

SOCIAL MEDIA GUIDANCE

OVERVIEW OF PLATFORMS



Facebook was created to enhance human connections with friends – finding each other, sharing past and current memories through photos – and over time has evolved to extend circles to family, influencers, brands, and peers.

Although the algorithm continues to change how individuals come together, Facebook has mass reach and creates community.

Example Content Themes

- Storytelling and patient/OD spotlights
- Member news
- Eye health education and tips
- Eye health advocacy/policy and engagements with relevant, politically neutral advocacy groups

**Note: Facebook has a more diverse age range than Instagram, with majority of users in the US between 30-39 and 50-64.*

The Stats

33 mins avg. use time a day

2.9B global users

193M users in the U.S.



Instagram was created as a focused photo-sharing tool, based on the popularity of channels like MySpace & Facebook.

It continues to reign as the visual-first storytelling tool for individuals, influencers, and brands to share stories, enhance or build connections, and inspire.

Example Content Themes

- Storytelling and patient/OD spotlights
- Member news
- Eye health education and tips
- Eye health advocacy/policy and engagements with relevant, politically neutral advocacy groups

**Note: Instagram's user base skews younger and is most popular with people aged 18-29.*

The Stats

4X more interactions than FB

~50% of US adults use IG

29 mins avg. use time a day



LinkedIn has become one of the most important platforms for professionals, marketers, and brands.

The platform allows for greatly visibility of what a brand stands for through thought leadership and spotlights on employees. It can also be a powerful tool for organic recruitment.

Example Content Themes

- Member/OD news and spotlights
- Eye health advocacy/policy and engagements with relevant, politically neutral advocacy groups
- Job and professional development opportunities
- Industry stakeholder/journalist visibility

The Stats

75% of job seekers use LinkedIn to inform their decision

1 in 5 investors say it is the best platform for information

Employees are 14X more likely to share employer content

FACEBOOK HIGHLIGHTS + BEST PRACTICES



	PAID	ORGANIC
Creative	<ul style="list-style-type: none"> • Enticing visuals increase engagement! Include images or videos – and ensure post copy nicely complements the creative. • Make sure there is not too much text on a static image. Meta recommends keeping text-to-image ratio at or below 20%. • Keep in mind that many users are scrolling on their phone, so make content mobile-friendly. • Designed images should be branded, with logos remaining consistent. • For videos, capture attention early on! Users have short attention spans – so keep video content short and sweet, ideally under 60 seconds. • Include closed captioning. 	
Copy	<ul style="list-style-type: none"> • Avoid using hashtags in paid ads. • For paid ad copy, keep primary text under 125 characters and both headline and description copy under 27 characters to account for platform character limitations. 	<ul style="list-style-type: none"> • Hashtags are not necessary; if used, avoid overuse (1-2 max). • If permission is granted, tag partner organizations or Creators (where applicable) to expand reach.
	<ul style="list-style-type: none"> • Keep post copy succinct where possible and always include a “Call to Action” (CTA). This could be driving to a website or encouraging users to comment, for example. 	
Platform-specific Notes	<ul style="list-style-type: none"> • Ensure selected objective is aligned with goals - whether it’s link clicks, video views, downloads, etc. • Allocate a healthy budget to a campaign vs. boosting posts one-off, if able, and test copy/creative! • Use the same creative and copy assets across Facebook and Instagram, so Meta can shift spend toward the top-performing platform. 	<ul style="list-style-type: none"> • Can geo-target based on location. • When publishing content as a Reel, embrace authenticity and trends to humanize the post.

INSTAGRAM HIGHLIGHTS + BEST PRACTICES



	PAID	ORGANIC
Creative	<ul style="list-style-type: none"> Enticing visuals increase engagement! Include images or videos – and ensure post copy nicely complements the creative. Make sure there is not too much text on a static image. Meta recommends keeping text-to-image ratio at or below 20%. Keep in mind that many users are scrolling on their phone, so make content mobile-friendly. Designed images should be branded, with logos remaining consistent. For videos, capture attention early on! Users have short attention spans – so keep video content short and sweet, ideally under 60 seconds. Include closed captioning. 	
	<ul style="list-style-type: none"> Ad formats for videos include Reels, In-feed, Stories and Explore. 	<ul style="list-style-type: none"> All videos published organically to Instagram are now shown as a Reel. This means the algorithm could show it to users as they're scrolling through Reels, in 9:16 (vertical) format.
Copy	<ul style="list-style-type: none"> Avoid using hashtags in paid ads. For paid ad copy, keep primary text under 125 characters and both headline and description copy under 27 characters to account for platform character limitations. 	<ul style="list-style-type: none"> Ideal number of hashtags is 3-5. Do not include links in post copy – they will not be clickable. Instead, drive users to your “link in bio” to learn more. If permission is granted, tag partner organizations or Creators (where applicable) to expand reach.
		<ul style="list-style-type: none"> Keep post copy succinct where possible and always include a “Call to Action” (CTA). This could be driving to a website or encouraging users to comment, for example.
Platform-specific Notes	<ul style="list-style-type: none"> Ensure selected objective is aligned with goals - whether it's link clicks, video views, downloads, etc. Allocate a healthy budget to a campaign vs. boosting posts one-off, if able, and test copy/creative! Use the same creative and copy assets across Facebook and Instagram, so Meta can shift spend toward the top-performing platform. 	<ul style="list-style-type: none"> <u>Cannot</u> geo-target based on location. When publishing content as a Reel, embrace authenticity and trends to humanize the post.

LINKEDIN HIGHLIGHTS + BEST PRACTICES



	PAID	ORGANIC
Creative	<ul style="list-style-type: none"> Enticing visuals increase engagement! Include images or videos – and ensure post copy nicely complements the creative. Make sure there is not too much text on a static image. Keep in mind that many users are scrolling on their phone, so make content mobile-friendly. Designed images should be branded, with logos remaining consistent. For videos, capture attention early on. Users have short attention spans – so keep video content short and sweet, ideally under 60 seconds. Include closed captioning. 	
	<ul style="list-style-type: none"> Image and video ads on LinkedIn display in-feed. 	<ul style="list-style-type: none"> Can create a carousel of photos by using the “add a document” function – images will need to be saved together in a PDF.
Copy	<ul style="list-style-type: none"> Avoid using hashtags in paid ads. For paid ad copy, keep introductory text under 150 characters and headline copy under 70 characters to account for platform character limitations and to avoid truncation. 	<ul style="list-style-type: none"> Ideal number of hashtags is 3-5, if using. However, hashtags are not as needed on LinkedIn vs. other platforms. If permission is granted, tag partner organizations or Creators (where applicable) to expand reach. 3,000-character limit; truncation will occur after 3 lines.
		<ul style="list-style-type: none"> Keep post copy succinct where possible and always include a “Call to Action” (CTA). This could be driving to a website or encouraging users to comment, for example.
Platform-specific Notes	<ul style="list-style-type: none"> Ensure selected objective is aligned with goals - whether it's link clicks, video views, downloads, etc. Allocate a healthy budget to a campaign vs. boosting posts one-off, if able, and test copy/creative! 	<ul style="list-style-type: none"> Can geo-target based on location. Links get auto-shortened upon publication.

EXAMPLE SOCIAL MESSAGING FOR OPTOMETRISTS + PATIENTS

OPTOMETRISTS

ASSOCIATION EVENTS + EYE HEALTH NEWS

- Sharing information and encouraging registration for state or AOA events
- Posting recap photos or videos from association events (with permission)
- Highlighting the latest eye health news AOA ODs should know

MEMBER + PATIENT STORIES

- Spotlighting members and their unique journey to becoming an optometrist
- Sharing patient stories to showcase the impact ODs have on overall health of Americans

PATIENTS

PERSPECTIVES ON CURRENT EVENTS + TRENDS

- Links between holidays/cultural events and traditions and eye health
- Tapping into the current news cycle or pop culture moments to highlight eye health (complying with intellectual property laws)

EYE HEALTH TIPS

- Highlighting common symptoms of certain eye issues and how to protect your eyes
- Seasonal eye health tips, like contact lens safety, allergies, etc

PATIENT STORIES

- Sharing patient stories to showcase the importance of seeing an OD for overall health

SOCIAL MEDIA FOR ADVOCACY + POLICYMAKING



ONLINE BEHAVIOR

- Policymakers still use traditional forms of media, mainly using social to “lurk.”
- Time spent on social media is minimal – typically less than 1 hour a day – and spent on news, research or casual browsing.
- Consider LinkedIn for professional connections, X for real-time updates, and Facebook for broader community engagement.
- Recent [Pew Research](#) breaks down social media news consumers in the US by gender, age, education, race and political affiliation – with Republicans more likely to use Facebook and YouTube, and Democrats more likely to use Instagram, TikTok and Reddit.



ENGAGING POLICYMAKERS

- Consider using targeted ads to reach policymakers and the decision makers around them – like staffers – who may be using social media more intently.
- Ensure content aligns with their “discovery” mindset by highlighting new studies, compelling stats or advocacy wins.
- Stay neutral and professional to engage policymakers and their staff across the aisle.
- Focus on data-driven points and keep the emphasis on patient outcomes.



BEST PRACTICES

- Be concise: focus on short, impactful posts and visuals.
- Leverage hashtags: explore advocacy and policy-related relevant hashtags to expand reach on Meta platforms.
- Highlight events: videos, photos or infographics stemming from events perform better than text-heavy posts.
- Highlight a call-to-action (CTA) encouraging your audience to “support,” “call,” or “visit our website,” for example.
- Celebrate key state milestones that align with your organization’s goals.
- Collaborate with advocacy organizations on social to expand reach.

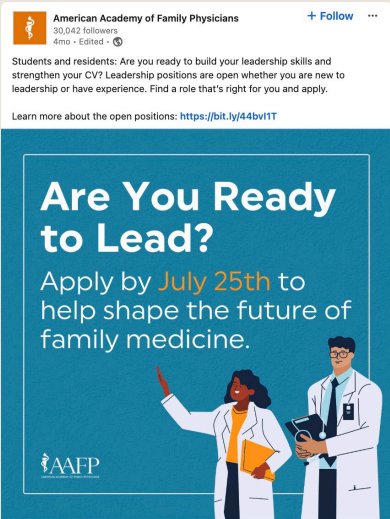


CONTENT EXAMPLES

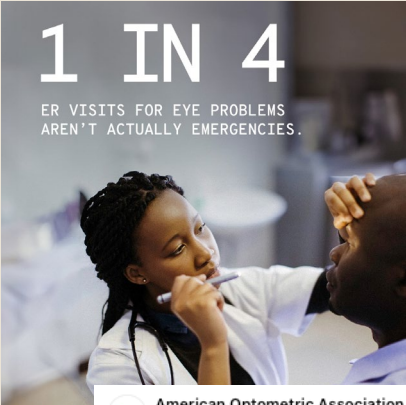
- The American Academy of Family Physicians (AAFP) [shared a photo on X](#) of their members on Capitol Hill advocating to bolster the primary care physician workforce and strengthen Medicare physician payment.
- The American Nurses Enterprise has a podcast, See You Now, in partnership with J&J. A recent episode titled [“Nurses on the Hill”](#) highlighted ANA Hill Day, where 500+ nurses hit the pavement in DC.

CONTENT INSPIRATION

Keep messaging simple for short attention spans



American Academy of Family Physicians



AOA American Optometric Association



Liked by timara_garvin and others
 alzassociation Are you traveling over #LaborDay weekend? Here are a few tips to keep your loved one with dementia safe:
 ✓ Plan ahead
 👁 Learn to recognize signs of anxiety and agitation and how to reduce them
 🗺 Try not to overload the person with a lot of directions
 For more tips visit the link in our bio.

@alzassociation

Explore formats + trends to engage your audience



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We've got the answers to your most pressing Social Security questions, including how to collect retirement benefits when you're still working.
 Learn more: <http://spr.ly/6181qblEv>.

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ASPECT RATIOS ACROSS PLATFORMS



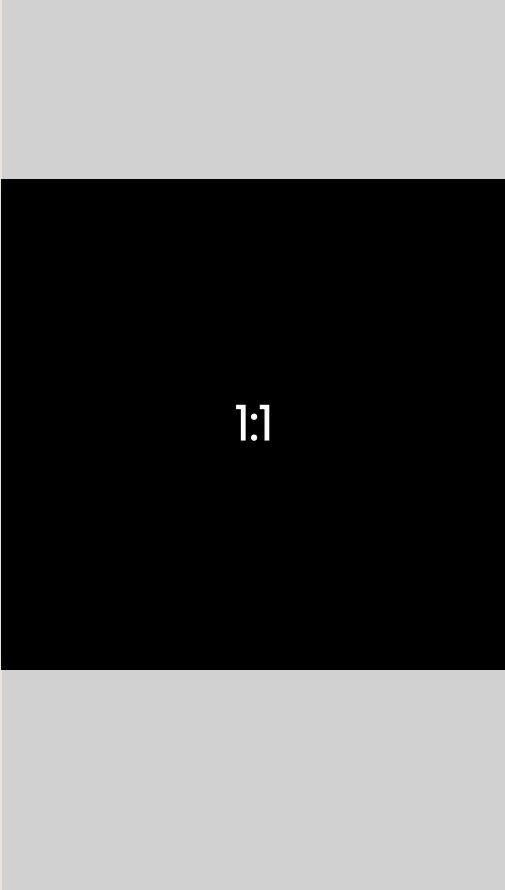
Best for Stories + Reels

- Stories
- FB feed; IG/LI video



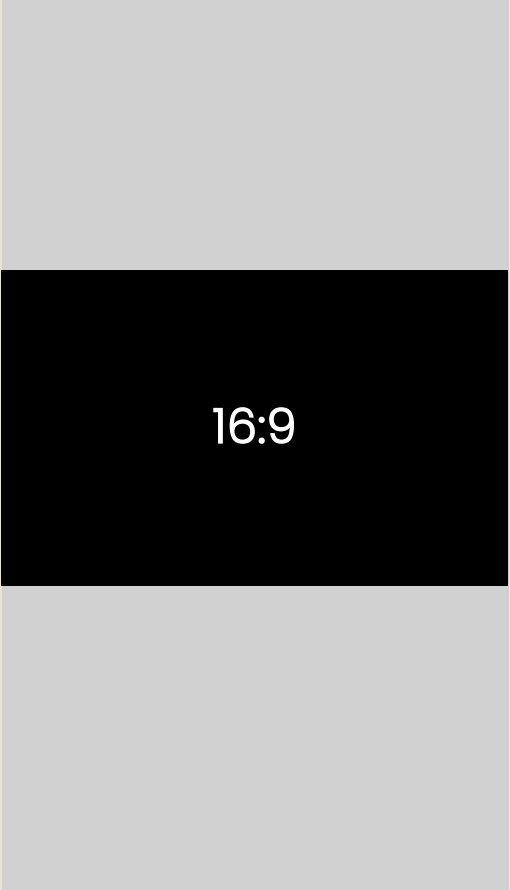
Best for Performance

- In-feed (Static, Video)



Simplest

- In-feed (Static, Video)
- Carousels
- Collections
- FB Marketplace
- Instant Experience
- Slideshow



Best for In-Stream

- Audience Network
- In-Stream Video
- Messenger Home
- Instant Experience

THANK YOU!