MNRSC Social Media Guidelines & Best Practices

Adopted June 9, 2012

Definition and Purpose

The following pertain to NA Minnesota "open" pages and profiles of Facebook and NA Minnesota Twitter account. The purpose is to communicate NA related information to friends, fans, and followers of NA Minnesota. The open of Facebook and Twitter are to be used as broadcast mediums, not discussion forums or boards. There are other "closed" or "secret" or other online forums that are for the purpose of discussion.

Guidelines

1. Have more than one individual from the MNRSC FST or Regional Committee post and monitor social media activity to help each other follow NA traditions and social media regulations;

2. Set privacy settings so individuals may not tag or post to the NA social media page, group, or profile without express permission;

3. At this time, Like, Friend or Follow only NA service committees, but allow anyone to Like, Friend or Follow NA Minnesota;

4. Monitor FB page and profile daily and remove or fix any posts or tags that slip through the cracks of the privacy settings;

5. Post information on NA events, workshops or service opportunities, as you would hear in any NA meeting;

6. Do not post pictures of recognizable individuals; keep photos restricted to NA approved artwork or within the context of the communication;

7. Do not post last names or contact information unless permission is granted and is absolutely necessary for the good of NA;

8. Remove any comments that break confidentiality or are not aligned with our Traditions;

9. Communicate lessons learned between individuals responsible for postings and settings;

10. Regularly refresh guidelines to align with social media outlet rules and changes;

11. Develop best practices and share with NA worldwide.

Social Media Benchmarks: Best Practices for Use

NA Minnesota's "open" Facebook and Twitter presence along with its email are broadcast communications seen by members and the general public. Treat these communications carefully and with respect to the 12 Traditions and all will be well. This is a guide for best practices for using social media and email. This is not an extensive how-to-guide, but just a collection best practices and frequency for utilizing "open" Facebook pages and profiles and Twitter accounts for NA Minnesota. Establishing specific baseline metrics is in the works to find our fans' or followers' "sweet spot" between too many and too few posts/emails.

A good average to follow is to:

- Facebook: Make 1-3 informational or event posts per week, confirming friends each day.
- Twitter: Make 0-5 original tweets per day depending on the event activity level or how "hot" an event might be such as a service forum.
- Email: Send 0-2 emails per week.

I. Facebook

Best Practices:
- Always be aware of Content, Traditions, tenure, and responsiveness.
- Do not treat NA Minnesota Facebook Page and Profile as if it were a person; we do not post birthday wishes or make "witty" comments on others' posts. NA Minnesota uses Facebook conservatively as a broadcast medium.
- Always consider the quality of the content and focus less on quantity. Be creative in posts but get the point across quickly.
- Too much content eventually gets tuned out.
- Make sure your content is engaging and varied.
- NA Minnesota uses Facebook as a broadcast communication method even though some other organizations use it differently.
- Be aware of the graphics used in a particular post, be aware of its size so that it shows up correctly.
- Post freely about upcoming NA Events.
- Post about new literature or a look at existing literature.
- Occasionally while logged into Facebook, friends will communicate using the chat feature on Facebook. If it is a "call for help" encourage them to attend one of our meetings and send them a link to our Find A Meeting page from our website or have them call the Helpline at (877) 767-7676 or email us at info@naminnesota.org.
- Remember to occasionally post "how to find a meeting" or "how to subscribe" to our monthly meeting list distribution.

Frequency of Use:
- On average, post once a day to your Facebook page or profile. As an example, post on the profile at one time and the page another time.
- The best time to share on your page is approximately Noon Eastern; however, analyze your Facebook Insights to determine the peak time for interaction of your page.
- Post less for more "likes"; follow a "less is more" policy when posting.
- Occasionally vary the times you post on your page and profile to reach different segments of your audience.
- The best days to post are on Tuesday, Wednesday and Saturday.

II. Twitter

Best practices:
- Promote your feed and link your Twitter profile from your website, or display your recent tweets on your homepage.
- NA Minnesota is currently just following other NA based service committees or groups. Normally, Twitter is all about conversation, but NA Minnesota uses it as a means of broadcast like announcements in your home-group.
- Listen and learn. You can use search.twitter.com to create RSS feeds of key terms you want to follow or TweetBeep which sends you alerts.
- Be casual. Adopt a more informal, personal voice than you would in a newsletter.

- Create value. The only way to get and keep followers is to be interesting. Share what NA Minnesota or one of our member Areas are doing for service, what events are being hosted, what is new at NAWS, and what events might be cancelled or postponed, even tweet when a group changes its address or is no longer meeting.
- Consider including NA Minnesota tweets in other NA service committee or NA groups' feeds.
- Respond. Pay close attention to any messages or mentions of your organization, and be sure to respond to them if appropriate.

Frequency of use:
- There are no hard rules for how often you should tweet, but is accepted practice to tweet several times a day if there is a will to do so: 0-5 times/day for minimal use; otherwise, 8-10 times daily from a workshop or service forum.
- If there is or will be an official JFT tweet from NAWS, RT the tweet daily.
- If a NA service committee tweets, feel free to RT the tweet.
- The best time to tweet is between 9am – 3pm, with a "Twitter Sweet Spot" of 1pm – 3pm.
- Hubspot's research discovered users who tweet between 10-50/day accumulate more followers on average.
- Although it may be tempting, do not post tweets on Facebook. Facebook is more personal and Twitter is more informational. You can easily post to each network with the same message and different tone using a dashboard. Also, Twitter has a 140 character limit, and this limit heavily influences the way people communicate on the platform.

III. Email

Best Practices:
- Make your subject line short and appealing. Shorter subject lines generate higher open rates, but longer subject lines actually produce higher click through rates.
  - Open rates refers to the rate at which an email is viewed. This metric is usually not strictly accurate because of the differences in the way email programs preview and display emails, but it is still an accepted general metric.
  - Click through rates describe the rate at which links from within the email are clicked by email viewers.
- Avoid promotional words such as Free!, 50% Off!, Click Here, and Call now! so your email won't be marked as spam
- Send emails from a human being with a real name.
- Make emails action oriented.
- Keep content short and to the point, and make it scannable. Use headings to break up sections, and feel free to bold important points.
- Use images sparingly. You want your content to make sense even if a reader doesn't download the images (most will not), also, mobile email readers will be on a data plan, don't hog the data they have paid for with unnecessary images that they might not be expecting in an email.
- Use the actual hyperlink, not words with embedded links in your emails, and place the link more than once in the email for a higher click-through rate.
- Segment, test and analyze your data!
- Integrate with social media by including social sharing links.

- Consider mobile readers. Have a text version of your email, keep it short so people don't have to download the rest of the message or scroll, and make your emails 500-600 pixels wide so that they don't get distorted.

Email frequency:

- If your organization sends emails often, try not sending more than three emails a week, 1-2 a week is ideal, although every organization is different.
- The best time to send emails is Tuesday, Wednesday, and Thursday.
- The most active time for open rates is between after 12 PM (between 2-5pm)
- Never send emails on Monday, Friday or Saturday.
    - Individuals are overwhelmed with starting a new work week on Monday and eager to end the work week on Friday.
    - Saturdays are not ideal, because no one wants to check email on their one day off.