



SOCIAL MEDIA CHEAT SHEET

Raise awareness about our neighborhood by using your social media to talk about Montford Park.



@montfordpark



@montfordparkCLT



@montfordparkCLT

Reference MP in a Post

Tag MP in a Photo



Type “@” and “Montford Park” and a dropdown should appear. Click on “Montford Park.” and it will add Montford Park to the caption. (“Montford Park” will be in blue letters that become a link to our Facebook page.)

When you’ve uploaded your photo, click on “tag photo” and click on the photo you want to tag. Type in “Montford Park” and select it from the dropdown list. Then click “done tagging” to exit tagging.



Type “#montfordpark” to pull up all Montford Park posts in an Instagram hashtag search. (After you post, the hashtag will become blue and you can click to see other posts with the same hashtag.)

When creating a new post, click on “Tag People.” Click the area of the photo you want to tag, then search for “MontfordParkCLT.” Select us in the search results and the tag will be added to the photo. Click “Done” to exit tagging.



Use the “@”symbol and type “MontfordParkCLT” then select “Montford Park” from the menu. (It will show up in your tweet as “@MontfordParkCLT”.)

Select the photo and select “Who’s in this photo?” Then search for “MontfordParkCLT” and select “Montford Park” from the list. Click “Done” to exit.

- Hashtags are used within a post to identify a topic of interest that could be searched. Use **#montfordpark** for any post related to our neighborhood.
- The more people and hashtags you tag, the more that will see your post.
- Include an image to get more attention.

	Image Type	Dimensions
	Profile Photo	180 x 180
	Cover Photo	820 x 312
	Shared Image	1200 x 630
	Event Image	1920 x 1080
	Profile Photo	110 x 110
	Square Post	1,080 x 1,080
	Profile Picture	400 x 400
	Header Photo	1,500 x 500
	In Stream Photo	440 x 220

If you have any general social media questions regarding Montford Park, contact Amanda Lea, MP social media manager, at Lea.e.amanda@gmail.com and/or the MPP Board at MontfordParkPartners@gmail.com.