

Smart911® Social media toolkit

Keeping your community informed

Social media is the means of interaction among people in which they create, share, and exchange information and ideas in virtual communities and networks. It is a continually evolving, frequently used, and currently the most powerful communication tool. Social media channels are also a fast and easy way to reach many community members with various messages.



1. Know your audience

Research demographics: understand who your audience is, including age, and business industries within your community.



2. Choose the right platforms

Identify the social media platforms most frequented by your target audience (e.g., Facebook, Instagrams, Twitter, LinkedIn).



3. Create engaging content

Use visuals: incorporate images, videos, and infographics to make your posts more engaging.

Tell stories: share authentic stories about the success of the program, and community involvement.

Diversify content types: Utilize a mix of posts, such as polls, questions, and good news stories, to keep your audience engaged.



4. Encourage interaction

Include a call to action to engage your audience:

- Ask them to like or share your social media posts
- Ask a question they can answer in the comments
- Send them to your landing page
- Get them to subscribe to your community engagement newsletter (if you have one)
- Ask them to connect with you on other social media channels

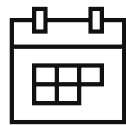
Respond to comments: engage with your followers by replying to comments and messages promptly.



5. Stay niche to your community brand

Highlight community partners.

Create a brand hashtag that speaks to your community.



6. Be consistent

Establish a posting schedule: maintain a regular posting frequency to keep your audience engaged.

Maintain a brand voice: ensure your messaging and tone are consistent across all posts.



7. Educate and inform

Share valuable information: provide tips, resources, and good news stories around the program.

Host live Q&A sessions: engage directly with your audience by answering their questions in real time.



What are the best strategies and times to post to each platform?

Facebook - 12 p.m. EST, Monday to Wednesday

- Include a picture or video
- Include a hyperlink to your website

Instagram - 12 p.m. to 1 p.m. EST, Monday to Friday

- Tell your narrative through pictures

X - 12 p.m. or 1 p.m. EST, Monday to Wednesday

- 280 character limit
- Include picture(s)

LinkedIn - 7:45 a.m., 10:45 a.m., 12:45 p.m., and 5:45 p.m. EST. Monday and Wednesday

- Tag safety agency partners
- Include picture(s)

Using our template: A step-by-step guide

We're excited to provide you with reusable templates to engage your community and drive adoption of Smart911! Follow these simple steps to customize your desired assets and share it with your community:

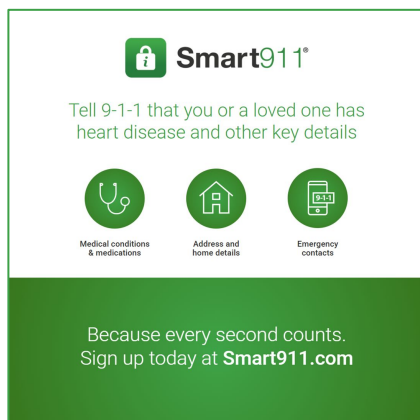
1. **Copy the template:** Highlight the text of the template below and copy it to your clipboard (Ctrl+C or Command+C).
2. **Paste into your document:** Open your preferred application (e.g., Facebook, Instagram, X, LinkedIn) and paste the copied content (Ctrl+V or Command+V) into your document.
3. **Customize your content:** Personalize the template with your own text, images, and branding to ensure it reflects your unique voice and message.
4. **Share with your community:** Distribute the template through your social media channels.



Sample language and hashtags

Post 1: Social Media Challenge

Graphic: Download the social media graphic [here](#)



Caption:

🚨 In an emergency, seconds count. Now you can save seconds with Smart911, a free service provided by your community. Sign up today to provide information to 9-1-1 and first responders before an emergency happens, so they can better help you during one.

👉 Click [\[here\]](#) to register.

Help us spread the word – share this post! 🙌

Encourage your community to create a free profile to be better protected in emergencies at **Smart911.com**

