



Audience: Small to Medium size cities that have gone silent.

Purpose: A quick one-sheet guide for getting cities posting daily.

Why

- Posting daily keeps your audience engaged, keeps you visible in your followers' feeds, and sustains the movement's momentum on the local level.

Where

- At a minimum, we should be sustaining a presence on an official [Facebook Page](#) and an official [Twitter account](#) that serves as the conduit to your local movement.

What

- To sustain your social media presence, find quality articles from reputable sources (no IFL reposts) that speak to your city.
 - Are you by a large body of water (great lakes, ocean, etc.)? Find the [conservation groups](#) that focus on those ecosystems; Post science articles around those ecosystems!
 - Do you have a large science institution in your city ([life sciences company](#), [institute of higher learning](#), [tech startups](#), etc.)? Post technical articles about their work!
 - Do you have science outreach groups in your area ([museums](#), [STEM programs](#), [outreach groups](#), etc.)? Share their events and initiatives!
- Following the groups mentioned above and sharing their content builds good will and opens the door for partnerships (be mindful of groups with extreme views).

Who

- Your local team! An example structure is to have the team search for articles and feed them up the city lead or the social media lead to schedule those articles as posts. The team can also generate original content (like infographics or blog posts) and feed those up as well.

. When

- There are a lot of different "best practices" for social media posting time, which are summarized below, but nothing substitutes for the data you can gather from your own posting (Facebook Insights and Twitter Analytics) which reflects your unique audience.
 - **Facebook:** Weekdays at **11AM**, **3PM**, and **9PM**; Weekends between **Noon** and **1PM**
 - **Twitter:** Weekdays at **Noon**, **6PM**, and **9PM**; Weekends at **3PM**

How

- You can sign up for a free account on [Buffer](#) which will allow you to schedule your posts for all the platforms in one place (on the site or in the app).
- This tool allows you to sit down once a week and schedule all your posts for a week. It will even suggest optimal times for your posts.
- Buffer is a very powerful free tool that every city should take advantage of.