



Young Skål International

Facebook Page Guideline (User)



Target: Our target group are SI / YS members as priority, then students, young professionals and potential SI/YS members.

Objective: To improve the communication among Young Skalleagues; also between YS's and public, tourism-related NGO's, increasing the follower growth and promote the YS projects and events globally.

Likes: Likes must be increased by inviting travel and tourism related facebook friends to like the page (all SI & YS members should invite).

Language: A brief or a topic in English must be added to any post which is created or shared from the page.

Other: Creating a facebook page is a must for every SI or its YS club (but definitely one of them).

Content:

- A photo is worth 1000 words. Using the photo with the post increase the interaction (Avoid posting irrelevant and no-name graphics, ordinary hotel, sea, sun..etc.)
- **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.
- If an event or album is created, it should be followed via the hashtags by the admins and will be shared (Every club **must** upload their [created] events to their pages).
- Post less but relevant to YS organisation (a balanced number of news from the organisation and the tourism sector is the best)
- 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 **cannot** create international events.
- Temporary page moderation is turned on, for helping you to get used to the new management requirements of the post.

Photos:

- If a photo is uploaded to a local YS Page, it should be followed by the administration and shared. On the other hand, if the photo is not uploaded to any YS / SI page, then it can be uploaded to Young Skal International page, in the album which is related.
- Please do not upload club related photos on your personal account. Use your club's page (Pages' privacy setting let all users to see your photo).
- Photo tagging option (> Page settings) must be enabled on the local YS & SI page and persons should be tagged.

* Note that the YS symposiums / SI congresses are the most efficient places for promoting social media / PR studies. Accordingly, the social media committee has a duty to decide a #Hashtag before all upcoming important SI/YS events (eg: #SkalCongress2016).