

Social Media Guidelines

Sisters in Crime – Canada West

Social Media Guidelines

Social Media Goal:

To increase the visibility of Sisters in Crime-Canada West Chapter, our member authors, and their works.

Objectives:

1. To increase announcements of member work and achievements.
2. To promote the benefits of Sisters in Crime – Canada West membership.
3. To promote Sisters in Crime – Canada West activities.

Appropriate Information Posts:

The Sisters in Crime – Canada West social media team will support the distribution of announcement and promotional information across the Twitter, Facebook and Instagram platforms. Announcements include:

1. New novel release information
2. Sales information (e.g. sale/release of a short story in a magazine or anthology OR sale/release of non-fiction articles)
3. Information on member speaking engagements
4. Information on workshops provided by members or upcoming.
5. Awards/achievements.

Information posts should be:

1. Non-political
2. Not advertising-focused. For example, a post about the release of book four in a series and the promotional drop in price for book one in the series would be acceptable. Posts simply advertising that the first book in the series has dropped its price would not be acceptable.

In all cases, posts should include graphics (e.g. photos, covers, headshots) and links. Members must submit images of appropriate dimensions.

Other additional post types:

1. Information of interest to crime writers.
2. Poll results. (e.g. what people are reading, short stories versus novels, writing schedule, self/traditionally published, etc.)
3. Weird facts
4. Information from other SinC Chapters.
5. Others as approved by the Chapter

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Frequency of Posts: The social media team will post Chapter posts across platforms at least once per week.

The Platforms: Note that for any posting members can either provide the content noted below for each platform and our team will create the posts, OR you can create jpeg/png with the content you want, looking the way you want, and provide it to us. If you choose the latter option, please provide additional links separately so that we can attach them to your post. All posts posted on Twitter and Instagram posts will include #SinCCanadaWest.

Facebook:

Goal: To promote the chapter, attract members and engage the public.

Possible Content: All content types listed above.

Announcements for Facebook should contain:

- Book Cover
- Head shot
- Blurb on the book/speaking engagements/other of maximum 50 words, and
- A link to where readers can obtain more information.

Graphic Sizes:

- Send as jpeg or PNG file
- Square Photo: Minimum 154 x 154px
- Rectangular Photo: Minimum 470 x 246 pixels

Twitter:

Goal: To promote the chapter and members and reach the public.

Possible Content: All content types listed above.

Announcements for Twitter should contain:

- Book Cover
- Head shot
- Blurb on the book/speaking engagements/other of maximum 240 characters,
- Any preferred hashtags related to your announcement, and
- A link to where readers can obtain more information.

Graphic Sizes:

- Send as jpeg or PNG file
- Image from a Tweet with shared link: 1200 x 628 pixels
- Tweet sharing a single image: 1200 x 675 pixels

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- Tweet sharing two images: 700 x 800 pixels (both images)

Instagram:

Goal: To promote the chapter and engage readers.

Possible Content: All content types listed above.

Announcements for Instagram should contain:

- Book Cover
- Head shot
- Blurb on the book/speaking engagements/other of maximum 50 words,
- Any referred hashtags related to your announcement, and
- A link to where readers can obtain more information.

Graphic Sizes:

- Send as jpeg or PNG file
- 1:1 Square Photo: 1080x1080px
- Rectangular (Portrait)Photos: 1080x1350 pixels