



Social Media Guidelines and Tips for Chapters

SUMMARY: *These guidelines are intended for chapters to use in creating and managing select social media channels that target market-specific audiences. These guidelines do not pertain to the personal use of social media by Room to Read volunteers; however, we ask that you consider adding a disclaimer in your personal account profile that indicates opinions expressed are your own and do not reflect the views of Room to Read.*

These guidelines have been created for Facebook, Twitter, and Instagram, since these are what Room to Read has invested in as our primary social media channels.

Are you interested in creating a Facebook, Twitter, or Instagram account for your Room to Read chapter? That's great! Before jumping in, consider the following questions and review the guidelines below.

PREPARATION CHECKLIST

- Have you reviewed and do you understand the following standards and guidelines set forth in Room to Read's Communications and Image policy:
 - Ensure photographs and videos present people in a dignified and respectful manner and not in a vulnerable or submissive manner.
 - Do not use language or behavior that is discriminatory, harassing, abusive, sexually provocative, demeaning or culturally inappropriate.
 - Images and stories used will give an accurate representation of the situation, subject identity, and physical location being depicted without disclosing sensitive personal information, unless appropriate consent has been provided.
- Are you ready to serve as a responsible Room to Read "reputation manager" engaging in social media?
- Have you and the team discussed the key target audience(s) this social media will reach?
- Have you surveyed if there are existing Room to Read social media feeds for your chapter, and, if so, whether there need to be multiple handles directed toward the same audience?
- Do you have time available to actively keep the content current, relevant, targeted and engaging?
- Have you reviewed and do you understand our [Branding Guidelines and Logo Agreement](#)?

Did you answer "Yes" to all of the above questions?

If so, great! Please continue reading to create your social media account. If you can't answer yes to all of the questions above, please reconsider whether social media may be the best way to reach your goals.

***** Please send an email to chapters@roomtoread.org when you have created a social media account so we can notify the administrators of Room to Read's official accounts.**

POSTING RECOMMENDATIONS

We are proud to be a leader in the non-profit sector for using social media effectively and strategically as an awareness raising tool.

To help you with the next steps in this process, here are some guidelines we recommend you follow:

- As a first step, follow the official Room to Read [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#) accounts. It's also a smart to follow other Room to Read offices or local chapters, partners, donors, supporters and other peer non-profit organizations.
- Re-use messages coming out of the official Room to Read accounts as well as artwork we post that highlight sharable moments.
- Share Room to Read news and events, including stories and photos from newsletters, blog (www.roomtoread.org/the-latest/) or other external communications.
- When it comes social media, it's good to diversify the content. Don't only post RtR content. Engage and expand your audience through content related to our mission such as books, authors, libraries, gender equality, news & happenings from countries where we work that overlaps with education/literacy/girls, libraries, children's rights, etc. Consider powerful statistics, quotes, highlighting scalable and sustainable stories, and creating emotional and personal connections. Remember, including a powerful photo helps increase visibility and engagement. You can always use [Canva](#) to create graphics for social media.
- Recognize local holidays, international holidays or significant dates (e.g. New Year celebrations, International Literacy Day, International Women's Day, International Day of the Girl, Diwali, etc.)
- Avoid jargon or acronyms which could confuse a broader audience. For example, only internal staff will recognize abbreviations such as RtR, GEP and LP. Remember that we have two core programs, our Literacy Program and our Girls' Education Program.
- Refrain from posting personal, political, and controversial opinions as administrators of your page. It is important to recognize that you are making a statement when "sharing" a statement and "liking" or becoming a "fan" of another page via Facebook, and "retweeting" a statement and "following" another page via Twitter or Instagram. Remember that you are posting on behalf of the organization; use your discretion accordingly.
- Create a dialogue with fans and followers where appropriate to engage your key audience.
- Tag Us! - Always tag @roomtoread and #roomtoread so we can see it and try to engage.
- Room to Read does not need to review or approve material you post; we trust your judgment but if you are unsure, please do contact chapters@roomtoread.org.
- **IMPORTANT:** Please do not promise any donors guaranteed exposure or shout-outs from Room to Read's official social media accounts. If you have questions about what is appropriate, please contact chapters@roomtoread.org.

CHOOSING THE APPROPRIATE SOCIAL MEDIA CHANNEL

- There are multiple social media channels to choose from, each one with unique qualities that appeal to different segments of the population. We want to ensure that your chapter is thoughtfully considering each one and selecting the medium that best fits your market's needs and will reach your intended audience most effectively. Remember, it is better to select one channel and build a strong and engaging presence there rather than embark on multiple channels simultaneously and have a mediocre result.
- Room to Read is currently active on [Facebook](#), [Twitter](#), [Instagram](#), and [LinkedIn](#) and **we recommend that chapters select either Facebook, Twitter or Instagram as their social media channel to build upon the momentum we have established.**

facebook.

If you have a personal Facebook account, we invite you to join our network of Facebook supporters and “Like” our official fan page – [Room to Read: World Change Starts with Educated Children \(Official\)](#).
Shortcut URL: www.facebook.com/roomtoread

Next, be sure to create a “page” **not** a “group” for your Room to Read chapter profile. Establishing a “page” enables the Room to Read official page administrator to add your new profile to our “Favorite Pages” application, thereby linking your page to Room to Read’s fan page. Due to recent changes to Facebook, our administrator cannot do this if you’ve set up your account as a “group.” To learn more about the differences between “groups” and “pages” on Facebook, visit their [FAQ](#) on the topic.

Now that you’re ready to create a “page,” please use the naming convention below to ensure consistency across all Room to Read fan pages on Facebook:

Page name: Room to Read Chapter Location (no dashes or special characters)
For example -- Room to Read Austin

We recommend that you post content at least once each week.



If you have the time and resources to “tweet” frequently and consistently, Twitter can be a valuable tool to engage and update your followers about news and events for your chapter.

For starters, if you have a personal Twitter account, we invite you to become a follower of @RoomtoRead (www.twitter.com/roomtoread) and @gkmurali (www.twitter.com/gkmurali) – it’s the best way to learn the latest and greatest news about what we’re doing.

When selecting a handle, please use the following convention:

Twitter Username/Handle: @Room to Read_[city abbreviation]

Display Name: Same as handle or if you have sufficient character space, you can spell out your city name in full.
(Tip: The shorter your username, the easier it is for others to have sufficient space to retweet your messages)

Note that handles have a 15 character limit and display names have a 20 character limit.

For example -- @Room to Read_ATX = the handle and display name for Room to Read Austin

We recommend that you post content at least 3 times each week.

Instagram

Instagram is a great choice if you are looking for a social media channel that targets young, urban markets with visually compelling content. For a reminder on the types of photos we share, please see the photography section of our Brand Guidelines.

When selecting a username, please use the following convention:

Instagram Username: @RoomtoRead_[city name or abbreviation]
For example -- @Room to Read_ATX = Room to Read Austin

Note that usernames have a 30 character limit – and must contain only letters, numbers, periods and underscores.

We suggest that you post content at least once per week.

SOCIAL MEDIA TOOL: CANVA

Looking for a resource to help you create engaging graphics for social media? [Canva](#) is the tool for you!

We invite all chapters to take advantage of our chapters' [Canva](#) account. Here is the login:

- Username: chapters@roomtoread.org
- Password: Literacy123!

What is Canva?

Canva is a graphic design platform, used to create social media graphics, presentations, posters, documents and other visual content. The app already includes templates for users to use.

How to use Canva

We recommend exploring the countless templates available on the website -- you can find graphics that are specifically sized for each social media platform. When you select a template, you can then customize it with the fonts, colors, and images you want.

If you need help getting started, check out [Canva's tutorials](#).

Best Practices

- You can find Global Templates under “all your designs”
- Please create a chapter-specific folder where you can save designs for your chapter
- When using a Global Template, please make a copy and save it to your chapter folder for customization

THANK YOU! HAVE QUESTIONS?

Thank you for taking the time to create and maintain a Facebook page, Twitter profile, and/or Instagram account on behalf of your Room to Read chapter.

Please don't hesitate to reach out to chapters@roomtoread.org with questions or ideas.