

SOCIAL MEDIA HELPFUL HOW-TO'S



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Perhaps the most amazing feature of social media is how quickly and effectively you are able to spread your message to the masses. However, this can get somewhat daunting at times. With the following tips and tricks, you, too, can become super social media savvy.

#FantasticFacebook

Facebook is the dinosaur of the three most famous social media platforms. Though it is older than the other two, it does a fantastic job of maintaining community relations.

How to add a Dressement frame for Facebook:

- 1) First, type in www.facebook.com/profilepicframes as the URL
- 2) Then, search "Dressement" in the search box to see the different options for Dressement frames. There are even several ways to customize your photo options that you take using the Facebook camera.
- 3) Finally, click the **Use as Profile Picture** button to publish your new picture!

How to create a Facebook group for your team:

Making a Facebook group for your Dressement team can help relay messages for your team in a closed space instead of important updates getting lost in people's newsfeeds. You can make a Facebook group by clicking on a drop-down arrow on the top right corner of Facebook and select **Create Group**. Once that is done, you will have the option of adding a group name, adding members, and changing the privacy settings.

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And don't miss our daily blog to see how advocates are creatively participating!



#IncredibleInstagram

We all know the age-old cliché about “a picture is worth a thousand words,” but in the world of Instagram, it REALLY is! Raising awareness through pictures, boomerangs, and videos has never been easier and fun.

How to make an Instagram post:

To make a main post, open the app and click on the + button at the bottom center of the screen, then choose the picture you want to share with your followers, click next at the top right corner and begin editing. Choosing the right filter is probably the toughest part of this app. Next, make sure you have a #coolcaption that is eye-catching. The perfect blend of filtered picture and #coolcaption showcases your DresseMBER message in a way words will never fully encompass. Once you have tagged every one you want to include and entered in the location where the photograph was taken, it's time to publish!

How to make an Instagram story:

To make a story, click on your icon in the top left corner of the screen where it says +Your Story. Take a picture or scroll through your gallery to find the perfect picture that exhibits your DresseMBER campaign. Then let your inner Picasso shine! You can channel your creativity by highlighting, adding glow text, funky stickers and polls to these DresseMBER campaign stories which your followers can interact with.

How to add your fundraising link in your bio:

To amp up your own profile, click on your icon at the bottom right corner. Then, click on the Edit Profile button. In this menu, you will be able to change the link in your bio. Enter in your campaign URL. This is a perfect way for your followers to quickly access more information about messages regarding DresseMBER that you are trying to promote.

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