**Hill Country Night Sky Month- Guide to Sharing on Social Media**

**What is Social Media?**

The “social” part: it’s a direct interaction, person to person. The “media” part means both the “instrument” AND also news source. Put them together: Web-based communication tools to both share and CONSUME information. Social “Networking” is a part: it’s who your audience is and how you interact with them (friends, colleagues, other friend groups, etc.)

Facebook, Instagram and Twitter are likely to have the greatest impact. If you do not have all of these accounts do not worry – use what you have! If you have Facebook and Instagram, linking them together will save you from creating separate posts to each platform – for more on this, see page 3.

**Tagging and Social Media**

NOTE: PLEASE ensure all postings (pictures/text) are appropriate and what you want to reflect to the rest of the world and the Hill Country Alliance.

When you post, be sure to tag #nightskymonth so readers can find everything in one place!

What is tagging?

Tagging allows a user to identify someone else in a post, photo, tweet, or status update. This **tag** takes the form of a clickable name or username that will notify a person that you have referred to them in a **post** or photo. Tagging uses # or @ before the ‘handle’ or identifier of the person or group you are tagging.

Hash tagging (or tagging with a #) is most effective on Twitter and Instagram, but not typically used on Facebook. Tagging with an @ is used to reference and bring up an existing page or account and notify the account’s owner.

What’s the difference between a # and @ when it comes to tagging a post?

Think of "#" as "about" or "re:" and @ as "to."  Typically, people will search on Twitter or Instagram for #\_\_\_\_\_\_ to follow a conversation and will use @\_\_\_\_\_\_ to look at an individual account.

For example, #nightskymonth indicates a threaded discussion on a TOPIC, while @hillcountryalliance is a directed message toward a specific person or entity – in this case, the HCA Instagram or Facebook page.

Who should I tag in my social media posts?

Be sure to tag #NightSkyMonth on Twitter and Instagram! To have your post shared with partner groups, try tagging Hill Country Alliance (@NewsHCA – Twitter and @hillcountryalliance – Instagram and Facebook) or other partner groups like your local Friends of the Night Sky.

Tag other Friends of the Night Sky groups in your posts

* Directly tag a County Friends of the Night Sky in your posts using **@**

**Bandera County Friends of the Night Sky**

No social media account information currently

**Blanco County Friends of the Night Sky**

Facebook Group: <https://www.facebook.com/groups/BCFNS>

**Comal County Friends of the Night Sky**

Facebook Group: <https://www.facebook.com/groups/166098014710276/>

**Hays County Friends of the Night Sky**

Hays County FNS is on Facebook, Instagram and Twitter as @HaysNightSky

Email is [HaysCoFNS@gmail.com](mailto:HaysCoFNS@gmail.com)

**Kerr County Friends of the Night Sky**

Facebook account: @KerrNightSky

Instagram account: @kerrcountynightsky

**Kendall County Friends of the Night Sky**

Facebook account: @KendallCountyFriendsoftheNightSky

**Travis County Friends of the Night Sky**

Facebook account: @Traviscountynightsky

Instagram account: @traviscountynightsky

Hashtags to follow and tag in posts

#NightSkyMonth #HillCountryNightSky #HillCountryNightSkyMonth #DarkSky #DarkSkies #NightSky #NightSkies #DarkSkyPreservation #StarsatNight #HillCountry #TexasHillCountry

**How do I link or unlink my Instagram account to my Facebook profile?**

**Link your account**

To link your Instagram and Facebook accounts and share posts directly from Instagram to Facebook:

1. Go to your profile and tap .
2. Tap Settings.
3. Tap Account, then tap Linked Accounts.
4. Tap Facebook and enter your Facebook login info.

Once you link accounts, you'll have the option to share a post to Facebook from the same screen where you add a caption. You can also share from Instagram [to a Facebook Page](https://help.instagram.com/356902681064399) you manage.

**Unlink your account**

To unlink your Facebook account:

1. Go to your profile and tap .
2. Tap Settings.
3. Tap Account, then tap Linked Accounts.
4. Tap Facebook, and then tap Unlink Account (iPhone) or Unlink (Android).
5. Tap Yes, Unlink to confirm.