Social Media Sharing 101

How to Share Social Media Postings from NEA Member Benefits

Like *Share*

facebook.com/NEADeals

Retweet *Favorite*

twitter.com/NEADeals

Facebook: Liking a Post

Liking a Facebook post shows your followers that you support another page or user's post. After liking a post, it will appear on your timeline as well as in the newsfeed for your followers to see, generating awareness of the post you liked as well as your action.

To "Like" a post:

1. Go to facebook.com/NEADeals and find the post you want to like.

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2. Click the "Like" button.

3. Your name will appear as having liked the post to you and others on Facebook.

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Facebook: Sharing a Post

The sharing option on Facebook allows you to "Share" another user's post on your own timeline, directly on a friend's timeline, in a group, on a page or in a private message. Shares will appear in the Facebook newsfeed, alerting your followers that you shared a post and driving awareness to the post.

To share a post:

1. Go to facebook.com/NEADeals and find the post you want to share.

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2. Find and click the "Share" link.

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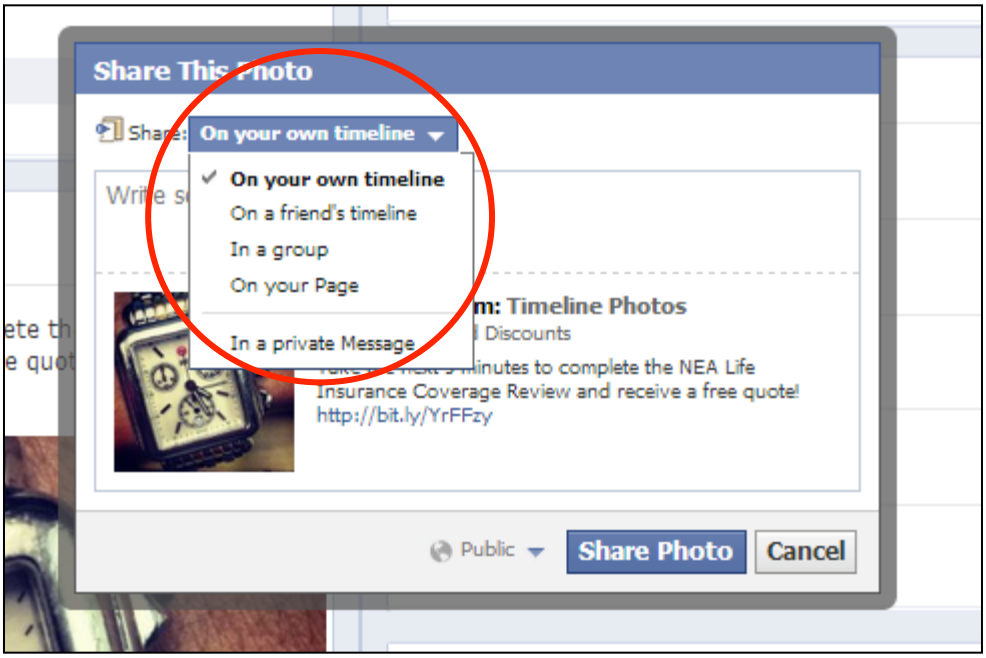
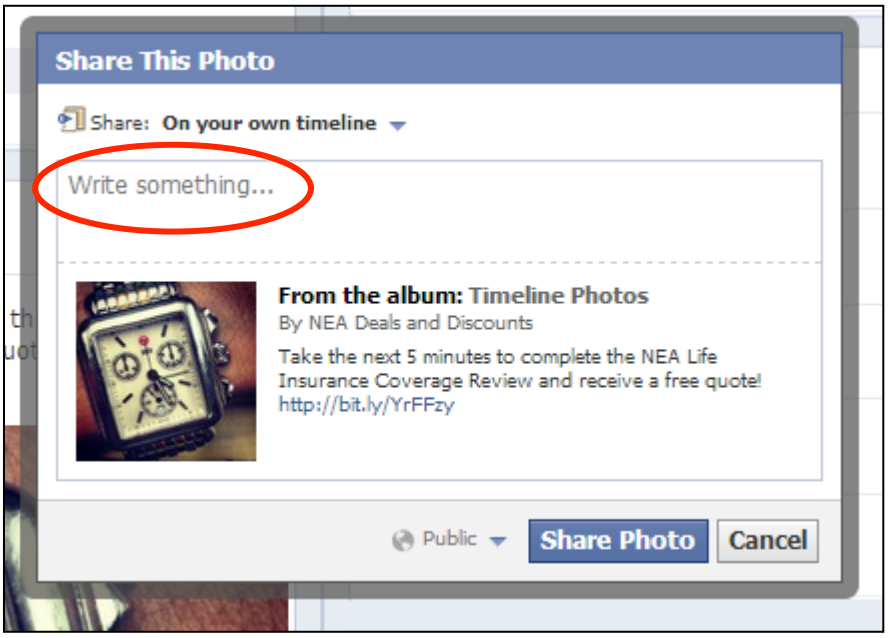
3. You now have the option to share this post on your own timeline, on a friend's timeline, in a group, on your own page or in a private message. Use the dropdown menu to select your preference.



4. You also have the option to write something, which gives you an opportunity to relate the content back to your brand. Use the text box to edit your post appropriately.



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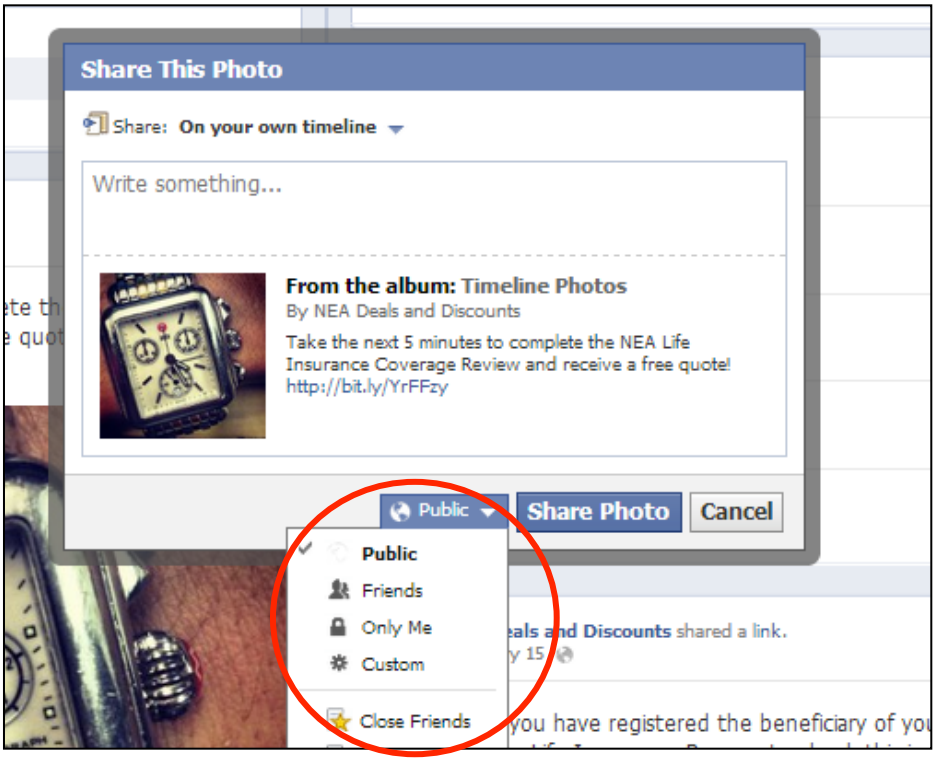
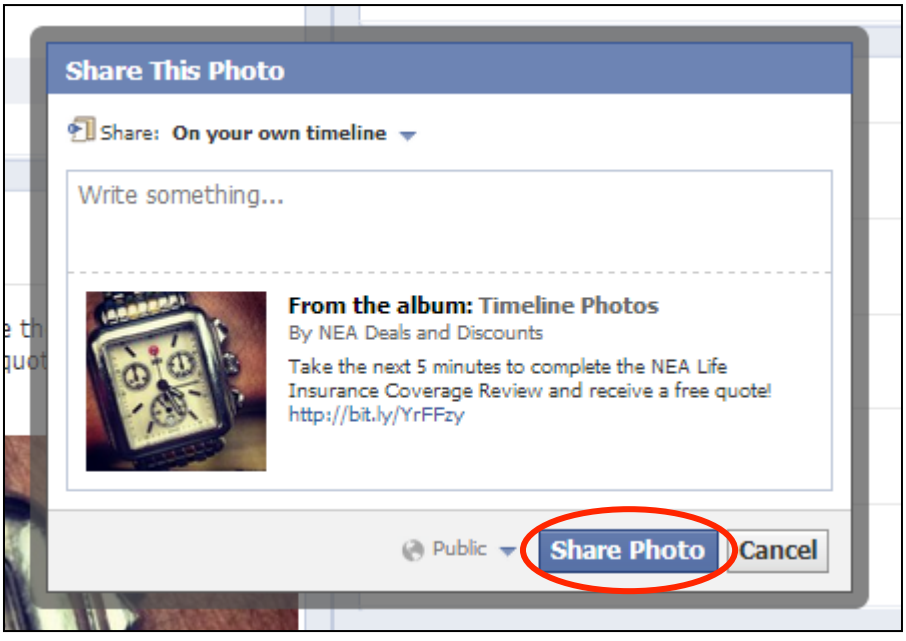
5. Additionally, you have the option to choose who you would like to see this action by picking from the dropdown menu. This allows you to set specific privacy settings for individual post.



6. Click "Share Photo."



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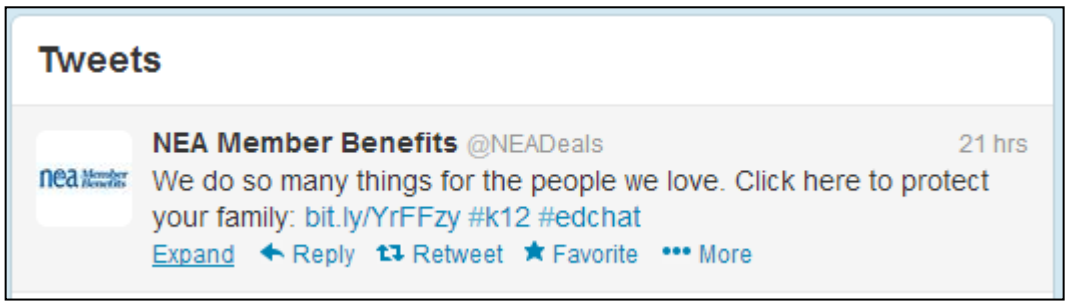
Twitter: Retweeting

Retweeting a tweet allows you to share another user's tweet on your own Twitter feed. Retweeting a tweet brings added awareness and visibility of that tweet while showing your support of the influencer who tweeted it and its content.

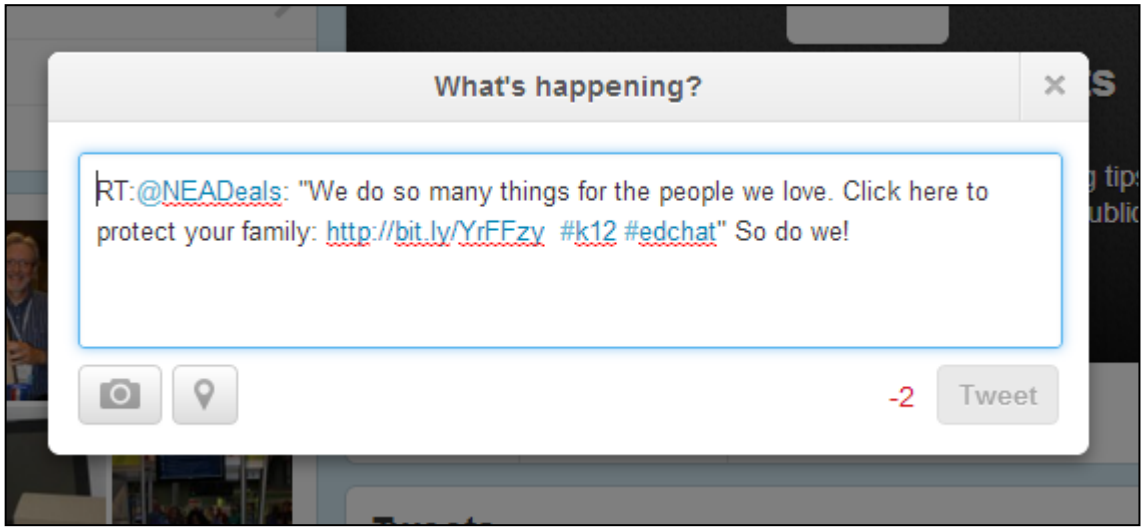
To retweet a post:

1. Go to twitter.com/NEADeals and find the tweet you would like to retweet.



2. There are two options when you retweet:
   a. Click "Retweet" to share the tweet with all of your followers without adding any commentary.

   b. If you'd like to add a comment of your own, copy the text and compose a new tweet by writing "RT: @NEADeals" then copy and pasting the tweet. With this option, you have the opportunity to engage with the tweet by writing new content, such as answering a question, or make a comment about the tweet.



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Twitter: Favoriting a Tweet

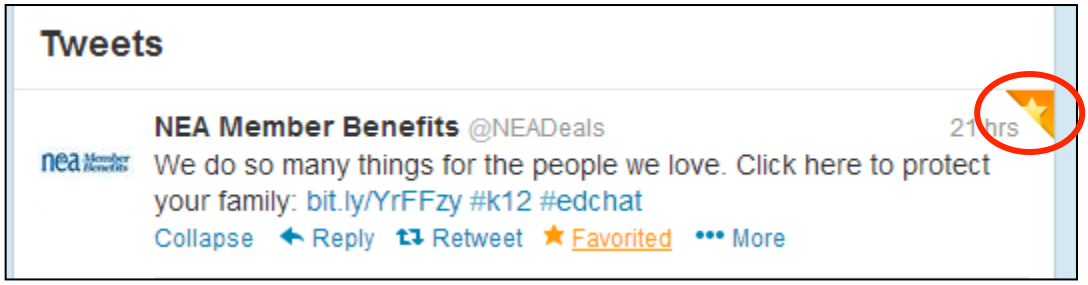
Favoriting a tweet saves a tweet in your account's list of "favorite" posts to bookmark and read later. Others can see that you have favorited this tweet, showing your support of the content in the tweet. Favoriting a tweet is also functional by bringing greater visibility of users tweet preferences.

To favorite a tweet:

1. Go to twitter.com/NEADeals and find the tweet you want to favorite.

2. Click "Favorite."

3. The tweet is now tagged as something that you have favorited.



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