

JUNETEENTH CAMPAIGN SOCIAL MEDIA CHEAT SHEET

How We Increase Engagement on Instagram

As shared by our resident social media expert, Rev. **Brian Harris** !

In this exact order, do the following:

- SAVE** (select the ribbon on the bottom right corner of the image or video)
- SHARE** (add the post to your stories, share it with someone else.. just share! When doing so tag people of influence, where appropriate.)
- COMMENT** (say something! Just make the comment at least four words)
- LIKE** (double tap the post)

Doing all of the above in sequential order will help increase our engagement and boost us in the Instagram algorithm.

Sample Social Media Language

REGISTER TODAY to learn more about an academic institution that's helping prepare the next generation of Black male leaders during the Bishop Walker School's 2021 #Juneteenth Campaign: bishopwalkerschool.org/Juneteenth

REGISTER TODAY to learn more about the Bishop Walker School through the lens of students, alumni, two founders and local leaders in Urban Education, Healthcare and Community Outreach during their 2021 Juneteenth Campaign: bishopwalkerschool.org/Juneteenth

Invest in an academic institution that's helping build the next generation of Black leaders in Southeast DC! Join the Bishop Walker School for their 2021 #BWSJuneteenth Campaign. REGISTER. SHARE. GIVE. today at: bishopwalkerschool.org/Juneteenth

Our Hashtags (fewer than 100 posts each - let's get these numbers UP!)

#BWSjuneteenth
#bishopwalkerschool
#BWSVillage

Sample Hashtags

#juneteenth (1 million posts)
#juneteenthcelebration (101k posts)
#juneteenth2021 (20.5k posts)
#blackboyjoy (1.5 million posts)
#blackboy (536k posts)
#education (26.3 million posts)
#educationmatters (688k posts)
#togetherwecan (1.1 million posts)
#giveblack (5.3k posts)