

SMART Recovery

Social Media Guidelines & Best Practices

Social media best practices are a set of guidelines designed to help you get increased engagement with your audience. They are strategies and suggestions about how to effectively interact with your audience and create content that appeals to a wide variety of people. Using social media best practices can help social media managers generate a greater return on their investment of time and effort.

SMART Recovery social media is open to program participants, family and friends, volunteers, and all who support our organization. Additionally, it is available to the general public, whether they are supportive of SMART or not.

Taking on the management of a SMART social media site can be both challenging and rewarding. It requires consistent time and effort. It can sometimes be stressful. But it also is rewarding to see people connect with information about SMART and, in some cases, get the direct help they need to live a healthy and balanced life. Know this: we who manage SMART's social media from here at the national office are both appreciative of what you do and always here to help!

General Guidelines:

- Please follow SMART Recovery USA
 - Facebook - <https://www.facebook.com/SmartRecoveryUSA>
 - LinkedIn - <https://www.linkedin.com/company/smart-recovery-self-management-and-recovery-training>
 - Twitter - <https://twitter.com/SMARTRecovery>
 - Instagram - <https://www.instagram.com/smartrecoveryusa/>
 - YouTube - <https://www.youtube.com/c/SmartRecoveryUSA>
- Always be courteous and respect those asking questions with friendly, informative discussions. Differences of opinion are welcome if they are respectful.
- Try to post on a consistent basis, it leads to more engagement.
 - Once a week at a minimum is important
 - Choose the same day(s) each week
 - Use the scheduling tools within most platforms to make it easier
- Keep posts positive and on topic of SMART and/or recovery in general.
- Keep posts relevant, short, and simple for better engagement
- Use spell and grammar check before posting

- Brand posts when possible
 - Include the SMART logo/compass
 - Refer to the brand guidelines
- Respond to comments and messages. If a comment is negative or accusatory, it is okay to just thank the person for their input and leave it at that
- Post information that's relevant to recovery within SMART
 - Refrain from posts about politics, religion, and other recovery programs
 - Never post anything that could be considered vulgar or racially/ethnically offensive

Good Sources for Content:

- SMART Recovery USA social media pages
- SMART Recovery website
- SMART Recovery local and international country pages
- Substance Abuse and Mental Health Services (SAMSHA): <https://www.samhsa.gov/>
- Center for Motivation & Change: <https://motivationandchange.com/>
- Psychology Today: <https://www.psychologytoday.com/us/magazine/archive/2022/09> (published six times a year)
- Partnership to End Addiction: <https://drugfree.org/>
- Office of National Drug Control Policy (ONDCP): <https://www.whitehouse.gov/ondcp/>

Frequently Used Hashtags:

- #Lifebeyondaddiction
- #SMARTRecovery
- #Recovery
- #Addictionrecovery

The National Office is a resource for you! For general volunteer support contact volunteerHQ@smartrecovery.org.
For questions relating to social media, contact socialmedia@smartrecovery.org.