

# Facebook

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## STEP ONE:

Follow the guidelines for standard ACSA branding on your region page.

Next, go to settings. This is where you can turn off notifications. You want to do this if regular interruptions bother you.

## STEP TWO:

Verify the page by following instructions provided by Facebook.

## STEP THREE:

Use your work email to help Facebook find all of your ACSA community. Make sure you add state ACSA by liking our page. State ACSA can be found at [www.facebook.com/acsafans](http://www.facebook.com/acsafans).

## HOW TO SHARE ACSA CONTENT ON FACEBOOK

- 1) Hashtags and tags are useful on Facebook. To tag state ACSA, include our name and click on the link that will pop up in the drop down menu as you are typing. Tag us in anything you want us to see and don't forget to keep us in the loop on what is happening in your region!
- 2) Tag us in your region's posts to share your local events, awards and leadership best practices with ACSA members.
- 3) Share your favorite quotes, videos, education news and videos with us directly to the ACSA page. We want to hear from you and it's a great place to make connections with other ACSA members.
- 4) If you find something you think is useful or inspiring feel free to share it with us. Our members are some of the most dedicated and inspiring education leaders in the state...we want you to share your successes and inspiring stories.

# Twitter

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## STEP ONE:

Go to [www.twitter.com](http://www.twitter.com) and follow the prompts at sign up. Follow standard ACSA branding.

## STEP TWO:

You can adjust your notification settings under settings (the gear wheel).

Finally, find your community by going to the search bar and typing in **#ACSA**. Anyone who uses that hashtag will pop up below. You can follow them (and see what they tweet in your feed) by clicking on the person icon to the right within their tweet box.

## STEP THREE:

Tweet out announcements, upcoming events, inspiring slogans or meeting reminders.

## HOW TO SHARE ACSA CONTENT ON TWITTER

- 1) Follow all of the ACSA accounts which are: **@ACSA\_info** and **@ACSA\_GR**
- 2) Starting a tweet with a username like **@ACSAWes** means that only the sender, the person mentioned and any followers you have in common can see it. If you want your tweet to have a wide audience, you must begin with a period. Ex: **@ACSAWes** did a great job at today's Board of Ed meeting!
- 3) By updating just before or just after the hour, you will be able to reach more people.
- 4) Use action words in your tweets-verbs and adverbs help your message go further, faster.
- 5) Pictures are always great but make sure you also include a caption.
- 6) Tag the people in photos you post.
- 7) Share your favorite videos with us by including **@ACSA\_info** to tag us in your tweets.

If your region already has a regional ACSA Facebook and Twitter account and state ACSA does not follow you please send an email to [dtotten@acsa.org](mailto:dtotten@acsa.org) with the name of the account.