



WORLD HEALTH RUN

Social Media Primer

WORLD HEALTH RUN has Facebook, Instagram and Twitter accounts. Each platform has a different audience and requires different messaging and content. To be successful, we need everyone to be part of the social media team!

While all posts should be coordinated, everyone plays a role in:

- A.) engaging with our posts (i.e., Like/Share/Comment)
- B.) contributing content or brainstorming ideas for content

EACH PLATFORM IS DIFFERENT

1. **Facebook:** This is where we have the greatest potential for reach, however we must only post content that will do well. Facebook has a complicated algorithm that very much favors Facebook Live and videos, as well as strong photos. These posts get pushed to the top of Facebook user's feed, however, the platform punishes accounts that post low-performing posts by pushing their content down. Also, do not use hashtags here.
2. **Instagram:** This is a visual platform where we can share images related to running or **WORLD HEALTH RUN** preparation. The best way to contribute content is to share a photo on your account and tag @worldhealthrun and we can easily repost onto our account with a credit. (You can also download the REPOST app and share **WORLD HEALTH RUN** posts on your own account.)
3. **Twitter:** This is a much more difficult platform to be effective, but will be most utilized during events leading up to the run as well as run day. You can also tag @worldhealthrun on your own posts and we will re-share.

What makes a good content?

- 1.) **ENGAGEMENT WORTHY:** Users engage with content for 3 reasons
 - a. It's funny
 - b. It's informative and makes them look smart
 - c. It makes them look like they are "in the know"

- 2.) **VIDEOS:** There are few ways to go wrong with video, but remember:
 - a. Most videos are watched without sound
 - b. Users make a decision about whether to watch it in the first 3-5 seconds

- 3.) **HELPS MEET GOALS:** Everything we do should help us meet our big objective of mobilizing people to meet our objectives, i.e. sign-up or give money!

CONTENT IDEAS

- Content can be simple, such as a photo of a stack of **WORLD HEALTH RUN** T-shirts laid out or a group of **WORLD HEALTH RUN** volunteers gathering to prepare for the run.
- Our content can be 1/3 **WORLD HEALTH RUN** information, 1/3 global health related and 1/3 behind the scenes/volunteers.
- Facebook Live. Goal would be to do one a week. Do you want to do one? Let us know! We can help. Also, visit: <https://live.fb.com/about/>



HASHTAGS

Hashtags should only be used on Twitter and Instagram. Do not use them on Facebook, where the algorithm pushes down posts using hashtags.

Here are some hashtags to use - #WHR2018 #WorldHealthDay

Other hashtags - #globalhealth #runners #running #runnersofinstagram #runnersoftwitter

BEST TIME TO POST

Weekdays

Morning (7 a.m. – 9:30 a.m.)

Lunch (11:30 p.m. – 1 p.m.)

Evening (8 p.m. – 9:30 p.m.)

Sunday evening

(6 p.m. – 10 p.m.)

Questions? Email Mary Owen – social@worldhealthrun.org

www.WorldHealthRun.org

