

Hill Country Night Sky Month – Social Media Guide

SOCIAL MEDIA

What is social media?

The "social" part: it's direct interaction, person to person. The "media" part means both the "instrument" AND "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 most significant impact. If you do not have all 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 users 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 tagged person or group.

Hashtagging (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.

TAGGING

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, tag Hill Country Alliance (@NewsHCA – Twitter and @hillcountryalliance – Instagram and Facebook) or other partner groups like your local Friends of the Night Sky using the @ symbol followed by the organization.

- Bandera County Friends of the Night Sky
Facebook: @banderacountyfriendsofthenightsky
- Blanco County Friends of the Night Sky
Facebook: @blancocountyfriendsofthenightsky
Instagram: @blancofriendsofthenightsky
- Comal County Friends of the Night Sky
Facebook: @comalcountyfriendsofthenightsky
- Hays County Friends of the Night Sky
Facebook, Instagram, and Twitter: @HaysNightSky
- Kendall County Friends of the Night Sky
Facebook: @kendallcountyfriendsofthenightsky
Instagram: @kendallcountynightsky
- Kerr County Friends of the Night Sky
Facebook: @KerrNightSky
Instagram: @kerrcountynightsky
- Travis County Friends of the Night Sky
Facebook and Instagram: @traviscountynightsky
- Wimberly Valley Dark Sky Committee
Facebook: @WimberlyDarkSky

Hashtags to follow and tag in posts

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

LINKING ACCOUNTS

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

Linking an account

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

Step 1: Go to your Instagram profile and tap .

Step 2: Tap  Settings.


Step 3: Tap Account, then tap Sharing to Other Apps

Step 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](#) you manage.

Unlink your account

To unlink your Facebook account:

Step 1: Go to your profile and tap .

Step 2: Tap  Settings.

Step 3: Tap Account, then tap Linked Accounts.

Step 4: Tap Facebook, and then tap Unlink Account (iPhone) or Unlink (Android).

Step 5: Tap Yes, Unlink to confirm.

As always, we are here to help when needed. For questions about social media platforms, tagging, and linking accounts, please email dawn@hillcountryalliance.org.