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Facebook & Instagram: Getting Your Message Out

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I. Getting Started

- A. **Note:** All instructions are for **iPhone** so **clients** should contact us for Android or computer instructions – for liability reasons, we are unable to provide technical instructions or other guidance to **non-clients**.
- B. **Account Setup & Security:** First, it's critical to complete email address and/or mobile number **verification** to secure your Facebook and Instagram accounts – we recommend verifying both for enhanced security and easier account recovery. Next, you should configure your security settings – we provide guidance to clients in implementing security measures such as **2-factor authentication** and **password managers** to store and create strong passwords. We also assist clients in configuring other settings both in accordance with their preferences and to optimize **reach**.
- C. Set a reminder on your calendar to periodically download your **data** for all of your social media accounts as a backup.
- D. **Facebook & Instagram Profiles:** We optimize clients' Facebook and Instagram profiles to maximize reach – profile and especially cover photos can appear differently on **iphone** vs. **Android** so we ensure social media profiles look good on both. Due to the added features it provides, we set Facebook and Instagram profiles to **professional mode**. We also advise connecting Instagram accounts to **Meta Business Suite** for more detailed analytics. We also assist clients with the following:
 - 1. **Facebook Business Page:** Create and optimize settings for a business page to broadcast your need for a living kidney donor – these pages are free to create and use through both Facebook and **Meta Business Suite** unless you select paid features like Ads. (**Note:** You must be logged in as your business page to see your followers list).
 - 2. **Search Engine Optimization (SEO):** Customize the **web addresses** of both your Facebook profile and **business page** to improve ranking on Facebook's search engine and external search engines (e.g. Google). This optimizes the discoverability of your profile and page, known as **Search Engine Optimization** or **SEO**. Include relevant **keywords** on your Facebook and Instagram profiles, Facebook business page, and posts. Include phrases that people might use when searching for you or your

content (e.g. living kidney donor). Lastly, make sure all profile and page sections are completed, which also helps with SEO. (**Note:** SEO is discussed further in **Section XI**).

3. Add **links** on your Facebook and Instagram profiles, as well as your business page leading to other social media accounts being used for your donor search. Also include links to your transplant clinic evaluation forms and other contact information for your clinic(s) on all social media accounts being used for your search.
4. We suggest to our clients **individuals**, **groups**, and **entities** on both platforms who can assist with broadcasting their need for a living donor.

II. Posting Tips: The algorithms of social media platforms prioritize creative, high-quality posts that generate **engagement** (e.g. likes, comments, and your own responses to your audience's reactions) – the faster and more engagement your posts get right after posting, the greater your reach will be. Equally important, posting at the right time maximizes reach – we discuss optimal times to post in **Section IX**. Below are **important tips** to maximize reach and communicate with your audience:

- A. **Tip #1: Set Audience to Public:** We help clients configure their Facebook and Instagram profiles and Facebook **business page** settings so that their audience for all posts is set to **Public** – this is especially important so that other users can share your posts with people beyond your followers. If needed, we assist in blocking specific personal profiles or pages. (**Note:** Blocking personal profiles prevents them from viewing your content, but if you **block a business page**, the page's admins can still see your content but cannot engage with it).
- B. **Tip #2: Posting on Facebook:** Post content from your personal profile while **tagging** your **business page** to receive faster and more engagement and reach. Why? If you instead **share** a post from your personal profile to your business page or vice versa, this creates 2 separate posts competing with each other for engagement – posting on your personal profile while tagging your business page ensures that **1 identical post** appears in the **feeds** of both your profile and business page for maximum reach. **Instructions:** After posting to your profile and tagging your business page, log in as your business page→tap bell icon at bottom of screen to view notifications→make sure “All” is highlighted under Notifications→scroll to notification that your page has been tagged→tap “Add to Profile”. **Note:** This strategy is not recommended for **stories** as they

cannot be preserved as a single post. Stories, along with other content formats, are discussed in **Section IV**.

- C. **Tip #3: Post on 1 platform at a time:** Assuming there is a significant overlap of your audience across social media platforms, we don't advise **posting** or **sharing to your feed** identical or nearly identical content on more than 1 platform at a time (with exceptions for highly time-sensitive content such as an event happening the following day). Try to space out your posts across platforms by at least 24 hours (determining optimal times to post are discussed in **Section IX**). **To Configure your settings** so that Facebook posts don't automatically post to Instagram and vice versa:
1. **Facebook:** Settings & Privacy→tap Accounts Center→tap “Sharing Across Profiles”→tap your Facebook profile→make sure “Your Facebook Story”, “Your Facebook Posts”, and “Your Facebook Reels” are not selected.
 2. **Instagram:** Settings and Activity→tap Accounts Center→tap “Sharing Across Profiles”→tap your Instagram profile→make sure “Your Instagram Story”, “Your Instagram Posts”, and “Your Instagram Reels” are not selected.
- D. **Tip #4: Add all of Your Posts to Your Story:** When posting on Facebook, always add the post to your Facebook **story** – likewise, after posting on Instagram, always add the post to your Instagram **story** (this maximizes reach on both platforms since some users prefer to scroll through the **Stories** section, while others prefer scrolling through the **Reels** section or their **feed**). (**Note:** Instructions for adding posts to your **story** by content format are in **Section IV**).
- E. **Tip #5:** Disable other users from adding **Instagram Notes** to your posts because notes disappear after 3 days, which can result in missing messages from potential donors. **Instructions:** Settings and Activity→Sharing and Reuse→under “Allow People to Add Notes to Your Content”, untoggle “Notes on Posts and Reels”.
- F. **Tip #6: Shoot Content w/ Your Phone's Native Camera App:** Rather than capturing content directly within the Facebook and Instagram **mobile apps**, we recommend using your phone's **native camera app** to record media. After recording, upload your media to the mobile apps for editing and posting. One reason for this is that sharing content from one platform to another can distort its appearance, obscuring essential details like icons or text which would require re-recording the media.

- G. **Tip #7: Add Location:** Target an audience in specific locations by using both the **add location** feature and **location hashtags** on your posts (discussed in **Section V.**).
- H. **Tip #8: Expand Reach with Topical Hashtags:** We discuss topical hashtags (e.g. #ChronicKidneyDisease) in **Section VI.**
- I. **Tip #9: Tagging and Mentioning:** Not to be confused with hashtags, **tagging** relevant individuals and entities in your posts can expand reach (discussed in **Section VII.**).
- J. **Tip #10: Adding Music:** Facebook and Instagram’s algorithms favor content with music, especially trending tracks. To avoid copyright issues, always select music from the platform’s built-in music library, as authorized songs vary by platform. Using unauthorized music may result in a post being flagged and/or removed, as well as potentially compromising your account’s standing. Avoid overusing music by adding it to every post or repeatedly using the same trending song across multiple posts – this can make your content feel repetitive or predictable.
- K. **Tip #11:** For faster and higher engagement, make a list of **friends** and **family members** to notify whenever you post – be sure to notify them of your posts in compliance with our *Platform Community Guidelines* and *Engagement Limits* handouts.
- L. **Tip #12: Remixing, Downloading, & Website Embeds:** To prevent others from editing your content and potentially omitting important information such as transplant clinic **links to donor screening**, we advise disabling **remixing** and **downloading** of your posts by other users. **Also**, if you want to prevent your content from appearing on websites without your approval, disable **website embeds**.
1. Disable **remixing** on **Facebook** (can only be done for **reels**): Settings & Privacy→Reels→toggle off “Allow Anyone to Remix Your Future Public Reels”.
 2. Disable **downloading** on **Facebook**: N/A.
 3. Disable **website embeds** on **Facebook**: N/A.
 4. Disable **remixing** on **Instagram**: Settings & Activity→Sharing and Reuse→under “Allow People to Create with and reuse your content”, toggle off “Posts” and “Reels”.

5. Disable **downloading** on **Instagram**: Settings & Activity→Sharing and Reuse→under “Allow People to Share Externally”, toggle off Downloads.
6. Disable **website embeds** on **Instagram**: Settings & Activity→Sharing and Reuse→select “off” under “Website Embeds”.

M. **Tip #13: Regularly Engage with Others’ Posts**: Doing so on all platforms increases reach since algorithms prioritize content of active users who regularly engage with others’ content. The **Favorites** feature on both platforms can assist with this:

1. **Favorites Re: Engaged Users**: Add users who consistently interact with your posts to your Favorites to ensure you see their posts for engagement purposes – consistent engagement with their content increases the likelihood that your posts will continue appearing in their feed.
2. **Favorites Re: Less Engaged Users**: If there are specific users whom you want to see your content but haven't noticed much engagement from, adding them to your Favorites ensures you see their content more frequently. By engaging with their posts, they may be more likely to see and engage with your content.

IV. **Content Formats**: To maximize reach, add all Facebook posts to your Facebook **story** and add all Instagram posts to your Instagram **story** since some users prefer to scroll through the **Stories** section while others prefer scrolling through the **Reels** section or their **feed**.

A. **Photo-only posts**: Photo-only posts are one of the least popular formats on Facebook and Instagram (second only to text-only posts). However, this doesn't mean you should avoid them – they can still perform well and add variety for your audience. Just keep in mind that **video content** is favored by both the algorithms and users.

1. **Add to Story on Facebook**: After uploading your photo(s)→tap Edit→tap the link icon in top right corner (allows you to insert a clickable link to your transplant clinic living donor form or elsewhere, which will **only be visible** if you add the post to your **story** and will **disappear** after **24 hours**). After uploading your photo(s) and inserting a clickable link, tap “Next” and toggle on “Share To Your Story” before posting.
2. **Add to Story on Instagram**: Right after posting, tap share icon under your post (looks like a paper airplane)→swipe right until you see “Add to Story”

and select it.

B. Regular Video posts: Pertains to video posts which are not **reels** or **stories**. Due to the favorability of short-form content by the platforms' algorithms and users alike, **do not** do a regular video post unless it exceeds the new Facebook and Instagram **reel limits** of **3 min.** (**Note:** a video uploaded as a post which is **15 min.** or less will be treated as a reel on **Instagram**; videos longer than **15 min.** will be cut down to **15 min.** when uploaded through the mobile app but you can post longer Instagram videos from your desktop or laptop). To increase reach for **regular video posts**:

1. **Facebook's Create a Reel Option:** If you want to upload a video exceeding the **3 min.** reel limit, you are given the option to create a preview of the **reel** from your video. Users can then access the full video directly from the reel. Creating a **reel** to serve as a preview for the full-length video can be a winning strategy since your full-length video may go unnoticed to users who primarily scroll through the **Reels** section. **Directions:** after uploading the video, toggle on "Create a Reel From Your Video" and select which portion of the video you want to be the **reel**.
2. **Instagram's Display Options:** Before posting a video, tap "Audience" and then "Display on Main Grid and in Reels Section". This expands reach by **1)** Making your video visible on your profile's **main grid** and **Reels** section, and **2)** Showing your post to both users who scroll through their **feed** and those browsing the **Reels** section.
3. **Thumbnail Customization:** You'll see a preview of your video's cover image (i.e. **thumbnail**) after uploading it. To customize the thumbnail:
 - a. **Facebook & Instagram:** Tap on thumbnail preview→tap Edit Cover→customize thumbnail by selecting an image from the video or, if you want the thumbnail to be a photo that is not in the video, tap "Add From Gallery" or, **for Instagram**, "Add from Camera Roll".
4. **Add to Story on Facebook:** Only **6 sec.** of a **regular video post** or **reel** is visible if added to your **story** through the Facebook mobile app, so instead we advise adding the video to your story by uploading a **2 min.** or less clip from the video (this is quick to do if you shot the video through your phone's **native camera app** as we advised earlier). Facebook stories are segmented into increments of up to **60 sec.** so if, for example, you have a clip that is **2 min.** long, you will have to upload the first **60 sec.**→post it to your story→view your story after it posts→select Add Story→upload the

remaining 60 sec.→post it to your story. You can add a **clickable link** to your story providing direct access to the full-length video after posting it by tapping on the post, copying the url, and adding the url as a clickable link within your story (more detailed instructions for adding clickable links are in **Section X**). (**Note:** There are brief but noticeable distortions in video and/or audio between the **segments** of a story so if this bothers you, stick to uploading a **60 sec.** maximum version of your full-length video).

5. **Add to Story on Instagram:** Right after posting, tap the share icon under your post (looks like a paper airplane)→swipe right until you see “Add to Story” and select it.

C. **Reels:** Reels, which now have a time limit of **3 min.**, are favored by Facebook and Instagram’s algorithms, as well as users alike due to their short-form.

1. **Thumbnail Customization:** You’ll see a preview of your video’s **thumbnail** after uploading it. **To customize the thumbnail:**
 - a. **Facebook & Instagram:** Tap on thumbnail preview→tap Edit Cover→customize thumbnail by selecting an image from the video or, if you want the thumbnail to be a photo that is not in the video, tap “Add From Gallery” or, for Instagram, “Add from Camera Roll”.
2. **Add to Story on Facebook:** Only **6 sec.** of a **reel** is visible if added to your **story** through the Facebook mobile app so instead we advise shooting images and video for your **reel** through your phone’s **native camera app** and, after uploading it and posting as a reel, creating a **story** by uploading the same media used to create the **reel**. (**Note:** there are brief but noticeable distortions in video and/or audio between the **segments** of a story so if this bothers you, you can instead shoot a **60 sec.** maximum **reel** and upload it separately as a **story**).
3. **Add to Story on Instagram:** Right after posting, tap the share icon under your post (looks like a paper airplane)→swipe right until you see “Add to Story” and select it.

D. **Stories:** As with reels, stories are favored by Facebook and Instagram’s algorithms and users alike due to their short-form. **Facebook** stories can be a total of **2 min.**, while Instagram stories are limited to **60 sec.** Stories also differ from reels in that they are only visible for **24 hours**. Stories appear **1)** in the **Stories** section, and **2)** when users tap on your profile photo during the 24-hour period and select “View Story”. There are brief but noticeable distortions in video

and/or audio between the segments of a **Facebook story** so if this bothers you, limit the media you upload to **60 sec.** maximum to prevent segmentation of your story.

1. **Thumbnail Customization:** N/A.
2. **Save All Stories on Facebook:** Settings & Privacy→Stories→toggle on Archiving Your Stories.
3. **Save All Stories on Instagram:** Settings & Activity→Archive→tap the 3 dots→tap Settings→toggle on Save Story to Archive.
4. **Instagram Highlights:** Highlights allow you to display stories on your profile **after** the 24-hour period has elapsed to increase reach.
Instructions: Settings & Activity→Archive→Stories Archive→tap the 3 dots→tap Create Highlight→tap story you want to highlight→give a title for the highlight and tap “Add”.

V. Adding Location to Content: Use the **add location** feature on Facebook and Instagram to target the area(s) where you want your audience to see your posts – you may even want to experiment with excluding your location to expand your audience outside of your geographic area. When targeting a specific location, using the **add location feature, location hashtags, location stickers, and location hashtag stickers** increases reach – using all 4 at once provides the most discoverability in the targeted area. **How to target locations by content format:**

A. Photo-only Posts

1. **Facebook**
 - a. **Add Location:** Tap “What’s on Your Mind?”→select Check In.
 - b. **Location stickers:** Upload photo(s)→tap **sticker** icon at top→tap location→drag sticker to position it (to change location, drag sticker to bottom of screen to the garbage pail icon that appears).
 - c. **Location Hashtags:** Type location hashtags in the **text box** above your post.
 - d. **Location Hashtag sticker:** N/A.
2. **Instagram:**
 - a. **Add Location:** Tap “Add Location” on last screen before posting.

- b. **Location sticker:** N/A.
- c. **Location Hashtags:** Type location hashtags in the **Caption** section.
- d. **Location hashtag sticker:** N/A.

B. Regular Video Posts

1. Facebook

- a. **Add location:** Tap “What’s on Your Mind?”→before uploading video, tap “Check In”.
- b. **Location sticker:** N/A.
- c. **Location Hashtags:** Type location hashtags in the **text box** above your post.
- d. **Location hashtag sticker:** N/A.

C. Reels

1. Facebook

- a. **Add Location:** Tap “Add Location” on last screen before posting.
- b. **Location Sticker:** N/A
- c. **Location Hashtags:** Type hashtags in the “Describe Your Reel” section on last screen before posting.
- d. **Location Hashtag sticker:** N/A.

2. Instagram

- a. **Add Location:** Tap “Add Location” on last screen before posting.
- b. **Location Sticker:** Upload media→tap **sticker icon**→select location→drag sticker to position it (to change location, drag sticker to bottom of screen and to the garbage pail icon that appears).
- c. **Location Hashtags:** Type hashtags in the **Caption** section on last screen before posting.
- d. **Location Hashtag sticker:** N/A.

D. Stories

1. Facebook

- a. **Add Location:** N/A.
- b. **Location Sticker:** Upload media→tap **sticker icon**→start typing location and suggestions pop up→select location→drag sticker to position it (to change location, drag sticker to bottom of screen and into the garbage pail icon that appears).
- c. **Location Hashtags:** N/A.
- d. **Location Hashtag sticker:** N/A.

2. Instagram

- a. **Add Location:** Tap “Add Location” on last screen before posting.
- b. **Location Sticker:** Upload media→tap **sticker icon**→start typing location and suggestions pop up→select location→drag sticker to position it (to change location, drag sticker to bottom of screen and into the garbage pail icon that appears).
- c. **Location Hashtags:** N/A.
- d. **Location Hashtag sticker:** Upload media→tap **sticker icon**→select hashtag→start typing location and suggestions pop up→select location→drag sticker to position it (to change location, drag sticker to bottom of screen and into the garbage pail icon that appears).

VI. Topical Hashtags: Topical hashtags categorize content, making it easier for users to discover posts about **topics like organ donation**. Facebook and Instagram users can search for hashtags, while Facebook users can also **follow** hashtags to see related content in their feed.

A. **Topical Hashtag Strategy:** Whether it be a topical or location hashtag, when a post has too many hashtags and/or hashtags unrelated to your content, it can come across as spammy and potentially lead to a post deprioritization and/or accidental flagging as spam (**hashtag limits** are discussed in **Section F.**). Focus on using a **mix** of **broad** and **niche** hashtags while incorporating **trending** hashtags when possible. As with location hashtags, consider experimenting with **fewer or even no topical hashtags** on some posts to expand your audience. Excluding topical hashtags may help your content

appear in the feeds of users who don't typically follow topics like organ donation or kidney disease, yet who may still engage with, share your content, or even consider donating.

B. Identifying Broad vs. Niche Hashtags: On Facebook and Instagram, hashtags with more than **100K posts** (e.g. #KidneyDisease) tend to cover **broad** topics, while those with fewer than **100K posts** (e.g. #PolycysticKidneyDisease) are usually **niche** topics. **To identify broad vs. niche hashtags by platform:**

1. **Facebook:** The platform doesn't always display the number of posts when you search for a hashtag, **even** if it has over 100K posts. If this happens, start a "What's on Your Mind" post and type in the hashtag which should appear below with a post count and related hashtags.
2. **Instagram:** Search for the hashtag and tap the **"Tags"** tab at the top of the search results. You'll see the total post count at the top, along with related hashtags underneath.

C. Identifying Trending Hashtags on Facebook: When you search a hashtag on Facebook, a **Top** section and a **Latest** section appear, both of which include posts containing your hashtag (occasionally a post may not contain the exact hashtag but related ones instead). **To use both sections to identify trending hashtags:**

1. **Top section:** If several recent posts appear with high engagement, the hashtag is currently trending. However, if this section is mostly old posts (i.e. more than a few days old), it suggests the hashtag was popular in the past but isn't currently trending.
2. **Latest section:** If new posts using the hashtag appear within minutes or hours of each other, it may indicate that the hashtag is gaining traction and may soon start trending – even if engagement is still low. Beyond assessing the status of the searched hashtag, this section also helps identify related hashtags that are gaining traction and may soon appear in the **Top** section.

D. Identify Trending Hashtags on Instagram

1. **For You Section:** After searching for a hashtag, review the **For You** section (displayed first by default). The posts displayed at the top may include a mix of **recent** and **old posts** (as with Facebook, consider old posts to be that which are more than a few days old). Check the

engagement levels – posts with a **high number of reactions in a short time** are likely trending.

2. **Tags Section:** After searching for a hashtag, tap the **Tags** section to explore related hashtags and assess whether they are also trending.

E. **Where to Add Hashtags:** With the exception of **Instagram stories**, using either the **text tool** (the “**Aa**” icon) or **stickers** to superimpose hashtags on a photo or video does not affect discoverability – however, it can increase engagement by clarifying the subject matter of your post. **Where to add hashtags to enhance discoverability:**

1. **Photo-only Posts**

- a. **Facebook:** Tap “What’s on Your Mind?”→add hashtags in the **text box** of your post.
- b. **Instagram:** Add hashtags in the **Caption** section on last screen before posting.

2. **Regular Video posts**

- a. **Facebook:** Tap “What’s on Your Mind?”→before uploading video, add hashtags in the **text box** of your post.
- b. **Instagram:** Add hashtags in the **Caption** section on last screen before posting.

3. **Reels**

- a. **Facebook:** Add hashtags in the **Describe Your Reel** section on last screen before posting.
- b. **Instagram:** Add hashtags in the **Caption** section on last screen before posting.

4. **Stories**

- a. **Facebook:** Adding hashtags does not affect discoverability.
- b. **Instagram:** Using hashtags in both the **Caption** section and by adding a **hashtag sticker** is optimal for discoverability versus doing just one or the other:

i. To add a **hashtag sticker**: After uploading media, tap **sticker icon** at top of screen→tap “#hashtag”→type your hashtag (you can only use 1 hashtag sticker).

ii. **Caption** section: Add hashtags on last screen before posting.

F. **Hashtag Limits (topical and location)**: The hashtag limits we suggest are intended to optimize your reach:

1. **Facebook**: 2 - 5 per post (3 location hashtags max.)

2. **Instagram**: 3 - 5 per post (3 location hashtags max.)

VII. **Tagging & Mentions: Tagging and mentioning** Instagram and Facebook users (including pages and groups) increases reach by:

1. Prompting engagement with your post by notifying users that they have been tagged and/or mentioned.
2. Tagging and/or mentioning a user can cause a post to appear in the feeds of the tagged user's followers, based on their privacy settings and whether or not they choose to engage with your post.

A. **Use Caution**: As with hashtags, when a post has too many and/or unrelated tags and mentions, it can lead to a post being deprioritized in users' feeds or being flagged as spam – tagging and mention limits are discussed in **Section F**. below. (**Note**: Consider asking permission from users before tagging/mentioning them as some may view it as spammy, prompting them to unfollow you, mute your posts, or even flag your tag/mention as spam).

B. **Adding Tags & Mentions on Facebook**: With the exception of **stories**, using the **text tool** (the “Aa” icon) to tag users does not notify them that they've been tagged – however, you may still want to include a user's name with the text tool if you think it will attract engagement. **To add tags and mentions by content format**:

1. **Photo-only Posts**: Tagging relevant users **within** your photos can lead to increased engagement due to its interactive nature: after uploading, tap Edit→tap **tag icon**→tap photo where you want to tag the user. If you prefer to not tag a user **within** a photo, you can alternatively tap the **tag icon** at the bottom of the screen after uploading the photo. You can **mention** users in the post's **text box** with the “@UserName” feature (**Note**: if you mention

and tag a user, they will receive separate notifications for both). Although the user won't be notified, you can also use the **text tool** or a **mention sticker** if you want their name to appear on the photo – the text tool provides more color and font options. To do so, tap Edit after uploading the photo→tap “**Aa**” icon→type username starting with the @ symbol→drag the text where you want it to appear on the photo.

2. **Regular Video posts:** You can't tag users **within** a regular video post so the only option is tapping the **tag icon** at the bottom of the screen after uploading the video. You can also **mention** users in the post's **text box** with the “@UserName” feature (if you mention and tag a user, they will receive separate notifications for both). **Mention stickers** are not available for regular video posts.
3. **Reels:** You cannot tag users **within** a reel but you can tag them on the last screen before posting your reel by tapping “Tag People”. You can **mention** users in the “Describe Your Reel” section with the “@UserName” feature (if you mention and tag a user, they will receive separate notifications for both). Although the user won't be notified, you can use the **text tool** if you want their name to appear in your reel.
4. **Stories:** Unlike other formats, you can tag people in stories with the **text tool** and they will be notified – unlike Instagram stories, only users you tag can **share** your story to their own story to increase reach. Another advantage of tagging with the text tool (vs. **mention sticker**) is that it can cause the story to appear in the **Story** sections of a tagged user's followers. **To tag with the text tool:** tap “**Aa**” icon→tap “@ Tag Someone”→tap user's name when it pops up→make sure “Anyone You Tag Can Share to their Story and Friends for an Additional 24 hours” is toggled on→tap Done→drag your tag where you want it to appear. (**Note: Mention stickers** are available but will not notify the user and don't have as many font and color options).

C. Adding Tags & Mentions on Instagram

1. **Photo-only Posts:** Tag a user **within** a photo by tapping “Tag People” on the last screen that appears before posting→tap on the photo where you want to tag the user. If the user is not in the photo, you can **mention** them in the **Caption** section by typing “@” followed by the user's name→tap their name when it pops up and they will be notified of the mention. If you mention and tag a user, they will receive separate notifications for both.

(**Note: Mention stickers** aren't supported but you can mention somebody with the **text tool**, although they will not receive a notification).

2. **Regular Video posts:** Videos longer than 15 minutes will be cut down to 15 minutes when uploaded through the mobile app but you can post longer Instagram videos from your laptop or desktop. To tag users in videos 15 minutes or less without them appearing in the **Caption** section, tap "Tag People" on the last screen that appears before posting. Instead, if you want to tag a user and have them appear in the **Caption** section, type "@" in the **Caption** section followed by the user's name and select their name when it pops up (they will only receive 1 notification of the tag). (**Note: Mention stickers** aren't supported but you can mention somebody with the **text tool**, although they will not receive a notification).
3. **Reels:** To tag users without them appearing in the **Caption** section, tap "Tag People" on the last screen that appears before posting. Alternatively, if you want to tag a user and have them appear in the **Caption** section, type "@" followed by the user's name in the Caption section→tap their name when it pops up (they will only receive 1 notification of the tag). (**Note: Mention stickers** aren't supported but you can mention somebody with the **text tool**, although they will not receive a notification).
4. **Stories:** Unlike other formats, you can **mention** people in stories with the **text tool** – this is better than a **mention sticker** because it can cause the story to appear in the **Story** section of the tagged user's followers, as well as providing more font and color options. To **mention** with the text tool, tap the "**Aa**" icon→tap "@mention"→tap the user's name when it pops up. The user will be notified of the **mention**.
5. **Instagram Highlights:** If your settings are configured to save stories to your **Archive** as we advised earlier, you can increase the visibility of your story after the 24-hour period has elapsed by making it a **highlight**: Go to Settings & Activity→Archive→Stories Archive→tap the 3 dots→tap story you want to highlight→tap Highlight→give a title for highlight and tap "Add".

D. **Tagging & Mention Limits for Facebook and Instagram:** The limits we suggest are meant to **1)** Optimize reach without overloading your audience's feeds, and **2)** Avoid algorithms and other users from accidentally flagging your activity as spam.

1. **New/Low activity accounts:** a social media account which is either brand new or has not been consistently active for at least 4-7 days

per week over a 1-month period (**the limits in this document only address account activity where necessary**).

2. **Active accounts:** a social media account which has maintained consistent activity for 4-7 days per week over a 1-month period.

	Per Post Limit	Daily Limit	Weekly Limit
New/Low activity accounts	5	25	90
Active accounts	10	50	175

VIII. Posting Limits: The limits we suggest for **posting** and **sharing** content below are meant to 1) Optimize reach without overloading your audience's feeds, and 2) Avoid algorithms and other users from accidentally flagging your activity as spam.

A. Definitions

1. **Regular post:** Posting your own content to your **feed** that is not a **Story**.
2. **Share to Feed:** Sharing your own or others' posts, pages, groups, etc. to your feed.
3. **Share via DM (Direct message) or Text message:** Sharing your own or others' posts, pages, groups, etc. through **direct message** or "share via text" feature.
4. **Group post:** Within a **group**, posting or sharing your own or others' posts.
5. **Stories:** Adding your own or others' content to your Story.
6. **New/Low Activity Account:** A social media account which is either brand new or has not been consistently active for at least 4-7 days per week over a 1-month period (**the limits in this document only address account activity where necessary**).
7. **Active Account:** A social media account which has maintained consistent activity for 4-7 days per week over a 1-month period.

B. **Regular post & Share to Feed:** These limits are **cumulative** so if you do 2 regular **Facebook** posts and share a separate post to your **Facebook** feed in a single day, you have met the daily limit of 3. All **hourly limits** are set to 1 to allow new posts and shares to gain traction and visibility without competing against other posts for **engagement**.

1. **Facebook:** if you post to your personal profile and tag your **business page** so the post appears there too (as we advise our clients to do), that counts as **1 post**. (**Note:** these limits assume you are immediately adding all regular posts and share to feeds to your Facebook **story** after posting, as we advise our clients to do).

- a. Hourly Limit: 1
- b. Daily Limit: 1 - 3
- c. Weekly Limit: 10 - 14

2. **Instagram:** These limits assume you are immediately adding all Instagram posts you create to your Instagram **story** after posting, as we advise our clients to do.

- a. Hourly Limit: 1
- b. Daily Limit: 1 - 2
- c. Weekly Limit: 5 - 14 (limit your own posts which you add to your Instagram story to 10 to balance sharing others' content to your story).

C. **Share via DM (Direct message) or Text message:** Sections 1 - 2 below are cumulative (e.g. if you share a post through 15 DM's and 15 text messages on **Facebook**, you have met the hourly limit of 30 for active accounts).

1. **Facebook**

	Hourly Limit	Daily Limit	Weekly Limit
New/Low activity	10	25	80
Active	30	60	150

2. Instagram

	Hourly Limit	Daily Limit	Weekly Limit
New/Low activity	5	20	60
Active	20	50	140

D. **Group Posts:** We don't advise sharing group posts to your **story**. Some groups we recommend have rules against posting your need for a donor; for groups who do allow such posts, we don't recommend tagging your **business page** and adding the post to your profile because it could cause content fatigue for your followers.

1. Facebook

- a. Hourly Limit: 1
- b. Daily Limit: 1 - 3
- c. Weekly Limit: 10 - 15

2. **Instagram:** N/A (Groups don't exist on this platform).

IX. When to Post Your Content: Assuming there is considerable overlap of your Facebook and Instagram followers (which is often the case), we advise spacing out Facebook and Instagram posts at least 24 hours apart so the posts don't compete with each other for engagement. In determining optimal times to post, the basic analytics to consider are **1) the most active times** of your followers on each platform, **2) days and times** when your content is getting the most **engagement**, **3) the number of followers vs. non-followers** who are seeing your content, and **4) follower growth**. Until you've posted at least 3 times per week over a 1 month period, it's best to time your posts based solely on active times until you have sufficient engagement data to fine-tune when to post. (**Note:** Continue to monitor active times and engagement analytics since they can shift as your audience grows).

A. **Important Note on Post Scheduling:** While using reminders is good for posting consistency during the week, prioritize posting in real-time versus scheduling posts because **1) Your post will get more reach** if you start monitoring and engaging with comments as soon as it's posted, and **2) The preview of your**

reels won't include all the icons that appear on the right side of the screen, potentially hiding or obscuring images or text – you're more likely to notice and correct such issues immediately if you post in real-time. If you decide to schedule posts, strive to space out Facebook and Instagram posts at least 24 hours apart based on **active times** and **engagement analytics**.

- B. **About Facebook Active Times:** If your **personal profile** and/or **business page** is new, you will be given access to your followers' active times once you've posted sufficient content to gather enough data – before each new post, check to see if analytics are available. Until then, we advise posting **Mon. – Thurs. from 6 am to 1 pm EST** to catch both early morning users and the lunch break crowd (if EST is the time zone for your target audience). **If you do a weekend post, do not** do it for very important posts and avoid Sundays, instead posting from 9 am – 11 am on **Fridays** and **Saturdays**.
- C. **Viewing Active times** for your **Facebook personal profile:** Go to your profile→tap Professional Dashboard→tap Insights→you will see a **view count** at the top with “See All” across from it→tap See All→tap Audience→tap See All→scroll down to “Most Active Time” (typing a bar in the graph displays the average number of followers active on each day of the week). (**Note:** Your personal profile must be in **professional mode** to access active times).
- D. **Viewing Engagement Analytics** for **Facebook profile:** Go to your profile→tap Professional Dashboard→tap Content→Across from “Content Library” tap “See All”→by default this shows all your posts in chronological order. Tapping on the text next to each post – not the thumbnail next to it – shows engagement analytics, as well as the day/time of the post (if you tap on the thumbnail instead, it sometimes takes you to the actual post and not the analytics).
- E. **View Active times** for **Facebook business page:** Log in as your page, not your personal profile→tap Professional Dashboard→tap Insights→you will see a **view count** at the top with “See All” across from it→tap See All→tap Audience→tap See All→scroll down to “Most Active Time” (typing a bar in the graph displays the average number of followers active on each day of the week).
- F. **View Engagement Analytics** for **Facebook business page:** Log in as your page, not your profile and go to your page→tap Professional Dashboard→tap Content→Across from “Content Library” tap “See All”→by default this shows all your posts in chronological order. Tapping on the text next to each post – not the thumbnail next to it – shows engagement analytics, as well as the day/time of

the post (if you tap on the thumbnail instead, it sometimes takes you to the actual post and not the analytics).

- G. **About Instagram Active Times:** Switching your profile to a **professional account** gives you access to active times – note that you must have 100 followers to see analytics. Until then, we advise posting **Mon. – Thurs. from 9 am – 1:00 pm EST** since Instagram users are most active during mid-morning and lunch breaks (if EST is the time zone for your target audience). **If you do a weekend post, do not** do it for very important posts and avoid Sundays, instead posting from 9 am – 11 am on **Fridays** and **Saturdays**.
- H. **View Active Times on Instagram:** Go to your profile→tap Professional Dashboard→under “Insights”, tap Total Followers→scroll to the bottom to “Most Active Times”→tap on each day above the bar graph to view the average number of followers active that day with time of day listed at the range at the bottom of the graph→tapping directly on a bar in the graph displays the average number of followers active at the time.
- I. **View Engagement Analytics on Instagram:** Go to your profile→tap Professional Dashboard→under “Insights” tap “Content You Shared”→select time frame using second button at the top (select up to 2 years)→by default it should say “All” in the upper left-hand corner, indicating all content formats will be displayed→tapping on each post shows the day of the week/time of the post, as well as analytics.

X. Clickable Links

A. Facebook

1. **Photo-only posts:** Note that your **clickable link** will only be visible if you add the photo-only post to your **story**. **Instructions:** After uploading your image(s), select Edit→select link icon and enter url→tap Next→tap Next again→toggle on “Share To Your Story” (if you do not share the photo(s) to your story, there will be no **clickable link**, even if you don’t enter an url). **Note:** The **clickable link** will only remain active in the story for a **24-hour** period, after which it will disappear while the post will remain on your timeline – this is why you should also include a **clickable link** in the **caption box** above your image(s) for your audience to see after the 24-hour period has elapsed.
2. **Regular Video posts:** Adding a clickable link to a regular video post can only be done in the **text box** above your video.

3. **Reels:** N/A.
4. **Stories:** After uploading your media, tap See More→tap the link icon→enter url. (**Note:** Unlike Instagram stories, you cannot customize what the link says but you can still use the **text tool** to add information about the link – to decide where to position your text, note that the link will appear under your story and only after it's posted).

B. Instagram

1. **Photo-only posts:** N/A.
2. **Regular Video posts:** N/A.
3. **Reels:** N/A.
4. **Stories:** add a **clickable link** by tapping the **stickers icon**→tap the **Link sticker**→enter url→tap “Customize Sticker Text” to enter what you want the sticker to say→tap OK→tap the sticker for different design options and drag it where you want to appear.

XI. Search Engine Optimization (SEO): This is the process of optimizing your Facebook and Instagram profiles, Facebook business page, and posts to improve their ranking in both the platforms' **internal search engines** and **external search engines** like Google. A higher ranking increases the likelihood that your profiles and posts appear near the top of search results, in **recommended content**, and in users' **feeds**, making them more discoverable. To improve your SEO ranking, focus on:

- A. **Keywords:** Use relevant keywords related to your donor search (e.g. living kidney donor) in your **profiles, business page, post descriptions, captions, and hashtags**. These keywords help search engines rank your content and allow Facebook and Instagram's algorithms to recommend your posts to the right audience. (**Note: Superimposing text on photos or videos does not impact SEO**).
- B. **Engagement:** Engaging with your **audience's reactions** to your posts through comments, likes, etc. signals to Facebook and Instagram that your content is valuable, improving your profile and content ranking.
- C. **Facebook Groups:** Engaging in **Facebook groups related to kidney disease, organ donation, etc.** increases the visibility of your profile or

page. Participating in discussions and sharing relevant content makes your account more discoverable in search results.