

What Not To Do On Social Media



By: Sara Awad

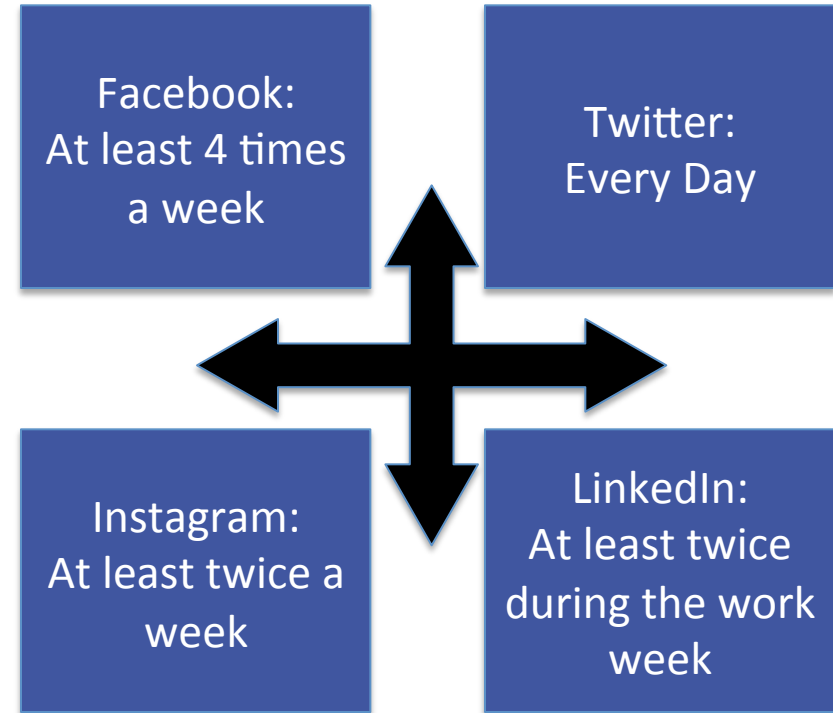
Don't Join Every Single Social Platform

- Step 1: Ask yourself WHO you are trying to reach on social media and WHY.



Don't Join Every Single Social Platform

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- Step 2: Know your bandwidth.



Don't Post the Same Stuff to Every Platform

Facebook:

- Videos are king.

Twitter:

- Videos must be under 2:20
- Get creative with polls, GIFs and funny content
- Great for event coverage.

Instagram:

- High-quality photos
- Should be part of overall theme
- Mix it up with videos < 1 min.

LinkedIn:

- No spirit content.
- Keep it focused on research/ thought leadership

Don't Link to YouTube

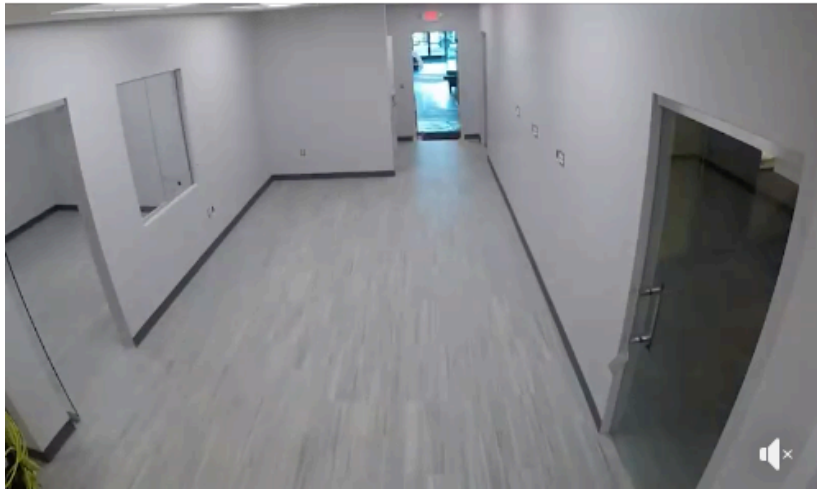


NC State College of Agriculture and Life Sciences

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With the support of generous donors and our faculty and staff, tonight we were pleased to celebrate the opening of our new Dinah E. Gore Teaching and Research Kitchens! Learn more about the state-of-the-art facility that will enhance and extend our work in teaching, research and [NC State Extension: http://ncst.at/oVt9th](http://ncst.at/oVt9th)



Upload video natively.

Download SRT file from YouTube to caption videos on FB and LinkedIn.

In general, get creative and don't just link to articles.

Don't Write a Novel

- Tease the story or video you are posting (unless it's a photo.)
- GRAB THEIR ATTENTION with what is most interesting.

Don't Post the Wrong Image Size

- Most of our news stories have a header image that's 950 x 535.
 - Should work for most of your posts (be careful with LinkedIn)

Look up correct image sizes
when in doubt.

Don't use small photos that
are 300 x 300, for example.

Don't Post the Wrong Image Size



[Learn More](#)

Try to avoid gray space like this.

Don't Post Text-Heavy Graphics

No

Yes

Public Schools of North Carolina
State Board of Education | Department of Public Instruction

North Carolina Extended Common Core State Standards
English/Language Arts 3-5

The Alternate Achievement Standards for Students With the Most Significant Cognitive Disabilities Non-Regulatory Guidance states, "...materials should show a clear link to the content standards for the grade in which the student is enrolled, although the grade-level content may be reduced in complexity or modified to reflect pre-requisite skills. Throughout the Standards descriptors (e.g., describe, answer, ask, name) should be interpreted to mean that the student will be taught and tested according to their usual mode of communication.

Common Core State Standards		3 rd Grade English Language Arts Reading Standards for Literature		Extended Common Core	
		Excess			
Key Ideas and Details		Understand key events and details		Key Ideas and Details	
Cluster	<ol style="list-style-type: none"> 1. Ask and answer questions to demonstrate understanding of a text, referring explicitly to the text as the basis for the answers. 2. Recount stories, including fables, folktales, and myths from diverse cultures; determine the central message, lesson, or moral and explain how it is conveyed through key details in the text. 3. Describe characters in a story (e.g., their traits, motivations, or feelings) and explain how their actions contribute to the sequence of events. 			<ol style="list-style-type: none"> 1. Answer questions to demonstrate recall of details from text. 2. Listen to stories, including fables and folktales from diverse cultures, and identify key events. 3. Identify the feeling of characters in a story. 	
Craft and Structure		Use structure to support understanding		Craft and Structure	
Cluster	<ol style="list-style-type: none"> 4. Determine the meaning of words and phrases as they are used in a text, distinguishing literal from nonliteral language. 5. Refer to parts of stories, dramas, and poems when writing or speaking about a text, using terms such as chapter, scene, and stanza; describe how each successive part builds on earlier sections. 6. Distinguish their own point of view from that of the narrator or those of the characters. 			<ol style="list-style-type: none"> 4. Identify key words that complete literal sentences in a text (e.g., Jack climbed up the _____, <tree, beanstalk, ladder>). 5. Identify the beginning, middle and end of a story with a linear sequence. 6. Identify whether or not a story has a narrator. 	



Eat More Fruit

Get at least two servings (two cups) of fruits per day in a variety of colors.



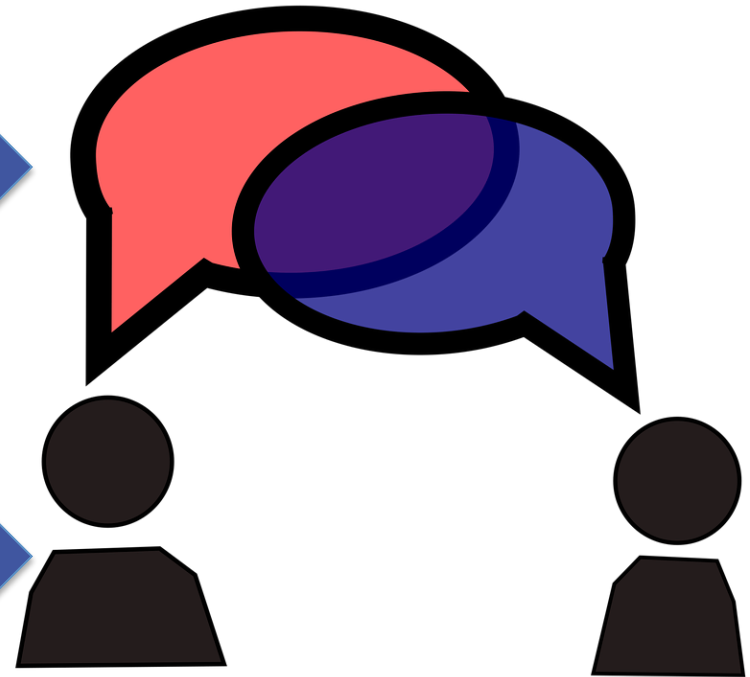
Don't Just Post to Post



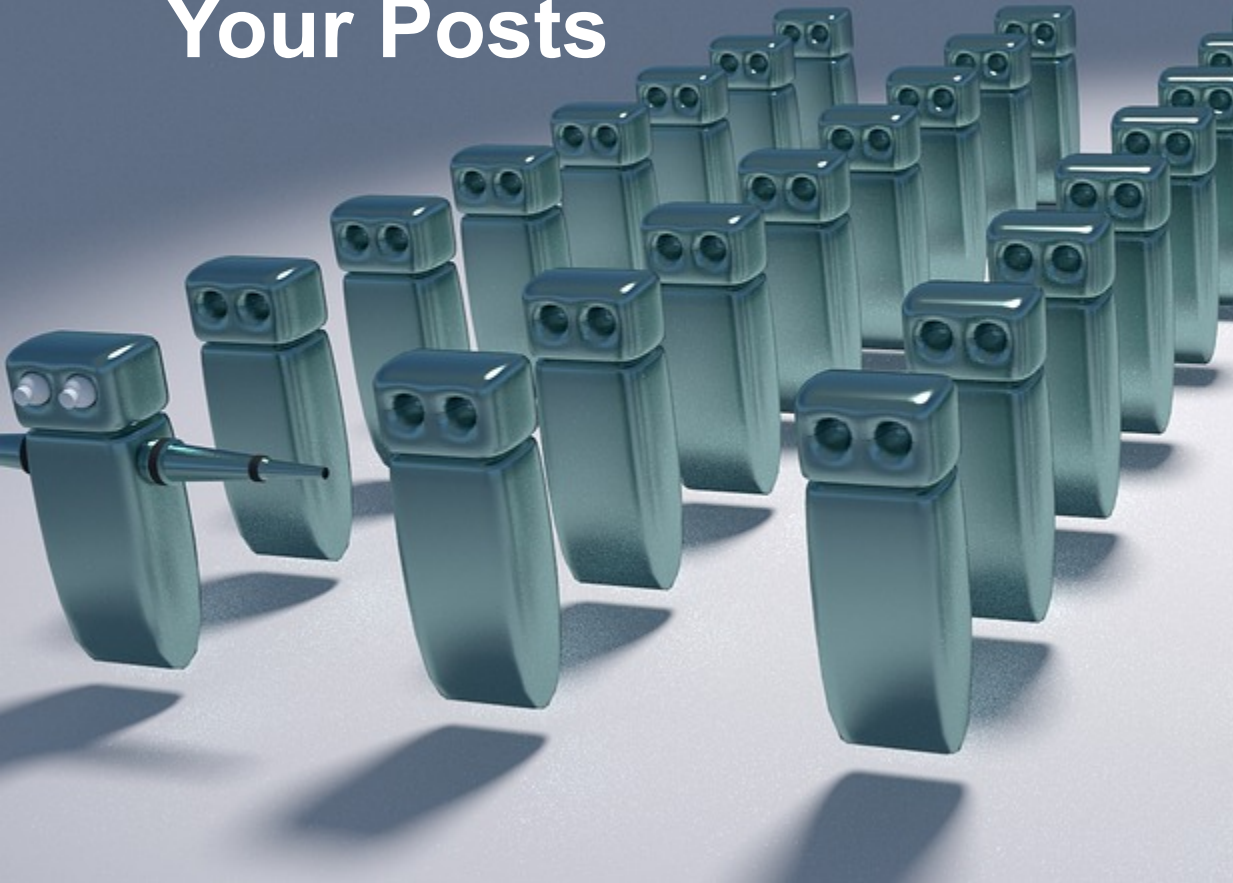
Having a content calendar will help you brainstorm, plan ahead and strategize.

Don't Ignore Your Followers

- Social media is a two-way conversation.
- Actually respond to questions and comments.



Don't Automate Your Posts



- It can get real weird looking, real fast.
- We are humans and we like to read posts written by other humans.

Don't Just Post Clickbait

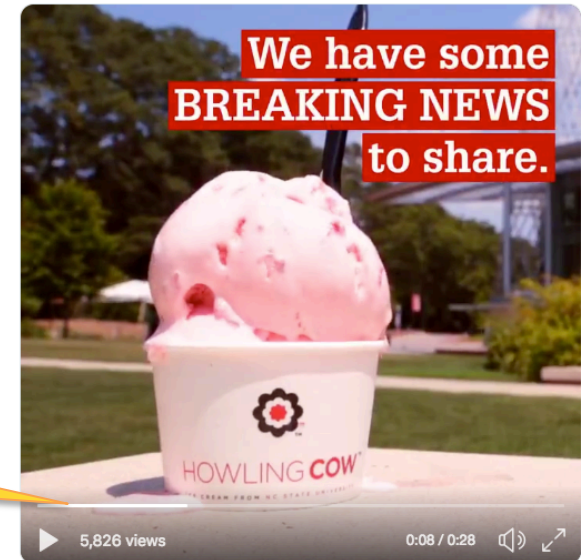
- It's great to know what posts are performing well, but don't let that be the ONLY thing you post.

We know people love Howling Cow, but we can't only tweet about it.



NC State CALS @NCStateCALS · Jan 11

We have some sweet news to share from our #HowlingCow creamery! Get the full scoop here: ncst.at/xohdXQ



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Questions?

