Social Media Tips

1. **Use the trip hashtag!** Make sure to include the trip hashtag in everything you post.

   #SC2Finland

2. **Be a team!** There is power in numbers. Stay on the lookout for others’ content and retweet/share with your own message.

3. **Video** is the best content. Live video is best, but pictures are a must.

4. **Timing** is important. Try to post when your audience is online. If posting as an individual, make sure your organization/business is tagged so they can share it later.

5. **Remember the time difference.** Finland is seven hours ahead of South Carolina. Try not to post your content during South Carolina’s overnight hours. Also, you may wish to turn the sound off of your alerts. Some of the best times for the organizing partners to like and share your content will be when you are asleep.

6. **Follow your organizing partners and other delegates.** Tag them in relevant posts:

   **Public Education Partners**
   Facebook, Twitter and Instagram
   All three are @PEPGreenville

   **Furman Department of Education**
   Facebook - @furmaneducationdept

   **The Riley Institute**
   Facebook - @riley.institute
   Twitter - @Riley_Institute
   Instagram - @rileyinstitute