





# Social Media

## Five Steps to Success!

### 1. Does your content have a photo/graphic?

Everybody likes a pretty picture! If you want to bring attention to your posting, why not include a picture or a graphic you have on hand?

### 2. Does your content need a link or a #hashtag?

Simply adding a link to registration or to the event on a web based calendar can help an audience engage your posts directly. You want them involved.

### 3. Who's your audience?

Who is this post for? If you are speaking to young ladies, you would not talk to them like you would their parents. Try to direct your language and wording to match that of your audience.

### 4. Do you have all the information?

Date, time, location, the “who, what, where” of the post. Making certain that you have everything your audience needs to know is key to having a successful post.

### 5. Is it “digestible?”

This part is the hardest portion. Keeping your posts short and sweet is a challenge, especially when there is so much you want to share! Remember, your audience is just looking for the key information. Try to keep your posts shorter than a five sentence paragraph—making sure to include the important items and trimming out some of the less necessary pieces.

## Remember!

When creating posts, always make sure to use content that is safe; both for the girls and for families. Girls without a Media release form on file should not be photographed or used for any Social Media post. Girls should not be mentioned directly, nor should the specific location of any non-public event be shared with Social Media. The internet is a great tool, but we must be careful what we communicate for the safety of others.

Please remember that online harassment and cyberbullying  
are not tolerated by GSMISTS

For questions or concerns on this matter, please email [mvp@gsmists.org](mailto:mvp@gsmists.org)  
844-GSMISTS | [www.gsmists.org](http://www.gsmists.org) | [facebook.com/gsmists](https://facebook.com/gsmists) | [twitter.com/gsmists](https://twitter.com/gsmists)

**For questions or more information:**

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