



**DragonsGlenJunior**  
Start Up, Give Back



## Social Media Top Tips

### 1. **Creating Social Media pages**

If you are creating a Facebook, Twitter or Instagram page for your Dragons Glen Junior idea, make sure the name is easy to find and not too complicated.

### 2. **Clear profile pictures**

When uploading your profile picture, use a very clear picture of your product or a clear picture of your logo.

### 3. **What Social Media do you like?**

Look at the Social Media of companies or products you like. Is there anything there that you can replicate or do something similar?

### 4. **Fill in the Social Media planner**

Look at our Social Media planner and try to plan ahead your ideas for content.

### 5. **Tag Children 1st!**

Please tag Children 1st on Facebook, Twitter and Instagram. We would love to share your idea.

### 6. **Check when the best time of day is to post**

Every day has a different time that's the best to upload on Social Media. Some say Wednesday between 1-2pm is the best, and Sunday's are the worst! The evidence on this changes regularly, so have a google and look into the best times to upload.

### 7. **Be consistent**

If you use the Social Media Planner this will help you to be consistent and keep your posts regular. People will start following if they see regular and consistent posts.

### 8. **Create short videos**

Video Content is very effective at reaching more people than just images. If someone in your team knows how to add subtitles that's even better! Lots of people watch videos while scrolling and have them on mute, so subtitles make it a lot easier for people to keep watching.

### 9. **Interact with your audience**

Ask questions, be engaging and respond to comments! This will help your Social following to grow.

### 10. **Tell your story!**

People want to hear how you got started, why you're taking part and who you are! This is what people want to see and want to hear about.