

SCL How To Guide:

Social Media

Having a good social media presence is key for any club in the 21st century. It's a good way to help with recruitment, information, and planning events. Below find some tips and tricks from members of the NSCL Publicity Committee on how your state can best utilize your social media accounts like Twitter and Instagram.

Some states (like Virginia) have amazing TikTok accounts as well, so feel free to reach out to them for more help. A list of all state chapter social media and contact information can be found on [NSCL.org](https://www.nsccl.org) under State Chapter Directory tab in the contact section.



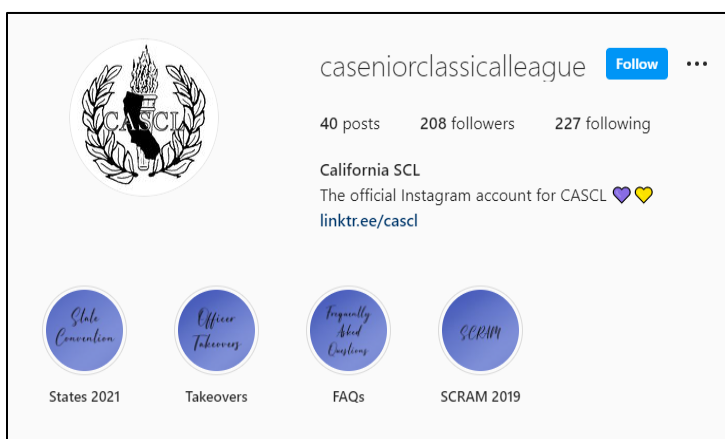
Twitter:

- Tweet as often as you want! Twitter was meant for that.
- Retweet funny [Classics Memes](#) from [Classical Meme Accounts](#). This makes your feed more approachable.
- Retweet any relevant information from [NSCL's twitter account](#). You want your followers to be involved on a national level as well!
- Use gifs often. Even on purely informational posts, it is eye-catching and engaging!
- If there's a current, hip meme going around, try to make one SCL or Classics related (see right)

- TweetDeck is a great website to monitor your account's notifications, customize your feed, and schedule tweets in advance!



Instagram:



- On Instagram, you don't want to post as often. It might mess with the algorithm and some people won't see your posts. Try to keep it to once a week in most cases.
- Make sure you introduce your officers soon after elections! It is nice to put a face to a name and to learn more about the people leading the club.
- Officer Takeovers on Instagram Stories is a great way for people to ask questions about SCL and to find out more about the officers! Try to space them out weekly, or, at the most, every other day so the stories don't blend together.
- Use [Canva](#) to create easy and eye-popping graphics!