



Social Media Best Practices Guide

Facebook, Twitter and LinkedIn

At the national office, we encourage you to create a Facebook page and a Twitter account for your chapter, and to connect with us by liking our Facebook page, following us on Twitter and joining our LinkedIn group. This guide will go over tips to follow, how to maintain your accounts and what practices have been the most successful.

Benefits

- Advertise and provide live updates of events
- Quickly connects chapters of the same region
- Allows others to search for you and “tag” your chapter

Content

We leave all of the tweeting/Facebook posting on individual chapters’ accounts to their own discretion. However, please make sure to adhere by ACS’s principles.

- Please refrain from promoting partisan content.
- Please do not post inappropriate or offensive material.

If you have any questions about a post’s content, please email us at campus@acslaw.org.

***Logo:** The ACS Logo is available for use as an avatar, profile picture, etc.

Please let us know if you would like the logo file emailed to you. Feel free to customize the logo to be school-specific, but we advise that you keep and use the basic format.



Facebook

Create a Facebook Page/Group

1. **For guidelines on creating a Facebook page for your chapter, please click [here](#).**
2. **Create a regional Facebook group with student chapters in your area.**
E.g. Some of our Texas student chapters created a state-wide ACS student chapters Facebook group. They have used it to ask questions about speakers and general chapter management, advertise their schools’ respective events, and suggest social gatherings for ACS chapters in Texas. This has allowed them to interact on a more personalized level while bringing home and developing the ACS network.
3. **Like our official ACS page [here](#).**
4. **Join the ACS Facebook App. Click [here](#) for more information.**



Twitter

Twitter Tips

1. Upload an avatar/photo and bio before following others.
2. Include a link to your chapter’s website or the ACS website in the bio.
3. Be aware of your following-to-followers ratio.
4. Vary your tweets’ contents (advertising events, substantive articles, etc.).
5. Be aware of truncated automated tweets from Facebook or automated tweets announcing new photos posted on Facebook.
6. Format matters, even within 140 characters.
7. Follow us on Twitter [here](#) and [here](#).



LinkedIn

1. Connect with us individually, both chapter leaders and members, by joining our official LinkedIn group [here](#).