



SOCIAL MEDIA BEST PRACTICES

HOW TO “POST” AT YOUR POST!

Social media channels provide a great way to communicate news, information, updates, and more with your members in addition to e-mail and websites. The SAME National Office encourages Posts to use social media to spread the word about local events, recognition of member accomplishments, etc. You also should take advantage of SAME National’s large following by tagging us in your messages.

Follow Us...

- **LinkedIn:** SAME National
- **Instagram:** SAME_National
- **Facebook:** SAMENational
- **Twitter:** @SAME_National

LinkedIn:

- **Posting on LinkedIn** – SAME National has a LinkedIn page that can be found by searching for Society of American Military Engineers (SAME), was well as several “groups” in LinkedIn. We encourage Posts to create their own accounts and use LinkedIn to promote member accomplishments and events.
- **Length of a post** – 210 characters or less before a “see more” button. The body of the post can contain 1,300 characters.
- **Image Size** – 1200 x 630 pixels is the ideal image size.

Facebook:

- **Posting on Facebook** – SAME National has a Facebook Fan Page which can be found by searching for Society of American Military Engineers (SAME). We encourage our Posts to create their own accounts and use Facebook to promote member accomplishments and activities
- **Length of Post** – Facebook differs from Twitter in that there is no limit to characters in a post. However, it is recommended that the post not exceed 250 characters. Using photos and graphics are encouraged to assist in sending the message.
- **Image Size** – 1200 x 630 pixels is the ideal image size.

Instagram:

- **Posting on Instagram** – SAME National has an Instagram account listed as @SAME_National.
- **Length of Post** – Instagram recommends 138 to 150-character count limit.
- **Hashtags** – Instagram allows users to include up to 30 hashtags in a caption, but Instagram’s creators account recommends using three to five.
- **Image Size** – 1080 x 1080 pixels is the ideal image size.

X (Twitter):

- **Posting on X** – SAME National has a twitter account listed as @SAME_National. We encourage our Posts to create their own accounts and use Twitter to promote Post events and member accomplishments. The suggested handle for posts is @SAME____POST (fill in your Post name in the blank)
- **Hashtags** – Create hashtags that are short but meaningful; if hashtags are too long, they will be harder for people to use in retweets and engagements.
- **Image Size** – 1200 x 675 pixels is the ideal image size.

SAME Hashtags for 2024/2025:

Post Leaders Workshop	#SAMEPLW24
Small Business Conference	#SAMESBC24
Career Transition Workshop	#SAMECTW25
Capital Week / DOD	#SAMECAP25
Joint Engineer Training Conference	#SAMEJETC25
Leader Development Program	#SAMELDP25
Holidays	#SAMECelebrates
Members	#IamSAME

Best Practices:

- Post at least once a week (this is ideal, but understandably a lot for a volunteer group)
- Use relevant hashtags on your post to grow your audience
- Tag SAME National and members (influencers) for more exposure
- Respond to messages you receive and reply or like comments
- Always tag the people and companies represented in the image or video when posting to social
- Make it fun! Share an image, video, gif, or use emojis instead of just text. Information containing a visual component is retained 65% more than just text

Content Ideas:

- Create Facebook and LinkedIn events; share reminders
- Share photos and videos from your Post events
- Share posts thanking event sponsors (and tag them)
- Celebrate Post leader birthdays/Post anniversaries
- Highlight Post members and scholarship recipients
- Share SAME National content (repost content from our feeds)