

# Social Media 101

Our Goal

Idea Zone  
(to think about later)

3 Things We Can Do This  
Year

1. \_\_\_\_\_  
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2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_

Notes:

3 Things We Can Do Before  
Next Summer

1. \_\_\_\_\_  
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2. \_\_\_\_\_  
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3. \_\_\_\_\_  
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Notes:

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## Before You Start in Social Media

- *Assign designated volunteer poster/monitor/creator*
- *Outline/plan for posting schedule, content calendar*

### Content Checklist

1. Authentic: Share content that reflects your unit or division's personality and members interests.
2. Accessible: Use alt text on all images, caption all videos
3. Give Credit: Cite/link back to sources if not your own resource
4. Visual Appeal: Use high-quality images and videos that you have permission to share
5. Avoid Copyrights: Only use visuals and audio you have the right to share
6. Use Hashtags Wisely: Include relevant hashtags to increase the reach of your posts but don't overdo it.
7. On Brand: Check CEC brand guidelines online if you have questions
8. Edit and review before posting

### Content source ideas

- Content from each other
- Blog posts/web items from CEC HQ, Divisions, Units, and Chapters
- Resources from other trusted organizations and news sites as appropriate
- Repost Policy Insider or SET articles
- Reach out to Hannah or Derek for ideas
- Templates for social media and other content
  - Units: [exceptionalchildren.org/engage/resources/units](http://exceptionalchildren.org/engage/resources/units)
  - Divisions: [exceptionalchildren.org/engage/resources/divisions](http://exceptionalchildren.org/engage/resources/divisions)
  - Chapters: Coming Soon

# Content Calendar 101

1. Choose Your Tools
  - Spreadsheet: Google Sheets or Excel for a customizable calendar.
  - Dedicated Tools: Platforms like Hootsuite, Buffer, or Later for integrated scheduling and management.
2. Define Your Posting Frequency
  - Decide how often you want to post on each platform (e.g., daily, weekly).
3. Plan Your Content Themes
  - Monthly Themes: Focus on specific topics or campaigns each month.
  - Special Dates: Include holidays, events, and promotional dates.
4. Create a Content Plan
  - Content Types: Mix various types of posts like promotional content, educational posts, and engagement-driven posts.
  - Visuals: Plan for images, videos, and graphics.
  - Calls-to-Action: Include actionable prompts (e.g., “Register Now,” “Learn More”).
5. Schedule Your Posts
  - Use your chosen tool to input dates, times, and content details.
  - Set reminders for deadlines and review dates.
6. Review and Adjust
  - Regularly review your calendar to ensure it aligns with current trends, events, and any feedback.
  - Adjust content as needed based on performance metrics and audience engagement.

## Content Calendar Basics

1. Date and Time: When each post will be published.
2. Platform: Which social media channel will be used (e.g., Facebook, Instagram).
3. Content Type: What type of content will be posted (e.g., image, video, article).
4. Caption/Description: The text or message that accompanies the content.
5. Hashtags: Relevant hashtags to increase visibility.
6. Links: URLs to be included in the post.
7. Status: Track progress (e.g., planned, drafted, scheduled, published)

# SEPTEMBER

# SOCIAL SNAPSHOT

MON	TUES	WED	THURS	FRI

## Sample: Basic Spreadsheet

Date	Platform	Content Type	Caption/Description	Hashtags	Links	Status
Aug 12 , 2024	Instagram	Image	“Join our Book club!”	#DLL		Scheduled
Aug 19, 2024	Facebook	Video	“Check out this great resource”	#HowTo #EducatorTips		Planned
Aug 26, 2024	LinkedIn	Text	“New Blog Post: Tips for Success”	#4Special Education #Teaching		Drafted