



**OFFICIAL
PARTNER**

SOCIAL MEDIA DO'S AND DON'TS



BEST PRACTICES GUIDELINES

Thank you for your ongoing support as a USCCA Official Partner. As an Official Partner, you may produce social media content that highlights events, promotions and programs offered by the USCCA.

This list of social media do's and don'ts has been provided to help ensure USCCA branding and messaging remains uniform across our shared local and national audiences.

If you have any questions regarding social media content, feedback or best practices, please reach out to your USCCA Representative.

GENERAL PRACTICES: DO'S

- **Have a set posting schedule.** Ideally, you should have a set marketing theme for each month. For example, since May is Military Appreciation Month, you could create a marketing campaign for May that is centered around this topic. You'll want to make sure that you're engaging with your audience and utilizing giveaways and promotions to drive interest around whatever particular theme you choose each month.
- **Stay up to date with your posts.** Plan your posts ahead of time if possible, but make sure that they contain relevant and accurate information about current issues.
- **Maintain proper posting frequency.** If you're not posting regularly, you won't see much in terms of reach and engagement on your social media platforms. But you also don't want to spam your audience with so many posts that they end up unfollowing you. Maintain a good balance by posting at least once — but not more than twice — per day. And always aim for quality content over quantity.
- **Engage with your audience.** Ask engaging questions in your posts (make sure to avoid "yes or no" questions) and respond to questions and feedback from your audience.
- **Utilize high-quality, high-resolution images and videos.** For video, Facebook and Instagram recommend utilizing .MP4 and .MOV formats with 16:9 (horizontal) or 9:16 (full portrait) aspect ratio. The recommended aspect ratio for Twitter is 1:1 (or 1200x1200 pixels). JPEG is recommended as the file type for images. You can refer to this cheat sheet for the recommended image sizes.
- **Optimize your page.** Make sure to complete every aspect of your profile with as much information and detail as possible. This includes your business name, address, phone number, info, and profile and cover photos.
- **Follow relevant pages and interact with them on a regular basis.** This could include firearms manufacturers such as SIG Sauer and Beretta, influencers such as Brantley Gilbert, or other businesses in your area.
- **Promote your content.** Remember to utilize your organic social media reach to promote your blogs, company news, articles and press releases.
- **Always follow the four universal rules of firearms safety.** 1) Treat every gun as if it is loaded. 2) Keep your finger off the trigger until you have made a conscious decision to fire. 3) Do not point the muzzle of the gun at anything you are not willing to destroy. 4) Know your target and what lies beyond.



GENERAL PRACTICES: **DON'TS**

- **Don't use profanity.** Don't use profanity or engage in hostile exchanges with your audience. If issues come up, address them in a respectful manner. Take any negative exchanges offline, if possible.
- **Don't post or retweet political content or controversial topics.** Our market is made up of responsibly armed Americans across the political spectrum, not exclusively those who fall on the left or right. To increase your odds of other businesses sharing your content, be sure to avoid polarizing issues.
- **Don't use images or videos featuring scantily clad men or women with guns.**
- **Don't be a pushy salesperson.** Your posts should sound natural and not like you're just trying to sell a product. Remember that you're trying to create relationships that will eventually lead to an increase in sales.
- **Don't interact with trolls.**
- **Don't make spelling or grammar mistakes.**
- **Don't obsess about the numbers.** Remember that increasing your reach, brand awareness and followers is a long-term effort that requires sharing consistent, high-quality content.

POSTING ON FACEBOOK

DO:

- **Interact with your audience regularly.** This includes writing engaging content, asking questions of your audience and replying to comments.
- **Stay active in groups with similar interests.**
- **Use videos for posts.** Upload videos directly to Facebook. Videos uploaded directly to Facebook do much better in terms of impressions, reach and engagement than links to other video platforms such as YouTube and Vimeo. Take advantage of live videos too. Facebook users watch live videos three times longer than prerecorded ones.
- **Post during the appropriate time of the day.** Studies show that posting between 1 p.m. and 4 p.m. is the ideal window to achieve maximum visibility. Your window of time might vary slightly, so be sure to use Facebook Insights to figure out what slot works best for you.
- **Adhere to Facebook's [posting guidelines](#).**

DON'T:

- **Don't use posts without some sort of asset.** This might include a photo, a video or a link to a website.
- **Don't post irrelevant content for the sake of engagement.**
- **Don't point the muzzle of a firearm at the camera.** Facebook may suspend your account.



POSTING ON INSTAGRAM

DO:

- **Search for relevant hashtags.** This helps you increase exposure, gain more followers and interact with people who have similar interests. Use those hashtags in your posts.
- **Make personalized videos.** Show examples of shooting, training, product usage, etc. This will help to demonstrate the value of your products and services.
- **Post stories on a regular basis.** This feature can be utilized with videos as well.
- **Be consistent with your posting and messaging.** This includes photos and videos that you post.
- **Utilize a bio link service to showcase different products and offerings you have.** Bio link services include sites such as Linktree (free) and Linkin.bio.
- **Adhere to Instagram's [posting guidelines](#).**

DON'T:

- **Don't overdo it with the hashtags.** Four to five hashtags are the recommended amount for Instagram.
- **Don't post too often.** As on Facebook, it is not recommended to have multiple posts per day on Instagram.
- **Don't post the same content twice.** You'll want to make sure that posts on your grid are unique.
- **Don't point the muzzle of a firearm at the camera.** Instagram may suspend your account.
- **Don't focus on the number of followers you have.** Focus instead on engagement and building relationships.



POSTING ON TWITTER

DO:

- **Share valuable content.** This could include training materials, industry news, and firearms- and other self-defense-related content.
- **Tweet about timely news and events.**
- **Utilize the “pinned tweet” option.** This allows for the most important tweet you have to be the first thing people see when they come to your profile.
- **Use relevant hashtags.** As with Instagram, hashtags are extremely important on Twitter. Make sure to use relevant hashtags in all of your tweets.
- **Adhere to Twitter’s [posting guidelines](#).**

DON'T:

- **Don't overdo it with the hashtags.** Four to five hashtags are the recommended amount for Twitter (same as Instagram).
- **Don't use posts without some sort of asset.** This might include a photo, a video or a link to a website.





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