Social Media How-To Guide

Easy tips for promoting the APR via our 3 S.M. Channels

http://www.praccreditation.org

Facebook

1) Log into Facebook
2) In the search box, put in “APR - Accreditation in PR” or put in full URL
   https://www.facebook.com/AccreditationinPR/
3) Once on the “Accreditation in PR” page, hit “LIKE” for the group
4) Look at recent posts, and hit “LIKE” if you agree with a post
5) Post a COMMENT (a phrase, sentence, sign of support) on one or more posts on the APR page
6) Extra credit: click on SHARE and share on your own Timeline, a friend’s timeline or group
7) To earn an “A for the Semester” - Log in a minimum of once a week, visit the APR page, and LIKE, COMMENT and SHARE a post
8) Use the hashtag #ItTakesAPRo when you post

*Tip – identify a time each week you can do this (over lunch, before bed, etc.) and put it on your calendar. Maximum time to complete eight steps = 2 minutes.
Twitter

1) Join Twitter / Sign up for an account
2) “Follow” @PRaccred
3) Go to @PRaccred (search feature). “Retweet” with one simple click
4) “LIKE” with one simple click
5) Turn on “Mobile Notifications” so you can be notified of PRaccred tweets, and then re-tweet
6) Earn “A for the Day” by writing your own Tweet relating to APR and including hashtag #ItTakesAPRo and reference @PRaccred in your tweet

*Tip – you can add a Twitter app to your smart phone. When you are standing in the grocery line or sitting at the gas station, take out your phone, check Twitter and re-tweet from PRaccred. Maximum time to complete six steps above = 2 minutes.
LinkedIn

“Accreditation in PR (APR)”

1) Join LinkedIn (create a profile) and make sure to include APR in your name on your profile. Also include “Accreditation” in your portfolio of success

2) Request to join the LinkedIn group “Accreditation in Public Relations (APR)” The group can also be found at https://www.linkedin.com/groups/58342

3) Once approved to the group, visit the last couple of Conversations and hit LIKE

4) To earn an “A for the Day,” add a relevant comment that supports APR

5) Want to be an honor grad? Post your own message or blog that relates to APR. Be sure to follow the requirement of including APR in your post or it will be deleted. Upload photo or art to support