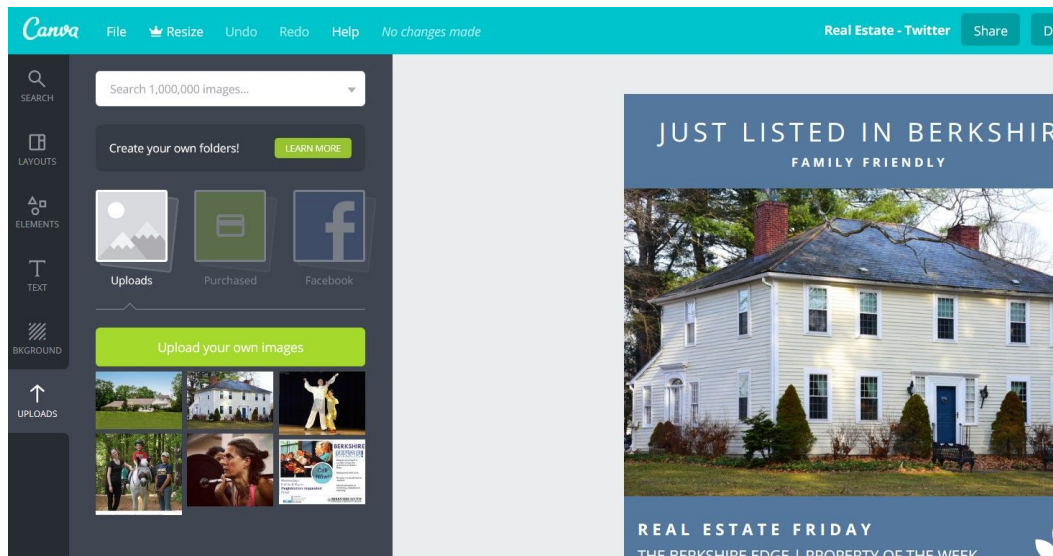# BERKSHIRE EDGE SOCIAL STYLE GUIDE

For non-regular users or postings on the Berkshire Edge Blog.

CANVA -
FLEXIBILITY: Create reusable layout templates. If you want to use different images, all you have to do is click the "upload your own image" button on the side:

You can easily just drag the new image you want onto the template and it will automatically format it to fit the shape of the layout and replace the old image with the new one.

FACEBOOK:

The art of diversifying Facebook posts will be delegation. Moving the heavy work from David to the writers is a good way to open up time for David to focus on fine-tuning posts and putting out more content.

When contributors submit for Facebook, make sure they include a potential status 2-4 sentences long, with all of the potential groups either hyper-linked or mentioned to tag in the post. This will let the group know you're posting about them, and it will help others see your material that wouldn't normally check the Edge for news. The status should use AP Style, e.g. clean language understandable at an 8th grade reading level, preferably with a call-to-action at the end.

EXAMPLE:

"Jane Doe and her partner John make pottery every Wednesday afternoon at the Clay Pigeon, which is closing this fall. Updating the building to bring it up to code would be too expensive for owners Jackie and Camila Robinson. Read to learn more about the ups and downs the Clay Pigeon has seen in more than thirty years of Berkshire business!"

Visuals are also a strong tool for Facebook. They can function as a useful tool to move traffic directly to the website. An example of this might be hosting a Facebook Live of an event, and then referring people to see a write-up of an article on the Berkshire Edge later. Request pictures from local photographers or videographers to post and share on the Edge's website. Refer back to the content creator when doing so, so they will share it and their friends will share it. People like seeing themselves in the paper.

If you don't have fresh visuals for your posts, use Canva to create a quick graphic.

You can change the background and the text easily to fit whatever you're posting about that week. (Canva has free stock images we use for backgrounds). They look like this:

TWITTER:

Below are 12 tips on how to get more engagement on your Twitter feed. MAKE SURE TO CHECK YOUR TWITTER PROFILE ANALYTICS WEEKLY. The steps below are key to increasing engagement, but the biggest priority is knowing more about your followers i.e. What times are your Tweets most viewed? What hashtags do your followers regularly look at? What tweets get the most interaction? Etc.

Make sure to update your cover photo every month. Replace the image with an upcoming event you're wanting to promote on your Calendar, picture from a story recently covered, etc.

1. **Twitter users search the site for topics that interest them.** For example, people looking for a house search for (#Berkshireretail) or (#Berkshirehouse). Use hashtags in your tweet so that it comes up when your prospective customers search.

2. **Create a custom hashtag.** Develop a hashtag that you use every time you tweet. For example, use #RealEstateFriday to promote the real estate section on your website. Or #BerkshireCalendar to promote the events on The Calendar. Users will see you are regularly using #BerkshireCalendar in tweets about events and eventually search the hashtag to find out about local events happening that week.

3. **Integrate cross channel marketing**. Twitter is a great social media platform but combining it with an Instagram account makes it even more powerful. Post photos on Instagram, and then tweet them. This is especially effective for promotions and giveaways.

4. **Increase tweet frequency.** Twitter is ineffective if it's only used once a day. You must tweet multiple times a day, especially during peak hours.

The more your followers see you, the more followers you'll get. You are able to schedule times to tweet using Hootsuite so you don't forget.

The best times to tweet can vary. Sometimes tweeting between the hours of 9AM-5PM is good because that's when Twitter is the most active. Sometimes it's best to tweet during non-peak hours. (For more information, check out this study done by Buffer, a social media scheduler similar to Hootsuite: https://blog.bufferapp.com/best-time-to-tweet-research)

I recommend tweeting at these times:

(THIS IS NOT JUST FOR WEEKDAYS. BE SURE TO SCHEDULE YOUR TWEETS ON HOOTSUITE FOR THE WEEKENDS, Too.):

6AM: People are just starting to wake up and what do they check before getting out of bed? Social media.

7 AM: People are usually still at home at this time before starting off the work day. Most people check their social media account in the mornings

Avoid the lunch hour. You don't want your tweet to get lost in the high volume of tweets that happen between 11AM-1PM.

2 PM: This time received the highest amount of clicks on the tweet for the East Coast in the U.S., which means it would be a great time for BerkEdge to tweet.

4-5 PM: People are either leaving work or sitting in traffic, and this is usually a hot time for people to check Twitter since tweets are a quick read for people to look at while sitting in their car.

Avoid the dinner hour. Twitter engagement is generally low between the hours of 6-8PM.

9 PM: Tweeting at this time receives the most retweets and favorites overall.

11PM (occasionally): Tweeting at this time does not have to happen every day, but it would be good to schedule tweets at these times twice a week. Late night tweets can gain high interaction among followers.

5. **Retweet, retweet, retweet.** Twitter isn't a one-sided promotional tool. You need to interact with your followers. Read what they're tweeting about and re-tweet when something sounds interesting. Your followers will like the fact that you did that and will take more interest in what you have to say.

6. **Tap into trends.** On the left side of your Twitter page, you'll see what's currently trending nationally and in your area (you can set this up). Get

involved with the trend by hashtagging it in your tweet. For example, on #Easter, you could tweet, "Celebrate #Easter

7. **Be visual.** Twitter users are a visual bunch. They love to look at and retweet visual content, so include high-resolution photos and videos with your tweets IN EVERY TWEET. You can add the photos we've created on Canva, Marlee's GIFs, or upload an image of your own.

8. **Respond.** When one of your followers tag you in a tweet, respond. If a follower asks you a question, answer. Get your name in front of influencers in your target industry.

9. **Tip it.** Twitter users love tips, so turn your posts into some DIY (do it yourself) or DYK (did you know) tips a few times per week. This could be very helpful in promoting The Calendar. For example, to promote the "Eastover & Berkshire Community College Spring Semester Wellness Classes", you could tweet: "Did you know certain foods can be a replacement for medicine?

10. **Question it.** Get a discussion going. For example, you could ask your followers what they do on a Friday night, or their thoughts on an upcoming event happening in town. Followers like to be in a conversation.

11. **Go further.** Set up a live Twitter chat with your followers. Here they can ask you questions, get advice, or discuss an important topic with you. This is another chance to promote both the retail and calendar. You could say, "What do you think of our property of the week? (image of property) #BerkshireQ&A #Berkshireretailestate #RealEstateFriday"

If you also get your contributors involved, that would make the audience more engaged with the authors of the stories they read. If you host a

Q&A session on Twitter once a week, and ask a different contributor to be the host

every week, that would give your followers the chance to ask them about a story they

worked on. This would make the readers feel like their voices matter and that any

concerns they have with the coverage is being heard.

INSTAGRAM:

People are engaging with Instagram posts on levels unparalleled by any other social network. Instagram user interactions with brands is *400% higher* than on Facebook and Twitter, delivering 58 times more engagement per follower than Facebook and 120 times more engagement per follower than Twitter.

Post only The Edge's most visually appealing content on Instagram. People use Instagram primarily to look at quality photos, so be choosy about which photos are posted. Try to mix up creative content (graphics, GIFS, etc.) with photos and videos to ensure that your account remains interesting and aesthetically pleasing.

Make use of popular and relevant **hashtags** to help your posts get noticed. Here is a list of the most used hashtags on Instagram: https://top-hashtags.com/instagram/. Make sure to tag anyone in the photo (on the actual photo- not in the caption) who has an Instagram in order to increase visibility. Add a **location** to every photo as well.

On Instagram there is a high correlation between interactions (both likes and comments) and the number of followers an account has. **Interact** with followers when possible and make it easy for them to interact with The Edge's content as well by providing content that they will want to share and talk about.
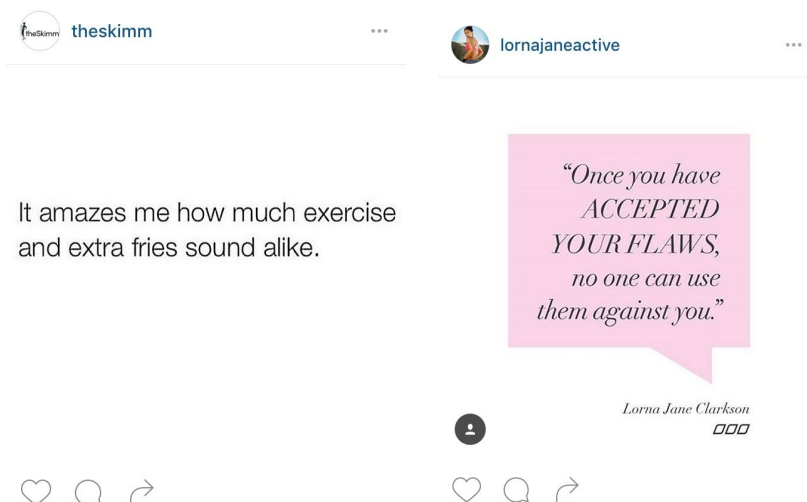
Sharing images and videos from **events** can help your followers feel like they're in on the action and are a real part of your community. Try to curate **user-generated content** as well, as UGC posts are typically very successful. Using Instagram's **story feature** is a viable way to further engage audiences as well.

Posting **regularly** is key to gaining and retaining followers. Here is an infographic with some information about the best days/times to post on Instagram:
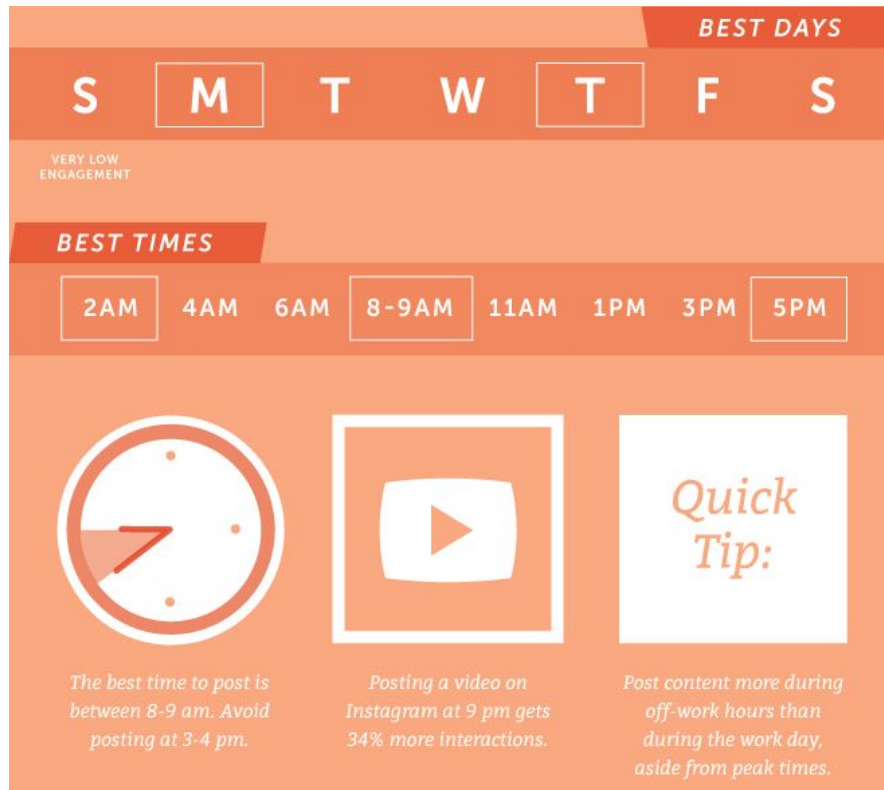
Some ideas for content to post on Instagram:
- User-generated content/relevant reposts from followers
- Relevant/inspiring/motivational quotes that speak to your audience

theskimm

It amazes me how much exercise
and extra fries sound alike.

lornajaneactive

*"Once you have
ACCEPTED
YOUR FLAWS,
no one can use
them against you."*

Lorna Jane Clarkson

- Calendar event photos/videos
- Calendar event promos made on Canva
- Interesting statistics (can be made on Canva)

- Humorous videos or images (memes, GIFs, etc.)
- Featured real estate posts made on Canva
- Cross-promotion of other social media account (can be made on Canva)