



M&C  
Communications

## CFVGA SOCIAL MEDIA PRIMER

Facebook BIZ Pages Manual Scheduling Mobile Phone (Free)



### FOR APPLE

- Download Facebook Pages Manager App
- Log onto your Facebook Page app
- Click the publish button
  - Different from “Facebook” app
  - ONLY to manage BIZ & FAN pages
- Type your post
- Then, Click continue to get to this screen
- Now Click when will this post be published?

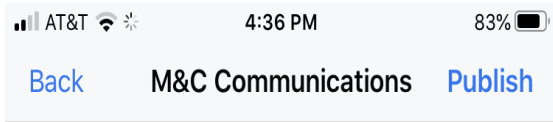
### FOR ANDROID

- Download Facebook Pages Manager App
- Click “Post”
- Type your post
- Click “Next”
- Click “How do you want to publish this?”
- Click “Schedule”
- Set “Date and Time”
- Click “Schedule”

***\*Remember you can delete or edit any post by Clicking on the three dots in the upper right-hand corner of the post.***

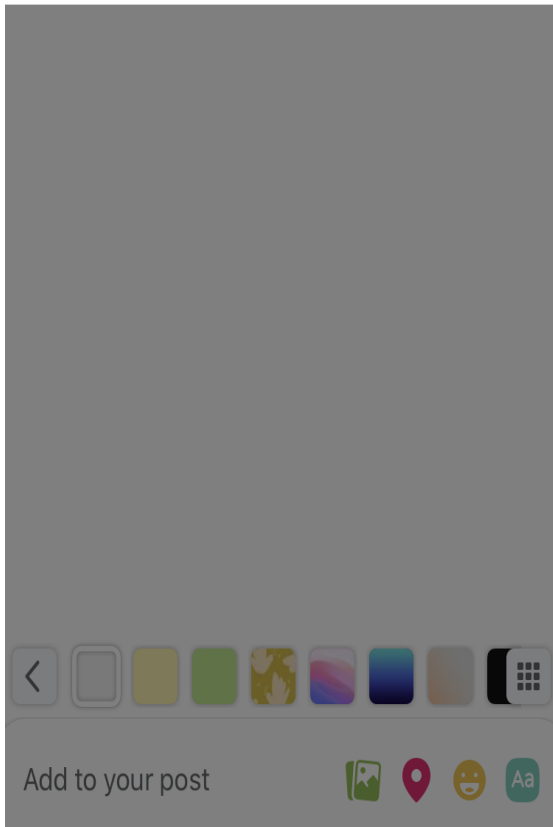
***\*Adding video will increase engagement (the number of people who like, comment & share your post)***

***\*Hashtags are not used for Facebook***



When will this be published? >  
Publish now

**Boost Post**   
More people will see and engage with your post if you boost it.

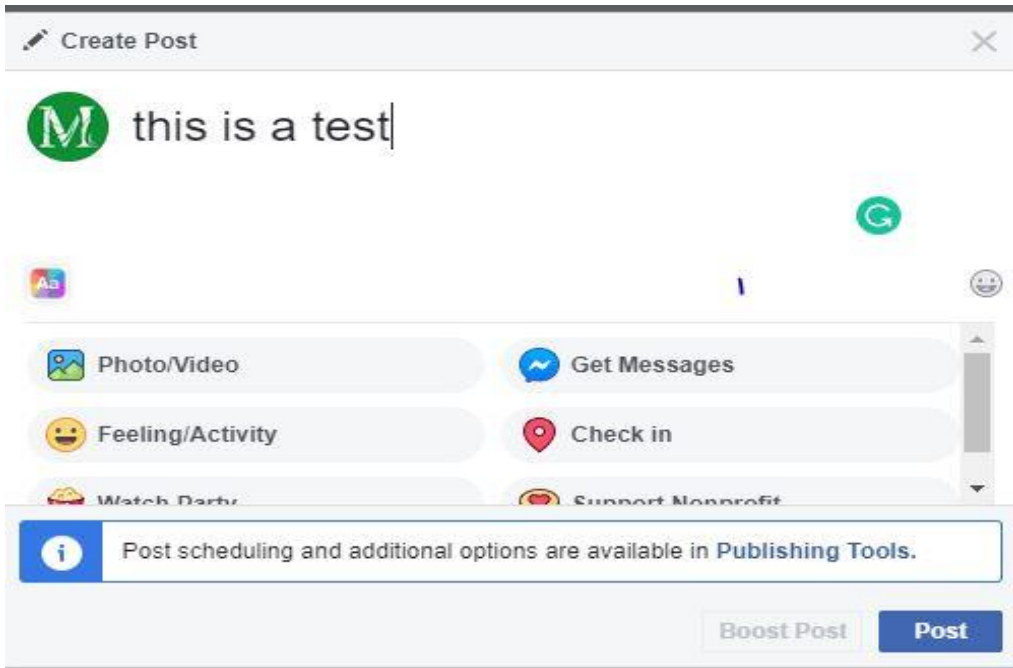


### CHECK/EDIT/UNSCHEDULE POST

- Open Facebook Pages app
- Click on three dots/ or luggage icon on bottom of page
- Go to scheduled posts
- Choose the post you want to work on
- Click on three dots
- Complete your task



## Facebook Manual Scheduling Desktop/Laptop (Free)



- 
- Go to your Facebook page
- Click to compose a new post.
- Click on Publishing tools or use the “Creator Studio” link
- Click “Create”
- Type Post
- Click on drop-down arrow next to “Share Now”
- Click on “Schedule”
- Choose your date
- Click on “Schedule Post”

### TO DELETE SCHEDULED POST

- Go to Publishing Tools
- Click on post you want to delete
- Click on “Edit”
- Click “Delete”
- Facebook’s official how-to [here](#)



## Instagram Manual Scheduling (Free)

- Instagram does not have a way to schedule on the app unless you have a creator account which you can access by going to publisher tools on your Facebook account

### **You need to have an Instagram business or creator account.**

A screenshot of a mobile app interface showing three steps for setting up an Instagram account. Each step is preceded by a small icon: a smartphone, a person, and a checkmark. The text for each step is as follows:

- 1. Open the Instagram App on your mobile device
- 2. Go to Settings and tap Account. From there you can switch to a business account or a creator account.
- 3. Click Try Again below when you're finished in Instagram to see your account in Creator Studio

- Follow the second set of steps under “Facebook” heading to schedule posts

***\*Remember to use #Hashtags when posting. It will make it easier for you to monitor your posts and for people who are interested to find you and your content. (Hashtag explainer can be found on Page 12)***

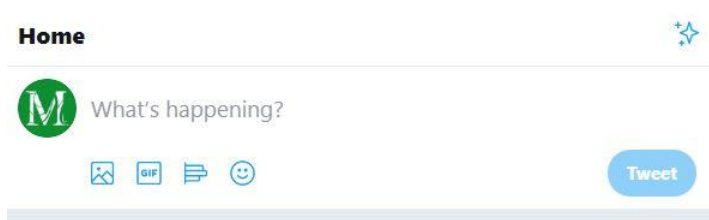
***\*This is a channel that thrives on pictures and short videos under one minute in length.***

***\* Instagram stories video is limited to 15 seconds in length.***



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## Twitter Lists (Mobile)






















- Open Twitter
- Click your picture or logo to get to the screen pictured here



- Lists will be on the left-hand side on an iPhone
- If you have an android, Click the 3 dots and Click lists

# M&C Communications

Lists		
@MandCComms		
Owned	Subscribed	Member
CFVGA		
 M&C Communications @MandCComms		
CVFGA 		
 M&C Communications @MandCComms		
CBD companies 		
 M&C Communications @MandCComms		
Denver Journalists 		
 M&C Communications @MandCComms		
CBD Reporters 		
 M&C Communications @MandCComms		
Clients 		
 M&C Communications @MandCComms		
King Soopers 		
 M&C Communications @MandCComms		
LCFA Speakers Bureau 		
 M&C Communications @MandCComms		
Health Care 		
 M&C Communications @MandCComms		
Travel Writers 		
 M&C Communications @MandCComms		

- Notice how one list has a lock and the other does not.
  - Lock = private
  - Do this!
- To make a new list Click the blue button on the bottom right hand of your screen (iPhone)
  - New list button will look the same on android



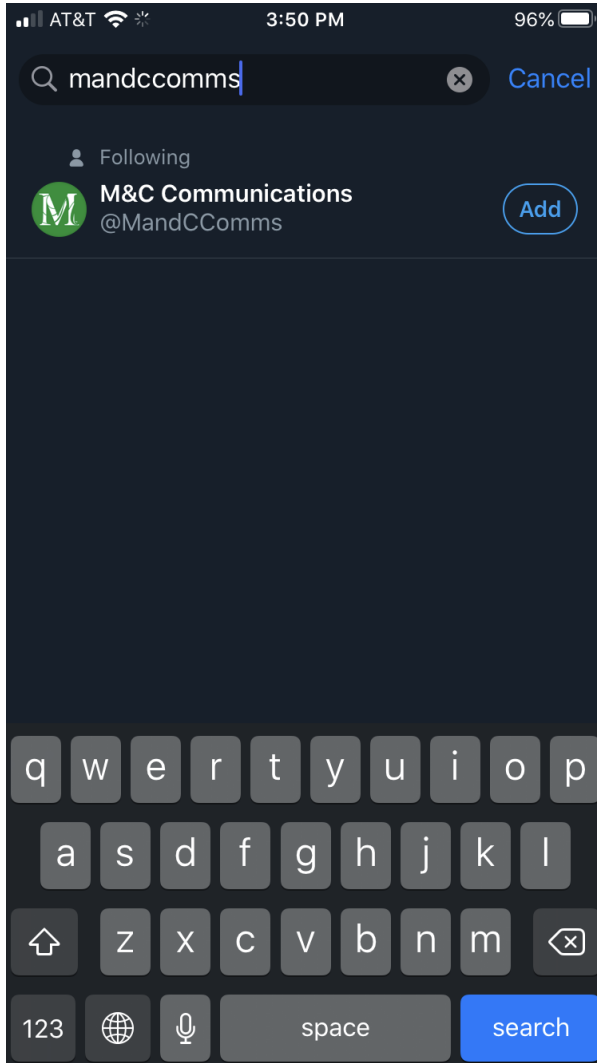
✕ **Create a new List** Next

Name  
CFVGA 5/25

Description  
Colorado Fruit & Vegetable Growers Association | 46/100

Make private   
Only you can view a private list

- Name your Twitter list
- Enter a description (if desired)
- Toggle the private switch on (you don't want your competitors to see your list!)
- Click Save



#### FOR APPLE

- In the search bar type the “handle” of the account you want to follow
- i.e. M&C Communications handle is @MandCComms
- Once you discover what account you want to add to your list, click add.
- Rinse and repeat until you complete your list
- Each time you add an account, you will be returned to this screen

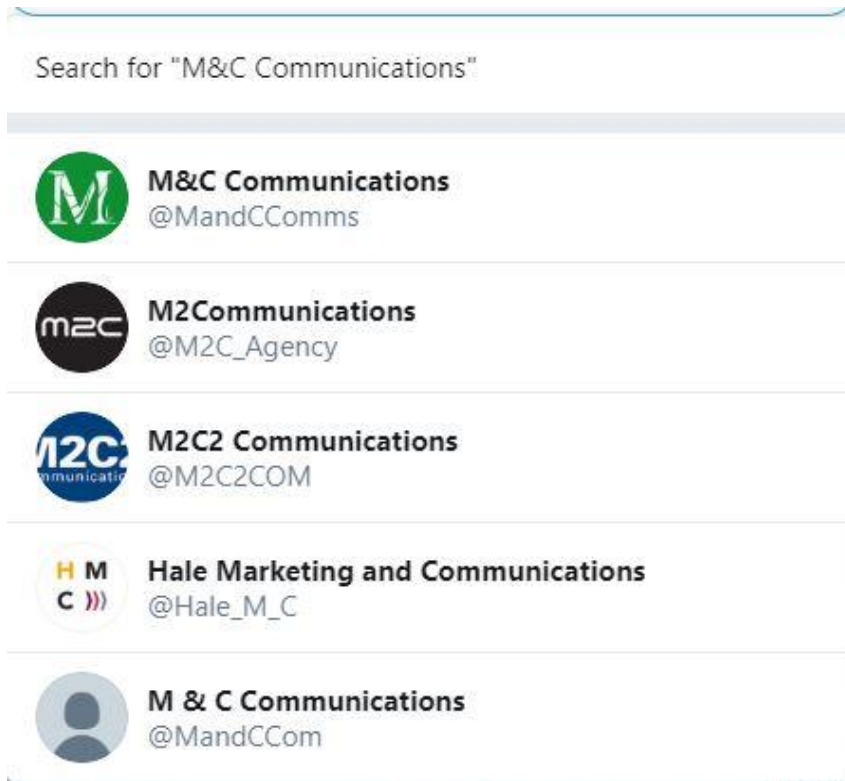
#### FOR ANDROID

- Search for the account’s home page
- Click the three dots (upper right-hand corner)
- Click “Add to List”
- List will appear
- Click on the list you would like to add to





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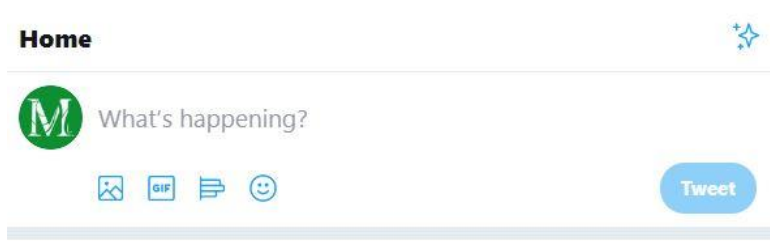
- Sometimes Twitter algorithms will try to add some funky accounts (based on your list name)
  - Note all of the suggested add handles have M&C in them
- Click done and your list will be complete!

***\*Remember to use #Hashtags when posting. It will make it easier for you to monitor your posts and for people who are interested to find you and your content. (Hashtag explainer can be found on Page 12)***



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## Twitter Lists (Desktop/Laptop)

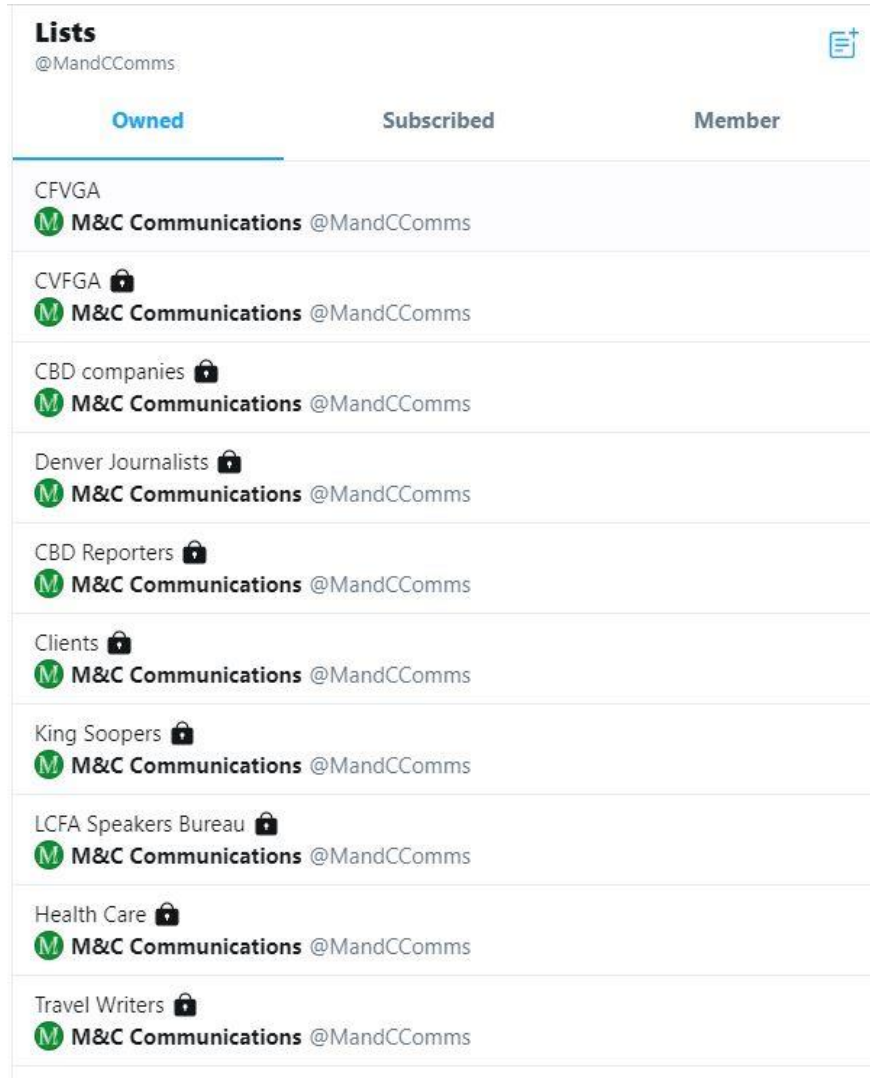


- Log onto Twitter.com and login
- Click on picture or logo





- Click on Lists



- Click on the notepad with the plus sign. It is smaller and a bit more difficult to find on your desktop/laptop computer, usually top right-hand corner
- Create a new list
- Follow the same steps to add accounts as on mobile
- When you are done, click done and your list will be complete!
- Twitter's official how-to list [here](#)

**\*Twitter posts are limited to 280 characters including spaces.**

**\*Twitter videos are limited to 30 seconds.**

**\*Use Hashtags on Twitter**



## Hashtags

#hashtags identify types of posts or content

There is no space between the hashtag symbol and word or phrase

Common Hashtags for farmers & ranchers

- #farmers
- #ranchers
- #localfood
- #sustainable
- #agriculture
- #nationalAgDay

Be careful of acronyms. Searching #CSA turns up many different meanings. Type # and try out different words when you finish your post. The most common hashtags will appear. Look at other farmer's Twitter, Instagram or YouTube sites to see what Hashtags they use.

## Hootsuite (Pay to Play)

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- 10 profile connections
- Unlimited scheduling
- Cheapest plan
- Schedule all your posts from one app