

Blue & You Fitness Challenge

Social Media Tips

#BYFC2023



Welcome to the Blue & You Fitness Challenge! We want to help your team get moving. A great way to do that is to share your team's progress in social media. Here are some basic tips that can help you increase the number of people who see your posts and have your team's activities shared by Arkansas Blue Cross and Blue Shield and other participating organizations.



Getting Social with Us

1. Like, follow and share! If your organization has social media accounts, go and follow Arkansas Blue Cross and ask your team members to do the same. We will follow you back! (Use these same accounts to tag us in posts.)

Our accounts are:

 Facebook @ArkansasBlueCross

 Twitter @ArkBlueCross

 Instagram @arkansasbluecross

 LinkedIn @Arkansas Blue Cross Blue Shield

While not a social media platform, we also have a blog, **Blueprint**, blueandyoufitnesschallenge-ark.com/wp-content/uploads/2022/01/. We will be sharing information about the Blue & You Fitness Challenge on our hub and then linking to it from our social media. We'd love for you to share those stories on your social channels!

2. Send us the following information in an email to info@blueandyoufitnesschallenge-ark.com:

- a. Your PRIMARY social media account names so we can follow you. (You may have multiple accounts, but just share the ones you are likely to post on about the Fitness Challenge.) Are you on TikTok? Do you post on a network we may not be on yet? If so, we can still follow you! By using our Sprout listening tool, we can see if you tag us.
- b. **Your website url** (www.yourorganization.com).
- c. The name and email of **your organization's social media contact**, or whoever may be taking photos

3. Doing your own social media campaign? Let us know! Share how you plan to promote it and any hashtags you will use. Be sure your team knows your hashtags! The hashtag for this year's Fitness Challenge is #BYFC2023.

4. Share internally. Include your activities on your intranet if you have one or add to your internal newsletter. Ask your employees to follow your social media and ours to see posts about the Challenge.

5. Do you have a public blog? That's a great place to share too. Let us know and we can link to your blog!

6. Ask your team to like and share posts about the Fitness Challenge, but also about anything they care about (like health and wellness information). Liking and sharing is key to a successful campaign and builds a following.

7. Photo size matters. Try to keep your subject in the center so heads aren't cut out of the frame. Instagram photos must be square. Group photos don't always work well on Instagram. If you want to send us photos, send more than one image to be chosen. Please identify the people in your photos. Make sure we have permission to use the photos if we aren't sharing from your channels.

8. Ask questions! We love to help you be successful!

The Content

As often as you can, post sharp, properly sized photos and short videos (less than ONE minute) of your team members exercising with a few sentences about the activity. Tag us and hashtag **#BYFC2023** so we can share it. Watch for typos! People love to see organic posts with real people. Make sure your team knows to share your posts. Content works two ways. We share your content, and you share our content. If we share a blog story on Blueprint about the Fitness Challenge, we will let you know so you can share on your social channels.

Business Profile Tips

Are your profiles complete? An important social media marketing basic is to fill out your profile 100%. Fill in the “about section” and complete your bio information. Include any other social channels you have to cross promote.

Interact? Yes! Don't be an island and only post your company's content. That creates a bubble. Share other content and tag appropriately. Follow similar businesses, connections, thought leaders and non-profits. Make a point to interact with at least a few profiles per day. Focusing on relationships and engagement via social only takes a few seconds.

Promote your social channels

Make sure you have your social channels listed on the following:

- Email signatures
- Internal and external newsletters
- Website headers and footers
- Cross-promote on the profiles of your other social sites
- Signage and business cards

Social Media Basics 101

Why is social media important?

- More than 56% of online adults use more than one social media platform
- 75% of male internet users are on Facebook; 83% of female internet users are on Facebook
- LinkedIn has more than 500 million user profiles
- Every day 3.5 billion people are on social media



What is Twitter?

Simple, short, straightforward. Max of 280 characters equals 55 words. Hashtags are critical. Tagging is important.



What is Facebook?

Facebook is by far the most popular social media channel. Like a relationship, it's complicated. The algorithm changes weekly. It's unclear who sees your posts. But by far, Facebook is popular and posts that have real people in them (community involvement, exercising, etc.) is good content. Hashtags are less important here but should be used where appropriate.



What is Instagram?

Pretty pictures with fun captions and hashtags. Go hashtag crazy on this platform. Tag people. Pictures must be square.



What is LinkedIn?

Once a semi-dying and boring platform, LinkedIn has resurrected itself as the dynamic place to be for business trends and networking. The perfect platform for B2B, employee stories, and company news.