
Digital Tools for Spreading the Word: Tips and Tricks for Effective Social Media



From email to social media to text alerts, information travels quickly and through many different channels. But this can be a double-edged sword. With so much content, it can be a challenge to stand out. When posting on social media, it's important to be clear, concise, and to the point.

Here are a few tips and tricks for effectively communicating your message.

Tips for Effective Social Media Posts

- **Use quality images.** Photos and videos are a great way to catch a reader's eye or spark curiosity. But they can also be an eyesore or a distraction. Be sure to use clear images that are relevant to your issue.
- **Choose a #hashtag.** Hashtags — #plasticpollution, #GreatLakes, #BanTheBead, etc. — are a great way to track a conversation and follow key issues.
- **Grab your reader.** Hook your audience with an interesting fact, photo, or link. For example, link to a recent news article, refer to current events in your community, and use relatable material.
- **Keep it simple.** It's great to provide interesting information, but a social media post is not an encyclopedia entry. Get to the point quickly and clearly.
- **Have a call to action.** Make it clear what action you want people to take after reading your post.

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CONTINUED



A Closer Look at Social Platforms and Sample Posts

Sample Posts:

Alliance for the Great Lakes
June 10 at 11:16 AM · 🌐

We have the power to keep plastic pollution out of the Great Lakes, but we can only do it together. Join the movement, sign the Plastic-Free Great Lakes Pledge today.

Plastic-Free Great Lakes Pledge
Plastic pollution is a major problem in the Great Lakes. Plastic breaks down into tiny particles that never go away—they have been found in fish and even drinking water. Let's do something about it. Join me in taking the Plastic-Free Great Lakes Pledge:...

GREATLAKES P2A.CO

👍 Like 💬 Comment ➦ Share

Facebook - Posts should include three lines of text or less. Pro tip: When writing your post, once you paste a link address into the post and the preview pops up, you can delete the link address and the hyperlinked preview will remain. And even better, you can edit it! This gives you more control and gives your post a cleaner look.

Alliance for the Great Lakes
@A4GL Follow

There are a lot of ways to keep [#PlasticPollution](#) out of the lakes and off of beaches. In fact, here's a list of 7. [#WorldEnvironmentDay](#)

7 Ways You Can Keep Plastic Out of the Great Lak...
More than 22 million pounds of plastic pollution ends up in the Great Lakes every year. On average, less than 20% of plastic is recycled globally. And plastic that's ...
greatlakes.org

1:23 PM - 5 Jun 2018

1 Retweet 3 Likes

🗨️ 1 🍷 1 ❤️ 3

Twitter - Twitter moves quickly, so hashtags, tagging other users, and visuals are key for getting noticed. There is a tight 240 character word limit. Keep your posts short and to the point, and don't hesitate to let photos and links do some of the communicating for you. Pro tip: Use a URL shortening site like Bitly or Google to save space when you share a link.

alliance4greatlakes

89% of litter found on Great Lakes beaches is plastic.

Source: Alliance for the Great Lakes Adopt-a-Beach 2017 litter data.

2 likes

alliance4greatlakes Adopt-a-Beach volunteers removed 16 tons of trash from Great Lakes beaches last year. That's a lot of plastic pollution they prevented from entering our water.

Instagram - Instagram is great for sharing eye-catching photos or interesting videos. And a relevant, concise caption can be a really effective way to get your message across. Pro tip: You can't share links in captions on Instagram, so put a link in your bio and let viewers know to find it there.