

Collaborative Social Media

How to organize a multi-account social media strategy



Agenda

Part 1: Organizing

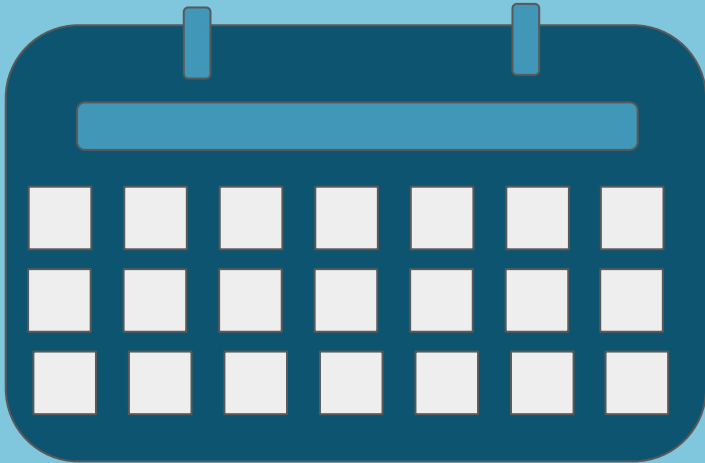
- ❑ **Creating a Content Calendar**
- ❑ **Group Communication Options**

Part 2: Quick Tips

- ❑ **Sharing VS. Multi-Posting**
- ❑ **Caption Writing + Hashtags**
- ❑ **Helpful Apps**

Organizing: How everyone knows what's going on

Content Calendar



- Maps out each upcoming post
- Contains relevant information about each post (ie. date, caption, platform)
- Clear direction

Example Content Calendar

Date	Accounts	Summary	Platform	Copy	Media	Link
Post date.	Who posts.	Topic.	What site.	Text.	Any visuals.	Live post.
August 22 10am.	-AWN -ACAP Saint John	August water monitoring results	-Facebook -Instagram	"We had great results from this month's..."	[Link to graphic in Google Drive]	[Link to post after it's been uploaded]

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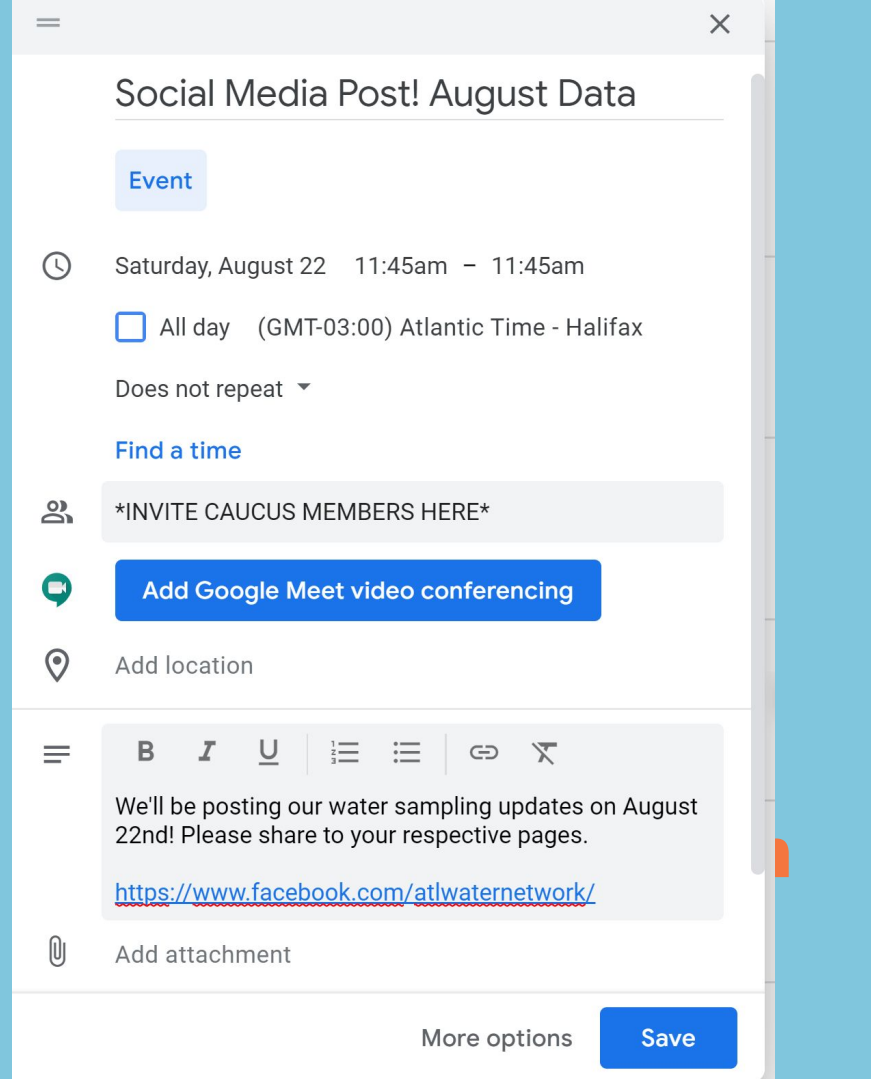
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Group Communication Options

Email Calendar Invites

- Invite partners to share a post in advance
- Partners can receive notifications
- Organizes invites into a calendar



The screenshot shows a mobile interface for creating a calendar event. At the top, there is a title "Social Media Post! August Data" and a close button (X). Below the title is a blue button labeled "Event". The event details include a clock icon, the date and time "Saturday, August 22 11:45am - 11:45am", an "All day" checkbox, and the time zone "(GMT-03:00) Atlantic Time - Halifax". A dropdown menu shows "Does not repeat". There is a link "Find a time" and a text input field containing "*INVITE CAUCUS MEMBERS HERE*" with a person icon. A blue button "Add Google Meet video conferencing" is next to a speech bubble icon. Below that is a location field with a pin icon and the text "Add location". A rich text editor is visible with icons for bold, italic, underline, list, and link. The text in the editor reads: "We'll be posting our water sampling updates on August 22nd! Please share to your respective pages." followed by a blue hyperlink: "[https://www.facebook.com/atlwaternetwork/](\"https://www.facebook.com/atlwaternetwork/\")". At the bottom, there is an "Add attachment" field with a paperclip icon, and two buttons: "More options" and "Save".

Group Communication Options

Slack or Facebook Group

- DM links and files
- Message notifications
- Pin content calendar

Caucus Communicatio... ▾



Get started

First: Assemble the team

⋮ More

▾ Channels



commsplanning

general

jointcampaigns

sharing

social-media

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Quick Tips: Sharing vs. Multi-Posting

(why sharing is *generally* the better option)

- Audience Reception
- Algorithm Rankings
- Adding additional information



Share

Quick Tips: Sharing vs. Multi-Posting

(why sharing is *generally* the better option)

- Audience Reception → Multi-posting causes spam
- Algorithm Rankings → Sharing signals importance
- Adding additional information

Quick Tips: Sharing vs. Multi-Posting

(why sharing is *generally* the better option)

- Audience Reception
- Algorithm Rankings → → Doesn't scatter post interactions
- Adding additional information → Boosts ranking

Quick Tips: Sharing vs. Multi-Posting

(why sharing is *generally* the better option)

- Audience Reception
- Algorithm Rankings
- Adding additional information → → Add relevance to audience
→ Show community involvement and expertise

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Quick Tips: Caption Writing + Hashtags

Building Blocks for Caption Writing

1. **What It Is**
Where data is from, location, activity and purpose
2. **Why Does It Matter**
3. **Call to Action**

Quick Tips: Caption Writing + Hashtags

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Quick Tips: Caption Writing + Hashtags


Of Posts % to Use

1M+	3%
500k+	7%
100k+	30%
50k+	25%
20k+	25%
10k+	10%

Hashtag Diversifying Guide

Out of 25
hashtags

Caption

 Example
#cats

#catsofinstagram
140M posts

#cats
107M posts

#cats_of_instagram
21.5M posts

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Quick Tips: Helpful Apps



Repost: For Instagram

Repost photos and vid...

OPEN



Caption Writer for Instagram

Jumpstrap, LLC

OPEN



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We're Done!

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