

# SOCIAL MEDIA GUIDELINES

Student Ambassador Program

**Thank you for posting about your SAP experiences!**

We believe that a strong social media presence is one of the best ways to create awareness about sustainable practice. The following are some guidelines and tips about the shared SAP social media account and how to share from your own accounts.

Don’t hesitate to ask (either via the SAP Facebook group or [sap@sustainabilityinconservation.com](mailto:sap@sustainabilityinconservation.com)) if you have any questions! We look forward to seeing your work!

## **General guidelines for posting**

* Prior to posting, make sure you have permission to share the photos of the objects you are working on.
* When taking photos, ensure that there is good lighting, and that the content of the photo is clear.
* Create a caption that informs the photo and helps to put it in context.

## **Posts for the SAP social media account**

* The general guidelines apply (see above)
* Message the SAP social media manager: Inès Biscarel ines.biscarel@he-arc.ch
* Include the following
  + Photo
  + Caption
  + Any tags so the posts feature on accounts you would like to acknowledge for example your university, museums etc.
  + Any hashtags for example #sic #sustainabilityinconservation #studentambassadorprogram #sustainability

## **Creating SAP posts on your personal social media accounts:**

* The general guidelines apply (see above)
* Make sure to tag us, so that we can feature your posts on our main accounts! Twitter: @siconserve Instagram: SAP - @siconserve\_sap and SiC - @siconserve
* Add relevant hashtags to your posts. Some of our most commonly used hashtags are #sic #sustainabilityinconservation #studentambassadorprogram #sustainability
* Above and beyond: To make your posts more accessible, include ALT text on your images. For Twitter, tap on the +ALT button at the right bottom corner of the photo. On Instagram, go to Advanced Settings > Write ALT text. ex. alt=“A clown fish swimming”

