Reels

Reels are videos that are 90 seconds or less. You can add music, effects etc. They appear on both your feed and the “Reels” section of Instagram. They are IG’s fastest growing feature and a great way to tell your story!

Read this guide here on how to create IG reels.

THREADS

Create an account: First, download the Threads app. You need an Instagram account to create a Threads account. If you do not have an Instagram account, download and install the Instagram app to create an account. Once you have an account, return to the Threads app. Create your Threads profile by importing details from your Instagram account.

Threads functions similarly to X (Twitter). So, like Twitter, the best way to tell your story will either be through video or a “thread” (as described in the Twitter section of this guide).

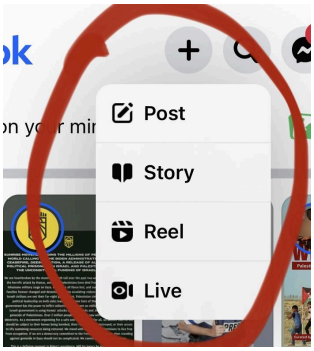
FACEBOOK

Create an account: https://www.facebook.com/

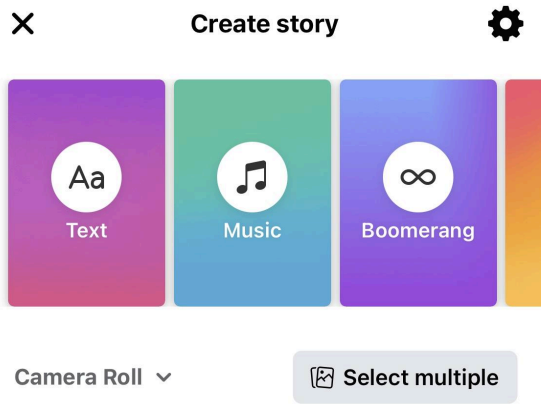
Read a guide to getting started on Facebook and using it here.

The best way to tell your story on Facebook is through video.

How to post:



Click the plus sign on the top right and select the kind of content you want to post.



To add content to your stories, click the “Create Story” option on the top left.

Community Organizing

Facebook is also a useful tool for community organizing - creating groups, events, and pages to organize people to take action. Here’s an overview of how to use Facebook for these purposes:

Creating a Facebook event: Guide here

Creating a Facebook group: Guide here

Creating a Facebook page: Guide here