

Social Media Best Practices for Local Agencies

Social media channels are valuable tools to communicate with WIC participants and partners. Use these best practices as a guide if your local WIC agency chooses to create its own social media accounts.

Social Media Channels

Facebook and Instagram are the best social media channels for WIC to reach its target audience. The Pew Research Center has good data about [Social Media Use in 2021](#).

- Facebook:
 - One of the most widely used online platforms among U.S. adults.
 - Ability to add local agency website and contact information to the page's About section.
 - Communicate directly through Facebook messenger. You can create automate replies and top questions to automatically share information with people.
 - Create smaller groups for different support needs.
- Instagram
 - Popular among young adults.
 - Video and image focused content.
 - Create reels and stories to share quick, easy-to-consume content relevant to younger followers.
 - You'll need a business smart phone to administer an Instagram account.

Creating and Administering Social Media Accounts

- Request local agency or county leadership approval before creating a social media account. It's important to follow your organization's social media standards and practices.
- Set up your WIC Facebook page as an organization. Select Government Agency or Non-Profit as your organization type. Do not set up a personal page for your agency.
 - Adding administrators, editors, moderators:
 - Create a separate work Facebook account using a work email address for any page administrator. It's not best practice for staff to use their personal Facebook account to access an organization's Facebook page.
 - You can add multiple users to a Facebook organization page to post content.
 - Not everyone who accesses the page needs to hold an admin role. There are different page roles with various permission levels. Facebook Help Center explains the different page roles and what they can do.

- Create your WIC Instagram page as a business account.
 - Download the Instagram app on your work smart phone.
 - Create an account using your business email address and follow the prompts to create a personal Instagram account.
 - Tap the hamburger menu in the upper-right corner in the app. Tap settings, accounts and select Switch to Professional Account. Follow the prompts. You can use Government Organization or Public & Government Service as your category.
 - Adding multiple users:
 - [Manage Roles on a Shared Instagram Account | Instagram Help Center](#)
- The number of people with admin access to local agency social media pages may vary. MN WIC suggests designating one primary page administrator and giving one other backup person permissions to post content when the primary person is unavailable. Any WIC staff with access to social media accounts should receive training and never use their person social media accounts to access an organization’s page.
- Update permissions under page roles to remove social media page access as soon as someone changes their position or no longer handles social media channels.

Facebook Page Policy

- It’s best to clearly state your comment policy in your Facebook page’s About section. This provides a public guideline for interactions on your page. Refer to MDH’s comment policy as a starting point. It is posted in the [MDH Facebook Page Details](#) section. If your local agency or county has a legal team, consult them before putting a policy in place.
 - Your policy can include deleting or hiding posts or comments that violate guidelines.
 - Hiding makes the post/comment visible to only the commenter and their friends.
 - Deleting removes the post/comment completely.
 - Consider taking a screen shot of the post/comment for your records before deleting.
 - You may also block authors who repeatedly violate page guidelines.
 - This removes all access to your page.
 - You can link your Instagram and Facebook accounts and point to the Facebook page policy for your Instagram account. There are limited characters in the Instagram Bio section when you select Edit Profile on your Instagram page.

Post Frequency and Engagement

- Your social media pages are ways to share information with followers and provide an additional space for conversation. Frequent posts (three per week) are necessary to keep followers engaged.
- There are options to gain followers and drive people to your pages:

- Boost posts targeted to WIC demographics.
- Schedule posts in advance through Facebook scheduler or programs like Hootsuite to improve the timing of your posts and make it easier to post frequently.
- Use hashtags to make your posts part of a larger conversation or trending topic. People search hashtags, so they'll see your post when searching hashtags like #NationalNutritionMonth or #WICworks.
- Hand out flyers to participants at your clinic with your Facebook and Instagram pages.
- Keep posts short. A couple sentences is best with a link to your website or other related links. People scroll quickly through their feeds and won't take time to read longer posts.
- Use images and videos or graphics to grab people's attention. Use images from your clinic (with the appropriate photo release forms or permissions) and short videos (15-30 seconds is ideal). These help your posts stand out. Instagram requires images or videos to post. Facebook does not.
- Interact with users. Ask users to comment or like a post. Interact with comments. Followers who do not regularly interact with your posts may not see them in their feed.
- Follow and interact with other pages. Creating relationships with other pages can lead their followers to your page. Sharing other page content can lead to them sharing your content.

Reference – Complete Listing of Hyperlinks

[Social Media Use in 2021 \(https://www.pewresearch.org/internet/2021/04/07/social-media-use-in-2021/\)](https://www.pewresearch.org/internet/2021/04/07/social-media-use-in-2021/)

[Facebook Help Center Facebook Help Center explains the different page roles and what they can do. \(https://www.facebook.com/help/289207354498410/\)](https://www.facebook.com/help/289207354498410/)

[Manage Roles on a Shared Instagram Account | Instagram Help Center \(https://help.instagram.com/218638451837962\)](https://help.instagram.com/218638451837962)

[MDH Facebook Page Details \(https://www.facebook.com/mnhealth/about_details\) section](https://www.facebook.com/mnhealth/about_details)

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