



ORIENTEERING
AUSTRALIA

Social Media Training

Liz Leung

Communication & Marketing Manager

communication@orienteering.asn.au

Canva Training

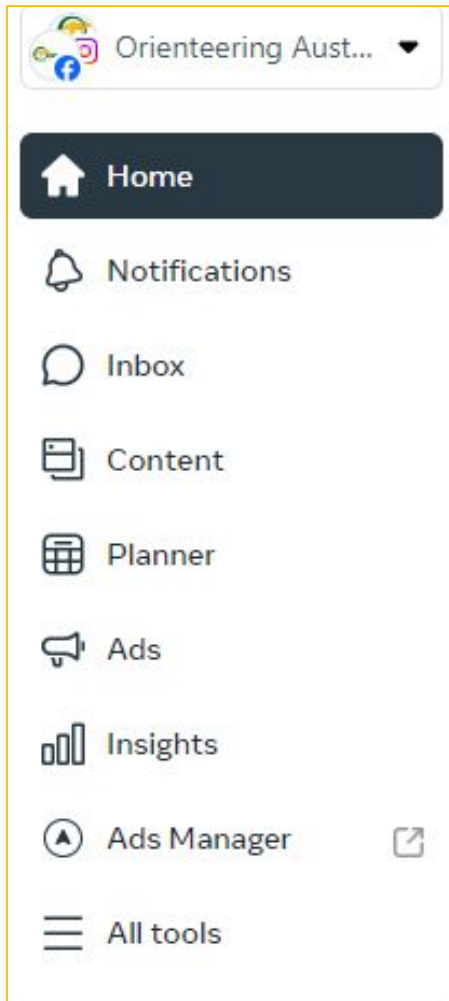
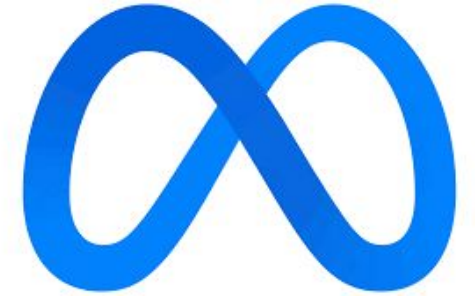
Canva Pro Live Demo - <https://www.canva.com/>



Social Media: Best Practices



Meta Business Suite



- List of all interactions for your posts (likes, comments, follows)
- Respond to direct messages & comments on Facebook & Instagram
- Schedule posts, overview of published posts, export data
- Week/month calendar-view of posts
- High level stats for your social media accounts



Facebook



Photo sizes:

- Landscape: 1200 x 630 px
- Square: 1200 x 1200 px
- Event cover image: 1920 x 1080 px

Post length:

<200 / 63,206

Facebook algorithm:

- AI personalises content for users: prioritise interactions (**comments**)
 - a. Posts with no engagement → decrease in reach
- Show different types of content (text posts, photos, links, videos)
 - a. Photo posts on average receive the highest engagement

Don't forget to tag other accounts! @



Instagram



Photo size: 1080 x 1080 px

Story size: 1080 x 1920 px

Post length: <125 / 2,200

Instagram algorithm:

- Likes and comments on posts
- Interactions between the account and users (**respond to DMs and comments**)

Ways to increase engagement:

- Don't include links in captions
- Use line breaks and emojis
- Tag other accounts
- Post Instagram stories



Questions?