

Social media guides

- [Twitter / X](#)
- [Facebook](#)
- [Instagram](#)
- [Business Suite for Facebook and Instagram](#)

Twitter / X

Twitter has recently been renamed X. This page is currently under construction 

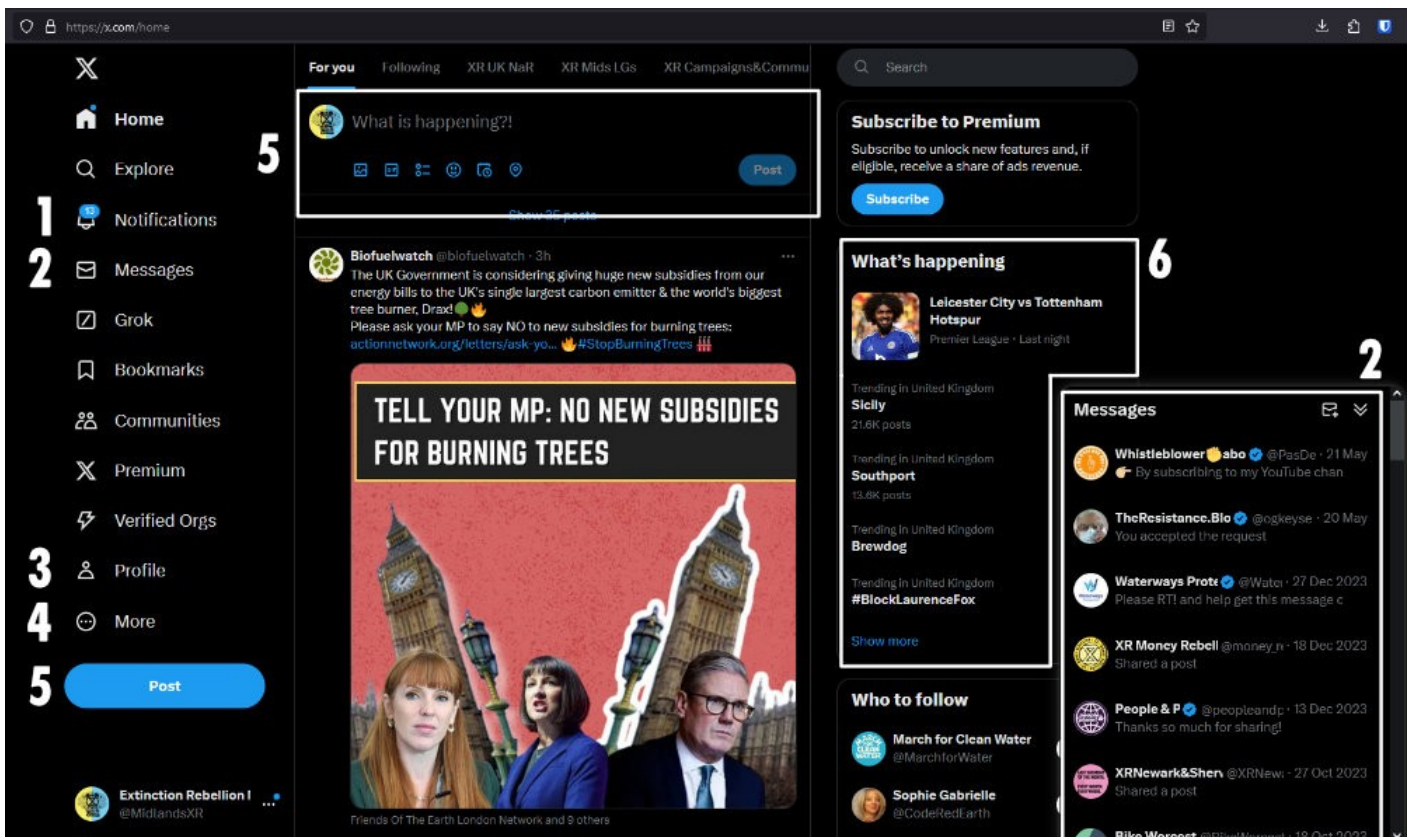
In the meantime, you can access these (unchecked) resources:

- [Twitter, the basics](#)
- [Turbocharge your Twitter account](#)
- [Twitter for campaigning](#)

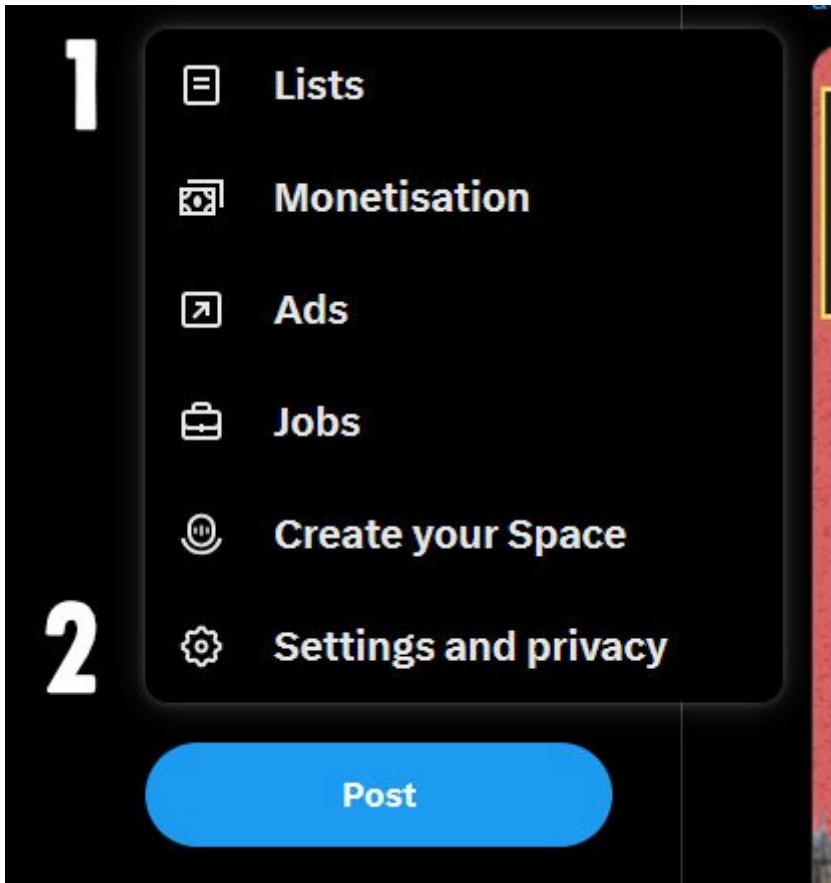
Homepage

We won't introduce the whole platform here, only the tools you might need.

1. **Notifications:** other accounts have interacted with you (like, comments...)
2. **Messages:** these are private, unless they are group messages (in that case they can only be read by group members)
3. **Profile:** where you can see your previous posts, edit your profile picture etc.
4. **More:** more options detailed below
5. **Post:** create a post (ex tweet)
6. **What's Happening:** was also known as Trending Topics, these are hot news and regularly change



1. **Lists:** a very useful tool
2. **Settings & Privacy:** where you can update your account (for example change your password)



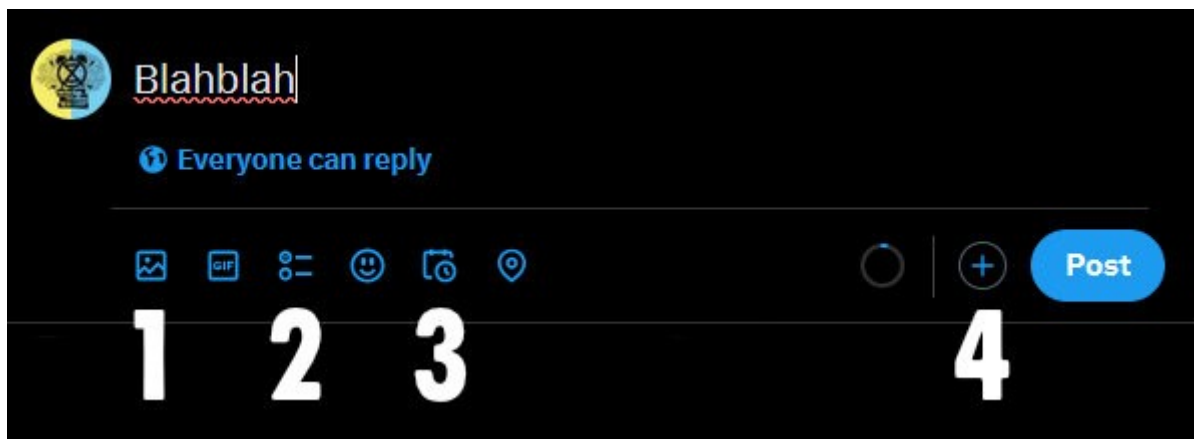
Create a post

You can add up to 280 characters to your post, spaces included, so choose wisely! You won't write on Twitter like you write on Facebook, you'll need to get to the point.

1. Add up to 4 photos or a video (both best in square format) to grab people's attention.
2. Add emojis
3. Schedule your tweet if you need to
4. Create a thread

Then press the blue button to post.

⚠ You can't edit posted tweets (only delete them) so make sure to proofread your text before you click "post".



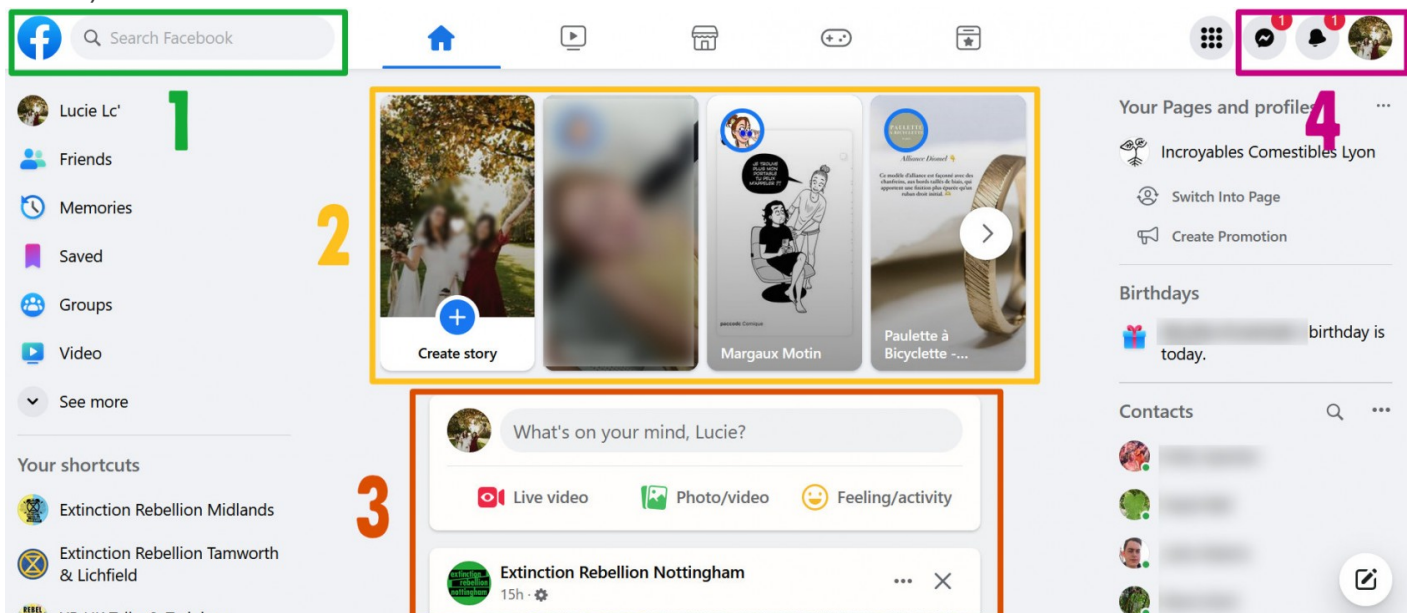
Facebook

This page will get you started with the biggest social media platform in the world.

☐ If you need help to create a Facebook event, please head [here](#).

Landing page

This is the first thing you're going to see when you open Facebook on your computer (explanations below):



1. Logo & search bar

Wherever you are on Facebook, if you click this logo (white f in a blue circle) you will always come back to this page.

The search bar on its right will help you find pages, groups or [events](#).

2. Stories

These vertical images are called stories. In fact, some of them might be short videos that will play once you click on them.

A story is a post that will stay on Facebook for 24 hours and then disappear.

3. Timeline

The top part of this area is dedicated to the creation of a post:

- click where it says 'What's on your mind' and write your text
- you can add photos or videos by clicking the green icon underneath
- then click the blue "post" button

If you're not here to post on Facebook, scroll down and you will see posts from your Facebook friends, from pages you follow and from groups you have joined.

4. Notifications & Profile

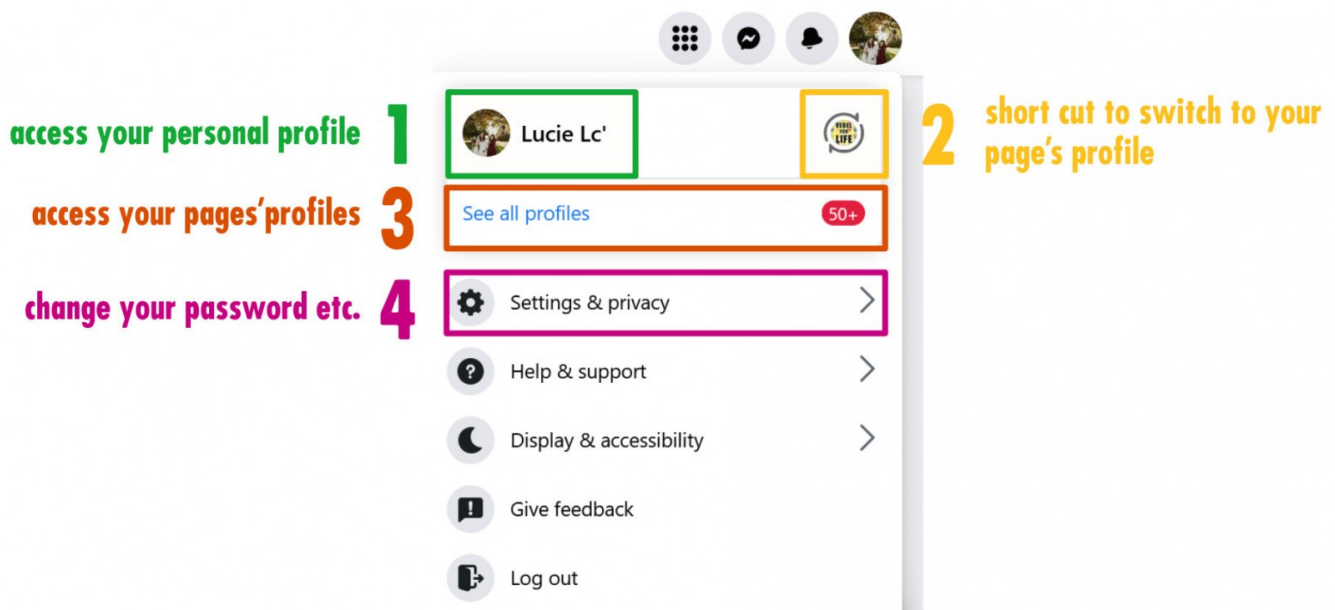
If you have new notifications, you'll see a red circle with a number inside.

☐ The speech balloon icon takes you to Messenger where you'll find your private conversation with other people.

☐ The bell icon is for all your other notification, for example if someone wrote a comment on a post you created.

Last but not least, if you click on your profile picture (top corner on the right hand side of your screen) it will open a new menu with more options, as detailed below.

Menu



1. Access your personal profile

This is where you'll see your posts, your photos and videos...

2. Short cut to switch to your page's profile

If you have access to a Facebook page as an admin or moderator, click there to switch to your page's profile and "act as the page" (as well as on the page).

3. See all profiles

If you're an admin or moderator of multiple Facebook pages, you can switch between them by using this menu.

4. Settings & Privacy

⚠ This is an important part: you can access various settings to protect your account (for example by setting a strong password), change the notifications you'd like to see etc.

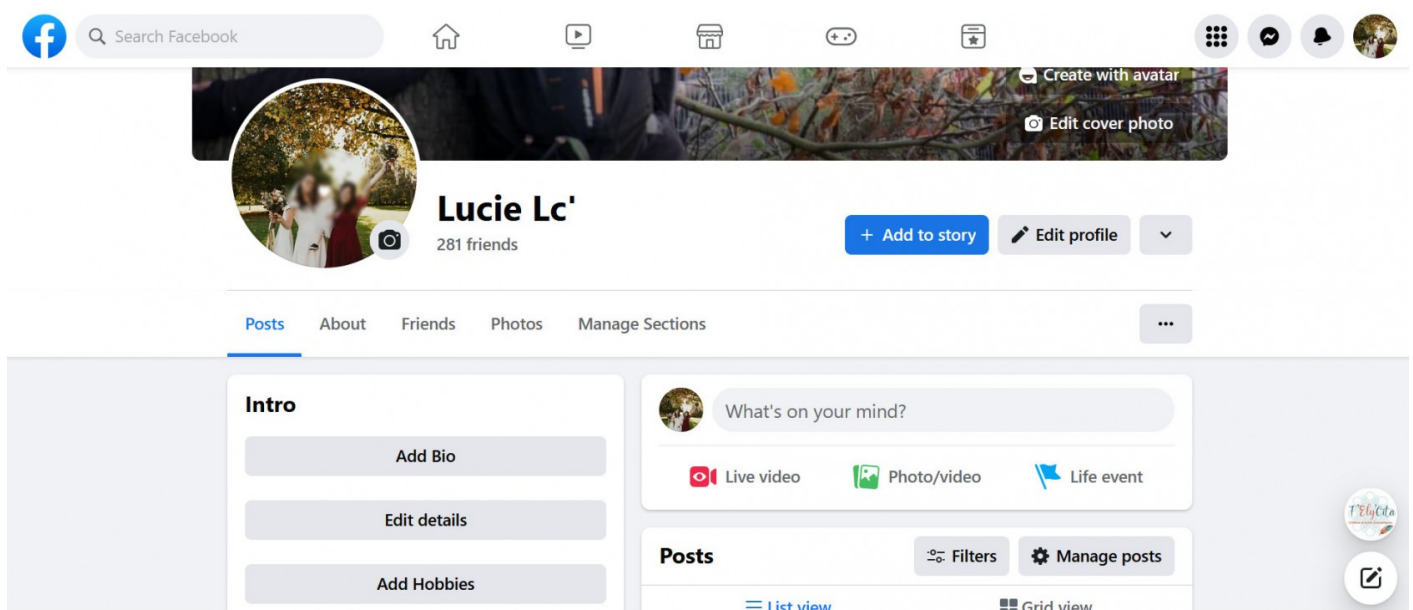
Terms

We mentioned a few things that might not make sense for you yet. Here are a few explanations about what are:

- a personal profile
- a Facebook page
- a Facebook group

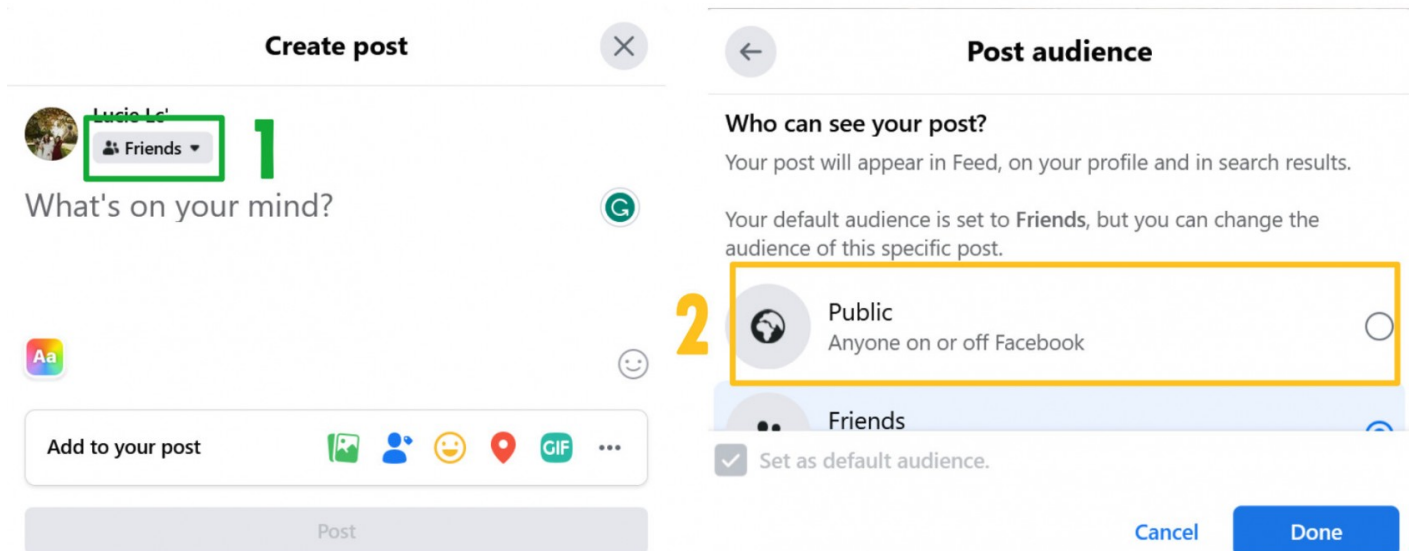
Personal Profile

On your personal profile you can change your profile photo, your cover (at the top), add a description about you etc. You can also create posts from there for your Facebook friends to see.



Some people don't like sharing about them on social media and that's fine. Just make sure to visit the settings and change them accordingly to how much you want to share (with your friends only, with your friends' friends, with any Facebook user...).

On the opposite, you might want to use your Facebook personal account to do some activism and be loud about things.



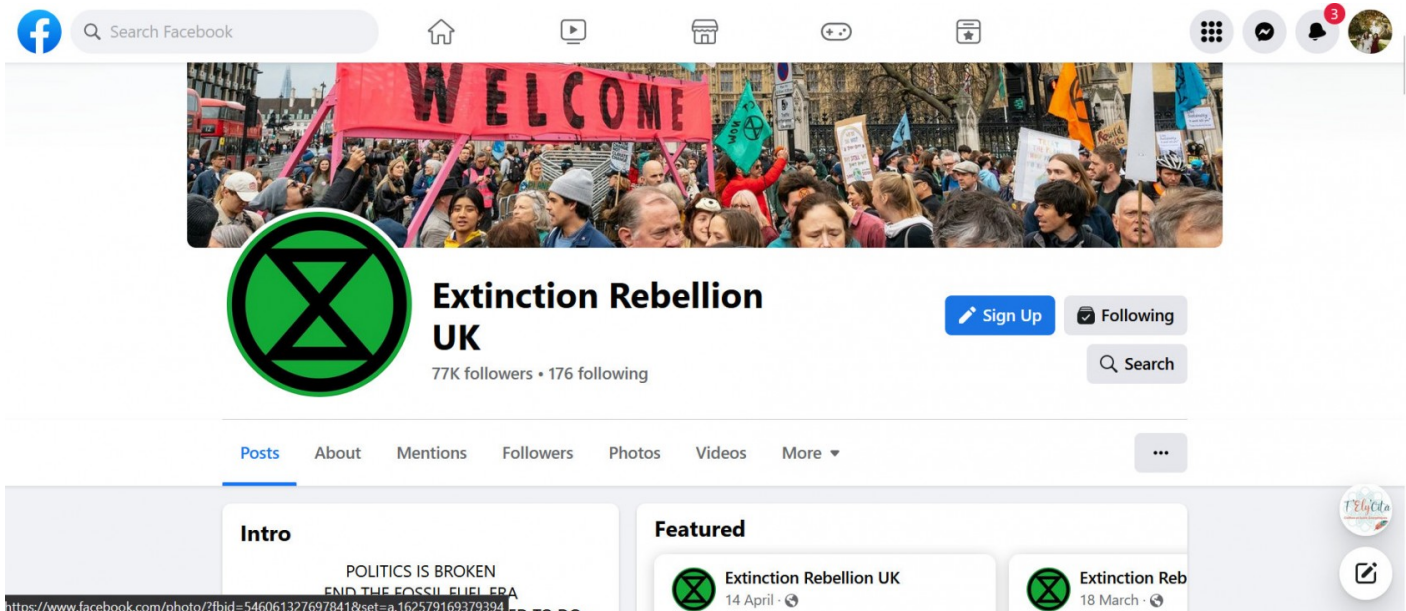
1. Click the drop down menu
2. Select the privacy option you'd like to apply
 - public means that anyone visiting your profile, whether they have a Facebook account or not, will see your posts
 - Facebook keeps in memory the latest setting you used, so be careful when you post that it's the appropriate one for the information you're sharing

Facebook Page

A page is like a display window for a business, an organisation, a club, a charity etc. Anyone can create a Facebook page to share their work.

A page is a public space (anyone can see it and read its posts) where the admins and moderators remain anonymous (you don't who the people behind a page are).

Pages look a lot like a personal profile, but instead of displaying the opinions of a single person, they will show the work of an organisation.



Pages have a profile picture (usually the logo of the organisation), a cover (big picture at the top), and if you scroll down you'll find their posts, starting with the most recent.

Under the cover, there are a few buttons which can be different from one page to another. On the XR UK one, you can click to sign up to the mailing list (blue button) or start to follow the page. Following a page means that you will see posts from this page on your timeline when you open Facebook.

Like, Comment, Share

You could say that's the Holy Trinity of social media.

These interactions are really good to give the posts more visibility (the more people interact with a post, the more Facebook will show the post to other people). This will benefit the page and help it gain more followers in the process, which can lead to more people joining XR "in real life".



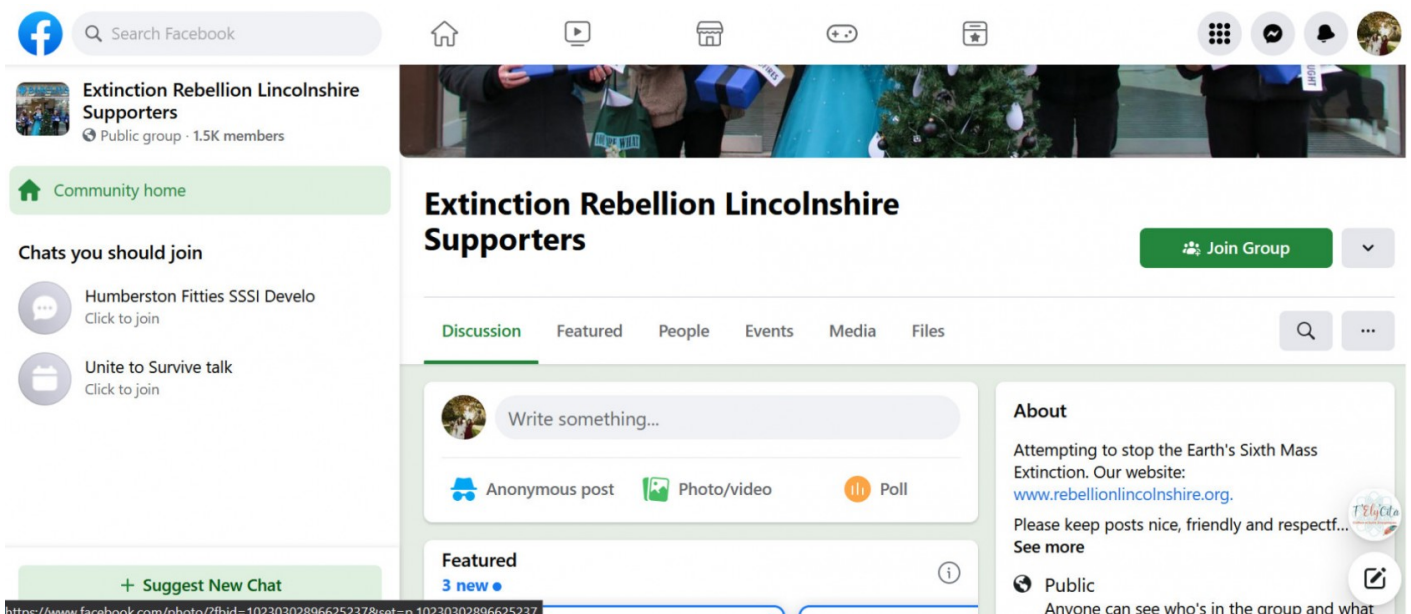
1. **Like:** the easiest interaction possible.
2. **Comment:** write your own comment (for example: "what a great action!") or answer people's comment (if they are asking a question for example, try to stay away from trolls, they don't need your attention, time and energy).
3. **Share:** you can share a post to your timeline for your friends to see ("Share now" or "Share to feed" if you want to add a comment), or send it via private message to a specific friend.
4. **Reactions:** to use these emojis to react to a post, hover (don't click) your pointer over the "like" button and they will appear above it.

☐ Look for your **XR Local Group Facebook page**, click "follow" and write comments under their posts when you see them to boost the visibility of the page, and maybe get more people to join your local group!

Facebook Group

Groups are community space. They can be private (you must be a member to see what's happening inside) or public.

Groups only have a cover photo, not a profile photo. If you're not a member, you will see a "Join Group" button underneath it.



They often have rules, for example: climate related posts only, don't sell items in this group etc.

Admins and moderators keep an eye on the group to make sure they are respected. The bigger the group, the more admins and moderators it'll need- to make sure it stays a safe space, doesn't become full of spam, to welcome new members etc.

Any members of the group can post on it and write comments on other people's posts.

⚠ If you're a local group, we don't recommend using groups unless you have a good team of reactive moderators. Groups, especially public ones, tend to attract spammers who will post inappropriate content (which can be offensive).

⚠ If you want to create Facebook **events** for your local group (to advertise your next meeting for example) you will need a page (you can technically create events in a group but they will be linked to your personal profile which is not ideal for security reasons).

Instagram

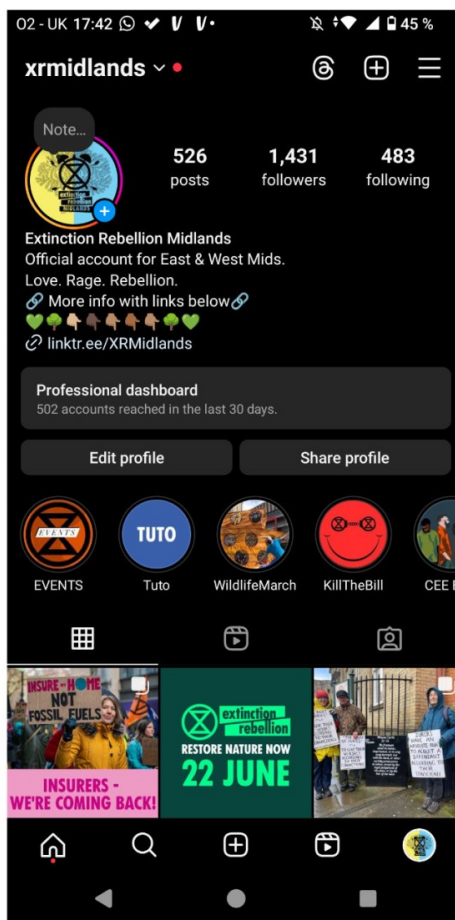
Instagram is a social media platform based on visuals (photos and videos). This page will detail everything there is to know about posting on Instagram, from the very basics to more advanced functions.

As a warm-up, here's what Instagram looks like:

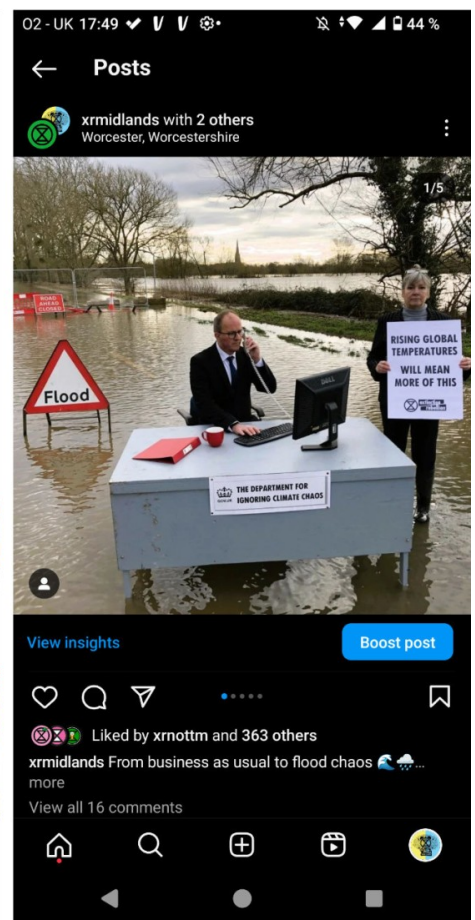
What you see when you open Instagram



A profile



A post



Create a post

Read below for the detailed instructions or [click here](#) to watch a step-by-step video or scroll down to see some screenshots with basic instructions.

1. Open the app on your phone

2. Click the + button (either at the top of your screen or at the bottom in the middle)
3. Take a photo or select one from your gallery

If your photo doesn't fit into the square format, click the double arrowheads symbol on the bottom left corner of your pic.

You can select more than one photo by clicking the square symbol underneath your photo, on the right hand side of your screen, next to the camera symbol. Once this function is activated, you can add up to 10 pictures to your post. Click on the ones you want to add in the order you want to add them to your post. Click again if you want to deselect one of them.

☐ When you add more than one picture, your post is then called a "carousel" because you have to slide laterally to see all the photos in your post. Carousels are valued by Instagram algorithm more than single photo post because spend more time on the app to watch all your photos. It's a good trick to get more visibility!

4. Click the blue arrow on the top right hand side corner when you've chosen your photo(s).
5. You can edit your photos if you want to (luminosity, saturation...). Move on by clicking the blue arrow again.
6. Write the text for your post.

To help your post get more visibility, add some **hashtags** to it, preferably at the end so they don't make your text difficult to read. Pick hashtags relevant to your post.

For example: #ExtinctionRebellion #BetterWithoutBarclays (if it's an action against Barclays)
#EndFossilFuels #ClimateAction

Don't invent hashtags! Try to use some that are already used by other people as they are more likely to be seen.

☐ Links are not clickable on Instagram, unless you put them in **story** or in **your profile**.

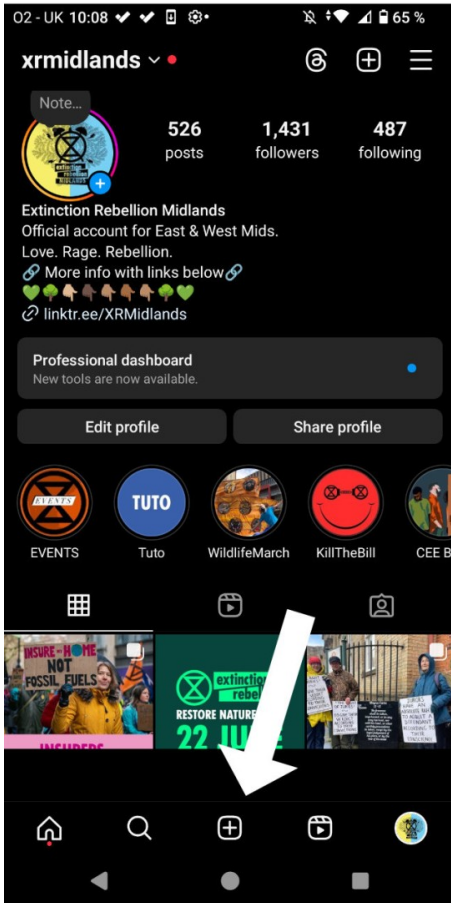
7. Tag other accounts

If you want to grab someone's attention, you can tag them on your photo. They will then get a notification and are more likely to see your post and share it.

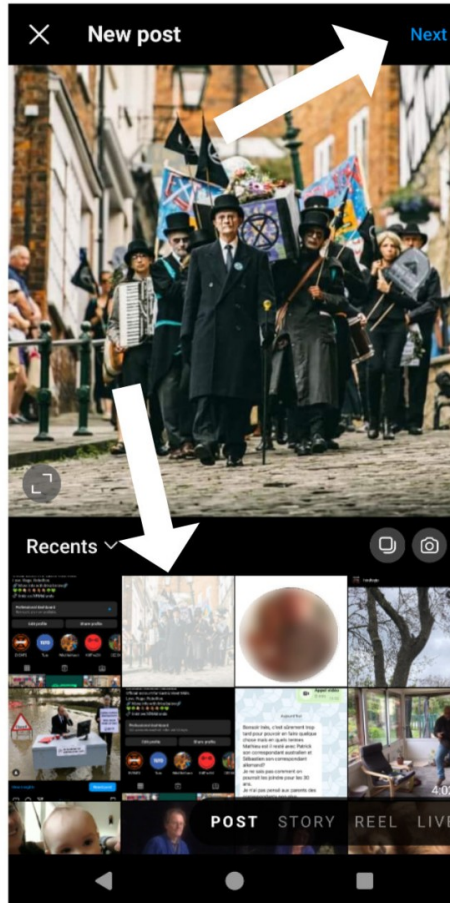
8. Add a location (if relevant to your post, completely optional)

How to make a simple post:

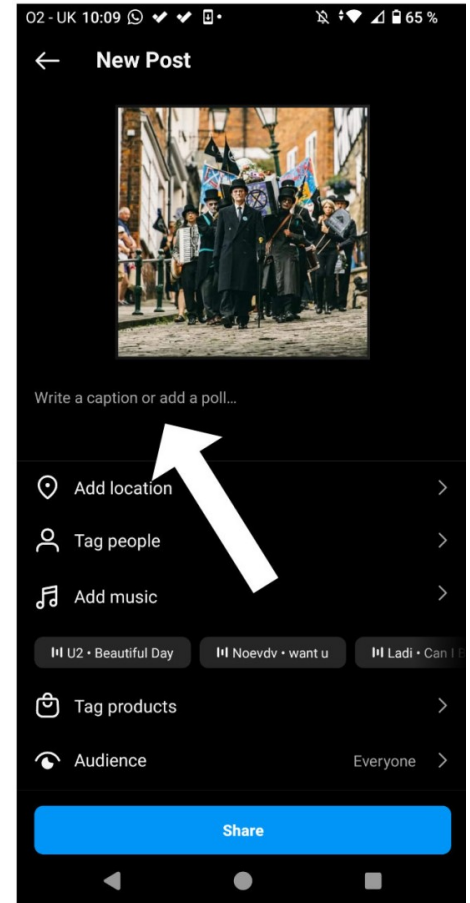
Click the + at the bottom



Select your photo
then click next



Write your text
then share (blue button)



Collaborative post

Read below or [watch the step by step video](#).

A collaborative post will be shared on two Instagram accounts instead of one. It's not automatic: your request to collaborate on a post has to be accepted by the other account.

What's great about this option is that it'll give your post more visibility as it'll be shown to two communities. It's a good option if your local group is doing an action with another group. This way one person can get the Instagram post ready instead of posting separately, so it can save you some time.

To create a collaborative post, do everything you would do for a regular post, then click "tag people or add collaborator". You'll see an option to either tag other accounts in the photo or "invite a collaborator".

Search for the account you want to add and invite them.

If it's the first time you're collaborating with someone, you can send them a private message beforehand as well so they are aware that you're going to send them a request and can accept it quickly.

Event reminder

Read below or [watch the step by step video](#).

You can't create event on Instagram as you would on Facebook, but you can create a reminder for people to subscribe to.

Start by getting your post ready with all the info regarding your event (date, time, place etc.) then click "add reminder".

Write your event name and add the start time.

People seeing your post will also see a little insert at the bottom inviting them to subscribe to the reminder, and they will get a notification before the event start to remind them about it.

Create a Story

A story is a type of post that will exist for 24 hours then disappear.

Stories can be used to promote a regular post, to remind your audience of an event (for example: "We're meeting tonight at 7 PM"), for breaking news, for information you don't want to post permanently to your timeline, to interact with your followers etc.

Note: you can share links in your stories which you can't do in a regular post.

You will find stories at the top of the Instagram app when you open it.

► **Watch the tutorial to learn how to create a story** (2 minutes):

https://youtu.be/uQk6AVo53_Q

Business Suite for Facebook and Instagram

Meta Business Suite is a free tool that Facebook page admins can use to manage their pages and linked Instagram accounts. Note that you can't manage Facebook groups with it.

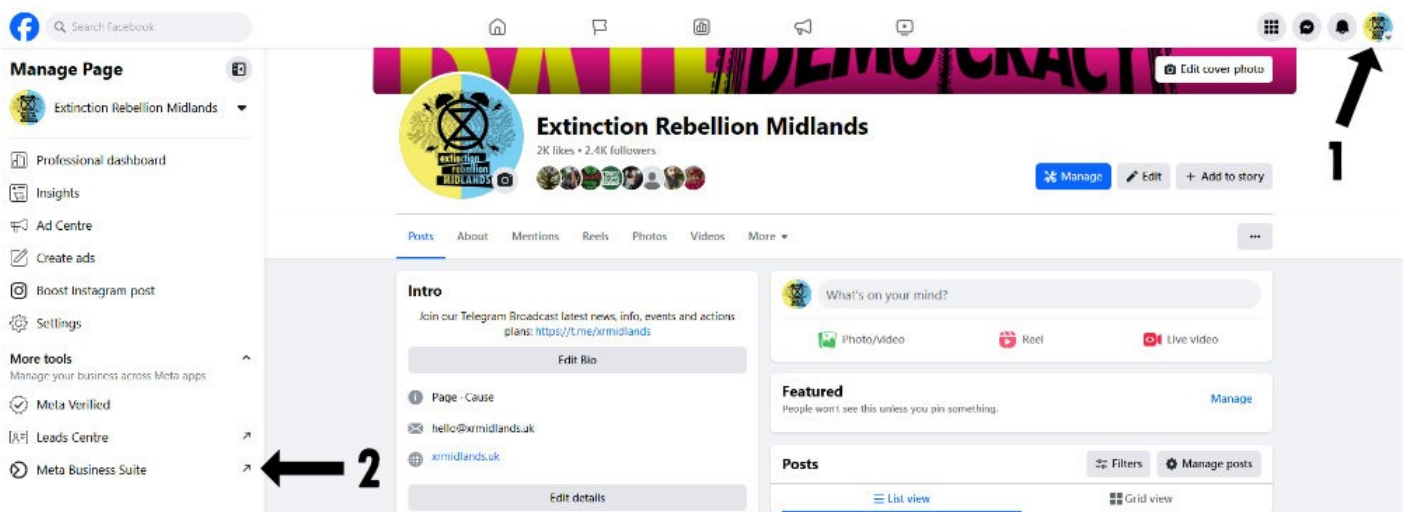
☐ A more detailed video tutorial is coming! We hope that the screenshots will help you navigate Business Suite for the time being.

There is a phone version of Business Suite but we're only covering the desktop version here.

☐ Accessing Business Suite

You can either follow this link: <https://business.facebook.com> or go to your Facebook Page and

1. Make sure you're logged in as your page
2. Click on Meta Business Suite on the left-hand side column



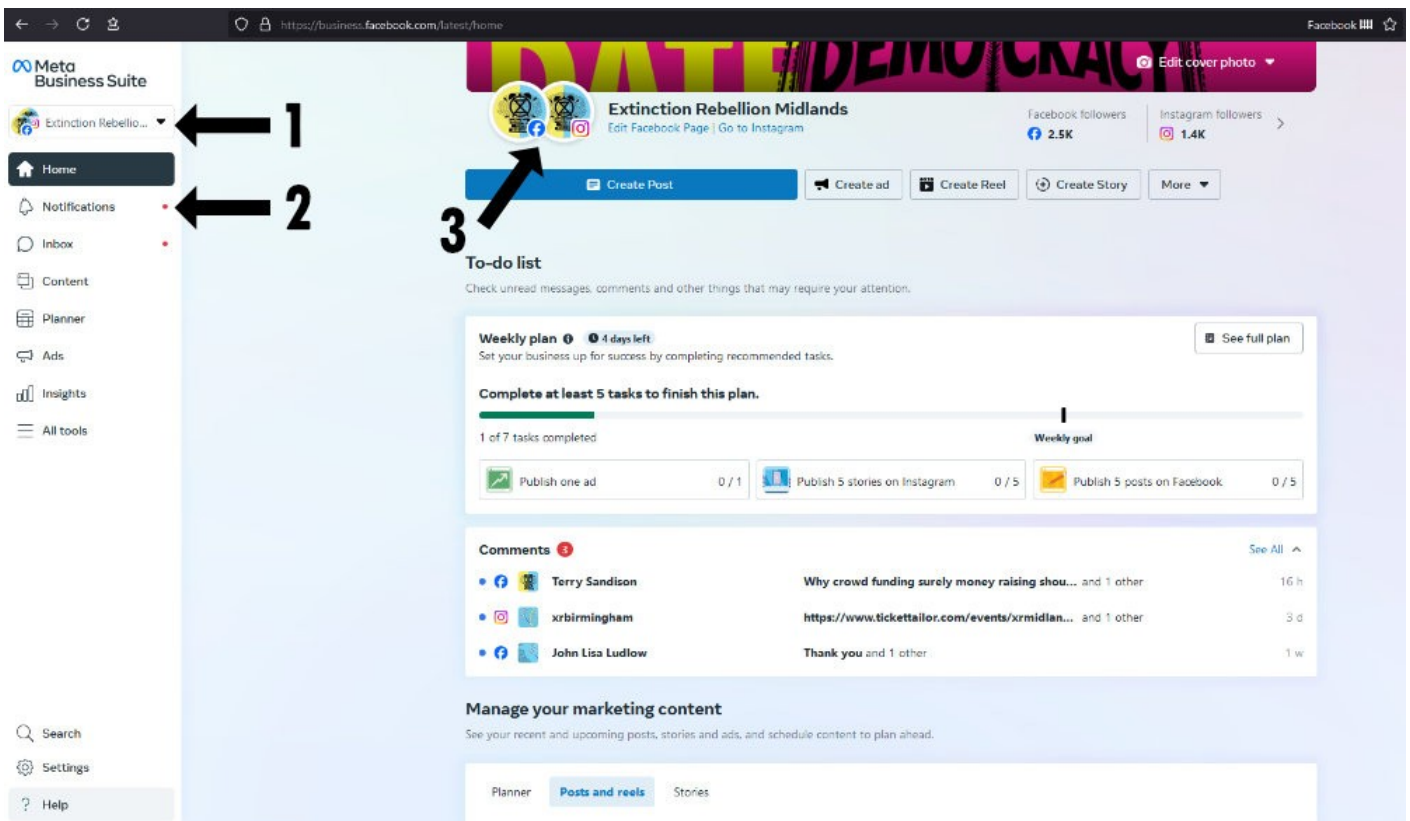
☐ Dashboard

The dashboard gives you an overview of your account.

From there you can:

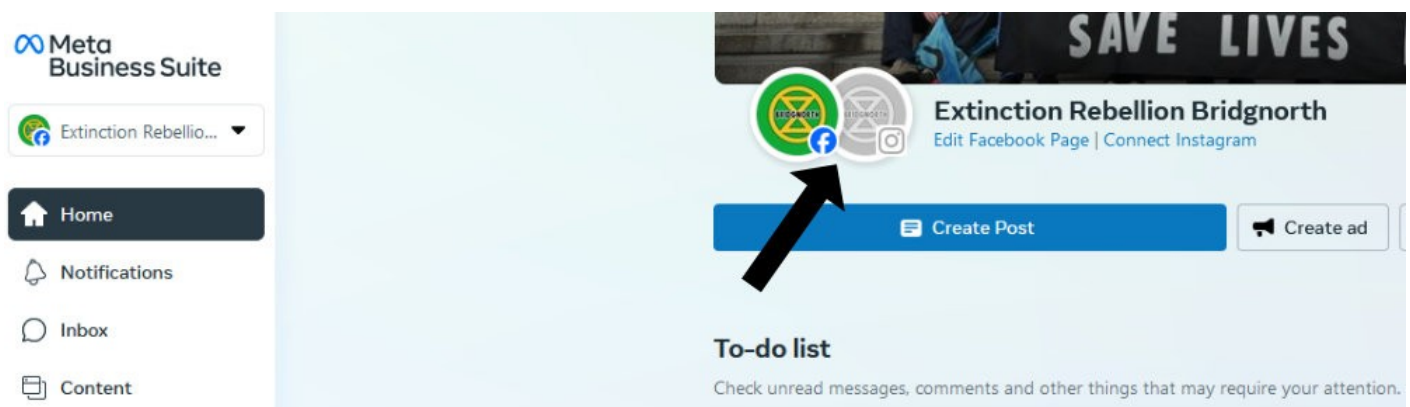
1. Switch between different accounts (if you're the admin of multiple Facebook pages)

2. See where your attention is needed when there is a red dot (meaning you have new notifications such as messages, comments etc.)
3. Check if your Instagram account is linked to your Facebook page





Link Instagram and Facebook

On the screenshot below you can see that there isn't an Instagram account linked (the logo remains grey). It can be because it hasn't been connected yet, a problem with the connection, or just because you don't have an Instagram account (which is the case here).




To link your Instagram account to your Facebook Page, click "Connect Instagram" (on the right-hand side of the two logos with the tiny Facebook and Instagram icons). Then follow the process.


Click "Log in to Instagram" (blue button):





Connect to Instagram

After connecting your Facebook Page **Extinction Rebellion Burton on Trent** to Instagram, people who manage the Page or Instagram account will be able to manage tasks for both profiles. Depending on people's assigned access, these tasks may include:

 Content and ads

 Insights

 Messages and comments


 Settings and permissions

You can review people's assigned access by going to **People in Settings**. [Learn more](#)


Create a new Instagram profile

Log in to Instagram


Tick yes for "allow access to Instagram messages in inbox":



Choose Instagram message settings



Allow access to Instagram messages in Inbox



Depending on their Page roles, people who help manage your Page may have access to view and respond to Instagram messages. You can change this in your settings at any time.
[Learn more](#)

Cancel

Continue

Enter your login details (username or email + password).

⚠ And we mean your XR account login details, not your personal one.

Instagram



Instagram

Phone number, username, or email

Password


☐ Save login info

Log in

[Forgot password?](#)

[Meta](#) [About](#) [Blog](#) [Jobs](#) [Help](#) [API](#) [Privacy](#) [Terms](#) [Locations](#) [Instagram Lite](#) [Threads](#)

[Contact Uploading & Non-Users](#) [Meta Verified](#)

English  © 2024 Instagram from Meta

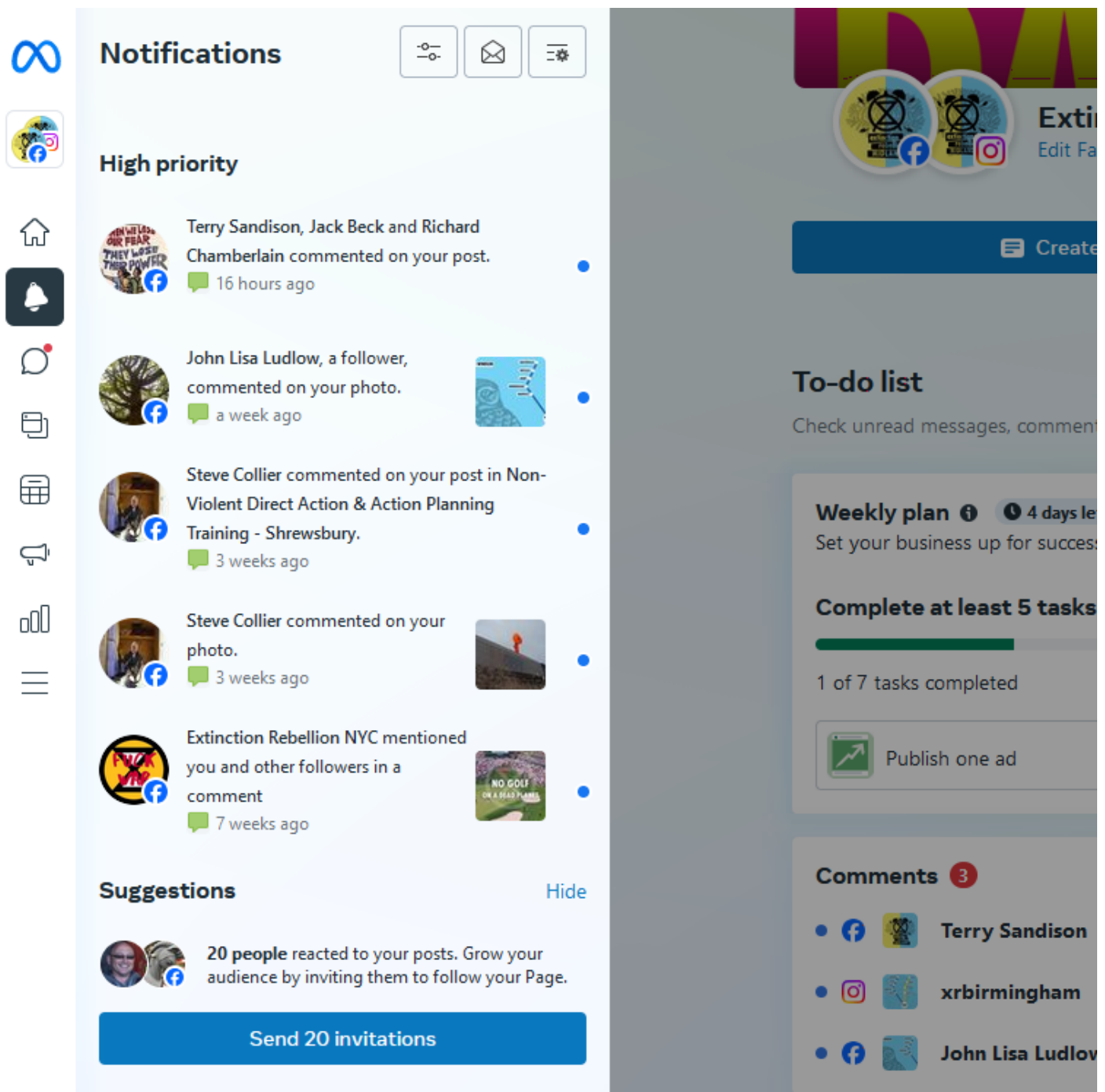
If you're stuck and need support, please contact @lucielc on Mattermost.

Notifications

To access the notifications, hover your pointer over the left-hand side column until it appears more detailed, then click "notifications" (bell icon).

That will give you an overview of the most recent interactions people had with your page.

From time to time, you will see a blue button that says "Send 20 invitations". If you click it, it will send a notification to 20 people who recently interacted with your page to invite them to follow it. This way you might gain more followers, yay!



Inbox: messages and comments

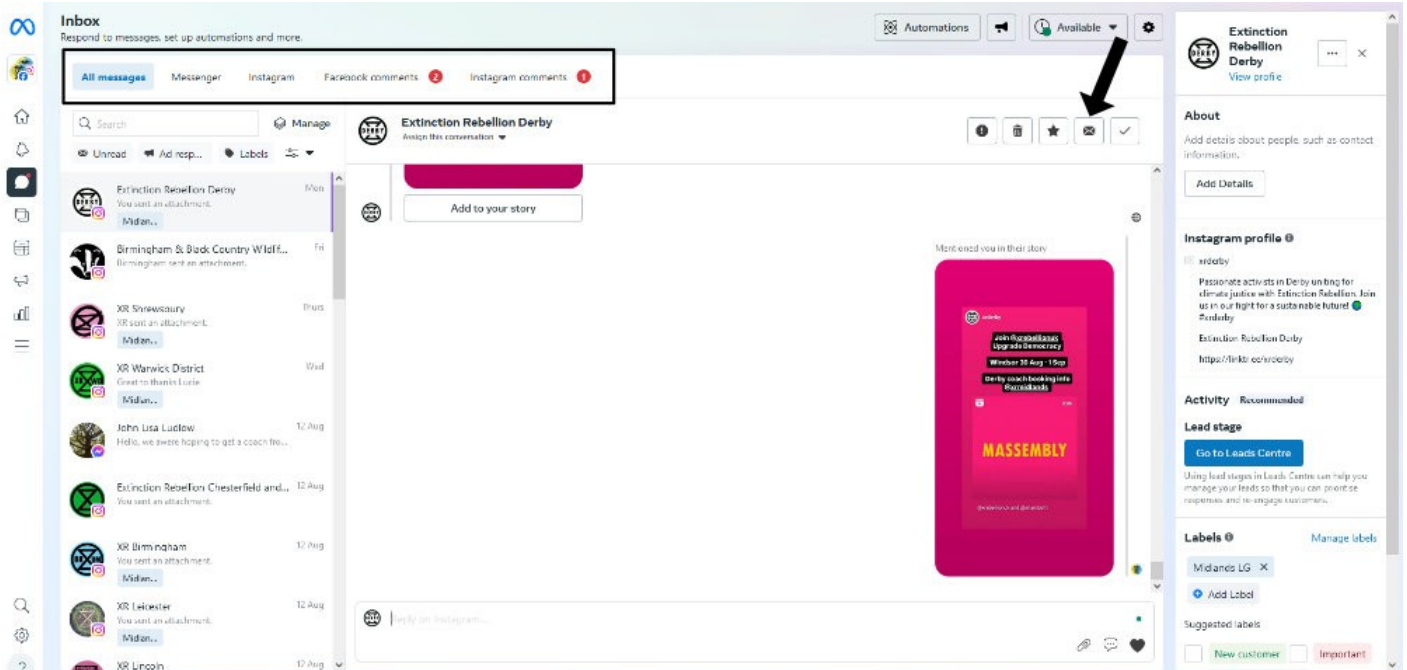
A very important feature! Click the speech bubble in the left-hand side column.

This is the place where you'll be able to read, answer and manage your messages and comments. If you have a new message or comment, you'll see a red circle with a number in it in the horizontal

menu.

Terms:

- Messenger: messages sent to your Facebook Page
- Instagram: messages sent to your Instagram account
- Facebook / Instagram comments: comments people have written underneath one of your posts



Manage messages

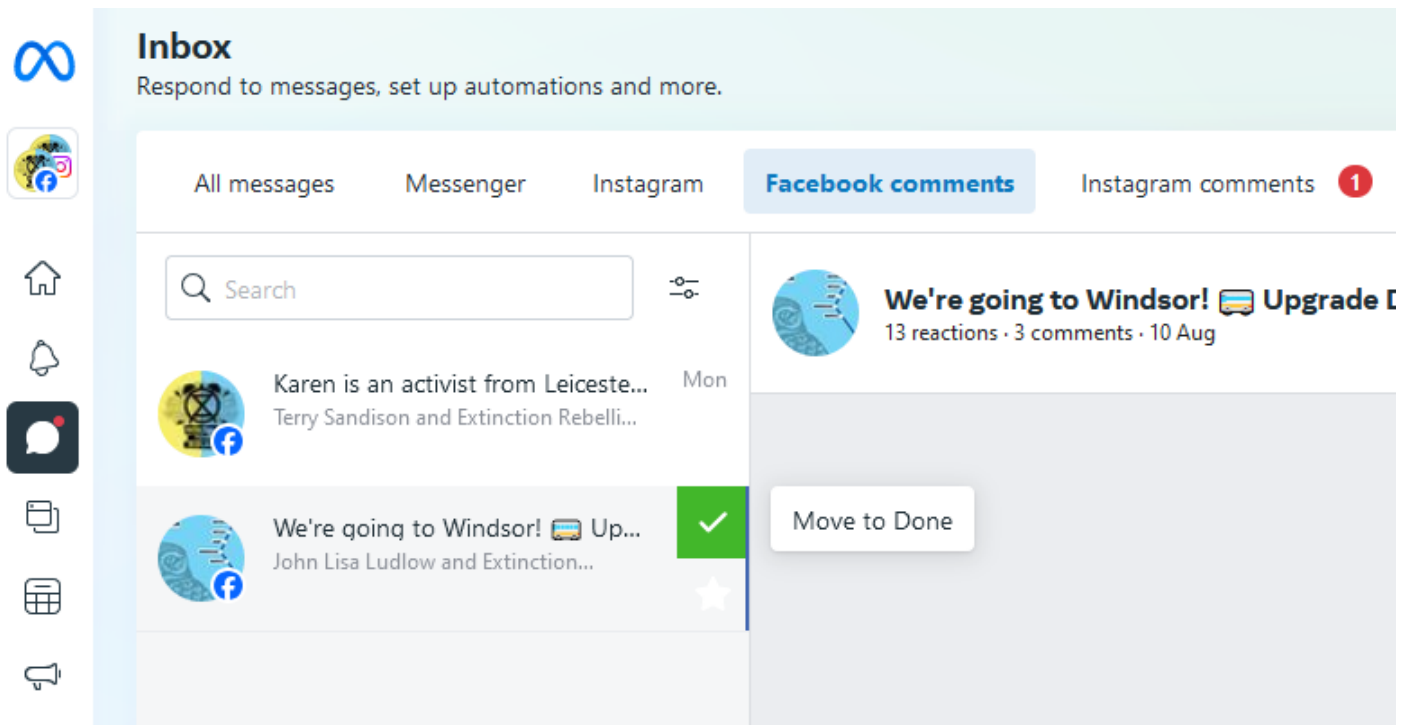
There is a search bar if you're looking for an old message from a specific person or account.

When you open a message, you can see more information about the person or account who sent it on the right-hand side of your screen.

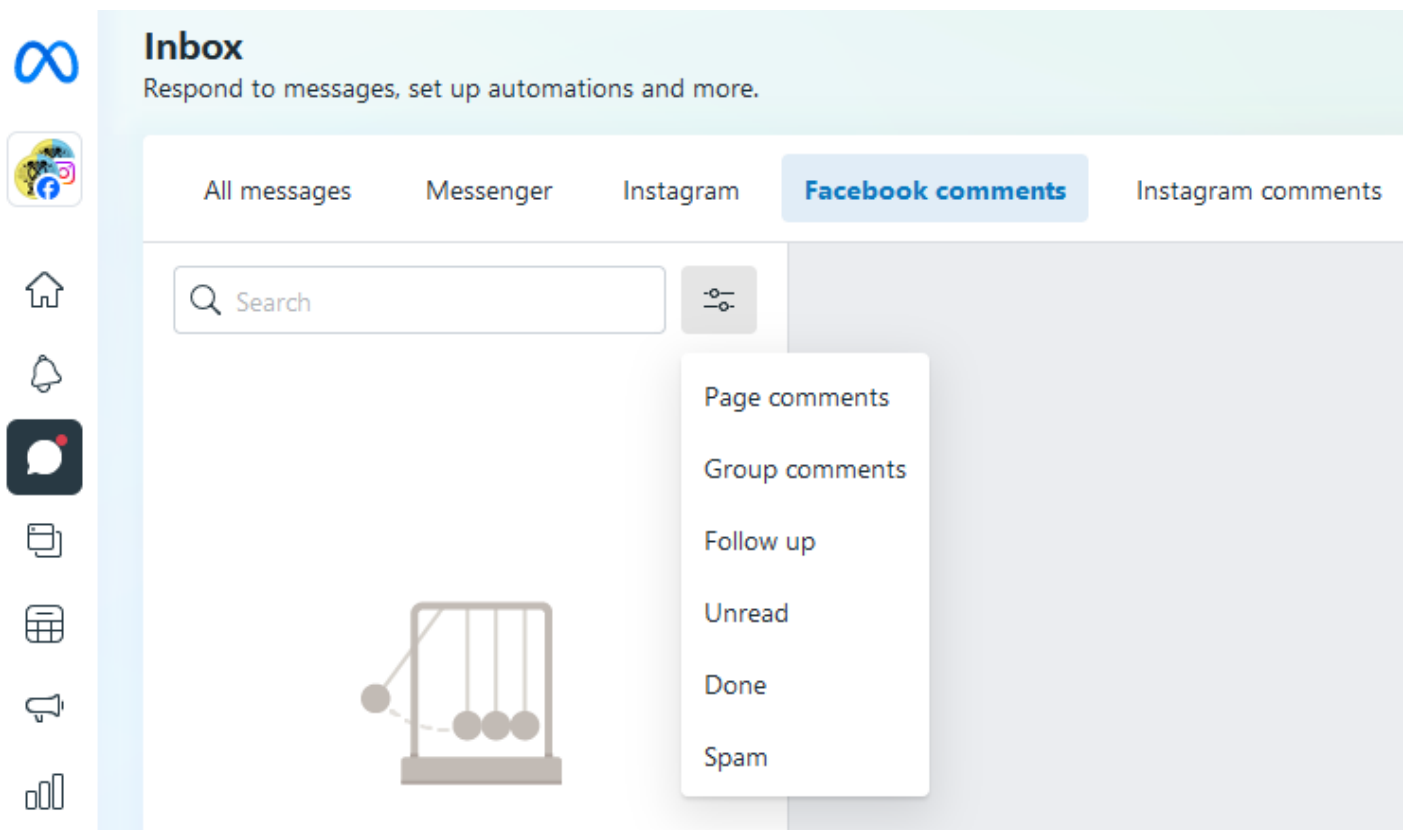
☐ If you open a message but can't or don't want to answer straight away, make sure to click the little envelop icon above the conversation to mark it "unread" (this way you won't miss it next time you visit Business Suite, or someone else from your team can spot it and deal with it).

Manage comments

A good practice to keep your inbox tidy and up to date, is to tick the "done" box once you've answered and/or interacted with the comments people wrote.



Don't panic if you clicked by mistake! Head to the filters menu next to the search bar, and click "done" and you will see appear all the old comments you've already dealt with.



📄 Create Posts

Click on "content" in the lefthand side column.

1. Menu

- Published: all your past posts
- Scheduled: all your future posts (if you've been using the scheduling option)
- Drafts: posts that still need to be worked on (by you or someone else from your team)

2. You can see if a post was (or will be) published on Facebook or Instagram by looking at the small icon in the corner of the preview image.

3. Click the blue button on the top right-hand side corner to create a new post.

The screenshot shows the Facebook Content Manager interface. On the left is a sidebar with navigation options like 'Posts and reels', 'Stories', 'A/B tests', 'Feed and grid', 'Mentions and tags', 'Clips', 'Collections', 'Facebook Photos', 'Playlists', 'Series', 'Creative assets', 'Ready-made reels', and 'Videos you can crosspost'. The main area displays a list of posts. A red box labeled '1' highlights the 'Published' tab in the top navigation bar. A red arrow labeled '2' points to a small icon in the bottom right corner of a post's preview image. Another red arrow labeled '3' points to the 'Create post' button in the top right corner of the interface.

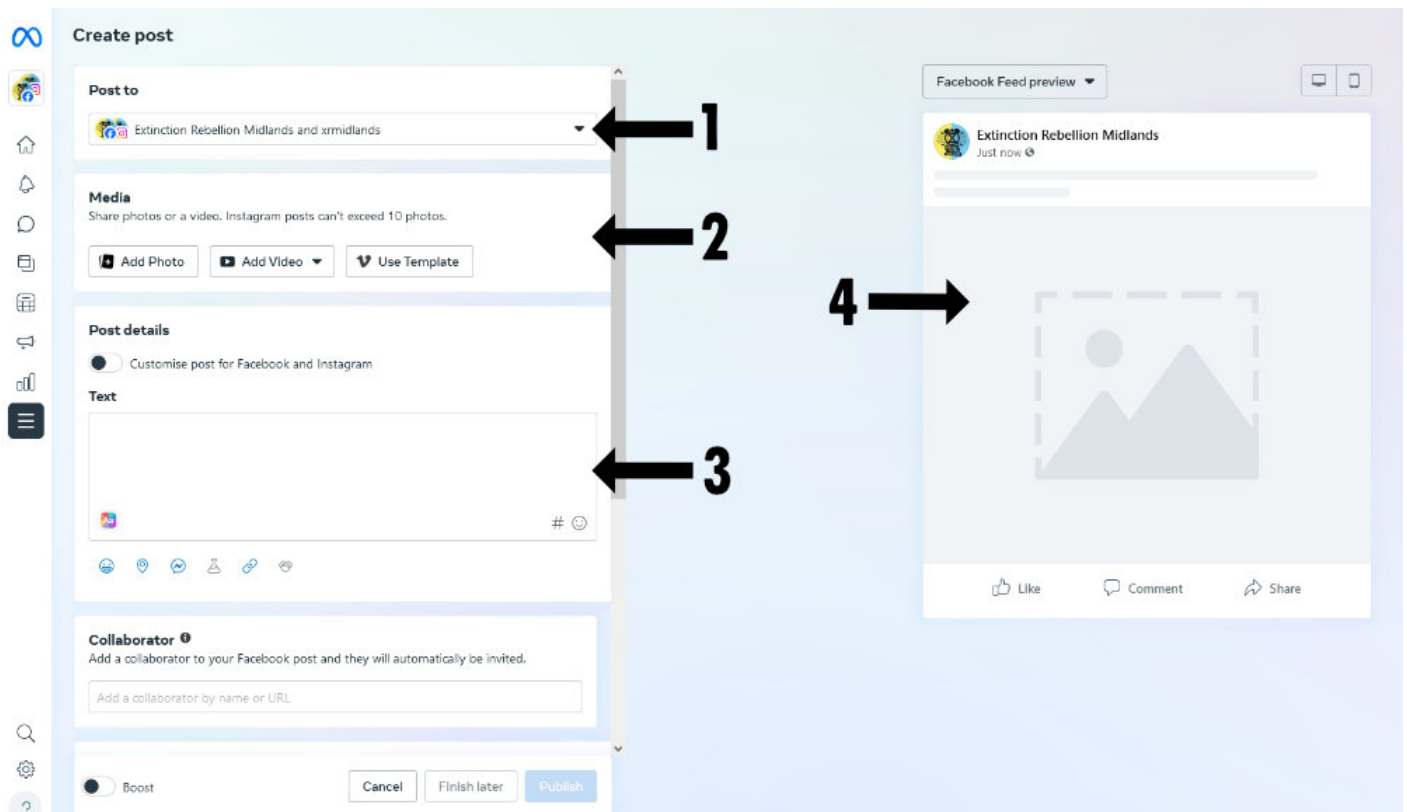
Title	Date published	Status	Reach	Likes and reactions	Comments	Shares
This post contains no text...	19 August 18:24	Boost unavailable	16 Reach	1 Reactions	0 Comments	0 Shares
Don't miss this great opportunity...	19 August 07:17	Boost unavailable	34 Reach	0 Reactions	0 Comments	0 Shares
Beautiful river action at Ambrosgate...	19 August 07:07	Boost unavailable	74 Reach	7 Reactions	0 Comments	0 Shares
Karen is an activist from Leicester...	16 August 13:12	Boost unavailable	352 Reach	7 Reactions	6 Comments	0 Shares
Bus stop shelters were spotted bei...	11 August 10:22	Boost unavailable	54 Likes	0 Comments	6 Shares	
Time to book your bus ticket to WL...	10 August 20:34	Boost unavailable	60 Reach	1 Likes and reactions	0 Comments	0 Shares
Time to book your bus ticket to WL...	10 August 20:35	Boost unavailable	28 Reach	1 Likes and reactions	0 Comments	0 Shares
Time to book your bus ticket to WL...	10 August 20:13	Boost unavailable	53 Reach	1 Likes and reactions	0 Comments	0 Shares

1. **Post to:** select if you want to create a post for Facebook, Instagram or both (it's both by default).

2. **Media:** add a selection of photos, graphics or a video to your post. Read [this page](#) for guidance on content.

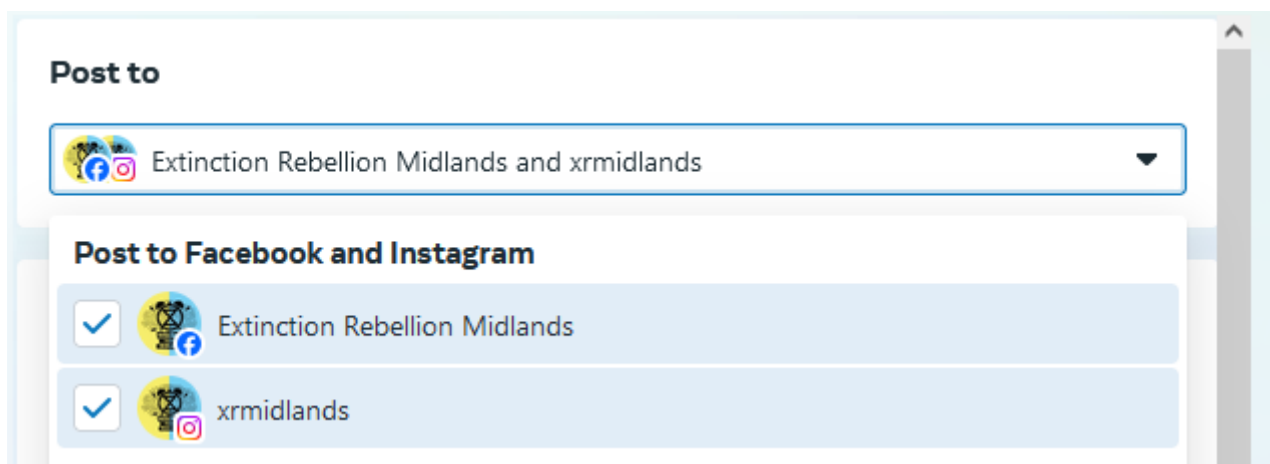
3. **Post details:** Write your text

4. **Preview:** this is what your post will look like once published.



Select Facebook and/or Instagram.

Keep in mind that these platforms have specific requirements so not all posts should be "mirrored". For example, links are not clickable on Instagram. Read below for more explanations.



Once you've written your text, you might want to adjust it to fit the requirements of both platforms. Tick "Customise post for Facebook and Instagram". You will see the Facebook and Instagram icons appear.

To edit the Facebook post, click the Facebook icon, and vice versa for Instagram. To keep the same example as earlier: if you have links in your text, delete them for Instagram (add them to your [story](#) or [LinkTree](#) instead).

Post details

☒ Customise post for Facebook and Instagram

 Facebook

 **Instagram**

Instagram text

Blahblahblah but for Insta

😊

You can add collaborators to your Instagram post (note that if you do that you won't be able to add the scheduling option). Not familiar with collaborative posts? Read more about it [here](#).

Collaborator ⓘ

Add a collaborator to your Facebook post and they will automatically be invited.

 Extinction Rebellion Birmingham ✕ |

 [Copy invitation link](#) ⓘ

Post straight away or schedule for later (a great option if you want to schedule posts ahead when you have time to keep your socials active, posting regularly is key to reaching more people!).

The "active times" button will give you options for when your followers are more likely to be active and then might engage with the content you post. Note that this option is not always available.

Scheduling options

Set date and time ☒

Schedule your post for the times when your audience is most active, or manually select a date and time in the future to publish your post.

Facebook

 20 August 2024	 12:29
--	---

Instagram

 20 August 2024	 12:29
--	---

 Active times

It's now time to publish your post or save it for later.

Review

Request review ☐

Your post will be saved as a draft. Other people who manage content for your Facebook Page or Instagram account can review and publish this post.

Privacy settings

Adjust your privacy settings to control who can see your post in News Feed, in Watch, in search results and on your profile.

- ☒ Public
Anyone on or off Facebook will be able to see your post.
- ☐ Restricted
Choose certain people on Facebook who can see your post.

☐ Boost

Cancel

Finish later

Schedule

Insights

If you like statistics, you'll enjoy this part of Business Suite!

This is the place where you'll learn more about your reach (how many people have seen your posts), engagement (how many interactions your posts received), your audience (demographics, location)...

If you have time, you can investigate the "Weekly Plan" that Business Suite created for you to keep you posting more content (which should in turn help you get a better reach and more engagement, theoretically).

⚠ Creating content for social media is incredibly time-consuming so don't feel obligated to do more than what you're able to do time wise!

