

Considerate Constructors Scheme

Social media guide



Twitter

What: Social networking and news site.

Best for: Viewing real time updates, current news and staying in contact with others.

How to use: Create your own page where you can post short messages called tweets, follow other users and retweet other user's content.

Businesses can: Utilise the platform by paying for sponsored posts to reach a larger audience. Share creative content to a wider market to attract potential new customers.

Other features: View statistics on how well your posts are performing.

Tips: Use hashtags when tweeting to identify key themes or topics e.g. #loveconstruction.

Scheme accounts: @CCScheme @ccsbestpractice @IvorGoodsite.

Instagram

What: Image based social networking platform.

Best for: Uploading images, liking other user's content and following their pages.

How to use: Create your own personal page by editing and posting images, tagging locations and writing captions. By following others users, you can create a 'dashboard' of different content.

Buisnesses can: Engage potential customers with photos of their products. They can connect with their audience by replying to messages and share links to their website.

Other features: Send private messages to other users through the direct messaging feature. Post snapshot videos or photos through the Stories feature which are only available on your profile for 24hrs.

Tips: Reach a large audience by using paid sponsored posts.

Scheme accounts: @ccscheme @bestpracticehub @ivorgoodsite.

LinkedIn

What: Platform for businesses and professionals.

Best for: Networking and business updates.

How to use: Share work experience and personal skills by creating an 'online CV'. Connect with others by sharing content or commenting on posts.

Businesses can: Create company pages to share information to either inform current customers or to attract new business. Upgrade to a paid premium account to access features such as detailed business insights.

Other features: Communicate with others by sending direct mail through the Messenger feature.

Tips: Set notifications to be alerted when companies post job adverts which match your skills.

Scheme accounts: [Considerate Constructors Scheme](#).

Facebook

What: Social networking platform for friends, family and businesses.

Best for: Sharing updates via the newsfeed.

How to use: Users can set up their own personal profile, send friend requests to people they know and upload content such as photos and videos.

Businesses can: Create pages to share information to their customers.

Other features: Message individuals or create group chats through the Messenger feature.

Tips: Events can be organised and electronic invitations can be sent out to friends.

YouTube

What: Video sharing website.

Best for: Uploading video content and watching videos.

How to use: Upload videos to your own personal channel, subscribe to other people's channels and watch videos online.

Businesses can: Share visually exciting creative content which can then also be embedded on their website.

Other features: Receive notifications when your favourite channels post videos.

Tips: Share your videos to other social media sites such as Facebook.

