


NASP Advocacy Social Media Guide



NASP 
NATIONAL ASSOCIATION OF
School Psychologists

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Table of Contents

I. Facebook for School Psychology State Associations and Personal Advocacy

State Associations:

- Step 1: Determine your audience, goals, objectives, and “call to action” in order to be strategic in your efforts.
 - Determining your audience.....4
 - Facebook goals.....4
 - Facebook objectives.....4
 - Facebook as a call to action.....4
- Step 2: Create a page, create and organize content, and gain page likes.
 - Creating a page.....5
 - Making the most of your Facebook page.....5
 - Content.....7
 - Getting started.....10
- Step 3: Measure your insights and analytics to track how your Facebook efforts are improving.
 - Measuring insights and analytics.....11
- Step 4: Learn when to post and how often to post to increase engagement.
 - Best days of the week.....12
 - Best times to post.....12
 - Frequency.....12

Personal Advocacy:

- How to contribute to your state association’s goals on your personal page.....12

II. Twitter Basics for State Associations and Personal Advocacy

State Associations:

- Step 1: Determine your audience, goals, objectives, and “call to action” in order to be strategic in your efforts.
 - Determining your audience.....16
 - Twitter goals.....16
 - Twitter objectives.....16
 - Twitter as a call to action.....16
- Step 2: Create an account, create and organize content, and gain followers.
 - Creating an account.....17
 - Making the most of your account.....17
 - Content.....20
 - Reaching the right people.....22
 - Getting started.....22
- Step 3: Measure your analytics to track how your Twitter efforts are improving.
 - Measuring analytics.....23
- Step 4: Learn when to tweet and how often to tweet to increase engagement.
 - Best days of the week.....24
 - Best times to tweet.....24
 - Frequency.....24

Personal Advocacy:

- How to contribute to your state association’s goals on your personal page.....24

III. Using Both Facebook and Twitter Cohesively

- Recap of the main differences between the two platforms.....27
- When to use each.....27
- Social media campaigns.....27

Facebook for School Psychology State Associations and Personal Advocacy

The image shows a screenshot of the Facebook page for the Texas Association of School Psychologists (TASP). The page header features the TASP logo, which includes a stylized orange and blue 'T' with a graduation cap, followed by the text 'Texas Association of School Psychologists' and the tagline 'A partner on the path to student success'. Below the header is a large photo of five diverse children giving thumbs up. The page name 'Texas Association of School Psychologists Organization' is displayed, along with 'Like' and 'Message' buttons. Navigation tabs for 'Timeline', 'About', 'Photos', 'Reviews', and 'More' are visible. On the left sidebar, it shows '1,825 people like this', '9 people have been here', and a 5.0 star rating from 11 reviews. The 'ABOUT' section includes a map of downtown Austin, Texas, with a red pin on E 6th St, and contact information: '888-414-(TASP)8277' and 'http://www.txasp.org/'. The main content area shows a post from TASP, dated 14 hours ago, with the text: "Children — regardless of home life — manage behavior by predicting their environment, Thompson says. After an unpredictable winter break, teachers need to give students room to ease back into school — and this might be harder for those from chronically stressful homes." Below the text is an illustration of a woman in a blue coat and yellow hat carrying a large banner that reads 'HOMELESS IMMIGRANT STATUS HOME LIFE'. In the background, three children in winter coats are walking in the snow. The post title is 'How To Help Kids In Poverty Adjust To The Stability Of School After Break' and the source is cited as 'NPR.ORG'.

I. Facebook Basics for State Associations and Personal Advocacy

State Associations

Step 1: Determine your audience, goals, objectives, and “call to action” in order to be strategic in your efforts.

Determining Your Audience—How people consume and share information has changed, which allows more people to be involved in the conversation. In NASP’s experience, school psychologists are more active on Facebook than any other social media platform, so it is a good place to start focusing your efforts. Consider the primary audience you want to reach with your state association’s Facebook page. Content must be tailored based on your audience; if the Facebook page is primarily for members and external stakeholders, content posted must be relevant to both groups. It is also important to remember that there is an age range amongst school psychologists and there must be something for everyone in order to keep everyone engaged.

Facebook Goals—What role do you expect Facebook to play in your efforts to reach your advocacy goals? Finding a clear purpose and voice for your Facebook page takes time. Goals for your state association’s Facebook page could include: raising awareness of your association/ school psychology, advocating for specific issues or legislation, increasing membership, and/or engaging with existing members to build meaningful relationships for your association to continue growing.

Facebook Objectives—Your state association’s objectives are concrete gains towards your goals that can be achieved by taking specific steps. For example, if your goal is to advocate in favor of a bill that has been introduced, objectives could include educating your audience about this bill, encouraging people to take action in support of the bill, or reaching out to influential policy makers from the Facebook page.

Facebook as a Call to Action—Facebook can be an easy and effective way to spur your audience to action. For example, if you want to get people to take action in support of a bill, you could post a link to the NASP Advocacy Action Center for people to send letters to their elected officials, create a Facebook event for a local “hill day” that your association has coming up in support of the bill or an issue, or share the contact information of your state senators and representatives and sample text that people could use to send letters or make phone calls.



Step 2: Create a page, create and organize content, and gain page likes.

Creating a Page—Creating a page on Facebook can help your state association create and foster important conversations to engage people and inspire advocacy. Your state association has the potential to share its story through its own voice. When followers *like*, *comment* on, or *share* content, your impact is amplified. Sharing is basically like copying someone else’s post and adding it to your page as well, so a whole new audience sees it. When people engage with your content, their actions can be seen in their friends’ newsfeed and can encourage them to engage with your page. Your posts have the potential to reach hundreds or thousands more people in addition to your followers, which is why social media has become such a valuable tool for communication and why it is so important to be strategic and organized.

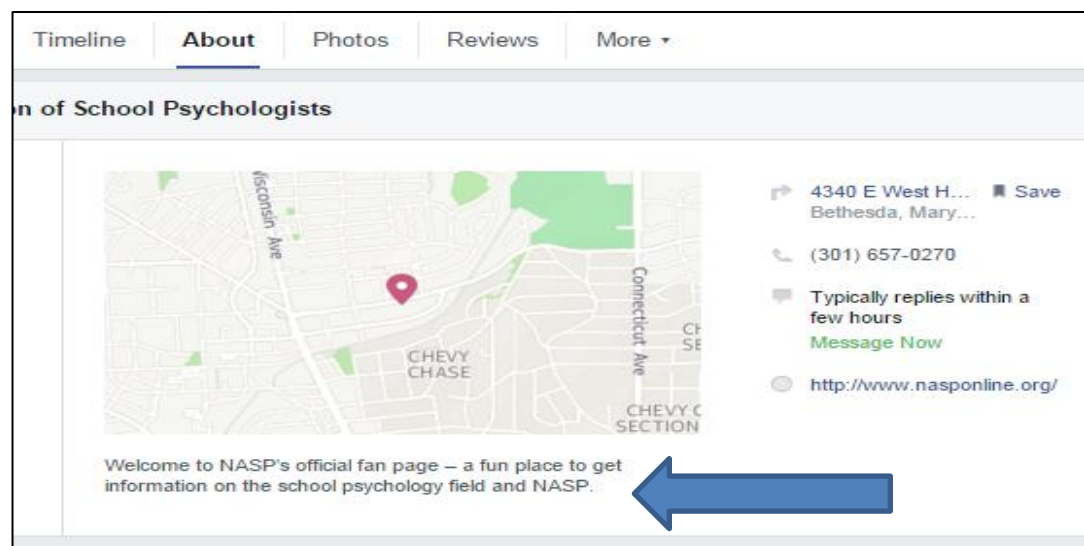
- Many state associations already have Facebook pages, but if not, to create a page go to: facebook.com/page and follow the step-by-step instructions.

Making the Most of Your Facebook Page—

- Choosing a profile picture and cover photo—Your profile pictures and cover photos are very important for a couple of reasons. They draw initial attention to your page, and they help people easily identify the page when they see it in their newsfeed. For this reason, they should be compelling and convey aspects of your association’s mission and vision. Drawing people in with your photos can increase page likes and engagement.

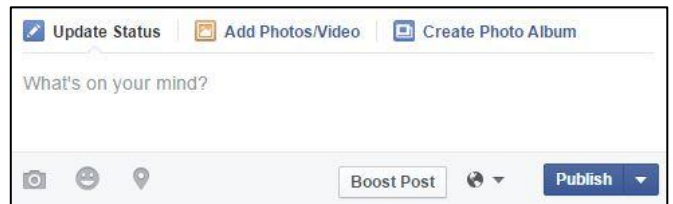


- Timeline—Your *timeline* is another way of saying “your Facebook page.” This is what people will see when they go to your page, and it is where you can share photos, stories, and videos that resonate with your audience and help build a relationship with your supporters. The “About” section tells people about your organization, so make sure to fill it out!





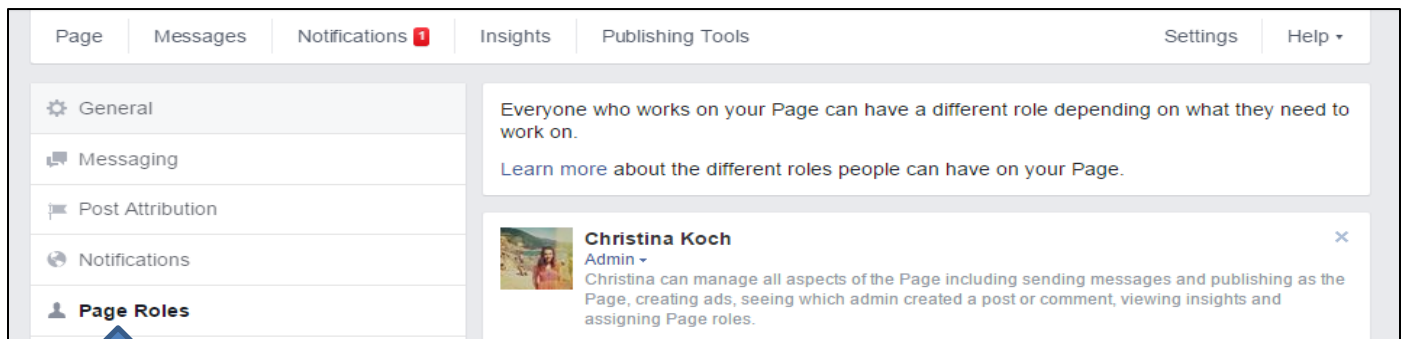
- **Newsfeed**—A *newsfeed* is your Facebook homepage. This is where you can chronologically see all of the posts that your followers are posting. When someone directly engages with your page or content you will get a red notification at the top of the page alerting you.
- **Status**—A *status* is another name for a post. You can write your posts either on the top of your homepage or on the top of your timeline.



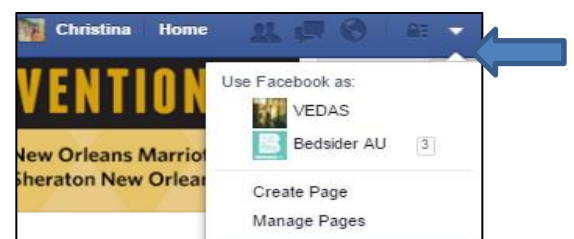
- **Notification**—When someone engages with your content, you will get a notification alerting you. They will show up in the top right corner; just click on the world symbol.



- **Admin panel/page roles**—This is where the page creator can assign other people to be *admins* on the page, in other words, giving them permission to post and edit the page. It is a good idea to determine internally if your association wants to have one person be in charge of monitoring the Facebook page or if you want to have a few people share the work. This should be someone technology savvy. It is also a good idea to determine who will be posting to Facebook when your association has an event out of the office. Make sure everyone continues to have a cohesive and unified tone when posting so that it does not look like 10 different people are posting, even if that is the case.



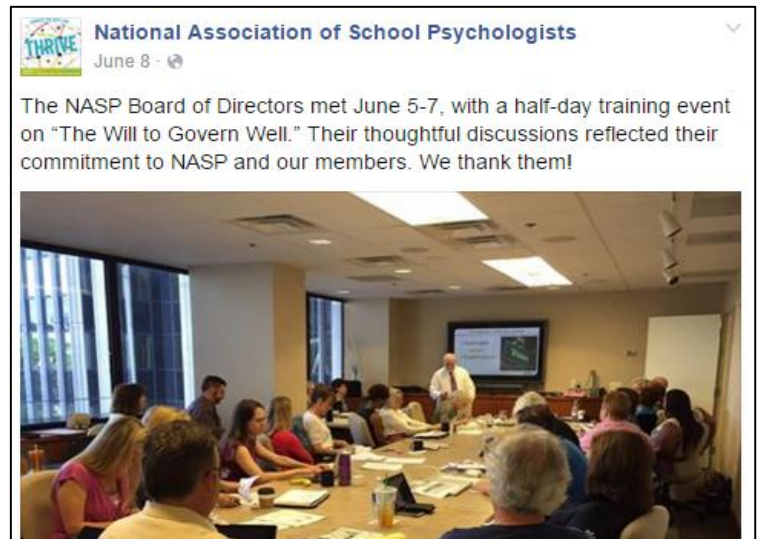
- **Switching between your personal Facebook and your admin page**—The easiest way for admins to do this is to click this down arrow in the corner of your personal Facebook page and click the page under “Use Facebook as” that you want to post on or go to “Manage Pages.” To do this on a smartphone, use the “Pages Manager App” or visit m.facebook.com on the smartphone’s browser.



- Responding to comments—Admins should monitor how other people are interacting with the page to make sure it’s appropriate. Your association might want to consider a statement of purpose to post when violations occur. Also try to respond to questions posted as comments on the page when appropriate and use discretion on when to delete offensive comments or posts.

Content—You will gain followers and increase engagement by posting great content. To keep your audience engaged, there needs to be a balance of content being shared. This could include: state association news, internal marketing messages, NASP news, highlights from events, news and research from outside sources, fun school psychology-related photos, etc. It is important to choose content that is relevant to your audience and not just your state association, and pay attention to how you frame your content. It is also important that you are creating your own content in addition to sharing content credited from other sources. You are building and maintaining a credible reputation; be objective, transparent, and professional.

- Speak in the first person when posting and build an online personality to resonate with your audience; be conversational, personal, and authentic.
- Use language that matches your audiences, but in general, informal and conversational is better. Sarcasm is not easily conveyed on social media. If you are posting something in jest, be sure to use language that clarifies that the article/picture/resource is not something your association is promoting.
- Drive meaningful action; be very specific in what you are asking for. If you are asking for donations, tell followers how to donate and include a link. If you need volunteers, tell followers how they can sign up and link to a sign-up sheet if possible. Emphasize time sensitivity and urgency.



- Post diverse types of content. For example, don't post primarily photos or primarily text statuses. This variation will help generate as much engagement as possible.
 - Tip: Attach a photo to text whenever possible to increase interaction rates, as many people use Facebook to browse images. Posts with photos get about 2 times more shares, likes, and comments than those that do not have a photo.

PROUD TO BE A SCHOOL PSYCHOLOGIST National Association of School Psychologists
February 18 · 🌐

In case you missed it: there was a fabulous FLASH MOB in the Exhibit Hall this afternoon! You can see a variety of NASP leaders, staff members, and other attendees dancing to P!nk, Diana Ross and the Supremes, and Taylor Swift. This is a must-see video!



26k Views

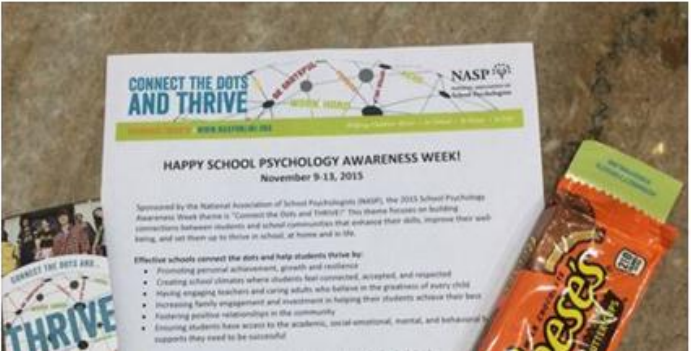
Like Comment Share

505 people like this. Top Comments ▾

130 shares

THRIVE National Association of School Psychologists
6 hrs · 🌐

Thank you to the Howard University graduate students who visited Capitol Hill's Longworth and Rayburn House offices and distributed candy and school psychology literature as part of their School Psychology Awareness Week activities! And thank you to everyone who has been sharing all of their great celebrations and advocacy efforts with us on social media. We'll be sharing photos throughout the week, so keep an eye out for yours! 😊



CONNECT THE DOTS AND THRIVE
HAPPY SCHOOL PSYCHOLOGY AWARENESS WEEK!
November 9-13, 2015

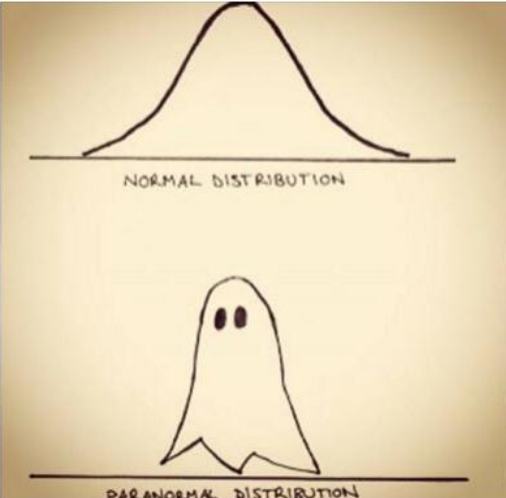
Sponsored by the National Association of School Psychologists (NASP), the 2015 School Psychology Awareness Week theme is "Connect the Dots and Thrive!" This theme focuses on building connections between students and school communities that enhance their well-being, and set them up to thrive in school, at home and in life.

Effective schools connect the dots and help students thrive by:

- Promoting personal achievement, growth and resilience
- Creating school climates where students feel welcomed, accepted, and respected
- Having engaging teachers and caring adults who believe in the greatness of every child
- Increasing family engagement and involvement in helping their students achieve their best
- Fostering positive relationships in the community
- Ensuring students have access to the academic, social-emotional, mental, and behavioral supports they need to be successful

- Use humor. NASP has found that sharing images with funny jokes or inspirational quotes has been the fastest way to grow our social media following. These are more difficult to find than news stories, and you may need to use discretion to determine if something is appropriate to come from your organization.

THRIVE National Association of School Psychologists
updated their profile picture.
October 28 at 8:26am · 🌐



NORMAL DISTRIBUTION

PARANORMAL DISTRIBUTION

Like Comment Share

7,493 people like this. Top Comments ▾

10,993 shares

THRIVE National Association of School Psychologists added a new photo.
July 30 · 🌐



FIND A GROUP OF PEOPLE WHO CHALLENGE AND INSPIRE YOU, SPEND A LOT OF TIME WITH THEM, AND IT WILL CHANGE YOUR LIFE.

- Amy Poehler

eduroptia

Like Comment Share

Peter Faustino and 744 others like this. Top Comments ▾

- Post relevant and timely information. You are going to capture less attention when posting about things that have already happened. If possible, try to post one or two times max about an association event as it is happening or shortly after it has happened to generate buzz and increase engagement. Create a hashtag for your event so people can follow along and post their own photos with the hashtag for others to see. For example, for the Hill Day of PPI, NASP uses the hashtag #NASPonTheHill. It is also beneficial for us so because, when the event is over, we can click on this hashtag and see all the photos from the event and share our favorites.

National Association of School Psychologists added 7 new photos. July 18, 2014 · Edited ·

Pictures from the 2014 Public Policy Institute! Thank you to all of the PPI attendees who shared their photos with us using [#NASPonTheHill](#).

TASP - Temple Association of School Psychologists added 6 new photos — at United States Capitol. July 18 · Washington, District of Columbia, DC ·

We just finished up a busy and fulfilling week representing the National Association of School Psychologists and Temple University advocating for federal support of comprehensive mental health services in our schools on Capitol Hill. We had the opportunity to meet with several offices of Congress to send our message that all students deserve the opportunity to succeed. Keep an eye out for major news regarding the reauthorization of ESEA as the bill heads to committee soon!

New Jersey Association of School Psychologists in Washington, District of Columbia. July 17 ·

What a great week in our nation's capital! Not only does "Every Child Achieves Act" get passed but New Jersey representing at [#NASPonTheHill](#). Meeting with key legislators NOW to advocate for all children and promote school psychology.

- Avoid content that is fragmented and looks incomplete; good content should spark conversations on Facebook and make people want to share with their friends. Admins should monitor these conversations to make sure they are appropriate and respond professionally if they are not.
- Build relationships; ask specific questions in your posts to encourage dialogues. Admins can respond personally to comments and address people by name to let them know you are listening; if someone posts something great on the page, reshare it and thank them by name.



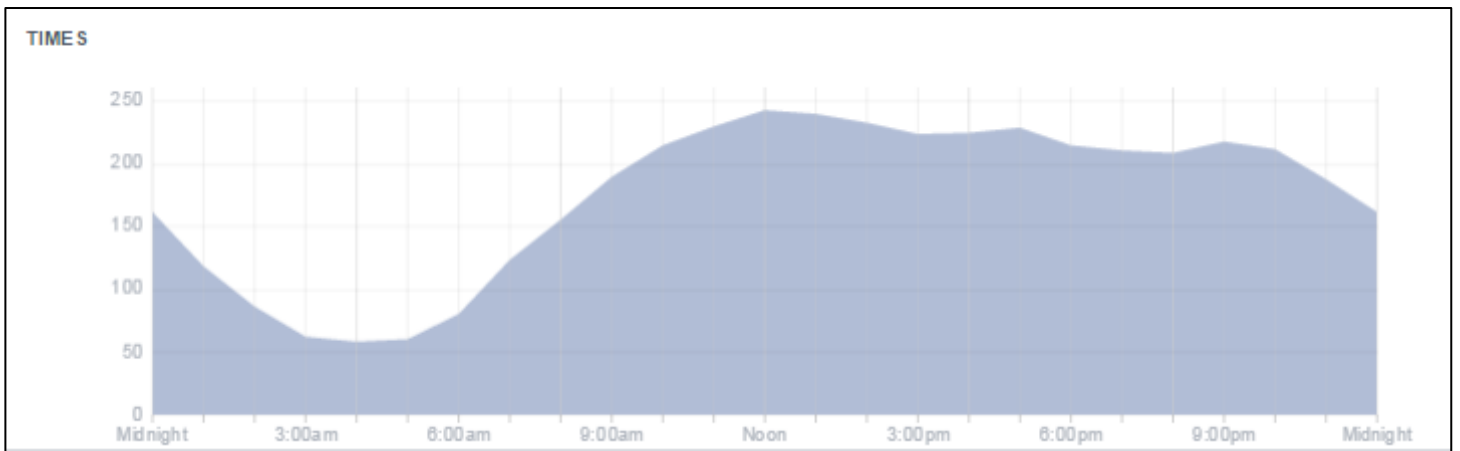
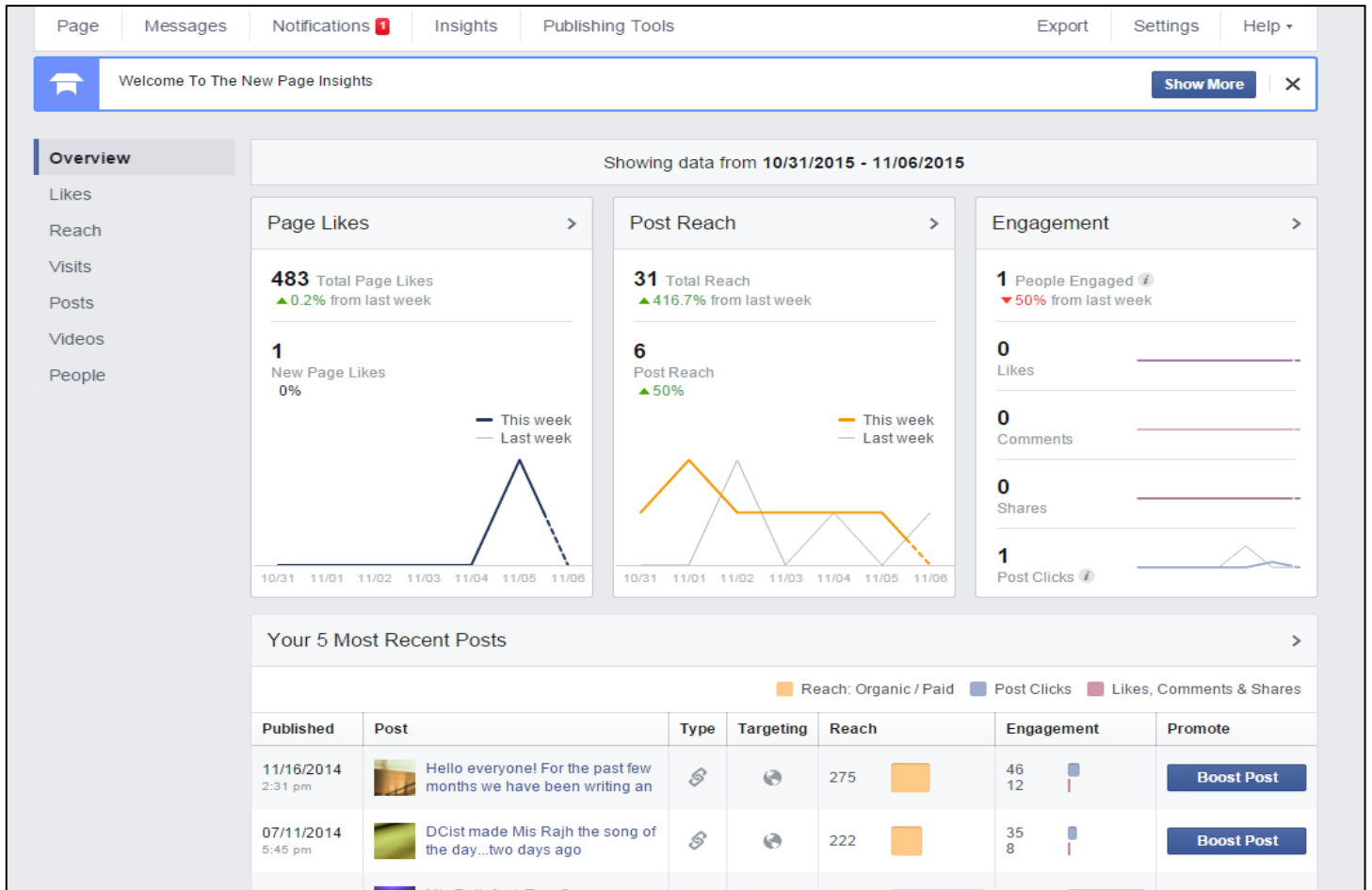
Getting Started—

- People see your content and updates alongside the content of their Facebook friends, so it is important to share content that is personal and engaging. The best way to organize content is to create a *social media plan* (see pg. 14).
- Start by explicitly mapping out your audience, goals, objectives, and action items, and be as detailed as possible. Then create a section for content, and organize content when you get it so that you do not post repetitive things and can make sure it aligns with your association’s goals and is appropriate for your audience. This is called a *content calendar* (see pg. 14).
- You can actually create posts and keep them in the document for the appropriate time. The best way to do this is to have a Word document so that when the time comes to post it you can directly copy and paste into Facebook. If many people are working on your social media, try a Google Doc that can be edited by several users.
- Assigning dates next to posts is important to make sure that timely content gets posted before it is no longer relevant. If you know upcoming dates of important events happening with your association, include them so that you know you need to create posts for those events and don’t forget.
- Save fun posts or things that aren’t time sensitive for when you have some gaps in posts.
- Explicitly discussing with everyone involved how much time everyone can contribute to Facebook efforts will be a huge help in staying organized and figuring out who is tackling what. If your association has one person who wants to tackle it all, that works too!

Step 3: Measure your insights and analytics to track how your Facebook efforts are improving.

Measuring Insights and Analytics—Facebook offers tools to help analyze and monitor your page’s visitors and increase engagement and followers. You can assess how your page is performing, learn which content best resonates with your audience, and optimize what and how you are posting. You can view demographics and see where most of your followers are located and view feedback of each individual post to view its “likes” and “reach” (i.e., how many people on Facebook saw it).

- To access this, admins can visit facebook.com/insights or by selecting “See All” within the insights section when viewing your page. To get help or learn more, visit facebook.com/help/Pages.



Step 4: *Learn when to post and how often to post to increase engagement.*

Best Days of the Week to Post—The best days of the work week to post on Facebook are Thursday and Friday. However, the greatest engagement is over the weekend, with Sunday being the day of the week with the most engagement. Wednesday is the worst day to post, with interaction below average on that day. Keep in mind that research on this is fairly new, and some sources differ slightly. It is important to pay attention to engagement patterns to figure out what works best with your particular audience.

Best Times to Post—The best time to post on Facebook is between 1–4 p.m., with 4pm being the best hour. Generally, you should try to keep your posts between 9 a.m.–7 p.m. Additionally, 1 p.m. will get you more shares, and 3 p.m. will get you more clicks. Between the hours of 12 a.m. and 8 a.m. is a Facebook dead zone and should be avoided.

Frequency—Maintaining a balance when it comes to the frequency of your posts ensures that the Facebook page will stay relevant to your audience but not overload them. To receive the most user engagement, it is best to post about one or two times per day, without exceeding seven posts in one week. Facebook pages that post one or two times per day see 19% higher interaction rates than those who post more than three times a day. Facebook pages that post more than seven times a week have a 25% decrease in interaction. You don't want to post so much that your audience becomes desensitized, but you do have to post regularly so that you stay relevant.

- Note: research on these factors is relatively new and evolving.

Personal Advocacy

How to contribute to your state association's goals on your personal page.

The voice of individuals is just as important as the voice of the state association. You can use your personal Facebook page to help advance the mission of your state association and other issues important to you.

- Actively engage with the state association page; comment on, like, and share the posts that your state association creates. This will help all of your Facebook friends discover your state association's page. If you are just as compelling and engaging in your personal post, it will help promote your state association's page to your Facebook friends. It helps to add a personal note when you share content.
- Tag the page. When you write a post or share a photo on your personal Facebook page that relates to school psychology or your state association's work, make sure and tag the association's page. This will redirect attention to the association's page from your Facebook friends who are interested in learning more.



- Post photos during an event. If your association is hosting an event, you can write about it or post fun photos while it is happening or shortly after to share with your friends and generate interest. Please note that Facebook is different than Twitter and is not meant to “live tweet” every couple of minutes during an event, but one or two times during the event is fine. People who see how fun the event looks on social media may be more likely to consider attending a later event once they see what they can expect. Make sure you tag your state association’s page as well, so that your post reaches more people and so that your Facebook friends have a direct link to the page to see more if they are interested. This is why having a set hashtag for the event can be extremely useful. Here are examples of people getting creative with our PPI mascot, Gumby, while using our #NASPontheHill hashtag.



Social Media Plan—Facebook

Page Name:

Audience:

Goals:

Objectives:

Content Calendar

Month:

Month:

Month:

Twitter for School Psychology State Associations and Personal Advocacy



NYASP
@nyasp

Our mission is to serve kids, families, and schools by promoting psychological well being & excellence in education through best practices in school psychology.

New York State
nyasp.org
Joined June 2009

TWEETS 4,225 **FOLLOWING** 685 **FOLLOWERS** 1,465 **LIKES** 251 **LISTS** 8

Tweets Tweets & replies Photos & videos

NYASP @nyasp · Jan 5
RT @Dr_Faustino: School mental & behavioral hlth int'vions more effective when caregivers are engaged @nysut @uft ow.ly/WDM3P

NYASP @nyasp · Jan 4
How to understand boys
theatlantic.com/education/arch...
#Schoolpsych's can help @SenatorOrtt @senatorlavelle @davidcarlucci

NYASP Retweeted
Peter Faustino @Dr_Faustino · Jan 4
Working together can lead to small but important changes for health @nyschoolboards @nyasp

Dr. Leah Klungness @Dr_Leah
Childhood stress is linked to higher rates of depression + anxiety: nyti.ms/1RgW88Q

21 Followers you know

169 Photos and videos

II. Twitter for School Psychology State Associations and Personal Advocacy

State Associations

Step 1: Determine your audience, goals, objectives, and “call to action” in order to be strategic in your efforts.

Determining Your Audience—Your audience for Twitter will probably be very similar to your audience for Facebook, but it is up to your state association to determine the slight differences. Keep in mind again that content should be tailored based on your audiences and that there should be something for everyone to keep up engagement. Twitter is unique in the fact that it is much easier than Facebook to reach influential individuals (i.e., local policy makers, folks on the Hill, and even famous people). You don’t have to be personally connected with someone on Twitter for them to see your posts, such as on Facebook, which makes your audience broader than Facebook and probably much more diverse. That is one of the major differences between the two platforms. Facebook is a little more personal, whereas Twitter plays to the fact that people have short attention spans when taking in information, is a way for users to quickly share news and information, and makes global communication easy and measurable.

Twitter Goals—Just like Facebook, what role do you expect Twitter to play in your efforts to reach your advocacy goals? With the difference in platforms, it would be easier on Twitter to make a goal about reaching influentials via social media. Facebook and Twitter also appeal to different audiences, which is described below. Knowing the differences between the two will help you differentiate what you want to accomplish on each platform.

Twitter Objectives—What steps will you take to make gains towards your goals? For example, whenever legislation of importance to school psychologists comes out in your state, your state association could tweet at your state’s elected officials with what you want them to know or do about it. Hopefully, they will begin to hear you association’s voice.

Twitter as a Call to Action—Twitter is a very easy tool to spur your followers to action, since Twitter is all about active conversations. When NASP has an important issue on the Advocacy Action Center, tweet out the link and tell your followers to take action! To avoid turning people off, balance strong calls to action with other kinds of useful and entertaining content.

- Interested in turning followers into advocates? When you have an action-oriented message, another thing your association’s page could do is ask for a retweet. Offer your followers a clear, compelling reason to retweet your messages. You could encourage users to retweet to show their affiliation with your association or agreement with a statement.
 - Tip: Tweets perform better when they spell out the word “retweet” instead of using the abbreviation “RT.” They also perform better when the call to retweet is in the beginning of the tweet and not at the end.



Step 2: Create an account, create and organize content, and gain followers.

Creating an Account—Creating a Twitter account is just as easy as creating a Facebook page, although the terminology and set up is a little different. They all will help you amplify your voice and in some cases Twitter makes it easier than Facebook to get noticed by the right people or to target people directly. Unlike Facebook, where one would access a Facebook page that they manage for an organization through their personal page, on Twitter personal accounts and business accounts are separate. You would set up an account for your association in the same way you would for yourself.

- If your state association does not yet have a Twitter account, to create one go to <https://twitter.com/signup>, and if you need additional help, visit <https://support.twitter.com/articles/100990>
 - Unlike Facebook, where you can simply write out your association’s name as your page name, you will be asked to create a username on Twitter. Your username is how you’re identified on Twitter and will follow a “@” symbol when written out. Compared to Facebook, Twitter is not meant for writing long passages; things are kept short and sweet. Therefore, usernames cannot exceed 15 characters. For example, NASP’s Twitter username is @nasponline.
 - If you also have a personal Twitter account under your personal e-mail address, it is a good idea to use your association e-mail or a work e-mail, because only one e-mail address can be associated with a Twitter account.



Making the Most of Your Account—

- **Glossary**—Many people shy away from Twitter because the lingo can appear confusing, but once you begin to pick up on it, the site becomes a very important tool to help you in your advocacy efforts, and engaging with other users can foster meaningful relationships. Very important conversations are happening on Twitter, and school psychologists do not want to be left out!
 - **Tweet:** A 140 character message. A tweet you write will be displayed on your personal feed and on the newsfeeds of the people who follow you. You can write a tweet either from your homepage or by clicking the blue “Tweet” button at the top of the page on the right. When you are writing a new tweet, you can pay attention to how many characters you have left in the bottom right corner.



- **Handle:** you might hear someone referring to a *Twitter handle*. This is just another name for your username.
- **Newsfeed/ Home Feed:** Sometimes referred to as different things, a *newsfeed* or *home feed* is essentially what a Facebook newsfeed is. It is a real-time stream of tweets from all of your followers.
- **Followers/ Following:** Twitter and social media in general can be noisy places; the people you are *following* are the people you need to concentrate on what they’re saying. Your *followers* are concentrating on what *you’re* saying. There is sometimes a mutual connection, as in someone could follow you and you also

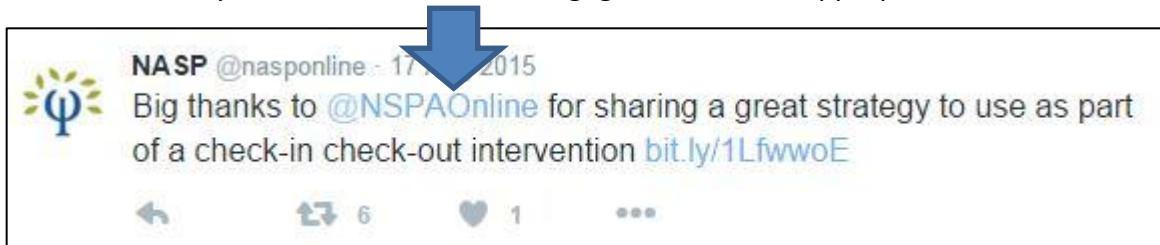


follow them. However, sometimes you could follow them and they do not follow you back. This is the case with celebrities, for example. If you situate yourself as an expert in a specific field or subject area with your great content, people will follow you for expertise.

- Who to follow? Public service accounts; school psychology accounts; local, state and federal politicians; other associations; people you know; news sources you read. You are looking to gather and share information on Twitter rather than make personal connections. If you're really stuck, check out who NASP follows. You may also want to consider creating a list of important Twitter handles for your members to follow and tweet at!
- **Retweet:** When someone you are following tweets something you want to repeat, it is called a *retweet*. This is similar to sharing on Facebook. By clicking on the retweet button on their tweet, it will be shared on your own page and for your own followers to see.



- **Favorite:** The heart button next to the retweet button is a way for you to save tweets or just show that you like someone's tweet. Favorites won't appear on your feed, but you can go back to your personal favorited tweets later and people can still see how many times a particular tweet was favorited.
- **Reply:** the left pointing arrow next to the retweet button will easily let you tweet back at someone that has mentioned you in a tweet. Reply to people's tweets to appear engaging and open up a dialogue.
- **Mention:** When you want to make sure someone can hear your voice over all the noise on Twitter, you can mention them in a tweet. When you use the "@" symbol when writing out someone's username, their username will turn into a blue link to that person's profile. This ensures they will get the message and other people can click on it to be redirected to that page. If your state association ever has something it wants to share with NASP, you can always mention @nasponline in the tweet! If someone tags your state association in a tweet, you should retweet it or engage with them if appropriate.



- **Hashtag:** To use a *hashtag*, you use the "#" symbol before your text and make your phrase written as one word. This will turn your phrase blue and essentially turn it into a link. Hashtags create a label or tag on your post which makes it easier for people to find tweets with specific content. If you were to click on the hashtag #NASPGPR, you would be redirected to a chronological list of all tweets with that hashtag. They are great tools to go back and look at all the tweets from an event with that hashtag. This also makes it easier for the right people to discover you and want to continue to listen to you (a great way to gain followers).



- Note: If you need a little more help with Twitter terminology, they have a great online glossary to help: <http://support.twitter.com/articles/166337>

- Choosing a profile picture and header photo—Like Facebook, your profile picture and header photo should be representative of your state association, be professional, and draw interest. Your profile picture is what is seen in your followers’ newsfeeds attached to your tweets, so if you have a logo or simple graphic, that would be better. Whereas a header photo is only displayed on your personal feed.

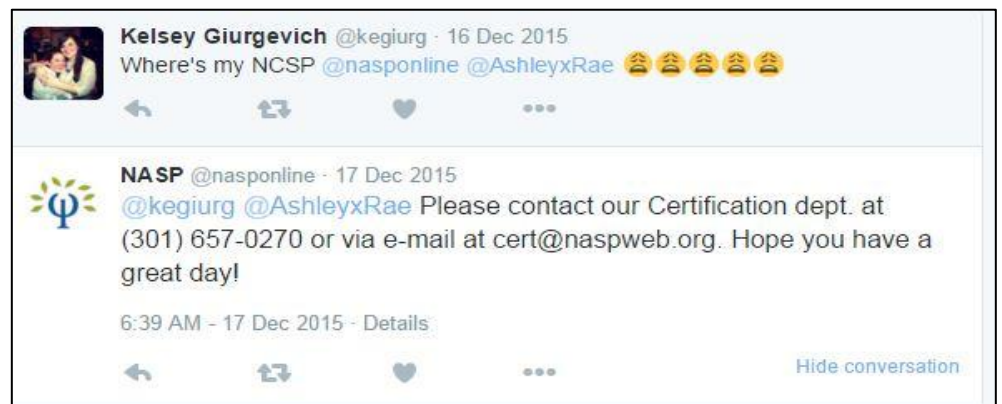


- Notifications—When someone engages with your account, you will get a notification at the top of the page on the left. See them by clicking the bell symbol.

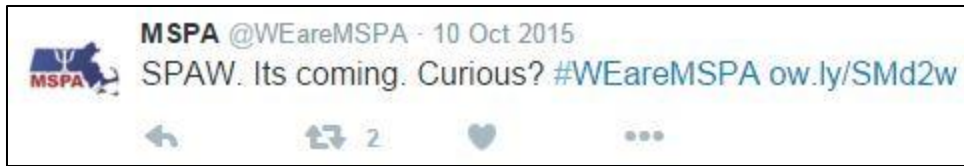


- Admin Panel/ Page Roles—Unlike Facebook, which could be managed by one person or a couple of people, for Twitter, NASP suggests only having one person manage the Twitter account. It isn’t as easy as Facebook to add multiple users with different permissions unless using a free service called MoPub. If multiple users do have to access to the account, it might be best to share the username and password amongst a select small group and be very clear about who can access the account and when it is appropriate. On Facebook, the pages a person can manage must be accessed through their personal Facebook, so they are not going to share their login information. That is why it is easier to add people and manage their permissions. On Twitter, all accounts are separate, and your association’s account cannot be accessed through your personal account.

- Switching between your personal Facebook and your admin page—Since Facebook requires a personal user to create a page for a business or organization that is linked to a personal account, it keeps track of the pages a person can manage and provides an option to switch back and forth, which was described in the Facebook section. Since this isn’t the case on Twitter, to switch between accounts you simply log out of one and log in to another.
- Responding to comments—Just like Facebook, the primary user should manage interactions on the page to make sure they are appropriate. It is okay to delete things that seem inappropriate. To respond to someone who is making a negative comment (which hopefully doesn’t happen!) simply reply to their tweet, which was described above. This will mention them in your tweet so they will get the message. Just like commenting on Facebook, replying to a negative tweet can be seen by others as well.

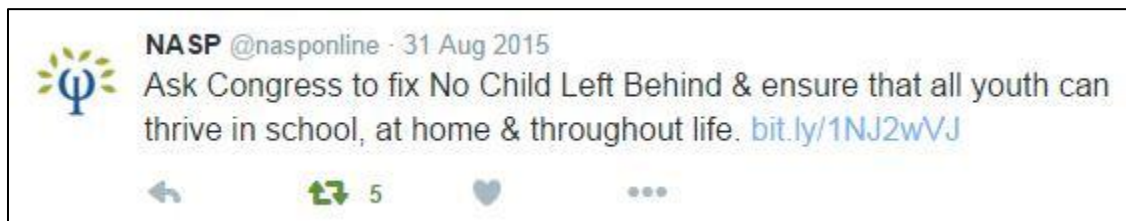


Content—Just like Facebook, you will gain followers and increase engagement by posting relevant and interesting content. You can share the same types of content that you would on Facebook, but the trick is to do it with a shorter character limit. Meaning posts need to be creative and concise to still deliver your message.



If you want to post something to Twitter that was posted on Facebook, you need to pick out the key words that are necessary and really capture the message. Although retweeting is beneficial, it is also important to be creating your own content as well. It is important to find your own voice and be professional so you can reach as many people as possible. You never know who may come across one of your tweets, if you use the right hashtag or mention the right person.

- Speak in the first person.
- Use language that is appropriate for your audience; conversational is best.
- Drive meaningful action and be direct with what you want users to do. Encourage your members to tweet at your senators and representatives when there’s something that they should know about. Your state association can also directly tweet at member of congress; you might want to consider coming up with a list of “influentials” you want to specifically target in your advocacy efforts. The more they hear from you the better!



- Bitly—If you need to share a link for your members to take action, the website bitly.com will shorten a link for you to make it easier to stay within the character limit.

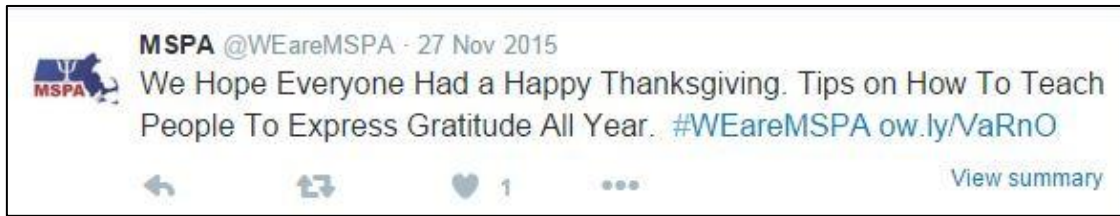


- Post diverse content. Talk about news from your association, news from the field, NASP news, interesting articles, etc. Many people use Twitter to share articles, so you have to be creative! You can also help your advocacy efforts by telling your members via Twitter your association’s stance on a bill and what they could do about it. Many people do not follow local legislation closely, but they do care about their profession. If they can see a quick snapshot of what they should be paying attention to coming from your state association when they come to Twitter, it will help educate your members on what is most important for them to know.

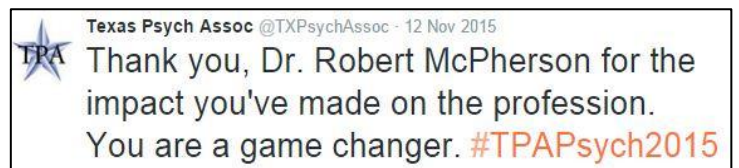
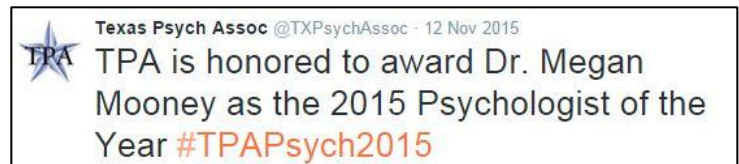


- Note: remember that interaction rates are higher when posts have a photo attached to them. A tweet will get about 150% more retweets if it has a photo attached.

- Be relevant and timely. Make sure you are posting about things that would interest your audience and ask yourself if it would be relevant for them to read. Posting about a variety of random topics will not improve engagement or increase your followers. Pay attention to what is current and try to align your tweets with hot topics; waiting too long becomes untimely.



- More so than Facebook, on Twitter it is appropriate to *live tweet*, meaning to post periodically about an event while the event is taking place. This would be a great idea for conventions, big meetings, and other special events. It is a great idea to create a hashtag for your state association's convention and share it with members ahead of time for them to use.



- NASP has a hashtag every year for its annual convention, for School Psych Awareness Week, for its Government and Professional Relations (GPR) Committee, and just like for Facebook- the PPI hashtag #NASPonTheHill is also used on Twitter.



- Good content should spark conversation, make people want to engage with it, and build relationships.



Reaching the Right People With Your Tweets—It is much easier on Twitter to target who you want to reach and, because you do not have to be personally connected with someone like on Facebook, you can tweet at basically whomever you want. If you see someone doing great advocacy work, mention them in a tweet to thank them!



An extremely useful and meaningful way to use Twitter is to tweet at local and national policy makers and elected officials. If there is something they should know about, tell them! If they are doing something right, tell them! Your state association's account can and should do this as well, but the more voices the better. This is why it's so important to work with your state association's account, so that the impact is greater, more purposeful, and more relevant. Elected officials do really pay attention to what people are saying to them on Twitter.



- Some best practices for tweeting at an elected official include: identifying yourself as a constituent, use variety in your messages, use purposeful hashtags sparingly to join important conversations, don't start the tweet with their "handle" unless you put a period in front of it. If you start a tweet with someone's twitter handle without putting anything in front the tweet will be sent to them but won't appear on your own page with the rest of your tweets. Now you can continue to strike up a relationship with this person, as you have already introduced yourself.



- According to the 2014 *Congressional Communications Report*, roughly one third of congressional staff use Twitter for official business.
- Since 2013 the number of tweets sent to elected official more than doubles.

Getting Started—Like Facebook, it's a great idea to make a content calendar to organize your Twitter content. Remember to communicate as an organization who is responsible for what, assign dates next to posts, and use timely posts when appropriate and save others for later. More details can be found in the Facebook Getting Started section.

- Hootsuite—This is an incredibly helpful website that will help you organize tweets and assign when you want them posted from your account. For example, if you assign a tweet to be posted 5 p.m. on Wednesday, Hootsuite will automatically post it from your account, and you do not need to even be on a computer. It makes it easier to stay active on Twitter; just remember to use caution when assigning to avoid being untimely. Visit hootsuite.com to make an account.

Step 3: Measure your analytics to track how your Twitter efforts are improving.

Measuring Your Analytics—Just like Facebook, Twitter offers tools to help analyze and monitor your analytics. Just click your profile picture up in the right hand corner and then click analytics. At the top it will show you summaries of how well your account has performed this month compared to last month. You can view your changes in tweets, tweet impressions, profile visits, and followers. An impression is how many people saw your tweets regardless of whether or not they interacted with them.

The image shows the Twitter mobile app interface. On the left, a sidebar menu is visible with 'Analytics' highlighted by a blue arrow. The main content area displays the 'Account home' for Christina Koch (@ckoch_nasp). A '28 day summary' section shows the following data with change over previous period:

Metric	Value	Change
Tweets	1	↓75.0%
Tweet impressions	391	↓81.7%
Profile visits	65	↓80.8%
Followers	51	↑1

Below the summary, there are four small line graphs representing the trends for each metric over time. A callout box in the top right corner provides a summary: 'Your Tweet activity: Your Tweets earned 2,673 impressions over the last 28 days. View your top Tweets.'

Then you can see breakdowns of your Twitter activity by months below that. It will show you your top tweet for that month, your top mention, top follower, how many times you tweeted, how many tweet impressions you got, how many profile views, how many mentions, and how many new followers. This is an incredibly useful tool so that you don't have to wonder if you're really being successful with your Twitter efforts. You can make goals for improvement and keep track of your progress this way.

The image shows the Twitter Analytics interface for November 2015 (30 days). It features three main sections:

- Top Tweet:** Earned 939 impressions. Text: "On the Hill today for #SPAW! We visited 535 offices in 2 days for our annual candy drop! @nasponline #ConnectTheDots pic.twitter.com/lmKLDZfMRA". Includes a photo of candy and a NASP sign.
- Top mention:** Earned 43 engagements. From Peter Faustino (@Dr_Faustino) on Nov 9. Text: "Did U know that @nasponline & @ckoch_nasp were on the Hill today for #SPAW How did u #ConnectTheDots today? pic.twitter.com/ghSWndkbrJ". Includes a photo of a green character on a stage.
- Top Follower:** Followed by 10.3K people. Profile for NCWD/Youth (@ncwdyouth_ie1).

On the right side, a 'NOV 2015 SUMMARY' table provides a monthly overview:

Metric	Value
Tweets	3
Tweet impressions	2,449
Profile visits	335
Mentions	2
New followers	2

Step 4: Learn when to tweet and how often to tweet to increase engagement.

Best Days of the Week to Tweet—Any weekday is a good day to tweet! Research on this subject is fairly new and slightly differing, but we do know that Twitter engagement definitely goes down on the weekend. It is probably safer to stick to Monday–Thursday if you are really trying to boost engagement. The peak in Twitter activity happening on work days indicates the strong business and news side of social media that people are using the platform for.

Best time to tweet—The best time of the day to tweet is 12 p.m. and 6 p.m., with 5 p.m. being the highest for retweets. This is most likely due to lunch breaks and commuting home, which is why it is important to keep in mind your audience—busy school psychologists!

Frequency—You can tweet far more frequently than you should post to Facebook. If you are really looking to increase engagement, limiting one tweet per hour helps. You should not exceed 10–14 tweets in a single day.

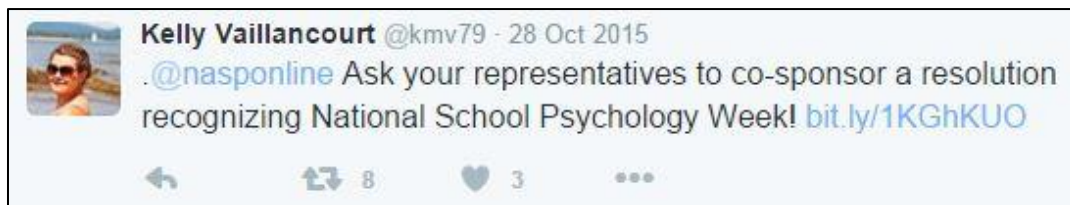
- Note: research on these factors is relatively new and evolving.

Personal Advocacy


How to contribute to your state association’s goals on your personal account.

For your state association’s Twitter to be successful, people need to interact with the account and the content. There are many things an individual can do to help a state association reach its goals on Twitter. When you interact with your state association’s account, you advance the message and amplify the voice of your state association.

- Engaging with your state association’s tweets will help other people see them. Retweeting, favoriting, and replying to tweets will help your personal followers discover information from your state association’s Twitter. It will also boost analytics for your state association’s account.
- When you have something interesting you want your state association’s page to recognize or know, you can mention the page. This way your state association can retweet you for their followers to also see, or at the very least, the information you want to share will definitely make it through the noise and reach them.



- When you have something interesting you want your members of Congress to know, mention their personal accounts and tell them! Retweet legislators that tweet about education, psychology, children, etc. This is one of the biggest benefits to advocating on Twitter. You can reach them for free, when it’s convenient for you, from your own computer. Let them know that school psychologists are motivated and useful tools for them. It is also a more powerful impact to show that the group of school psychologists who support the message of your state association is diverse and capable (See “Reaching the Right People With Your Tweets” pg. 22).


 **Peter Faustino** @Dr_Faustino · 4 May 2015
 TY @SenatorBreslin for honoring @nasponline School Psychologist of the Year on the NY senate floor #MentalHealthWeek

 **john kelly** @jkellyphd · Jan 4
 School psychs are on board and want to help @SenatorOrtt @senatorlavallo @davidcarlucci

- Live tweet or post photos to Twitter during an association event. Be sure to mention their page and use any event-specific hashtags so they are sure to see your post and can retweet it!

 **Katie Eklund** @KatieEklund · 17 Jul 2015
 Excited for a day on Capitol Hill, advocating on behalf of children, families, and school psychologists! #NASPonthehill

🔄 1 ❤️ 3

 **Kessa Roberts** @KessaRoberts · 18 Jul 2014
 it's Hill Day here at the NASP/GW Public Policy Institute! #NASPonTheHill Let's make our last day in DC count!!

🔄 1

 **Kari Oyen** @karioyen · Feb 11
 Come down to the GPR booth at NASP! I advocate, what is your superpower? #NASPGPR #NASP16



🔄 5 ❤️ 9

Social Media Plan—Twitter

Page Name:

Audience:

Goals:

Objectives:

Influentials to Reach:

Content Calendar

Month:

Month:

Month:

III. Using Both Facebook and Twitter Cohesively

Recap of the Main Differences Between the Two Platforms

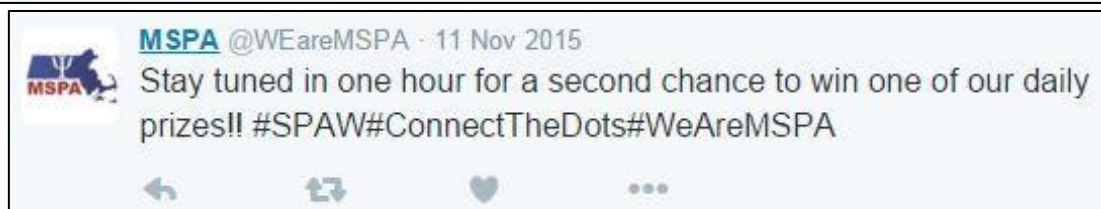
Facebook	Twitter
Content can be longer and more detailed	Content has 140 character limit and has to be creative
Usually connect with people you know or who are in a close circle (Friends)	Connecting with people and influentials you may not know (Followers)
Share content to tell stories and for deeper communication	Share content to open or be a part of a larger discussion
Networking with people	Networking ideas
Facebook post has a longer lifespan, engagement can last a couple of days	Tweet has shorter lifespan, most engagement within first hour

When to Use Each

- Determining where to post what can be a little confusing, but it essentially comes down to your goals. If you want to share a detailed update with school psychologists to strengthen relationships, you should probably use Facebook. If you want to share a creative idea in response to an article for whomever to see, you should probably use Twitter. If you want to encourage your members to sign up for a workshop, you should probably use Facebook. If you want to get a message across to a policy maker, you should probably use Twitter.
- Sometimes it is appropriate to share something on both. You will just need to take the same message and craft it in two different ways.
- Depending on what you want people to do with what you are sharing, it's helpful to know the differences between peak engagement times. The fact that Twitter is used heavily during the weekdays and Facebook is used heavily on the weekends may determine where you want to share your message.

Social Media Campaigns

- **What Is a Social Media Campaign?** Social media campaigns are creative strategies a page can use to generate buzz and increase engagement in addition to their normal content efforts.
- **Contests and Giveaways**—NASP and other state associations occasionally will hold a contest or giveaway. If your state association has the means to do this, it is a good way to generate buzz and create excitement. It can also be used as a good incentive if you want your audience to do something, such as register early for a convention. Make sure you explain explicitly what your audience should do to enter and when and how the winner will be notified.



National Association of School Psychologists
November 11 at 2:05pm · Edited ·

Today is your LAST CHANCE! Register for the NASP 2016 Annual Convention at <http://www.nasponline.org/profe.../nasp-2016-annual-convention> by the end of the day and you'll be entered to win a \$500 Visa gift card. You'll also save \$50 off the full member/nonmember registration rates. One lucky winner of the gift card will be randomly selected tomorrow, Thursday, November 12.



Want a chance to win a \$500 Visa gift card?
Register by November 11

NASP 2016
ANNUAL CONVENTION

February 10-13, 2016 New Orleans Marriott & Sheraton New Orleans
www.nasponline.org/NASP16

National Association of School Psychologists
March 12 ·

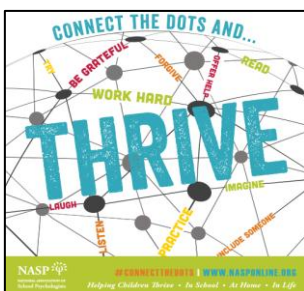
TELL US: What is your #1 reason for renewing your NASP membership? The person whose comment has the most likes at noon tomorrow will win a \$25 Amazon.com gift card. Good luck!



Like Comment Share

31 people like this. Top Comments

- **Monthly Highlights**—If your association wants to highlight people doing great a work locally, a great way to do that is to pick one “School Psychologist of the Month” every month for a year. For a shorter commitment, you could do “School Psychologist of the Day” every day of School Psychology Awareness Week or something similar. Outstanding advocates are also great to highlight as well. It is important to recognize those who are trying hard to help with your state association’s efforts, especially with advocacy. It might even encourage some friendly competition!
- **Changing Profile Pictures**—One way to highlight a timely event is to change your profile picture to a graphic relevant to that event. This boosts awareness and shows your support. There are tons of national events to follow, but it’s best to choose ones that are relevant to your association. For example, NASP changes its profile picture when it is Autism Awareness Month or School Psychology Awareness Week. NASP’s GPR Committee also has a graphic for the hashtag, #NASPGPR to be used as a profile picture. Individuals can do this on their personal pages as well.



Christina Koch @ckoch_nasp · Feb 11
Use the #NASPGPR graphic on social media this week at @nasponline to share your advocacy efforts!



2 2

References

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Retrieved on 4/26/16 from: <https://www.dropbox.com/s/kfprcgzizr5dkc2/Twitter%20Makes%20Us%20Awesome-r.pptx?dl=0>
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- Integrating Social Media With Your Advocacy Software- CQ Roll Call
Retrieved on 4/26/16 from: http://info.cqrollcall.com/rs/764-XAC-282/images/20160309IntegratingSocialMediaWebinarPresntationFNL.pdf?mkt_tok=eyJpIjoiWmpFMk5tVmtZelV6TIRJeClInQiOiJueU1qNDIONG40OWpzWk9JQk16bTl5ZkEzeWpacjZSTDBaTG5TMzNPeDRaWENPRzJPaTZic0NuRXljVnlMYWxjWDU1UXZ1cUNlb09pKzluRE5jbmx2Q1U3XC9yRnljUE1kanJ1RIJ2ZXVxcGM9In0%3D
- Meet the People Who'll Love Your Organization: A Nonprofit's Guide to Facebook Pages and Ads
Retrieved on 4/7/16 from: <http://nc.casaforchildren.org/files/public/site/conference/HO2015/C%20-%20How%20to%20Boost%20Your%20Facebook%20Presence.pdf>

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