Social Media Engagement Toolkit

Social Media Engagement Toolkit Overview

This Social Media Engagement Toolkit is designed to help us tell the story of our collective impact when we come together as a coalition to recognize the importance of digital equity and inclusion. Help us to highlight these local digital inclusion organizations and special events that promote digital equity across the country.

Digital Inclusion Week 2021 (DIW2021) is Monday, October 4th - Friday, October 8th, and with your help, we all can move closer to our common goal: that all people have access and use of the Internet and the tools they need to use it.

Social Media Engagement Toolkit Content

- Hashtags
- Sample Social Media Content/Posts (e.g. Facebook, Instagram, Twitter, gif)
- Sample Social Media Graphics
- Best Practices for Filming Videos

Thank you in advance for your engagement and support for DIW2021!

[Note: There is no requirement to implement any or all of these suggestions—please use those that you feel are most applicable to your planning, people and culture.]

DIW2021 Hashtags

Join the conversation on social media (e.g. Facebook, Instagram, Twitter) with the following hashtags.
#digitalequityNOW #DIW2021
Sample Social Media Content/Posts

Download these sample social graphics and more here: https://drive.google.com/drive/folders/1Tr4HUM_t0lQnofnlU0T9BT1D3F0LrBmd?usp=sharing

Sample Social Media Posts

Twitter

*Before Event:*  
As a proud member of @netinclusion, we’re looking forward to joining orgs across the country for Digital Inclusion Week #DIW2021, a time to recognize the importance of #digitalequityNOW and pathways to digital empowerment. Join us:
Digital Inclusion Week #DIW2021 is coming and we’re participating because we believe that it’s time for #digitalequityNOW. Join us Oct 4-8: https://digitalinclusion.org/diw21

**During DIW:** I’m joining more than 600 organizations this week who are working toward Digital Inclusion with @netinclusion! It’s time for #digitalequityNOW. Join us Oct 4-8: https://digitalinclusion.org/diw21 #DIW2021

Pathways to digital empowerment are essential because everyone needs to be connected today. Get involved and join @netinclusion for Digital Inclusion Week Oct 4-8 #digitalequityNOW #DIW2021 https://digitalinclusion.org/diw21

**After Event:**
We are committed to fighting for #digitalequityNow. Thank you to all who joined us for @netinclusion Digital Inclusion Week 2021 #DIW2021 Learn more: https://digitalinclusion.org/ <Corresponding image>

**Facebook & LinkedIn**

**1-4 weeks Before Event:**
Join us Oct. 4-8 for National Digital Inclusion Week! We’re taking part in the biggest #DIW21 ever and raising awareness for digital equity. If you want to support solutions for affordable internet access, devices, and training, please join us and National Digital Inclusion Alliance. https://digitalinclusion.org/diw21

**After Event:**
Thank you to all our supporters who joined us for the NDIA’s Digital Inclusion Week #DIW2021. We are committed to digital equity for all and creating pathways to digital empowerment.

If you weren’t able to attend the live sessions, it’s not too late to take advantage of these best practice information. Click here to learn more: <LINK TO OUR SITE>

<Corresponding image>DIW2021
**Best Practices for Filming Videos**

- **Plan your message by filming your social media videos.** Practice your lines a few times before filming... to your friends/family/a mirror, whatever works for you! When you feel like you have your message down, we recommend recording a couple of takes with your full message and taking the best video of the ones you’ve created.

- **Keep the camera steady.** Filming on a laptop, holding your cell phone or using a cell phone tripod is the easiest. Or have someone film for you.

- **Audio.** Test your microphone before you film. Make sure to speak loud enough so your message is heard.

- **Lighting.** Try to film your video in a brightly lit location. Avoid backlighting and directly overhead spotlights.

- **Background.** Find a simple background for your video. A background that is simple without things/people/movement that are going to distract from the message.

- **Keep your message short and simple.** Ask yourself, “what’s the most important message you want to convey to your audience?” We want the audience of videos to be engaged, empowered and interested in digital inclusion and DIW2021.

**Length Suggestions for Videos:**
According to [research by Hubspot](#).

- **Instagram: 30 seconds or less.** Videos that received the most comments averaged 26 seconds. Our brains process visuals 60,000 times faster than text, so we scroll faster on it than any other app.

- **Twitter: 45 seconds or less.** Twitter’s #VideoOfTheDay averaged 43 seconds. Twitter users are accustomed to short updates, like a 140-character tweet.

- **Facebook: 1 minute or less.** Facebook audiences engage the most with 1 minute videos. Users like watching snappy videos that they can quickly like or share before scrolling down to the next piece of content.

- **YouTube: 2 minutes or less.** Creating longer, more in-depth videos is best for YouTube.