ASSP Social Media Transition Guidelines for Chapters

I. Social Media Handles Transition Plan

During the ASSP rebranding transition, you can't help wondering: should I start something new with social media? What would happen to my existing followers and posts? It’s essential to understand your needs during the rebranding transition, the required logistics of each social media platform, and make an action plan accordingly.

Review Your Current Social Media Accounts

If you have been mixing contents of non-chapter related information on your social media platforms and don’t have a substantial follower base yet, this is a chance to start new and fresh. You may want to consider applying new handles (@ASSPRegion) across social media platforms.

If you have run your chapter social media for a long time and have cultivated and engaged with your followers, your goal for the social media transition is to move all the existing contents and followers to your ASSP branded platforms.

Fortunate enough, with the most frequent used social media platforms, you can request account name change by simply following the instructions below. You will be able to save all your follower base and contents by doing so.

Research and Decide Your Handles

In this document, we’ll provide the step-by-step guideline for choosing your social handles. Each chapter should finish your research by May 2018.

It’s Official – Make the Change

Make all the changes associated with your social accounts/handles/vanity URLs/profile pictures/banner on June 1st, 2018.

Make an Announcement

After making the changes on your accounts/handles/URLs/profile pictures/banners across your social media accounts, it’s time to make an announcement to all the followers about the changes on
each platform with ASSE provided announcement content and graphic. This is recommended to be implemented once the social media account changes reflected to keep your followers informed and engaged. (The changes usually either reflect immediately or 1-2 business days depending on each network.) The recommended timeline for making the announcement is from June 1st to June 15th.

II. ASSP Social Media Launch Schedule

a. Launch your ASSP chapter social media new handles starting from June 1st, 2018

b. Refer to your chapter brand guidelines for logos/banners/templates/announcement post from Officer Central to be used across your social media platforms.

III. Research for Your ASSP Chapter Social Media Handles

a. Your social media account name should be easy to be found and read by your audience:
   1) ASSP + chapter location/region.
   2) User name are not case sensitive. However, it’s recommended to capitalize ASSP and the first letter of your location for readability.
   3) Example: @ASSPHawaii

b. When your local members/prospects make a search on the social media platforms, they will usually type in “ASSP” first and all the chapter pages/accounts associated with ASSP will display in the search results. Using @ASSPLocation handles not only allows your audience to find you easily, but allows your chapter social media pages to align with other chapters’ pages on the search results for ASSP brand consistency.

c. Consistency across all social media platforms: use the same social media account names across all platforms.

d. Run a search to find out if your ideal handles are available and if there are any similar names associated with yours.

e. Short and sweet: keep in mind your social handles character count will also be included in the character max limit (e.g. Twitter with 380-character limit). It also makes your followers/partners to tag you easily across all social media platforms for greater exposure and visibility. For region/location contains characters longer than 15 counts in
its name, it’s recommended to refer to chapter’s website URL to determine social handle. e.g., Columbia Willamette Chapter’s website is: https://cwc.asse.org/. The recommended social handle is: @ASSPCWC

f.  Stay away from numbers: numbers within your social media handles creates confusion and questions on the legitimacy of your social media branding. If you really need to use numbers in your handles, we recommend using Roman numerals, e.g. @ASSPRegionII

IV. Instruction on Switching Your Existing Social Media Handles to ASSP Handles

--Including Social Handle, Display name and Vanity URLs

a. Twitter

i. Best way to switch to ASSP handle: simply change twitter handle to your new selected ASSP handle (@ASSPRegion) under account setting.

ii. While logged into your Twitter account, select Settings.

iii. In the Account tab, Username field, enter the new Twitter name you desire (Twitter will tell you quickly if it is available or not).

iv. Password confirmation may be required.

v. Your Account name and URL have both been changed.

vi. Go to your Profile.

vii. Click or tap the Edit profile button and you’ll be able to edit your Display name.

viii. Your display name can be chapter’s full name. Display name character max is 50.

ix. Done

b. Facebook

i. Make sure you don’t change the Facebook account name until the time you wish to change. Facebook will not allow account name change with multiple attempts.

ii. On your Facebook page, click on About from the left side.

iii. Beside the Name, click on Edit.

iv. Enter a New Display Name or the desired name for your Facebook page. You can enter the name within 75 characters.

v. Beside the Username, click on Edit.
vi. Enter a new Username to reflect your ASSP branded handle. You can enter the name within 50 characters.

vii. Click Continue and verify the information you have entered is correct.

viii. Now click on Request Change.

ix. Your Account name and URL have both been changed.

x. Done.

c. Instagram

i. Go to your Profile.

ii. Tap Edit Profile or Edit Your Profile.

iii. Type in your New Display Name & Username

iv. Tap Done or Save in the top right.

v. All your social handle, display username and URL have been updated.

vi. Done

d. LinkedIn Group

i. Go to your Group Homepage

ii. Click My Groups near the top left of the page.

iii. Click the Settings icon to the right of the group name, and select Manage from the dropdown.

iv. Under Manage Group on the left rail, click Group details.

v. Change the group Name

vi. Click Save Changes.

vii. Done

e. Others

Some other social media platforms don’t always support renaming/rebranding options. We try our best to cover the transition details of the most frequent used social media platforms by our chapter leaders. If you use another tool that you wish to transfer the followers and the contents, please contact the support of each platform.
V. Make an announcement

On June 1st

a. Twitter

Check out our new name! We are now the insert chapter name here of the American Society of Safety Professionals. This change reflects our diverse membership & positions us for growth.

b. Facebook & LinkedIn Group

Check out our new name! As we look to the future and enter an exciting new era, we are now the insert chapter name here of the American Society of Safety Professionals. This new brand reflects the diversity of our membership and positions us for future growth.

On June 15th

a. Twitter

Did you know we are now the insert chapter name here of the American Society of Safety Professionals? We’re excited to share the details with you.

b. Facebook & LinkedIn Group

Did you know we are now the insert chapter name here of the American Society of Safety Professionals? We are proud to honor the hard work of all the professionals in our industry.

The graphics for above announcement posts on social media platforms will be provided by ASSE at a later date.

Questions?