

BEST PRACTICES: SOCIAL MEDIA AMPLIFICATION

Resource

Introduction

At MTAM we appreciate the great work being done by our members and others in the massage therapy and general healthcare community. We try to support and amplify that work whenever possible by promoting it on our social media platforms.

This document contains social media best practices which you can use to help MTAM promote your content and vice versa.

Facebook

- “Like” and “Follow” [MTAM’s Facebook page](#) (mtamanitoba)
- Engage (Like, share, and comment) on MTAM’s published Facebook content.
- Re-share MTAM posts promoting events you’re facilitating to your own profile (make sure to add a personal comment with a call-to-action to register).
- To make this process easier, [add the MTAM’s Facebook Page](#) to your personal Facebook profile’s “See First” list.

Instagram

- “Follow” [MTAM’s Instagram page](#) (mtamanitoba).
- Make sure to @ mention @mtamanitoba when you publish a post promoting an event you’re attending with MTAM, or when you share something you’d like MTAM to share.
 - @ mentioning MTAM will alert us to your post so we can share it right away.
- Provide MTAM with any photo or video content for Instagram. This could include:
 - A professional headshot
 - “Action shorts” of you working, facilitating a course, etc.
 - Videos (shot vertically) introducing yourself, talking about what you do, promoting an upcoming event, etc.
- [Share MTAM’s Instagram posts](#) using the Instagram Stories feature.
- Engage (Like and comment) on the MTAM’s published Instagram content, as this will help the organization’s content experience increased reach.

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Twitter

- Follow [MTAM's Twitter profile](#) (mtamanitoba)
- Engage (Like, share, and comment) on MTAM's published Twitter content.
- Re-Tweet (RT) MTAM's tweets, including those promoting events you're facilitating to your own profile (make sure to add a personal comment with a call-to-action to register).
- Provide MTAM with evidence-informed content (articles, blogs, interviews, etc.) that they can share on Twitter.

LinkedIn

- [Follow MTAM's Company Page on LinkedIn](#) (Massage Therapy Association of Manitoba Inc).
- Engage (Like, share, and comment) on the MTAM's published LinkedIn content.
- Make sure to @ mention (tag) MTAM's Company Page when you publish a post promoting an event you're doing with MTAM, or when you share something you'd like MTAM to share.
 - @ mentioning MTAM will alert them to your post so they can reshare it right away.

Please note, before MTAM shares any 3rd party content:

- Posts/content will be reviewed by the MTAM social media team before sharing.
- MTAM may not be able to share all posts MTAM is tagged in due to time constraints or overall volume of tags at any given time.