

THE BASICS OF SOCIAL MEDIA



**5 SIMPLE WAYS EVERY CHAMPION CAN
SPREAD THE WORD ABOUT THE BASICS!**

OUR MISSION ON SOCIAL MEDIA

ENCOURAGE & EDUCATE

- Everything we post aims to serve our followers and our community.
- FREE Resources to receive and to share!
- Monthly theme
- Take a moment to follow Palmetto Basics on Facebook & Twitter.
(Go ahead. We'll wait.)
- @ThePalmettoBasics (Facebook)
- @Twitter

1. USE YOUR FAVORITE SOCIAL MEDIA PLATFORM TO SHARE OUR POSTS.

FACEBOOK:

- Share posts to your personal timeline.
- Share posts to a Facebook page you manage.

TWITTER:

- Like and retweet our content.

twitter.com

Home

Moments

Notifications

Messages

Twitter

Search Twitter

Tweet



the Palmetto Basics

Tweets

Following

Followers

Likes

Lists

Moments

92

73

65

40

0

0

Edit profile

The Palmetto Basics

@palmettobasics

The PALMETTO BASICS are five fun, simple, and powerful ways that every family can give every child a great start in life.

South Carolina, USA

palmettobasics.org

Joined February 2017

Photos and videos



Tweets

Tweets & replies

Media

The Palmetto Basics

@palmettobasics

Feb 21

"Getting kids ready for bed can feel like a constant struggle. One thing that makes it easier? A great read to..."



The 25 Best Bedtime Stories of All Time

Getting kids ready for bed can feel like a constant struggle. One thing that makes it easier? A great read to trick entice them to put on their pj's and snuggle up for a purewow.com

The Palmetto Basics

@palmettobasics

Feb 19

You'll love these great tips on raising a reader from babyhood through the little years! Basic #5 (Read &... fb.me/4jtlbUSiu

Your Tweet activity

Your Tweets earned 1,412 impressions over the last 28 days

[View your top Tweets](#)

Who to follow

Refresh · View all

Followed by PickensCountySC and others

John Legere

@JohnLe...

Follow

Promoted

Frederick/Rick Noble

@n...

Follow

Openfields

@opnflids



Palmetto Basics

@thepalmettobasics

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Like Follow Share ...



Palmetto Basics

Published by PureWow.com [?] · Yesterday at 6:58pm ·

"Getting kids ready for bed can feel like a constant struggle. One thing that makes it easier? A great read to entice them to put on their pj's and snuggle up for a magical adventure. Here, 25 amazing bedtime stories that kids of all ages will love." GREAT bedtime reads to help you do [Palmetto Basics #5: Read & Discuss Stories!](#) (See your local library branch to check out these classic titles.) [#DoBasics](#)



The 25 Best Bedtime Stories of All Time

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PUREWOW.COM

247 people reached

Boost Post



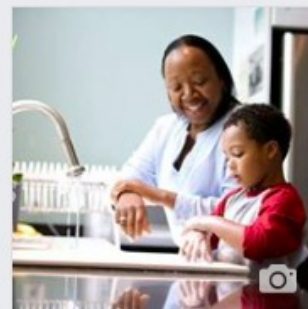
Comment

Share



Center for Developmental Services, Bobby Rettew and 3 others

4 Shares



Palmetto Basics

@thepalmettobasics

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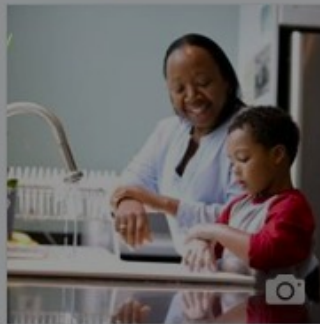
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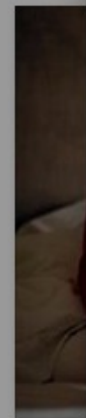
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Like



"Gettin
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24

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4 Shares

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Children's Services Council of Pickens County

Marian Vischer

✓ Palmetto Basics

Pickens County First Steps



Palmetto Basics

Collapse

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PUREWOW.COM



Cancel

Post

+ Add a Button

Community

See All

an Wood Rampey and 8 other friends like
is



Invite Friends

21 people like this

28 people follow this

See All

Typically replies within a day
Send Message

http://www.palmett...

Promote Website

Community Organization

Suggest Edits

Liked by this Page

Pickens County First Steps

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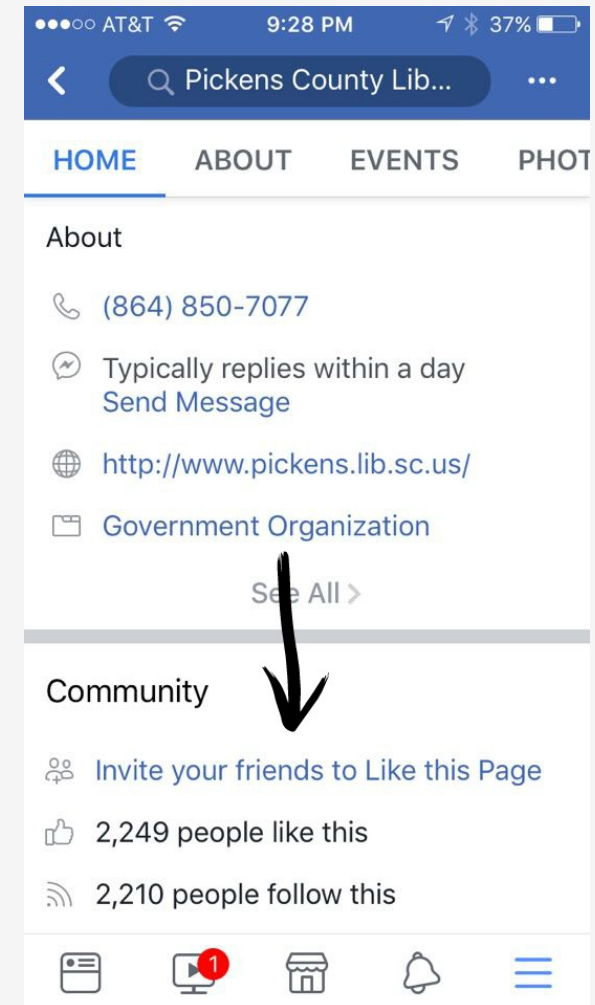
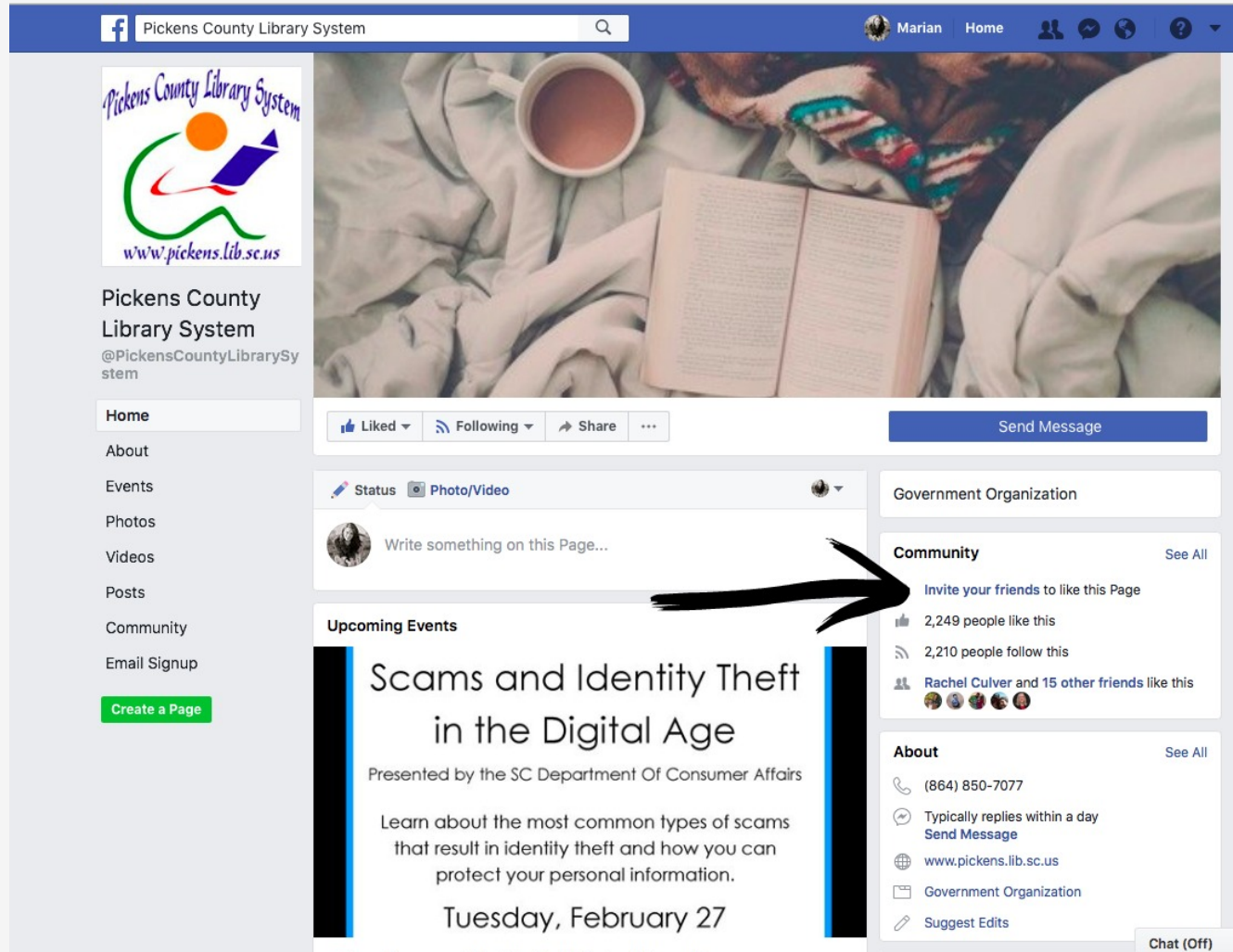
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ok © 2018

Chat (Off)

2. FOLLOW US ON SOCIAL MEDIA.

(AND INVITE YOUR FRIENDS TO FOLLOW US.)





Pickens County Library System

@PickensCountyLibrarySystem

Home

About

Events

Photos

Videos

Posts

Community

Email Signup

Create a Page

Invite your friends to like Pickens County Library System



Hi, I'm inviting you to like this Page because I thought you might be interested in it. You'll get updates on what's new, and you can interact with other people on this Page.

81

Not Invited (699)

Selected (0)

Invited (0)

All Friends

Search in All Friends

Select All



Joan Wood Rampey



Martha Ruth Rampey



Deedra Summy Christy



Rebecca Higgins



Beth Higgins Renfroe



Kristin Ward



☐ Also send each invite in Messenger

Send Invites

Send Message

Government Organization

Community

See All

Invite your friends to like this Page

249 people like this

210 people follow this

Michael Culver and 15 other friends like this



See All

(864) 850-7077

Typically replies within a day
[Send Message](#)

www.pickens.lib.sc.us

Government Organization

[Suggest Edits](#)

Chat (Off)

Presented by the SC Department of Consumer Affairs

Learn about the most common types of scams that result in identity theft and how you can protect your personal information.

Tuesday, February 27

3. INTEGRATE THE PALMETTO BASICS MESSAGE INTO YOUR OWN MESSAGE.



Pickens County First Steps shared Pickens County Library System's photo.

February 12 at 7:05pm · 🌐

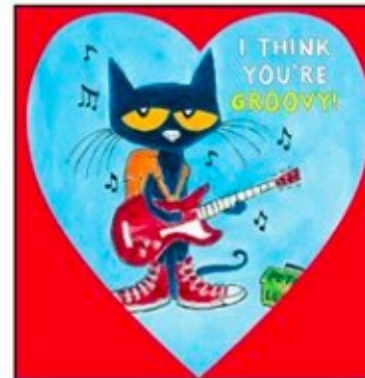
Take the kiddos to a Valentine's Day Scavenger Hunt at the Central-Clemson library this Wednesday! ❤️❤️❤️ (And after you find your favorite storybook characters, you can have fun with Palmetto Basics #5: Read & Discuss Stories!) [Pickens County Library System](#)

valentine's day scavenger hunt

stop by and find our favorite book character valentines
hidden throughout the library!

wednesday. february 14

central-clemson regional branch library



pickens county is an equal opportunities provider and employer.

www.pickens.lib.sc.us

Pickens County Library System

Like as Your P Chat (O

4. USE "MENTIONS" & "HASHTAGS."

You can "mention" on Facebook & Twitter by using the @ sign, followed by PalmettoBasics.

The screenshot shows the Facebook interface for the 'Pickens County First Steps' page. The page header includes the Facebook logo, a search bar, and user information for 'Marian'. The main navigation bar shows 'Page', 'Inbox', 'Notifications' (with a red badge for 10), 'Insights', 'Publishing Tools', 'Settings', and 'Help'. The page cover photo features four young children holding books and apples. The page name 'Pickens County First Steps' and handle '@PCFirstSteps' are displayed. A post by 'Palmetto Basics' is visible, with the text 'We love @PalmettoBasi'. A dropdown menu is open, showing suggestions for '@PalmettoBasi', including 'Palmetto Basics' (221 likes), 'Palmetto Groovers Back 2 Basics Beginner Line Dance ... Event', 'Basi Kyokushin', 'Basil Paquet', 'Bas-I Karate Inc' (24 people checked in), and 'Basic Bookkeeping'. The left sidebar contains links to 'Home', 'About', 'Events', 'Photos', 'Videos', 'Community', 'Reviews', 'Jobs', 'Posts', 'FREE tips for the young ...', 'Pinterest', 'Promote', and 'Manage Promotions'. The bottom right corner shows a 'Chat (Off)' button.



Pickens County
First Steps
@PCFirstSteps

Home

About

Events

Photos

Videos

Community

Reviews

Jobs

Posts

FREE tips for the young ...

Pinterest



👍 Liked ▾

📶 Following ▾

➦ Share

...

Call Now ✎

✎ Write a post...

🖼️ Photo/Video Album

📺 Live Video



We love Palmetto Basics!



📷 Photo/Video

😄 Feeling/Activity

📍 Check in

📝 Write Note

👤 Tag Sponsor

💬 Get Messages

☎️ Get Calls

💼 Publish a Job Post

Education in Central, South Carolina



Our Story

+ Tell people about your business

Chat (Off)

USING HASHTAGS

- Hashtags make it possible for users to easily find messages with a specific theme or content.
- #PalmettoBasics is specific to The Palmetto Basics within SC.
- #DoBasics is a hashtag used within the entire Basics network.
- On Facebook or Twitter, use “mentions” (the @ sign) when possible, so that we receive notifications. We may want to share or retweet your content!
- If using Twitter, also consider hashtags such as #earlyed #preK #parenting when sharing Palmetto Basics content.

5. CHECK OUT OUR SOCIAL MEDIA TOOLKIT FOR CHAMPIONS

