

# Social Media Guide

## General Tips

- Every post must contain a visual element. (Photo, graphic, or weblink preview.)
- Tag DECAL in all posts. @BrightfromtheStart
- Use relevant hashtags (i.e., #ActEarlyGA and/or #DECALFamilyAmbassador)
- Be sure to include the appropriate link.
- ALWAYS proofread before publishing a post.

## Do:

- Engage with your audience in a positive way.
- Share content on a regular basis.
- Tag/mention partner accounts.
- Post when your audience is active.

## Don't:

- Overflow your accounts with too much content at one time.
- Use too many hashtags.
- Use photos that are unrelated to your caption.
- Engage in negativity.

**Facebook:** <https://www.facebook.com/brightfromthestart>

**Instagram:** @Brightfromthestart

**Hashtags:** #ACTEarlyGA #DECALFamilyAmbassador

**Website:** <http://www.dec.ga.gov/>

[Click here to view and download social media graphics and copy.](#)