



Online Presence of Founders

Building Blocks of Optimizing Your Social Media Presence

- About
- Cover Photo
- Short Name
- Bio
- Avatar
- Privacy Settings
- Public Updates
- Contact Info
- Work Experience



Introduction



CSO Founders & Management need to build and be more active on their personal Social Media profiles.

People engage more with people than organizations.



Practical Tips



- Brand your background/cover images with your personal interests and with your CSO.
- Be active every day and interact with others.
- Share content related to the Social Change that your CSO is advocating.



Practical Tips



Brand your background/cover images with your personal interests and with your CSO.

Each Social Media platform has its own rules and regulations to set cover photos, profile pictures, background photos, etc... in order to start completing your Pages on Facebook and Twitter.



Practical Tips



These photos should be designed in a way that symbolizes the main concept of the CSO, its goals and what it aims for, in order to get the users attention to visit the Page.



Practical Tips



Be active every day and interact with others.

Portals such as Facebook, Twitter, and Instagram are recognized Internationally as the most successful tools in achieving market exposure.

They are also considered as the most efficient techniques to reach a massive number of users, create awareness, increase participations, construct a valued Social Media users base, increase traffic and build a community.



Practical Tips

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Share content related to the Social Change that your CSO is advocating.

Selecting the right content and material is one of the key factors of success in this domain. By creating interactive and dynamic content, users will be encouraged to routinely visit your page.

After the approval of Social Media portals content, we will manage the ads, landing page, cover page, posts, tweets, and videos. This will gain more exposure towards the page, thus promoting the CSO's services with the highest value in order to reach your anticipated targets.



Practical Tips

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Share content related to the Social Change that your CSO is advocating.

The posts should not always directly be related to the organization's services, but should make the audience feel like they are communicating with a person not a computer.

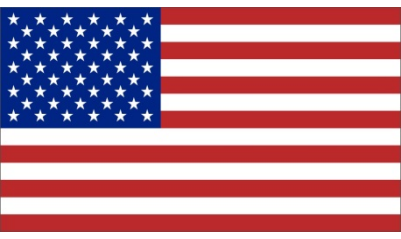


Practical Tips



For example, several forms of content like “Good Morning”, asking a random question, or even allowing the audience to engage through a competition.

Posts can also be related to holidays, celebrations or events that are happening around the world and that are related to everybody. Such as the World Cup, Christmas, Ramadan; and other events linked to health issues, etc.



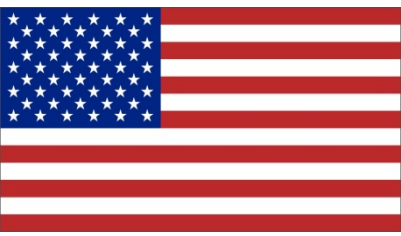
Cover Photos & Avatars

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Brand your Avatar/cover images !

These photos should be designed in a way that symbolizes the Founders and/or Management, who you are and what you aim for, in order to get the users attention to follow you. Like your cover photo, your Avatar tells a lot about who you are. It has to be high resolution with proper dimensions and has to be consistent on all the Social Media Channels you are active on.



Cover Photos & Avatars

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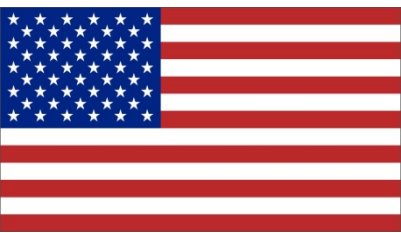
Facebook:

Profile Picture Dimensions:

Recommended Facebook profile picture dimensions are 160x160 pixels. But it should be uploaded as 180x180 pixels so Facebook can take the necessary measures.

Cover Photo Dimensions:

Recommended Facebook Cover Photo dimensions are 851x315 pixels as it should also be on high resolution.



Cover Photos & Avatars

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Twitter:

Profile Picture Dimensions:

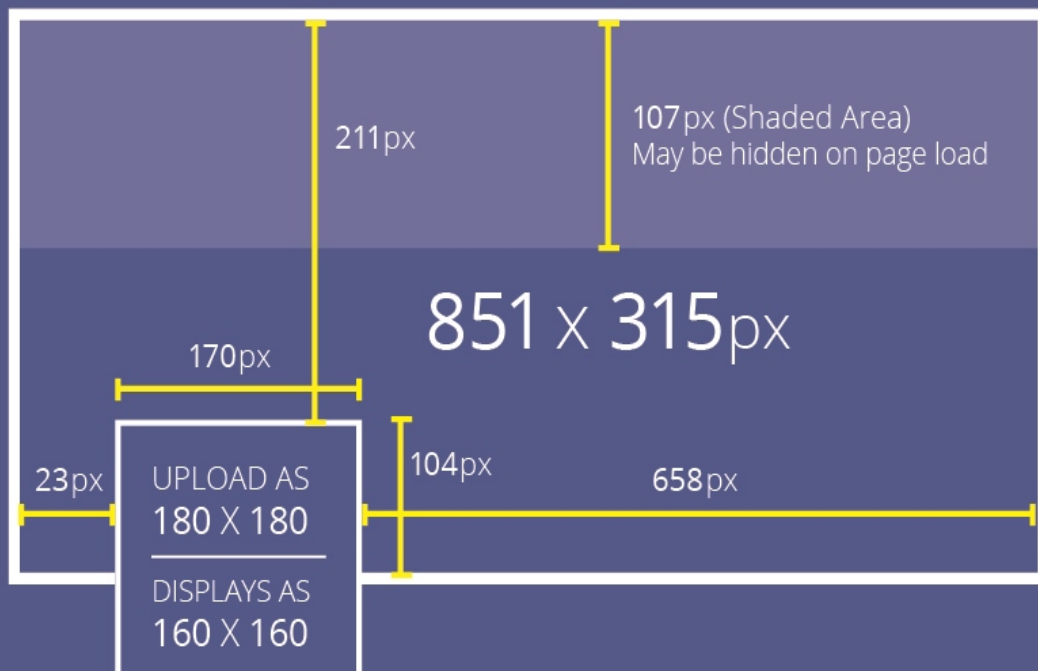
Twitter profile picture dimensions are 400x400 pixels.

Cover Photo Dimensions:

Twitter Header Photo dimensions are 1500x500 pixels as it should also be in high resolution.



Facebook Photos



OTHER DIMENSIONS

Tab: 111x74px

Link Image: 1200x630px

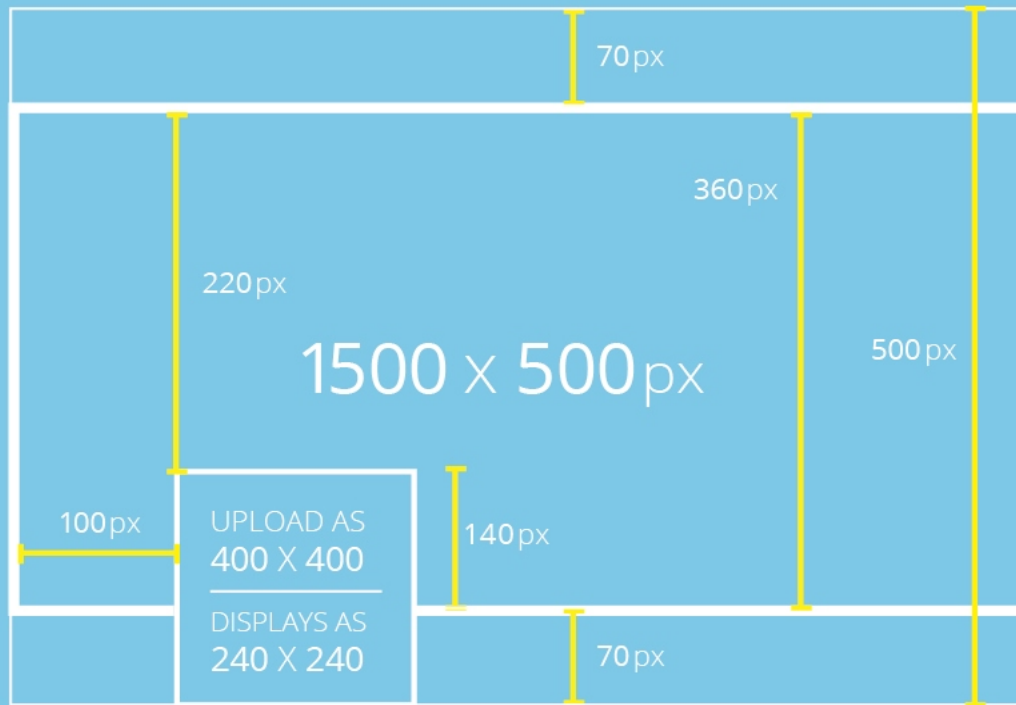
Image: 1200x1200px

Milestone Image: 843x403px

Milestone Video: 843x440px



Twitter Photos



TWITTER

OTHER DIMENSIONS

Image Upload 440 x 220 px

Image Displays: 880 x 440 px



Google+ Photos

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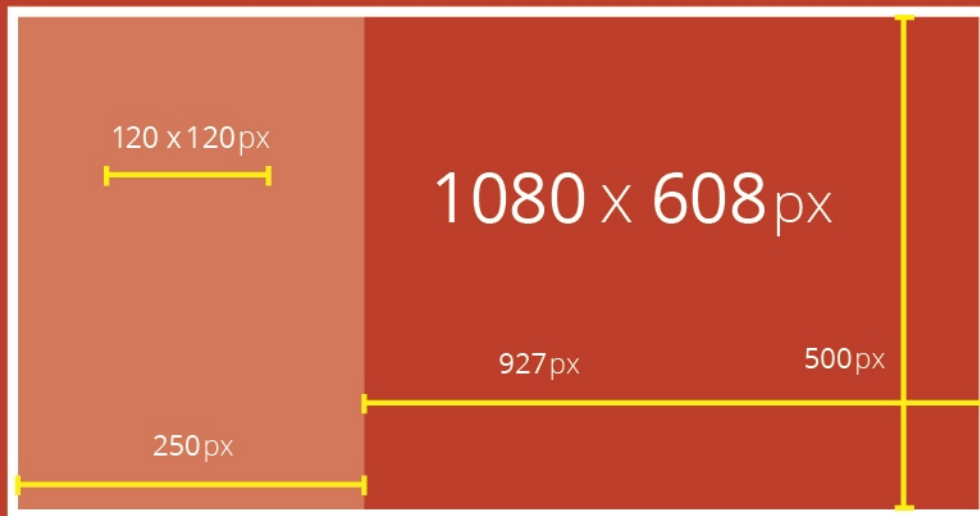


OTHER DIMENSIONS

Cover Upload: 2120 x 1192px

Profile Pic: 120 x 120 px

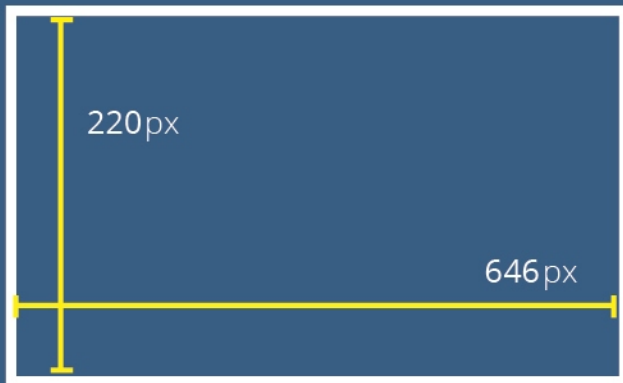
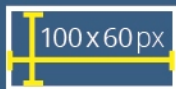
Shared Image: 800 x 600 px





LinkedIn Photos

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LINKED IN

OTHER DIMENSIONS

Cover Photo: 646 x 220 px

Image Thumbnail: 180 x 110 px

Personal Profile Pic: 200 x 200px

Business Logo Pic: 180 x 60px



Pinterest Photos

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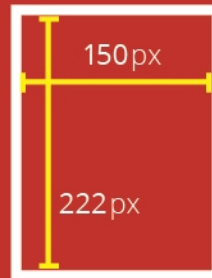


PINTEREST

OTHER DIMENSIONS

Pins : 600 x infinite px

Board Thumbnail: 222 x 150px





Instagram Photos

110 x 110px

612 x 612px
(DESKTOP)

510 x 510px
(MOBILE)

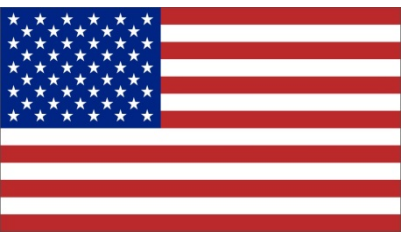


INSTAGRAM

OTHER DIMENSIONS

Profile Pic Upload: 161 x 161px

*Image resolution will remain high on any device if formatted at the highest quality (612 x 612px).



Accounts Names and URLs

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Decide how you want to spell your name on the accounts and claim your vanity URLs that are consistent throughout different Social Media Channels you are using like:

- Facebook.com/yourname
- Twitter.com/yourname
- Pinterest.com/yourname
- YouTube.com/yourname
- Googleplus.com/yourname
- LinkedIn.com/in/yourname
- Blog.com/yourname



The About Sections



Have your About/Bio sections short and straight to the point as online users are generally not avid readers. Clearly state who you are, what you do best, and what is in it for them if they follow you!



The About Sections

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- Facebook gives you the option to add links of your other Social Media accounts, like: Twitter, YouTube, Instagram, Pinterest, etc...



About Section – Character Limits



Keep in mind the following character limits for the About/Bio:

- Twitter (160 characters)
- LinkedIn (2,000 characters)
- Facebook (155 characters)
- Instagram (150 characters)
- Pinterest (200 characters)



Contact Info



- Provide the contact information that is necessary for the audience. The contact information allows the audience to get in touch with you with regards to sponsorship, volunteer, information about the organization. The contact information must be consistent on all your Social Media Profiles.

Make sure the contact information is not personal, provide the below which are for the organization:

- Phone/Mobile Numbers
- Email Address
- Organization Address

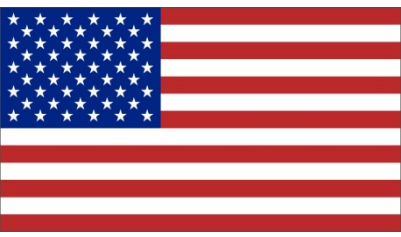


Work Experience



- Do not provide false work experience, this will tend to be used against you or the organization.
- Provide direct and easy to read content about your work experience (past & present).
- Always keep your information up-to-date.

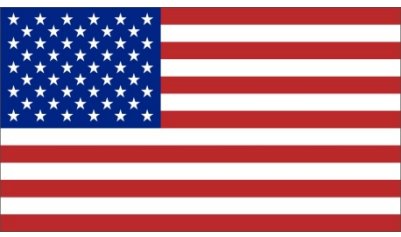
Keep in mind on LinkedIn you are limited to 2,000 character for the Work Experience.



The Milestones Sections



- Milestones demonstrate all important dates you have had. The Milestones could be your start, first job, award won, successful projects, Marriage, etc...
- On Facebook you have the functionality to mark Milestones while on Twitter and LinkedIn you have to pin the posts where you announce these Milestones



Privacy Settings



- The privacy settings allows you to take control of a number of deliverables when using any Social Media Platform. This will allow you to take control of what is being posted about you on your timeline and what others can(not) see.



Facebook Security Tips



"Keeping your information safe is core to everything we do."

The video below describes features such as login approvals and remote session management.



Facebook Security Tips

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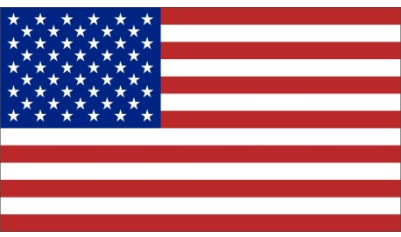




Privacy Settings on Facebook



- The privacy settings allows you to take control of:
 - Who can see your posts
 - Review all posts you are tagged in before publishing them on your timeline
 - Who can post on your timeline
 - Who can see posts you've been tagged in on your timeline
 - Who can see what others post on your timeline



Privacy Settings on Facebook



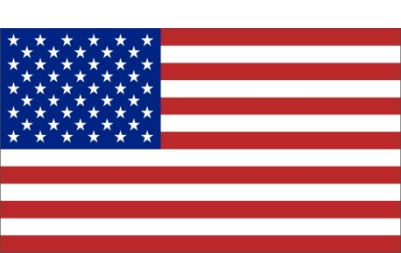
- Also:
 - Who can send you friend requests
 - Who can look you up using the email address you provided
 - Who can look you up using the phone number you provided
 - If you want other search engines to link to your timeline



Privacy Settings on Facebook



- It is suggested to optimize the following:
 - Who can see your posts
 - Review all posts you are tagged in before publishing them on your timeline
 - Who can post on your timeline
 - Who can see what others post on your timeline



Privacy Settings on Twitter

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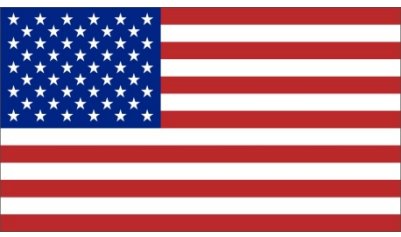
- Just like Facebook, Twitter allows you to control:
 - Photo tagging
 - Tweet privacy
 - Tweet location
 - Discoverability
 - Personalization
 - Promoted content



Privacy Settings on LinkedIn



- Who can see your activity
- Who can see your connections
- The types of email you'll accept



Privacy Settings on Instagram



- Posts are Private
 - Turn privacy ON to approve follow requests. Your existing followers won't be affected.



Privacy Settings on Pinterest



- Search Privacy (*Keep search engines (ex: Google) from showing your Pinterest profile in search results.*)
- Personalization (*We sometimes show you Promoted Pins and recommendations based on your activity on Pinterest.*
 - *Is it okay if we:*
 - *Also use sites you've visited recently?*
 - *Also use info from our ad partners?)*



Privacy Settings on YouTube



- Search and Contacts
- Ads based on my interests
- Statistics and data of Videos (publicly visible by default)
- Video Settings
 - Can be Public (for all)
 - Unlisted (for users that have the actual link)
 - Private



Privacy Settings on YouTube



- Control:
 - Comments
 - Comment Voting
 - Video Responses
 - Ratings



Privacy Settings on Google+



- Limit the visibility of your Google+ circles
- Remove global access to the parts of your personal profile
- Limit visibility of specific posts in your Google+ stream
- Who can email you via Google+
- Opt out of:
 - web history tracking
 - shared endorsements



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This project is funded through the U.S. Department of State, Bureau of Near Eastern Affairs, Office of the Middle East Partnership Initiative (MEPI). MEPI is a unique program designed to engage directly with and invest in the peoples of the Middle East and North Africa (MENA). MEPI works to create vibrant partnerships with citizens to foster the development of pluralistic, participatory, and prosperous societies throughout the MENA region.



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MEPI partners with local, regional and international non-governmental organizations, the private sector, academic institutions, and governments. More information about MEPI can be found at:
www.arabianpeninsula.mepi.state.gov.

"The opinions, findings and conclusions stated herein are those to the author[s] and do not necessarily reflect those of the United States Department of State."

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