



## SOCIAL MEDIA GUIDELINES 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, Instagram and Medium only, since these are what Room to Read has invested in as our primary social media channels.

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

### PREPARATION CHECKLIST

- Are you ready to serve as a responsible Room to Read “reputation manager” engaging in social media?
- Have you and the team set specific, measurable, time-bound goals for 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?
- Are a significant percentage of individual and/or corporate donors in your market active on social media?
- Are there reasons why the main Room to Read social media channels are not fulfilling your market's needs?
- Do you have time available to actively keep the content current, relevant, targeted and engaging?
- Are you aware of information that is appropriate to share, and also confidential/ proprietary information that is not permitted?
- 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.

## 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.

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

- Re-use messages coming out of the official Room to Read Facebook, Twitter, Instagram and Medium accounts as well as artwork we post that highlight sharable moments (for example, International Literacy Day).
- 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](mailto:chapters@roomtoread.org).
- Be sure to vary postings by mixing programmatic news, relevant current news and local and global events. 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. :)
- 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.
- 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](mailto:chapters@roomtoread.org).

**\*\*\* Please also don’t forget to send an email to [chapters@roomtoread.org](mailto:chapters@roomtoread.org) when you have created a social media account so we can notify the appropriate administrators.**

## 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 [Medium](#) and we recommend that chapters select either Facebook or Twitter as their social media channel to build upon the momentum we have established.



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](http://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: <https://www.facebook.com/help/155275634539412>

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

**Page name:** Room to Read Chapter Location (no dashes or special characters)

*For example* -- Room to Read Austin

Ideas for posts to your Facebook page:

- Room to Read news and events specific to your country and region, including stories and photos from newsletters, blog ([www.roomtoread.org/the-latest/](http://www.roomtoread.org/the-latest/)) or other external communications
- Repost from Room to Read’s official fan page, translated where appropriate
- Local news articles with links
- Interesting statistics or news related to global literacy, girls’ education and/or Room to Read’s work

Things to remember:

- We strongly recommend that you post content at least once each week.
- Refrain from posting personal or political opinions, or controversial content, including sharing or becoming a “fan” of other content, as administrators of your page.
- Stay in touch! Feel free to create a dialogue with your fans where appropriate to engage your key audience.
- Have a big story? Please contact the [chapters@roomtoread.org](mailto:chapters@roomtoread.org) so we can share the news as well.
- Be sure to vary the posts and mix programmatic news with other news.
- **IMPORTANT:** As mentioned, we ask that you do not promise any donors you are working with guaranteed exposure or shout outs.



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](http://www.twitter.com/roomtoread)) and @JohnWoodRtR ([www.twitter.com/JohnWoodRtR](http://www.twitter.com/JohnWoodRtR)) – it’s the best way to learn the latest and greatest news about what we’re doing. It’s also a smart idea to begin following other Room to Read offices or local chapters, partners, donors, supporters and other peer non-profit organizations.

Next, we ask that you follow the below naming convention when establishing your Room to Read Twitter handle:

**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 country name in full.

*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*

Tip: The shorter your username, the easier it is for others to have sufficient space to retweet your messages.

Ideas for tweets:

- Interesting statistics or local news related to literacy, girls’ education or Room to Read’s work
- Retweet news from @RoomtoRead, and/or from @johnwoodRtR and other partners
- Recognition of local holidays, international holidays or significant dates (e.g. New Year celebrations, International Literacy Day, Diwali, etc.)
- Include photos whenever possible and consider creating original graphics that pair a Room to Read photo with inspirational/relevant quotes.

Things to remember:

- We strongly recommend that you post content at least 3 times each week.
- Be sure to vary the tweets and mix programmatic news with other news.
- Refrain from posting personal, political and controversial opinions, including “retweeted” content, as administrator.
- Stay in touch! Feel free to create a dialogue with followers where appropriate to engage your key audience.
- Have a big story? Please contact the [chapters@roomtoread.org](mailto:chapters@roomtoread.org) so we can share the news as well.

- **IMPORTANT:** As mentioned, we ask that you do not promise any donors you are working with guaranteed exposure or shout outs.

## Instagram

Are you looking for a social media channel that targets young, urban markets with visually compelling content? Then consider Instagram, and discuss its purpose and our previous checklist with your supervisor before creating an account. For a reminder on the types of photos we share, please see the photography section of our Brand Guidelines.

First, be sure to follow Room to Read's official Instagram account here:

<https://www.instagram.com/roomtoread/>

Next, when selecting a username, please use the following convention:

**Instagram Username:** @RoomtoRead\_[city abbreviation]

*Note that handles have a 30 character limit* - username must contain only letters, numbers, periods and underscores.

*For example* -- @Room to Read\_ATX = Room to Read Austin

Things to remember:

- We strongly suggest that you post content *at least once per week*.
- "Repost" from Room to Read's official page, translated where appropriate – you may have to download a separate free app such as [Repost](#).
- Repost from @RoomtoRead
- Tag posts with #RoomtoRead
- Refrain from posting or sharing personal, political, or controversial content.
- Recognize local holidays, international holidays or significant dates (e.g. New Year celebrations, International Literacy Day, Diwali, etc.)
- Have a big story? Please contact the [chapters@roomtoread.org](mailto:chapters@roomtoread.org) so we can share the news as well.

## Medium

Do you want to use a social media channel that is a more modern version of a blog, with more visually appealing content, that is attracting thought-leaders and connects our brand to strong content? Then consider Medium, but again, make sure you've reviewed our checklist on page 2 with your Global Chapter Contact before deciding to create an account. Also consider that since Medium is more of a blog-style format, it may require a considerable amount of time to write and edit content.

First, be sure to follow Room to Read's official Medium page here: <https://medium.com/@RoomtoRead>

Next, when selecting a username, please use the following convention:

**Medium Username:** Room to Read [city name]

*For example* -- Room to Read South Austin

Things to remember:

- We strongly suggest that you post content *at least once per month*.
- Review this [online guide](#) to Medium to learn more about how to craft strong content.
- Repost from Room to Read's official page, translated where appropriate.
- Recognize local holidays, international holidays or significant dates (e.g. New Year celebrations, International Literacy Day, Diwali, etc.)
- Refrain from posting personal, political and controversial opinions.
- Have a big story? Please contact the [chapters@roomtoread.org](mailto:chapters@roomtoread.org) so we can share the news as well.

### **THANK YOU! HAVE QUESTIONS?**

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

Please don't hesitate to reach out to [chapters@roomtoread.org](mailto:chapters@roomtoread.org) with questions or ideas. We're excited to have you join the Room to Read social network family and we look forward to sharing updates!