

Social Media Tips and Guidelines

These tips and guidelines cover some of the more popular social media networks: Facebook, LinkedIn and Twitter. Remember, to promote your presence on these platforms, make sure you are providing links in your emails and other communication. If you have a more specific question, please contact webmaster@ena.org.

Social Media Guidelines

ENA encourages members to use social media channels to raise awareness of the organization and its mission. Below are recommended guidelines for communicating via social media.

1. **Be Responsible.** Remember that nothing is truly private online so do not post items that are confidential or sensitive in nature. Social media networks should not be used to divulge or discuss proprietary information, internal documents, personal details about other people, or other confidential material.
2. **Consider Privacy of Others.** Don't publish or cite personal details and photographs about ENA members without their permission. Also consider privacy when tagging individuals in a post.
3. **Include Source Links.** You are encouraged to share links and articles on social media. It is a best practice to include the original source when referencing an article or information.
4. **Be Active.** Issuing relevant posts and engaging discussions will increase the visibility of your social media presence. Videos and pictures are shared more often than plain text posts. Use content from ENA's social media platforms to enhance your presence.
 - ENA on Facebook: <https://www.facebook.com/ENAorg>
 - ENA on Twitter: <https://twitter.com/ENAorg>

- ENA on LinkedIn: <https://www.linkedin.com/company/emergency-nurses-association>
 - ENA on YouTube: <https://www.youtube.com/user/EmergencyNursesAssoc>
5. **Be Respectful.** It's OK to disagree with others but insulting readers, fellow members, or peers is not. You may wish to post a code of conduct statement noting that comments or posts that use obscenities, personal insults, or other disparaging language will be removed.

Social Media Tips



Facebook

Good tool for: Building a community and opportunity for information sharing with members. Sharing events, news, photos, and videos.

Tips:

Build a Page:

- State Council and Chapter Facebook pages should not be created as personal pages
- Creating a **branded page** is recommended. Start here to begin creating your page: <https://www.facebook.com/pages/create/>
 - Your "company name" should be official title of your state or chapter (i.e. Illinois ENA State Council or Peninsula ENA Chapter)

Take Advantage of your Timeline Cover Photo



- The size requirement for your timeline cover photo is 851 x 315px and its intent is to be the attention grabber
- Use it as an opportunity to showcase your state or chapter
- For more details click here: <https://www.facebook.com/PagesSizesDimensions>

Profile Picture: Use the Official ENA State or Chapter Logo

- The profile picture for your page should be the official ENA state or chapter logo
- Facebook profile picture dimensions are 160 x 160px, but you should upload image that's at least 180 x 180px and Facebook will scale it down
- If you still find that the image isn't fitting, try creating an all-white background in Microsoft Paint, Adobe Photoshop, etc. that's 160 x 160px pixels, paste the logo over it, and save
- The state and chapter logos can be found on the ENA Brand Center. Download the .jpg file.

Actively Share Content

- The best way to attract continuous followers is posting information regularly
- That doesn't mean that it has to be content you've strictly created on your own. We encourage you to share relevant information from other pages, including [ENA's Facebook page](#), upload photos and/or video, or simply share a link
- All of these items keep your followers engaged

Posting on Facebook

- Keep your posts short with one actionable item (with a link if possible)
- Use hashtags (#) to categorize your posts, to mention other people or organizations use the @ symbol prior to their name (i.e. @ENA)
- Use photos and video to enhance your posts

Make Your Events Social

- Having a state or chapter meeting or conference? Create an event page for it under your main Facebook page and give attendees the opportunity to network before and after the meeting



LinkedIn

Good tool for: Creating a virtual space for professional networking and content sharing. Post job postings, educational opportunities, industry news articles, and create discussions around industry topics.

Tips:

Build a Group:

- Start here: https://help.linkedin.com/app/answers/detail/a_id/6/~/-creating-a-group

Profile Picture: Use the Official ENA State or Chapter Logo

- Group logo size: 100 x 50px (maximum size 100kb)
- Small logo size: 60 x 30px (maximum size 100kb)
- For more details click here:
https://help.linkedin.com/app/answers/detail/a_id/14/~/-adding-or-editing-an-image-or-logo-to-your-group
- The state and chapter logos can be found on the ENA Brand Center. Download the .jpg file.

Actively Share Content

- As a professional network, make sure to manage/create your content accordingly

Posting on LinkedIn

- Find a core group of volunteers to help share relevant content to spur member discussion and engagement



Twitter

Good tool for: Sharing quick and high-level information and communicating during events and programs by using a #hashtag. Share news, highlight events and programs, praise members, post questions/comments during programs.

Tips:

Build an Account

- Create a Twitter account at www.twitter.com
- State Council and Chapter Twitter accounts should not be created as personal accounts, but accounts on behalf of your state or chapter

Profile Picture: Use the Official ENA State or Chapter Logo

- Header photo size: 1500 x 500px
- Profile photo size: 400 x 400px
- For more details click here: <http://sproutsocial.com/insights/social-media-image-sizes-guide/#twitter>

Actively Share Content

- Share content from ENA National (@ENAorg)
- 140 character limit
- Use hashtags (#) to categorize your posts. To mention other people or organizations use the @ symbol prior to their name (i.e. @ENAorg)
- Use photos and video to enhance your posts (great for use at meetings or large-scale events)