



# Social Media Tips

*How to post on Facebook, Twitter and Instagram*

# Facebook



@scotlandstartshere

- Posts with pictures have a better chance of reaching a big audience. Do you have a picture that illustrates what you want to say?
- Engage with your audience: Ask questions, respond to comments.
- Keep your captions clear and to the point: Long posts may be better suited to your website blog.
- Be accessible: Screen readers for people with visual impairments cannot see words in pictures. Instead of sharing an event flyer, sum up basic info in your caption and link to further info on your website or events listing.
- Use Facebook’s functions to boost announcements: Host an event, try a live stream or record a video.



# Twitter



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- Keep it short and to the point – under 280 characters.
- Got a long story that’s very important or super engaging? Make a thread.
- Choose hashtags wisely: Pick ones that help you join a conversation or celebration (#IceCreamDay), ones that are run by an organisation (#ScotlandStartsHere) or none at all – no need to go overboard.
- Try joining conversations and regular Twitter chats: #ScotlandHour celebrates all things Scotland on the last Thursday of every month.
- Tag accounts to involve them: Tag them in your pictures or mention them in the tweet copy when relevant. Choose wisely and don’t tag randomly.
- Be accessible: Screen readers can only decipher hashtags if you use ‘Pascal Case’ → So #ScotlandStartsHere, not #scotlandstartshere. You can also add image descriptions.



# Instagram



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- What should you post? Check out other businesses. Do you want to take a similar route? What best illustrates your purpose and offer compared to them?
- Hashtag your posts: You can choose up to 30 but around 10 is recommended. Choose hashtags based on location, offer, themes, events, aesthetics etc. Anything is possible!  
E.g. #ScotlandStartsHere #VisitScotland #OnlyInScotland #VisitMidlothian #ScottishBorders #GoTweedValley
- Want to take it to the next level? Be specific: Search for niche hashtags that suit your business such as #CastlesOfScotland instead of #Castle
- Location tag: Want to raise awareness of your location? Tag it and check who else does.
- Reposting? Credit the original poster by tagging them in the copy and image.
- Be accessible: 'Pascal Case' your hashtags. You can also add image descriptions.



# And finally:

- Mention Scotland Starts Here where relevant
- Use #ScotlandStartsHere on Twitter and Instagram so we can see your posts
- Tag us in pictures if you don't have space for the hashtag
- Tag us in conversations if you think we can help
- Facebook: Scotland Starts Here
- Instagram: @scotlandstartshere
- Twitter: @HereScotland
  
- Get in touch with Vanessa if you have questions or would be interested in a collaboration: [vanessa@mbtag.uk](mailto:vanessa@mbtag.uk)

