**Posting to Social Media (STEP-BY-STEP)**

**Facebook:**

1. Write a brief caption or headline regarding the information your sharing. Include related links to subject(s)’ Facebook page.

1. Attach a multimedia element (photo, video or audio) and/or copy and paste the link to the article you are sharing. If it’s a Facebook live, be sure to include location and a short description of the event/and or a link to a preview article.
2. Delete the text link in the post after Facebook generates a thumbnail for you.
3. Confirm that the thumbnail and headline are appropriate and accurate based on the information you’re sharing.
4. Check spelling and grammar.
5. If uploading video
6. Click “post.” If the information is breaking news, gain approval from editors before posting.

**Twitter**

1. If posting links to stories, follow Facebook steps. If posting live, up-to-date information, follow the steps below.
2. Confirm and attribute information. Be sure to include quotes if necessary and attach updated, unaltered pictures or video to the post.
3. Include hashtags related to the event coverage for readers to follow along. This should be a hashtag that the newsroom has collectively decided on based on the coverage. All users tweeting about the event should use the same hashtag.
4. If possible, maintain an active dialogue with users.

**Instagram**

1. Follow Facebook guidelines if posting a photo and/or video related to a story. Do not use Instagram for updates, but rather a view into a story.
2. If posting a live video or discussion, be sure to include a description and actively address comments from users.