Style Guide Purpose

The purpose of this document is outline style guidelines for RESNA’s central social media accounts. This document is updated frequently.

Active Accounts

- Facebook.com/RESNAorg
- Twitter.com/RESNAorg
- Youtube.com/RESNA
- linkedin.com/groups/79388/
- Instagram.com/RESNorg
- Google+ (will be discontinued in April 2019)

Social Media Voice

Who we are: Engaged. Informational. We value education and furthering RESNA’s goal, "To maximize the health and well being of people with disabilities through technology."

Our tone: Energetic and enthusiastic.

Ownership of Posts All messages on all central media platforms are posted in the character voice described above. We DO NOT attach names or initials to posts.

Positivity and Transparency We present our messages with a positive attitude, but are honest and transparent in the information we share.
General Style Guidelines

Other Accounts/Sources

• We always do our best to reference another account (when appropriate or available) in any message we share.
• When possible, reference the account mid-message as opposed to the end.
  • Not Great: See RESNA’s new AT Journal article provided by @RESNA
  • Better: See @RESNA release a new AT Journal Article.

Character Length

• Facebook: 5000
• Instagram: 2000
• LinkedIn: 1300
• Twitter: 280

Dates and Times

• For times, use am and pm (lowercase, no periods). 3 pm, 10 am.
• Use “to” between times (2 pm to 4 pm) unless space is needed. Then use a dash. (2-4 pm).
• Write out full words for days of the week (Monday, Tuesday) and use dates (5/19) to save space or reference dates in advance. Months can also be abbreviated (Jan., Feb.) for space.
Words We Do Not Use


Notes on Punctuation

• Use a colon and a space before a link.
• An exclamation point or question mark (followed by a single space) can also introduce a link:
  • What they didn't tell you when you dreamt of being an astronaut: Space travel could give you poor eyesight! http://www.resna.org
  • Which #RESNA member attended the most Annual Conferences? http://www.resna.org
• Use a single exclamation point to signal excitement.
• In VERY RARE instances (top awards, international recognition, etc.) multiple exclamation points may be used
• Use an ellipsis (three periods, no spaces) to show where something has been omitted (as in a quote that’s been shortened) OR (in rare instances) to signal suspense.
  • conferences, certifications, education opportunities...New Member! @NewMember on the RESNA journey: http://www.resna.org
• Em dashes can be used to set off various parts of a sentence.
  • (More usage tips here: http://www.quickanddirtytips.com/education/grammar/dashes-versus-colons)
• How To:
To make an em dash (—) on a Mac, hold down SHIFT+OPTION+hyphen. NEVER use a hyphen (-) instead of an em dash. No spaces before or after the em dash.

Examples:

- "Give me the splendid silent sun with all his beams fulldazzling." —Walt Whitman
- Meet the @_RESNA member that can provide the latest life hack for AAC AT: http://www.resna.org
Network Specific Guidelines

Twitter | Instagram

• Shorten all links
• Replace “and” with ampersand (&), NOT plus (+) to save characters when necessary
• Include any relevant mentions, as long as the account is active.
• Avoid using more than 3 mentions in a single post.
• Use “MT” to signal when a quoted tweet has been modified or shortened.
• When quoting tweets always add something new before the RT or MT.
• “Thanks—trying these now! MT @RESNA Morning RESNA!
Check out 8 things to make work (and life) more accessible: http://www.resna.org
• Try for 1-2 native RTs (not quoting) per day.
• Try to include at least one hashtag per post. Avoid using 3+ hashtags in a single post.
• Cite the source of an article or news item by tagging the relevant account at the end of the message in brackets.
• NCART has focused on HR #### to convince America to live up to its promise: http://www.ncart.us [ncart]

Facebook | Google+ (will be discontinued in April 2019)

• Use line breaks
• Include any relevant mentions, as long as the account is ACTIVE and the names of the mentioned accounts aren’t so long as to be cumbersome.
• Delete the text URL from your post if displaying the link preview.
For a post where you don’t want the preview to show, use a shortened link in the message itself.

**YouTube**
- Give videos descriptive names to support SEO
- Include relevant hyperlinks after description

**Cadence**

**Twitter**
- 6 to 9 posts daily

**Instagram**
- 2 posts/week

**Facebook**
- 3 to 4 posts daily

**YouTube**
- Varies

**Google+ (will be discontinued in April 2019)**
- 1 post daily

**LinkedIn**
- 1 to 2 posts weekly
**Imagery**

- All avatars should align with Visual Identity Style Guide
- Cover images should be the same across ALL platforms

**Instagram**

- Edit photos and apply filters in third-party software or apps (such as VSCO Cam, Lightroom, or iPhoto).
- Images can be artsy but not unnatural—effects should never compromise image quality (i.e. avoid effects that create intense sharpening, contrast, strange color casts, or overexposure).
- Avoid using similar effects or color palettes consecutively. (The appearance of the main Instagram profile should have rows of thumbnails that have a similar aesthetic but not too uniform).
- Shoot photos on a DSLR or other high-resolution producing camera whenever possible (though mobile phone photos can be used if the resolution is high enough).
Engagement Style

Twitter
- Favorite tweets from followers and #RESNA hash tagged tweets

Facebook
- Like comments from users
- Use inline comments to reply to users when there is an opportunity to respond
- Hide Spam

Instagram
- Like pictures that are #RESNA related
- Follow back users who comment frequently or tag #RESNA in their photos

Regularly Used Hashtags
Twitter | Facebook | Instagram | Google+ (will be discontinued in April 2019)
- #RESNA
- #RESNA2019 (or conference year)
- #ingenuityATwork
- #InstaRESNA
- #TBT