



Young Skål International

Facebook and LinkedIn Group Guidelines (User)



Facebook Group

Target: Our target group are only young and/or senior Skalleagues.

Objective: To improve the communication among Young Skalleagues; also between YS's and SI members and encourage YS's to work on projects.

Language: A brief or a topic in English must be added to any post which is copied or shared from the local or country clubs' page. You could have local Facebook group for internal communications.

Other:

- Creating a facebook group is not recommended for local clubs. More professional way to express your club is a facebook page. Groups are for more internal conversations.
- The groups is only for YS / SI members. Please do not add any other tourism-related person (unless being a member); if necessary invite them to like our facebook page.

Content:

- All YS / SI members are welcomed to share ideas, projects, YS events / announcements on the group.
- **Do not use** CAPITAL LETTERS online; it means screaming. To be avoided following the netiquette.
- 1 or 2 hashtags (#) are useful to connect your topic with others'; but exaggerating more than 3 #'s are not so reader-friendly.
- Any content -including photos- must be shared or created with #YoungSkal hashtag.
- Every club **must** upload their [created] events from their page **copied and pasted** to the group.
- Short posts. It is confirmed by statistics that posts longer 5 lines are not effective.
- For international events, only YS International admins are authorised to create events as symposiums..etc. Local pages/group/users **cannot** create international events.

LinkedIn Group

The LinkedIn group is more professional than Facebook, here we are confident enough to share about our professional (or student) achievements and projects.

Language: A brief or a topic in English should be added to any post written in a different language.

Recommended Topics: Skal International opportunities around the world and online: Work experience, jobs, workshops and webinars, events, congresses, other benefits. Skal Life.

Content:

- All YS / SI members are welcomed to share ideas, projects, YS events / announcements on the group.
- Always add a title, an intro and link to your post.
- Do not shorten the link, otherwise it will not generate the preview.
- If it is not possible to upload photos, use the preview generated by the link.
- **Do not use** CAPITAL LETTERS online; it means screaming. To be avoided following the netiquette.
- Short posts. It is confirmed by statistics that posts longer 5 lines are not effective.