



CONNECT WITH IPELRA

#IPELRA18 Social Media Guide

Social Media Hashtags

#IPELRA18 = 2018 Annual Training Conference

#IPELRA = Illinois Public Employer Labor Relations Association

#ILELS19 = IPELRA's upcoming 2019 Employment Law Seminar on 3/1/2019

What is a hashtag?

- This: #
- It's a keyword that relates to what you're writing. It's #searchable #clickable.
- Use it to draw attention, organize, promote.

How do I use a hashtag?

- Put a # in front of a word or phrase
- No spaces, no punctuation, no special characters
- Capitalization only matters for readability (#KnowWhatIMean vs #knowwhatimean)
- Hashtags can be used on Twitter & Facebook. NOT LinkedIn.

Include #IPELRA18 in your tweets and other social media posts about IPELRA before, during, and after the conference

Facebook

<http://facebook.com/ipelra>

- Friend conference attendees
- Share photos
- Get periodic updates

How to create a simple Facebook post (you must have a Facebook account):

- Open Facebook on your computer or device.
- At the top of the screen, you'll see "What's on your mind?" Tap or click there and type away! Add hashtags to your text.
- If you'd like to refer to IPELRA, please type @IPELRA and you will see IPELRA's page appear as a suggestion. Tap on the suggestion to add it to your post.

Twitter

<http://twitter.com/IPELRA>

- Get live #IPELRA18 updates throughout the day
- Share photos from #IPELRA18
- Follow conference speakers and fellow attendees

How to create a simple Tweet (you must have a Twitter account):

- Open Twitter on your computer or device.
- On a computer: click on the Home button. At the top of the screen you'll see "What's happening?" Click there and start typing (don't forget the hashtags).
- On a mobile device: click on the square with feather icon in the upper right corner. A screen that says "What's happening?" should pop-up. Touch there and start typing (don't forget the hashtags).

LinkedIn

<https://www.linkedin.com/groups/6935791>

- Members Only
- Offers information of interest to members and provides IPELRA event information