

JACL Social Media Guide for Chapters



JACL

Japanese American Citizens League



Introduction

The JACL Social Media Guide will focus on two platforms: Facebook and Twitter. Each platform will have its own recommended purpose and strategy for each chapter to follow for different goals. This guide will focus strictly on organic growth with no paid ads on social media, meaning you will not have to spend a single dollar on social media if you follow this guide.

The main goals of this guide are for individual JACL chapters to:

1. Continue engaging and educating their online community,
2. Build JACL's and your chapter's brand,
3. Recruit members for your chapter and programming, and
4. Fundraise (potentially)

Tips Before We Begin

Before we begin, here are some tips:

- **Figure out your followers on each platform and within your chapter.** If your followers on your social media pages are younger, you may want to create an account on both platforms. If your followers are a bit older, you may want to stick with the common platform they are on.
- **Follow JACL National on all social media.** Be sure that you personally and your chapter's page/account follows JACL National's [Facebook](#) and [Twitter](#) since National is the parent organization of all chapters.
 - **Follow other chapters and subgroups of JACL,** including the NY/SC.

- **Optional:** follow the national board members, past presidents, and other people in the JACL community.
- **Facebook should be your primary social media platform**, unless another platform has a significantly higher number of followers/likes.
- **Include your social media pages in your email signatures**, if you have an official JACL chapter email account.
 - **Example 1:** The logo images of each social media platform is included in the signature and will be hyperlinked (ctrl+K if on gmail).




- **Example 2:** Instead of a list, the social media website URLs are hyperlinked as the words of the platforms. You can use the vertical bar on your keyboard to include the platforms “Facebook | Twitter | Instagram” in the signature. (The key can be found above the enter key.)

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- **Determine a hashtag for your chapter.** It can be “#JACL[city]”. For example: #JACLNy.
 - **Determine a hashtag for your programming.** Programming includes events, programs, galas, etc. You can combine the chapter’s hashtag with the name of the program or you can make a separate one. Remember, the shorter the hashtag, the better. The goal of a hashtag is to help document your programming.
 - **Examples:**
 - If JACL NY were to have a gala: #JACLNy → #JACLNyGala2018 **OR** #JACLNy **and** #Gala2018
 - If JACL NY is having an annual meeting: #JACLNyAnnual
 - If JACL NY has a youth program that meets monthly: #JACLNyYouth
 - **Note:** It is recommended you also use #JACL in addition to your chapter’s hashtag because it is the parent organization.
- **Try to post as often as possible** but do not force posts just for the sake of posting. If you don’t have anything to post for the day or the week, that is okay. A quality post is better than a quantity post.



FACEBOOK

Facebook is probably the most popular social media network used among nonprofits and it should be your primary social media platform for your chapter.

Facebook's Functions and Features

- **Posting:** You can easily post a text post on your page that can refer to general updates, upcoming events, an important notice, etc.
- **Event pages:** You can create event pages for your chapter's events, which will include a description of the event, time and date, location, and optional: tickets. Facebook event pages are effective for visibility but **RSVPs are not guaranteed nor accurate**. To make sure people will come, you can:
 - a) message each RSVP as the chapter's page to ask, or
 - b) include in the event description a contact's name and email/phone number to confirm.
- **Sharing:** You can share posts from other pages or reshare a post from the chapter's page.
- **Pin a post:** "Pinning" a post from your chapter's page will stick that post to the top of your page. It will be the first post people see upon visiting your chapter page. This could be an upcoming event or a call to action.
- **Live:** You can livestream videos from your phone as the page. Once you go live, anyone can watch the video as it is livestreamed. This can be helpful if you're having a gala, panel, or a similar event, but make sure your phone has enough battery and internet access (data or wifi).

How Facebook Content Engagement Works

- Facebook allows for users to react and engage with posted content, which is tracked or quantifiable in several ways, especially if operating from a Facebook Page that tracks statistics on engagement, including:
 - Users "liking" or clicking to toggle emotional reactions to specific posted content
 - Users sharing your posted content to their own profile/account pages
 - Users leaving comments on posted content and engaging in dialogue
 - For posted media content, the number of times a video is played
 - The number of times other users click on links that appear on your post
 - The number of times your posted content shows up in the newsfeed of other users. Your posted content will generally show up in other users' news feeds if they are already a Facebook friend of your individual account or have "liked" or followed your account with their own. The likelihood your content will be generated to appear in other users' content newsfeeds in part is dependent on the strength and number of connections between users' friend lists and liked or followed pages and accounts. Additional algorithms of the Facebook app or web platforms also will generate either paid, sponsored content to populate user newsfeeds or suggested content based on the user's tracked engagement history (ie. What types of websites or ads you have clicked on)
 - A primary objective is to generate engagement with your post so that the Facebook software places your posted content into as many users' newsfeeds as possible to maximize potential exposure of your content

Page Maintenance

- **Your chapter's logo should be the page's picture.** If your chapter does not have a unique logo, use the JACL National logo.
- **Make sure all information is up to date** (description, year founded, board members and titles, contact information, website, address, etc.).
- **Upload a cover photo to your page.** The cover photo is the wider photo on top of your page when viewers click onto your page. A friendly group picture of your chapter's members will do.

Anatomy of an Engaging Facebook Post

When posting, do your best to liven up your content so that viewers are inclined to take a closer look and interact with your post. Engaging posts make use of several elements, including:

- **Visual elements (photo, video or link preview image).** Attractive visuals instead of only plain text will increase your likelihood that viewers will actually look at your content as opposed to scrolling past it.
- **Links directing viewers to an intended action (ie. Buying tickets to a chapter event).** Include a link to an intended click-through action with language encouraging viewers to click on the link. Examples of actionable links include links to an online event listing for chapter events with online ticketing, e-mail list registration form, a relevant op-ed piece or informational article, etc. The idea is to have your viewer drawn to your post and led to a specific, desired action or outcome.
- **Enticing, attention-grabbing language.** The first line of any post can function like a headline that draws viewers in based on their reaction to what they read, whether it produces a positive reaction, shock or outrage, or simply sparks curiosity. You may notice that companies and organizations that use social media for marketing purposes often have a certain tone that comes across in the language that feels different than normal, everyday person-to-person conversation. Marketing and public relations communications skills including copy writing are highly valuable with social media.
- **Provide essential information.** Especially important for posts that are intended to publicize chapter events and activities, be sure to include at least basic details including date, time, price, links to registration or other contact information for inquiries, as well as a brief description of the event to provide a viewer with enough context for them to understand what your post is trying to publicize.
- **Draw out an emotional response from viewers.** Simple announcement posts are even more effective if you can tie in a relevant image, issue or information that draws out a specific, intended emotional response to the subject matter presented. This can range from excitement and enthusiasm, sympathy, disgust and anger, gratitude and appreciation, etc.
- **Generate dialogue and discussion.** Social media platforms offer ways that people can provide feedback, leave comments and engage in 2-way communication that is not always possible with traditional print media advertising or audio or video broadcasts. Including prompts and questions requesting viewers to respond (ie. How do you feel about this topic? Has this happened to you too? Etc.)

Recommended Practices

- **Post as often as your chapter can.** Do not force a post just for the sake of making a post but if there is an update or announcement, make a post.
- **Have all board members who are on Facebook "like" the posts.** Any very supportive member you know well and are close with can be asked to "like" the posts, too. Liking posts will increase visibility compared to posts with no interaction at all.

- **Upload pictures from events and programming onto the page.** It shows that the chapter is active and that there are actually members in the chapter. Include a brief description of what the pictures are from and what it was about.
 - **Tag people in the photos if they allow you to.** Not everyone may be comfortable with having a picture of themselves on social media or being tagged.
- **Event recruitment:**
 - Create a Facebook event page to recruit attendees at least a few weeks before the event. If it is an annual event or the biggest event your chapter is having during the year, create a page much earlier.
 - Share that same event page on your chapter's page every now and then to help remind people it is happening and have it act as an event teaser. Think of fun, creative countdown captions when sharing.
 - As the event nears, share the event page more often rather than periodically. You can also write reminders in the event page, such as, "The event is one week away! Did you RSVP yet? Let us know if we will see you there by emailing Daniel Inouye at Daniel@email.com."
 - A few hours before the event, post a picture that will act as a teaser. This can include a chapter member doing putting the last touches on decorations or finalizing the guest list. A caption can read, "We're excited to see everyone tonight as we finish the last bits of decorating! See you all at the [venue] at [time]!"
 - When the event is starting and people are arriving, you can take a quick picture with the venue filling up and upload it with a fun caption.
 - **Post-event:**
 - **Create a thank you post** thanking everyone who came and supported (whether present at the event or not). If applicable, remind them that pictures will be available soon on Facebook.
 - **Upload pictures into an album on Facebook** with a description/summary of what happened and how the event went and a sincere thank you to everyone for supporting.
 - Individual post content can be compiled on a consistent periodic basis for inclusion in other chapter communications channels, including on the chapter website, digital or print newsletter

Additional Suggested Content to Post

- Content/News from JACL Weekly Digest sent by National JACL
- Content/News from the Pacific Citizen
- Content/News from your district's, national's, other chapters' Facebook pages as relevant or of interest to your own chapter
- Regularly scheduled highlight/profile posts featuring chapter members or board members
- Informational and op-ed pieces from outside news media
 - As the JACL is a non-partisan, nonprofit organization, be careful not to post content that endorses or denounces political candidates. Doing so could potentially jeopardize the JACL's non-profit status if audited. Similarly, do not post content that states or implies any JACL officer supporting or denouncing a candidate for political office
 - Content that is critical of specific policy items or government actions is not prohibited, but to be safe, should reflect official, established positions taken by National JACL, your district or chapter in compartment with the JACL's organizational civil rights mission
 - Your chapter board should consider developing and approving official chapter social media content posting guidelines
- Opinion polls/surveys on issues of concern or interest to your chapter members
- Fun, social posts (ie. viral challenges or memes) that are inoffensive or uncontroversial that encourage member participation/engagement
- Posts acknowledging chapter members' and volunteers' contributions, milestones, etc.

Fundraising on Facebook

Facebook is also a good platform to use for publicizing fundraising campaigns. There are several ways Facebook can be used in a fundraising capacity, including:

- Facebook's own integrated fundraising platform
 - Start a Facebook Fundraiser by clicking on the "Fundraisers" link on the menu options on the left hand column on the internet browser version. Further information on how Facebook Fundraisers operate and process donations can also be read directly on the Facebook website page for Facebook Fundraisers (<https://www.facebook.com/fundraisers/>)
 - Please note that if you select the option to set up a Facebook Fundraiser for an existing nonprofit organization, you'll be directed to search for your preferred organization within Facebook's own list of pre-registered nonprofits. Any Facebook Fundraisers conducted this way will direct donations to National JACL instead of your specific chapter
 - To create a Facebook Fundraiser that will contribute directly to your chapter, you will need to select the option to create a fundraiser for an individual, and then when setting up the fundraiser, direct funds to be deposited to your chapter checking account
 - Facebook birthday fundraisers
 - Facebook will often prompt individual users to set up a fundraiser for their birthday and allow users to specify which non-profit to donate to, including to National JACL
 - The Facebook app/platform will then generate posts allowing for other users to make donations through the app from a linked bank account and tracks progress toward the set goal amount during the duration of the fundraising campaign set by the user
 - Set up third party crowdsourced fundraisers and share links to donation processing webpages to your chapter Facebook page. Popular crowdsourced fundraising platforms include:
 - <https://www.gofundme.com/>
 - <https://www.justgiving.com/>
 - Set up an online charity auction supporting your chapter and publicize it through your chapter Facebook page
 - <https://www.biddingforgood.com/>
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TWITTER

Twitter is known for short posts and rapid response ability. Twitter is usually used as the “PR” social media network for organizations and people.

Twitter’s Functions and Features

- **Tweets are limited to 280 characters only**, so keep it brief. This character count includes text, hashtags, and usernames.
- **Replying to tweets:** you can reply to other user’s tweets by clicking reply (↩). You can also reply to your own tweets to start a connected thread.
- **Retweet:** you can repost something by clicking retweet (↻). You have the option to add your own comment when you retweet or to just reshare the tweet as it is without a comment.
- **Like:** you can “like” a tweet by clicking the heart. This means you agree with the tweet, like what was tweeted, etc.
- **Hashtags:** hashtags are always used to tweet about something trending or to document something.
 - Similar to the purpose of a hashtag in the Facebook section.
- **Trending Topics:** at any given moment, there will be ten words, phrases, or #hashtags trending. This means these ten topics are the most talked about on Twitter at the moment. You can include these hashtags in a tweet to increase visibility on your tweet but make sure your post is relevant to the organization and your own chapter, and not just random.
- **Direct Messages “DMs”:** DMs (✉) on Twitter are private messages sent between users.

Page Maintenance

- **Create an account name relevant to your chapter.**
 - **Examples:** JACLNy, JACLArizona, JACLaz, JACLNewYork
 - Keep in mind that the character count includes your username’s character count, so the longer your name, the less you can type.
- **Change your avatar/profile picture** to the chapter’s logo or JACL’s logo.
- **Include a cover photo reflective of your chapter.** See Facebook’s bullet about cover photo under “Recommended Practices”.
- **Update the bio:** A brief sentence about your chapter.
 - Include the city, state your chapter is based in.
 - Include your chapter’s website. If your chapter does not have a website, link your Facebook page.
- **Optional: Follow similar organizations**, either local or national.
- **Optional: Follow members**, board or members of your chapter.
- **Retweet JACL National’s Tweets (@JACL_National)**

Recommended Practices

- **Use Twitter as your press outlet.** If your chapter writes press releases and media advisories, you should post them here.
 - **Twitter is used for breaking news and rapid response**, so you can retweet breaking news and call to actions the moment something happens.
 - **Use hashtags in your tweets** to gain visibility. The more interaction you have with your tweets, the more likely you will get more followers.
 - **Include pictures in your tweets.** You can have one picture for a tweet that will promote an upcoming event relevant to the event.
 - **Shorten URLs** to save character count and for a cleaner look. You can use <https://bitly.com/> - it's free! But copy and paste the **exact** shortened link - **the link is case sensitive**.
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Final Tips

- If someone you know has graphic design skills, they could help create graphics and images accompanying the social media posts.
 - Hire someone part-time to keep a consistent social media presence and provide a stipend at minimum, if no one on the board can do this role actively.
 - If it is too much to keep an ongoing social media presence, that is fine. Feel free to post whenever you can. It is recommended you post about major chapter events at minimum.
 - If there is a page you like on either Facebook or Twitter, follow their page as a model.
 - When you're hosting an event or activity, inform your guests which hashtags to use. Roughly three hashtags per programming should be fine but at minimum, use the chapter's hashtag and #JACL always.
 - Include your chapter's social media handles in whatever you can - a flyer about your chapter, flyer about an upcoming event, official letterheads, an event's sign in sheets, etc.
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