

# Social Media Starter Sheet

Consider your organization’s branding elements (logo use, background and header images, and descriptive text)

<p><b>User Name or Handle</b></p> <ul style="list-style-type: none"> <li>• Search the social media platform to make sure your desired handle is available</li> <li>• Try to be consistent and use the same username across multiple platforms</li> <li>• User name checking sites allow you to check several platforms at once</li> <li>• Abbreviations, acronyms and underscores can be useful</li> </ul>	
<p><b>Brief Bio</b></p> <ul style="list-style-type: none"> <li>• Concise, to the point</li> <li>• Should be web scannable</li> <li>• Include organizational priorities or key words : i.e.: health promotion or healthy communities</li> </ul>	
<p><b>Avatar or Image to Identify the Organization</b></p> <ul style="list-style-type: none"> <li>• An organization’s logo (or variation of it) is commonly used</li> <li>• Most social media logos are square shaped</li> </ul>	
<p><b>Links to your website, blog or other online channels</b></p>	
<p><b>Banner/Header Image</b></p> <ul style="list-style-type: none"> <li>• The header image is best used when it complements the logo and other branding elements</li> <li>• Taglines, staff photos or recent event images are popular</li> </ul>	
<p><b>Key words</b></p> <ul style="list-style-type: none"> <li>• Identify people others with similar interests</li> </ul>	
<p><b>Grow your network</b></p> <ul style="list-style-type: none"> <li>• Find field experts, thought leaders and relevant news outlets</li> <li>• Copy followers or friends as relevant</li> </ul>	