



Social Media Tips

Thank you for becoming a State Coordinator for the National Women's Suffrage Marker Program! This document is designed to offer helpful tips and insights about promoting the program on social media.

Getting Started

First, let's make sure we're connected. Like and follow @wgpfoundation on Facebook and Twitter. We'll reciprocate! You should also like and follow @NCWHS. For all of your posts related to the program, please be sure to tag or mention the Pomeroy Foundation and the National Collaborative for Women's History Sites. Doing so will put your posts on our radar so that we can Like, Share and Reply accordingly.

To help enhance the reach of your content, please use relevant hashtags, such as #womenssuffrage, #womenshistory, #suffragecentennial, #votesforwomen, etc.

Sharing Content

Below are a few best practices to keep in mind when promoting on social media:

- **Facebook:**
 - Share any relevant news stories about the National Votes for Women Trail, the marker program and the Centennial. Make sure to Like the news outlet's post.
 - Great photos and photo galleries tend to get higher engagement. Post and share photos from marker dedications. To amplify attention, be sure to tag the organization(s) that were involved with getting the marker and/or participated in a ceremony.
 - If a news organization attended, be sure to tag them as well.
- **Twitter:**
 - Getting in conversations around trending topics or answering questions are often ways to gain additional attention.
 - Follow organizations and individuals who could be potential local partners. Like or retweet relevant content.
 - Make your tweet as concise and as relevant as possible to your audience. Always try to include a photo (shot of a marker or marker graphic) when possible, unless you're replying to a thread or conversation.
 - Mention relevant organizations and individuals.