



## Social Media 101 for MOAA Councils and Chapters

### The following links and resources can help you:

- Create a Facebook page for your chapter
- Master the basics for engaging with posts and sharing content.
- Post a tweet and tag others on Twitter.
- Learn the basics of Instagram.

### Facebook:

[Facebook Help Center Home](#): If you are looking for information about how to use Facebook, this is a great place to start.

[Share a Post on Facebook](#): Like something you see on Facebook? Learn how to share it on your page here.

[Like and React to a Post on Facebook](#): Increase engagement on Facebook by learning how to use it as an interactive tool. See something that's funny? Sad? See something that you love? There's a reaction for that! It's also a great way to gauge interest from your audience.

[Create and Manage a Page](#): Still need to start your own MOAA Chapter Facebook page or wondering how to use some of the essential functions of your new page? This is a great resource to get you started.

[Create and Manage a Group](#): A Facebook group can be public or closed and others may request to join. It's different than a Chapter page in that this is a community that relies on posts and comments from its members. This format has worked well for our Surviving Spouses. [Click here](#) to join their Facebook group. All members are welcome.

[Events on Facebook](#): Whether you're creating a chapter event that is public, private, in person, or online, use the events feature on Facebook to track attendance, post updates, answer questions, and allow event participants to interact.

[Facebook Stories](#): A quick way to share and view in-the-moment updates that last for 24 hours. This could be a great way for your chapter to share snapshots during an event.

[Facebook on Mobile Devices](#): Taking Facebook on the go? Learn how to use the Facebook app on your apple or android mobile device.

[Keep Your Account Secure](#): Online security is important. Here is what to keep in mind.



## Twitter:

**How to Tweet:** A post on twitter is called a tweet. Share with your followers a message in 280 characters or less.

**How to Retweet:** See something your followers may like on twitter? Re-share it by retweeting.

**How to Create a Twitter Account:** Get started on Twitter by creating an account.

**How to Create a Business Twitter Profile::** Create a business profile for your chapter.

## Instagram:

**Instagram Help Center:** If you are looking for information about how to use Instagram, this is a great place to start.

**How to Post on Instagram:** Learn how to post photos and add captions.

**Instagram Stories:** Like Facebook stories, this is a quick way to share and view in-the-moment updates that last for 24 hours. This could be a great way for your chapter to share snapshots during an event.

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## Social Media Terms

- Hashtag
  - Words preceding the pound symbol (#) are a hashtag. This groups the post in with other posts that use the same hashtag. Example: #NeverStopServing
- Follower
  - Someone who can see your posts on their newsfeed or social media home page.
- Reaction/Like
  - Like, love, care, haha, wow, sad, and angry: these are all ways people can interact with your post.
- Story
  - A post that your followers can see for 24 hours.
- Groups and Pages
  - Facebook pages are predominantly public. They are visible to everyone on the platform. A Facebook group however can be both public and private. You can choose to ask questions to members before you allow them access to the group, letting you choose the people you allow to be a part of the discussion.
- Tag
  - A tag is a username preceding an @ sign. This gives the user a notification when you post about them. Using tags is great when you want to engage with your members or with those outside of your organization.