

Social Media Cheat Sheet

Best Practices for X/Twitter, LinkedIn,
and Facebook (Meta)



NYSERDA

X/Twitter

1. Share relevant news and events

Quote tweeting an article and adding a sentence is a quick and easy way to demonstrate thought leadership/ provide commentary on major issues.

2. Be a vocal contributor to industry discussions when possible

Respond to other industry leader tweets either directly, with quote tweets or retweeting. Ask questions to prompt positive conversation.

3. Be responsive

Respond to tweets and follow back. It's good to converse with others in addition to promoting your organization's content.

4. Share photos or videos, when possible

Use a visual to accompany posts.

5. Share personal posts occasionally

People like to see leaders as human and dealing with the same issues they are.

LinkedIn

1. Leverage your newsfeed

It's good to leverage your news feed and share or reshare relevant news and events and add a sentence or two of your own commentary. On LinkedIn you can expand to share articles on workplace issues/ leadership in addition to your company-related announcements.

2. Use the LinkedIn articles tool for longer commentary/ blog posts on specific topics or to add to a major announcement/why it's important

These can be cross posted to Medium or vice versa. Be sure to add a cover image that complements your article to attract more readers.

3. Share photos and videos whenever possible

Use a visual to accompany posts.

4. Join relevant groups and follow other industry leaders

Get a sense of what works well in posts.

5. Make sure your profile is up to date with relevant information

It is also possible now to share presentations, videos, and documents that you would like to feature on your profile.

Facebook (Meta)

Know the Algorithm

1. Where the post comes from

The algorithm takes into account how often a user engages with your profile. The more you post on events, news, and other content, the greater the chance of your engagement increasing on your content or page leading to more views.

2. When it was posted

Timeliness remains a factor in Facebook's News Feed, which means that the initial post response plays a role in determining reach. Understand when your audience is online (through your analytics) and when they're likely to engage with you. Get your teams on board to "like" your content when it is published.

3. How likely it'll drive engagement

For any given story, it predicts how likely you might be to comment on that story or to share that story. Take the time to write a compelling post with catchy photos and videos. Ask questions that generate comments.

Unlike LinkedIn, if you are just sharing a post and website links, your page may not perform as well as adding in your original content.

Extra Credit

Use Instagram (owned by Meta) to post photos, stories, and Reels.

Tools & Guides

- www.buffer.com: Free tool for scheduling social media posts across platforms where you're active.
- <https://business.twitter.com/en/basics/create-a-twitter-business-profile.html>: Helpful tips from X/Twitter on setting up an account + general best practices.
- <https://business.linkedin.com/en-uk/marketing-solutions/blog/posts/content-marketing/2017/17-steps-to-a-better-LinkedIn-profile-in-2017>: Helpful tips from LinkedIn on creating a stronger profile and presence.
- www.pixabay.com, www.unsplash.com: Royalty free stock image website.

Sample Social Media Posts

Fill in the highlighted areas with information pertinent to your project. Consider sharing photos and videos with your posts when possible!

- Edit or lengthen as needed to fit the social media platform (Twitter, Facebook, or LinkedIn)
- Please be sure to mention or tag @NYSERDA and use any applicable hashtags such as #BuildingsofExcellence, #EmpireBuildingChallenge, #Energy, #Climate, etc.

[NAME OF FIRM] is a proud recipient of @NYSERDA's X Award, or proud to announce breaking ground, cutting the ribbon on X project which will provide X, Y, Z.

For additional traction on longer posts please provide a positive impact that drives you toward this type of project or a positive reaction from your company (feel free to modify or use your own words).

- **Example #1:** “We’re looking forward to continuing [designing/developing] beautiful, profitable, sustainable buildings in NY for our tenants and property owners.”
- **Example #2:** “We’re grateful for being recognized by @NYSERDA as a leader in [#SustainableArchitecture/#SustainableRealEstate] for our low-carbon building design/development.”
- Use industry hashtags/climate and clean energy hashtags such as #climateaction and #sustainable.

Social Media Template for Buildings of Excellence Awardees

Sample Social Media Post - Fill in the highlighted areas with information pertinent to your project

- Edit or lengthen as needed to fit the social media platform (Twitter, Facebook or LinkedIn)
- Be sure to mention or tag @NYSERDA and use the #BuildingsOfExcellence hashtag

[NAME OF FIRM] is a proud recipient of @NYSERDA's #BuildingsOfExcellence Award in the [NAME OF CATEGORY] category for its project at [ADDRESS], which is being [developed/developed] by [NAME OF OTHER FIRM]. NYSEDA's Buildings of Excellence competition is a \$40 million competition over three rounds. The competition recognizes and rewards the design, construction, and operation of very low or zero carbon emitting multifamily buildings.

For additional traction on longer posts please provide a positive impact that drives you toward this type of project or a positive reaction from your company (please feel free to modify or use your own words).

- Example #1: “We’re looking forward to continuing [designing/developing] beautiful, profitable, #sustainable buildings in NY for our tenants and property owners.”
- Example #2: “We’re grateful for being recognized as a leader in [#SustainableArchitecture/#SustainableRealEstate] for our low-carbon building design/development.”

Remember always use handles (@NYSERDA) when possible. When handles are used, the organization or business will be notified they have been mentioned in the post, which will help increase the chance that your content will be shared. No handle, no notification.

Do not overuse hashtags (#). Hashtags are designed to help the audience find content on that subject. Use them when necessary.