Making sure your posts are seen

We need to know how to boost our posts so they are seen by more people.

Boosting Posts

The algorithms on social media are such that the more popular posts appear higher up on the feeds. Thus, the more we interact with posts the more they are seen by people.

To intereact with a post, you can:

- **like it** (thumbs up)
- **comment on it** (write a short text underneath it: give your opinion, say what you liked about it etc.)
- **share it** (in a private message, on your own profile, etc.)

Directing posts at specific people, organisations or groups

When making or sharing posts, it is best to mention specific people and/or groups. This directs the post to those people as well as their followers. Otherwise a post you make is only seen by your friends or followers.

In general this is done by @-ing a person. This means putting the “@” in front of their username or handle.

Eg. if I want to direct a post at XRUK on twitter I would include @XRebellionUK.

Often when you first type the “@” symbol a drop down of popular accounts or friends will appear and as you type it will narrow down to the person you are aiming for.

You can tag a person in the text you're writing or in a photo (for Instagram and Twitter/X).

□□ HINT: keep a note of accounts you want to commonly “@” somewhere handy!

Using Hashtags

A “Hashtag” refers to the “#” symbol when used on social media. We have several hashtag such as #ExtinctionRebellion or #RebelForTruth.

Any phrase can be a hashtag is it starts with the “#” and has no spaces between the words. Often they will appear highlighted or in a different colour when typed correctly.

Trends (popular subjects) on social media will have one or more hashtags associated with them. This means you can use a hashtag to tag your own posts as being relevant to the trend. So instead of linking your post to the account @XRebellionUK you may instead what to include your post in the trend #ExtinctionRebellion or whatever hashtag is "trending" at the time (e.g. #climatecrisis or #wildfires or #floods).

Hashtags categorise content and help other people to find your posts. A common way to browse social media is to search for hashtags, so by tagging your posts with one of these trends you are adding your voice to it and your post will show up in the search.

□□ Don't invent hashtags as you might end up being the only person using it so no one will be able to find your content that way. Use the search before to find out what hashtags are being used on similar content.

□□ To make your hashtags easier to read, you can capitalise the first letter of each word. For example, instead of writing #betterwithoutbarclays, write #BetterWithoutBarclays. This also makes your social media posts more accessible, as capitalised hashtags can be read by screenreaders.

□□ Only use one or two hashtags on Twitter as you don't have much space to write, but you can go ahead and use 10-20 hashtags on Instagram (put them at the end of your text so they don't make it difficult to read).
