



Social Media & Video

Social media and video platforms like YouTube are increasingly a primary source of information for U.S. adults. According to the [Pew Research Center](#), in 2023, half of U.S. adults got their news from some form of social media and even more are regular users of websites like Facebook, Twitter, Instagram, and LinkedIn. As of the 2023 survey, 82% of respondents use YouTube, 30% get their news from Facebook, and 46% are active on Instagram.

As a major source of information, regular activity on social media is important to raise awareness for your project and engage audiences to stream podcasts, read articles, and attend events. However, with so many platforms, it can be difficult to maintain an active presence on all. Using the target audiences and content-production capability you identified in your strategy phase, you can narrow down where you post and use social media platforms more consistently and effectively.

Facebook | Follow the main [NEH Facebook](#) account and tag NEH in posts about your grant.

Facebook is a social networking website and app where organizations can establish Pages to be followed by users for photos, videos, and text posts. It is the social media platform most frequently used as a news source by U.S. adults ([Pew Research Center, 2023](#)). Features include:

- Generous text limits – 63,000+ characters. However, it's best to keep posts to 1-2 sentences.
- Photo albums and longform video – you can organize project images into albums and post videos up to 120 minutes, though like with character limits it is best to aim smaller.
- Facebook Live – Broadcast events, video conversations with other Facebook Pages, and more in real-time and post videos permanently to your page after they are complete.
- Photographs and videos tend to garner higher engagement rates on Facebook but are not necessary like they are on platforms like Instagram.

Here are sample posts for Facebook when announcing your grant:

- We are excited to announce that [organization] received a grant from the [National Endowment for the Humanities](#). We can't wait to [explain what your grant will be used for]. [Insert link to the NEH press release listing your grant award] [attach the NEH social media image] #NEHGrant
- [Organization/] received a grant from the [National Endowment for the Humanities](#) to [explain what your grant will be used for]. [Insert link to the NEH press release listing your grant award] [attach the NEH social media image] #NEHGrant

Instagram | Follow [NEH on Instagram](#) and tag @nehgov in posts about your grant.

Instagram is an app-based social media platform for sharing photo and video (Instagram Reels) content, which can also be viewed as a website, though you can only post from the app. Instagram is the second most popular social networking site, behind Facebook, among U.S. adults with 46% of those surveyed by the [Pew Research Center](#) using it.

- Instagram is best for projects with a rich, and frequently updated, collection of images and videos.
- Instagram Live allows for live streamed events and video conversations with other accounts.
- Instagram's Discover page brings content from pages users don't follow to their attention, increasing the likelihood they will find your work through hashtags.
- Instagram captions can be up to 2,200 characters, though around 125 is recommended.
- Instagram Highlights preserve stories and can organize content for easy browsing.
- You cannot insert links in Instagram captions; you post them to your bio and direct audiences there.

Here are sample posts for Instagram when announcing your grant:

- [Organization/I] just received a grant from @nehgov! With this award [explain what your grant will be used for]. Read more at the #linkinbio #NEHGrant
- I'm excited to announce that I was awarded a grant from @nehgov. This award will [explain what your grant will be used for]. Read more at the #linkinbio #NEHGrant

Twitter/X | Follow [NEH on Twitter](#) and tag @NEHgov in posts about your grant.

Twitter/X is a microblogging website and app, where users post Tweets that are limited to 280 characters for free accounts. Twitter is a place for conversations with journalists, influencers, public figures, and the public, allowing users to reply, retweet, and quote tweet (retweet with additional content) creating a dialogue online.

- Twitter is popular with the press for sharing real time updates, providing an opportunity to join current events online.
- Twitter allows users to post videos up to 2 minutes and 20 seconds in length.
- The platform has a "Following" and "For You" feed, bringing new, relevant content to users even if they don't follow accounts.
- Photographs and videos make for better content and engagement on Twitter but are not necessary like they are on platforms like Instagram.

Here are sample posts for Twitter when announcing your grant:

- [Organization/I] just received an @NEHgov grant. [insert link to the NEH press release listing your grant award] [attach the NEH social media image] #NEHGrant
- I am excited to announce that I received a grant from @NEHgov. [insert link to the NEH press release listing your grant award] [attach the NEH social media image] #NEHGrant

YouTube | Subscribe to [NEH on YouTube](#).

There are 244.4 million digital video viewers in the U.S. ([Business Insider](#), 2020) and as of 2023, according to the [Pew Research Center](#), YouTube is the most popular social media platform in the nation, with 82% of respondents using the platform and 26% using it as a news site. While creating video content can be daunting, YouTube is free and accessible to users at all levels, and informal content can be just as impactful as produced pieces. View the Communication Tools section for more video resources.

- YouTube offers unlimited, free storage for all accounts allowing you to build a large library at no cost.
- YouTube tagging enables keyword-optimizing for your videos, boosting the likelihood that they will appear in user posts.
- Unverified accounts can post videos up to 15 minutes in length. YouTube also has a Shorts section for short form content.
- YouTube videos can be easily embedded in websites, expanding the reach of your content.

Graphic Design & Photography

While it's encouraged to share photos directly from your project, they may not always be available. Below are tools for finding public domain images and creating graphics that can stand alone or be used alongside original photography and video on social media, in newsletters, on websites, and in print materials or presentations.

Images

- [Library of Congress \(LOC\)](#): The LOC maintains a robust database of photos, prints, and other works of art that are free to use in communications. You can search the full collection or use the thematic sets covering topics like [athletes](#), [farm life](#), and [nursing](#).
- [Wikimedia Commons](#): A searchable database of photos, maps, art, and more. Verify the license before using, which is listed at the bottom of each entry.
- [Flickr Creative Commons](#): Provided by the photography website Flickr, this tool features images uploaded by users under a Creative Commons license. You can search by subject and license type to be sure an image can be used how you intend.
- [Unsplash](#): This website hosts over 3 million images that are free to download and use.
- **Government Agencies**: Photographs produced by government agencies are in the Public Domain and can be used without copyright, permission, or payment. In rare cases, images may be copyright protected and will be clearly marked if so. Recommended sources include:
 - [NASA](#)
 - [National Parks Service Digital Assets](#) and [History Collection](#)
 - [NIH National Library of Medicine](#)
 - [National Science Foundation](#)

Graphic Design Tools

- [Canva](#): Canva is a popular tool across industries for creating original graphics for social media, slide decks, newsletters, and press kits. Canva has pre-loaded, customizable templates for a range of projects and can be used as a collaborative tool, with the ability to save brand assets like fonts, colors, and logos for each project. Canva is an ideal tool for those with little-to-no graphic design experience.

- [Adobe Express](#): Adobe Express tool makes the most frequently used features by marketers available to users of all experience levels for free in an accessible format. This includes PDF, video, and image editing, in addition to providing templates for social media posts, print collateral, and more. Adobe Express can be used as a collaborative tool.
- Use [this guide](#) from Hootsuite to find current social media specs for formatting photos, videos, and graphics to fit each platform.