

Social Media, Marketing and Accessibility Tips

SOCIAL MEDIA HOW TOS

FACEBOOK

To make changes to a Facebook page's settings, you must be an admin on the account

→ How to change your Facebook Page name:

- To request a change to your Page's name:
 - Click About on the left side of your Page
 - Click Edit Page Info
 - Enter a new Page name and click Save Changes
 - Review your request and click Request Change
- If you don't see the option to edit your Page's name:
 - You don't have a Page role that allows you to change your Page's name.
 - You or another admin recently changed your Page's name.
 - This option isn't currently available in your location.
 - There may be limits on your Page.

→ Facebook Page username

- To create a username for your page:
 - Your Page's username will appear below your Page's name, in search results and in your Page's URL to help people find and remember your Page. An example of a username could be @JaspersMarket if the Page name is Jasper's Market
 - To create a username for your Page:
 - Click Create Page @username on the left side of your Page
 - Enter a username
 - If the username is available, click Create Username
 - If the username you want is already taken or not approved, you'll need to choose a different one. Make sure the username you're trying to create follows the guidelines for custom usernames.
 - Keep in mind that new Pages may not immediately be able to create a username, and that your Page's username may be removed because of inactivity.
- To change the username for your page:
 - Click About on the left side of your Page
 - Click Page Info
 - Click Edit next to the Username section
 - Enter a new username
 - If the username is available and follows the guidelines for custom usernames, click Create Username

→ Cover Photo

- A cover photo is the larger photo at the top of your profile, above your profile picture. Like your profile picture, cover photos are public, which means anyone visiting your profile will be able to see them.
 - To add or change your cover photo:
 - Go to your profile.
 - Hover over in the top-left of your current cover photo.
 - Click Update Cover Photo. If you don't currently have a cover photo, click Add Cover Photo.
 - Choose whether you want to upload a new photo or pick a photo from one of your existing photo albums.
 - Once you choose a photo, you can reposition it by clicking the image and dragging it up or down.
 - Click Save Changes.

→ Profile Picture

- Go to your profile and hover over your profile picture.
- Click Update Profile Picture.
- You can:
 - Upload a photo from your computer.
 - Take a new photo.
 - Select a photo you've already uploaded or one you're tagged in.
- Crop your photo and click Crop and Save. If you don't want to crop your photo, click Skip Cropping in the bottom left, then click Save.
- Remember: Your current profile picture is always public.

→ Sharing someone else's post

- Click Share below a post
- Click Share... in the dropdown menu
- To select where you want to share, click Share on your own Timeline at the top of the popup menu, and choose one of the following options:
 - Share on your own Timeline
 - Share on a friend's Timeline
 - Share in a group
 - Share in an event
 - Share on your Page you manage
 - Share in separate messages
- If you are sharing on your own Timeline and want to select who can see your post, click and choose one of the audience options
- If you'd like, write an additional message
- Click Post
- Note: You can't share posts to people who weren't part of the original audience (ex: a post shared with "Friends" can't be shared with "Public").

TWITTER

→ Quick Twitter glossary

- A **handle or username** is how you're identified on Twitter, and is always preceded immediately by the @ symbol. For instance, Katy Perry is @katyperry.
- Your **Twitter name** is how your profile appears when searched for. For example, while Ellen DeGeneres' *handle* is @TheEllenShow, her *name* is "Ellen DeGeneres."
- Your **bio** is a short (up to 160 characters) personal description that appears in your profile that serves to characterize your persona on Twitter.
- A **hashtag** is any word or phrase immediately preceded by the # symbol. When you click on a hashtag, you'll see other Tweets containing the same keyword or topic.
- For more, look over [Twitter's Glossary](#)

→ How to customize your Twitter profile:

- Sign in to twitter.com or open your Twitter app (iOS or Android).
- Go to your profile.
- Click or tap the Edit profile button and you'll be able to edit your:
 - Header photo (recommended dimensions are 1500x500 pixels)
 - Profile photo (recommended dimensions are 400x400 pixels)
 - Name
 - Bio (maximum 160 characters)
 - Location
 - Website
 - Theme color (only editable on twitter.com)
 - Birthday
- Click or tap into any of these areas and make your changes.
- When changing a profile or header photo, click or tap the camera icon and select Upload photo or Remove.
- You can choose to Show my Vine profile or Show my Periscope profile through your Twitter profile (available if you've connected your Twitter account to your Vine or Periscope account).
- Click or tap Save changes.

SOCIAL MEDIA MARKETING

- [Nevada 2013 Social Media Conference PowerPoint](#)
- [How to Reach a Non-English-Speaking YouTube Audience](#)
- [Social Network Visual Guide](#)
- [How to Use Social Media Analytics to Create the Best Content](#)
- [Social Media Image Cheat Sheet](#)
- [A Strategic Guide to Social Media for Nonprofits](#)
- [The Complete Guide to Nonprofit Social Media: Strategy and Design Tips for Success](#)
- [Social Media for Non-Profits: High-Impact Tips and the Best Free Tools](#)
- [A Nonprofit's Ultimate Guide to Social Media Marketing](#)
- [Tips for Nonprofits on Measuring Social Media Metrics that Matter](#)

SOCIAL MEDIA / GENERAL WEB ACCESSIBILITY

- [Section 508 Government Accessibility](#)
 - [Revised 508 Standards Refresh Toolkit](#)
- [Web Content Accessibility Guidelines \(WCAG\) 2.0](#)
 - [WCAG At-a-Glance](#)
 - [WCAG 2.0 Quick Reference](#)
- [HHS Making Files Accessible](#)
 - [PDF Accessibility Checklist](#)
 - [Word Document 508 Checklist](#)
- [DigitalGov Social Media Platform Accessibility](#)
- [WebAIM WCAG 2.0 Checklist](#)
- [WebAIM Color Contrast Checker](#)
- [Microsoft Accessibility](#)
 - [Make Your Word Documents Accessible](#)
 - [Make Your PowerPoint Presentations Accessible](#)
 - [Using the Microsoft Accessibility Checker](#)
 - [Make Your Outlook Email Accessible](#)
 - [Make Your Excel Spreadsheets Accessible](#)
- [University of Minnesota: Accessible U](#)
 - [Accessible Social Media](#)
 - [Making Hyperlinks Accessible](#)
 - [Making Documents Accessible](#)
- [Site Improve: How to be More Accessible on Social Media](#)
- Facebook Accessibility Resources:
 - [Facebook Accessibility for People with Disabilities](#)
 - [DigitalGov Improving the Accessibility of Social Media Facebook](#)
 - [Facebook Accessibility Twitter Page](#)
- Twitter Accessibility Resources:
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