

New Hampshire Afterschool Social Media Tips

Social media is a great platform to let everyone know what's happening in afterschool in New Hampshire. It's also a great place to find out new information circulating in the field.

Common hashtags to use when posting on any social media:

[#Invest3to6](#); [#InvestinKids](#); [#afterschool](#); [#AfterschoolWorks](#); [#STEM](#); [#STEAM](#);
[#AfterschoolinNH](#); [#SummerLearning](#); [#KeepKidsLearning](#)

Graphics to use:

- [AA3pm infographics](#) (use [#AmericaAfter3pm](#) with the infographics)
- NHAN infographics (use [#AfterschoolinNH](#) or [#NHafterschool](#))

Twitter

Twitter posts have a 140 character limit, so you may have to get creative to properly get your message out. If you are tweeting about policy surrounding afterschool it is important to include a state representative or senator's handle to increase the impact of your message. Use hashtags to increase the reach of your tweet.

Important Twitter Handles to know when Tweeting about Afterschool:

- Afterschool Alliance - [@Afterschool4all](#)
- National Afterschool Association - [@NatlAfterSchool](#)
- NH Afterschool Network - [@NHAfterschool](#)
- NH Governor Maggie Hassan - [@GovernorHassan](#)
- NH Senator Jeanne Shaheen - [@SenatorShaheen](#)
- NH Senator Kelly Ayotte - [@KellyAyotte](#)
- NH State Representative Frank Guinta - [@RepFrankGuinta](#)
- NH State Representative Annie Kuster - [@RepAnnieKuster](#)
- US President - [@POTUS](#)

Other Twitter tips:

- ★ Click this button if you see other Tweets you like to “favorite” them.
- ↻ Click this button to “re-tweet” someone else's tweet on your feed.
- ↩ Click this button to “reply” to someone's tweet with a comment/question.

If you want to include a link to something (news article, video clip, event flyer, etc.) you may want to shorten the link to leave room for your message, go to bitly.com or ow.ly.com to shorten the URL.

Example Tweet:

“Keep funding for #Afterschool programs in NH #AfterschoolWorks!
@SenatorShaheen @KellyAyotte”

Facebook

Without the strict character limit, Facebook has more options for posts. To make posts eye-catching to engage more people, you can include: pictures, infographics, or videos relevant to afterschool. If your state representative or senator has a Facebook page, be sure to tag them in posts about policy change or just to show them the great things afterschool programs are doing in N.H.! You can use the same hashtags on Facebook as you would on Twitter. Facebook also has a great feature for you to schedule posts for future dates/times.

Example Post:

“Check out what the students did during afterschool program today!”
#AfterschoolinNH

-Then either click the camera button in the bottom left corner to upload picture(s)/video or copy and paste a link to a video in the main body of the post.

Tip: when you copy and paste the link to the video into the “write something...” box, you can then delete the link when the video comes up, you don’t need it in your post for the video to work and it looks neater without the link!

Instagram

Pictures or small infographics work best on Instagram. If you use the app on your phone, you can take a video right from your cellphone and post it immediately. Add a simple message and a few relevant hashtags and you are good to go.

Example post: Use this infographic from the Afterschool Alliance along with this



message:

“Afterschool programs help bridge the achievement gap between lower-income and middle-income students.
#Afterschool #Invest3to6 #AfterschoolWorks”

Click here for more infographics from the Afterschool

Alliance.

Pinterest

Infographics are great to pin on Pinterest with a short message. You can re-pin some right from our Pinterest page: [pinterest.com/nhafterschool/](https://www.pinterest.com/nhafterschool/)

Pinterest is a hub of fantastic ideas for projects to do with students, ranging from arts and crafts projects to math games that make learning fun!

Links to other social media tool kits:

- [Invest 3 to 6 Social Media Toolkit](#) from the Afterschool Alliance
- [Opportunity Gap Social Media Example Posts](#) from the Afterschool Alliance