

Tips for... Posting on social media

SOCIAL MEDIA PLAYS A KEY ROLE IN COMMUNICATION BECAUSE IT ENABLES THE RAPID AND WIDESPREAD DISSEMINATION OF INFORMATION. SOCIAL NETWORKS PROVIDE A PLATFORM TO INTERACT DIRECTLY WITH THE PUBLIC, INCREASE ENGAGEMENT, AND ESTABLISH AN ONLINE PRESENCE. THIS FORM OF IMMEDIATE AND ACCESSIBLE COMMUNICATION IS ESSENTIAL TO THE COMMUNICATION STRATEGY OF COMPANIES AND INDIVIDUALS



IN TERMS OF FORMAT

- Write short texts with a neutral and factual tone.
- Do not use jargon and always explain acronyms.
- Always include a visual with each post: photo, video, diagram, etc.
- Avoid using too many hashtags: 2 to 3 maximum, and use the official hashtags for the theme of the project.
- Post regularly to maximize the impact of your social media communication.
- Always tag the official accounts of partners.
- Avoid creating accounts specifically for a project; prioritize the use of existing accounts instead.

IN TERMS OF CONTENT

- Highlight the project's strengths/benefits/impact.
- Explain AFD's support role.
- Produce an editorial calendar with the project's key events and dates to help schedule your posts.
- Only share clear and substantiated information.
- In the event of a problem, immediately notify the communications department to assess the severity of the situation. Do not respond to comments: the next steps to take will be determined on a case-by-case basis.

AFD's social media accounts must be tagged in all your social media posts so that we can respond to and share your posts as required.

You can find all [the AFD pages to be tagged here](#), which should be adapted according to your geographical region.