

7 Simple Social Media Posting Tips



Here are a few tips to help make the most of your social media posts:

#1: If you're less comfortable posting original content, consider liking/commenting/sharing content that is already published. Catholic Charities of St. Louis can be found on Facebook, Instagram, Twitter, and LinkedIn. Each of the eight federated agencies can be found on one or more of these platforms.

#2: Be sure to tag any person or organization mentioned in a post. To tag, start with the @ symbol and then type the person's/organization's name. This should produce a link to that person's/organization's own account. This allows more people to see the post.

#3: Consider adding relevant hashtags at the end of the post. Examples: #CatholicCharities, #Charity, #CatholicSTL, #STL, #DoGood. This, too, allows more people to see the post.

#4: Posts with photos are most likely to draw attention. Photos supplied by the CCSTL Parish Ambassador program are either from the public domain or have been purchased for use, so you may share them in your related posts, too.

#5: Supplied posts are for your convenience. Feel free to change them to sound more like YOU!

#6: The more you post and engage with other people's/organization's posts, the more people your posts will reach.

#7: If your parish has a social media administrator, share the content ideas for consideration on parish pages.