Basic guide to posting on social media platforms

Facebook, Instagram, TikTok
(on your mobile phone)

Internet safety tips

Making new gardening friends online is exciting!
But remember:
• Be careful when chatting with new online friends
• Not everyone online is who they claim to be

Never share:
• Personal details (e.g. NRIC, Singpass)
• Login details and passwords
• Bank details or 2FA codes

Enjoy connecting, but stay alert!

Hashtags

Use these hashtags for your posts!

#CIB20

#CIBGrowandShare

#CommunityinBloom

You can check out what other groups are doing by clicking on the hashtags to view related posts!

#CommunityinBloom

People are posting about this

Tag NParks in your caption or image!

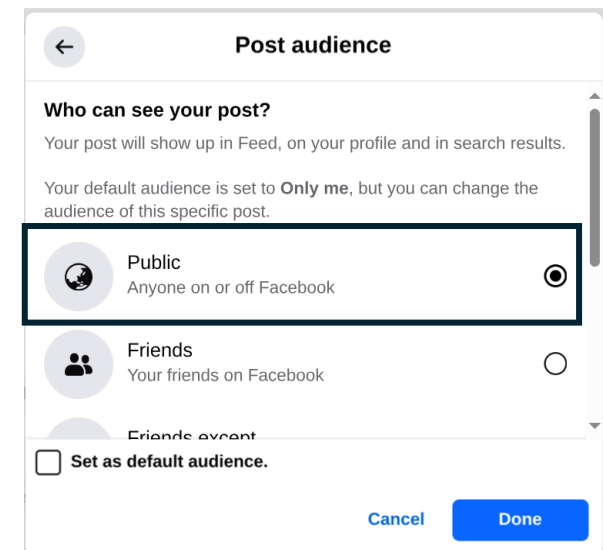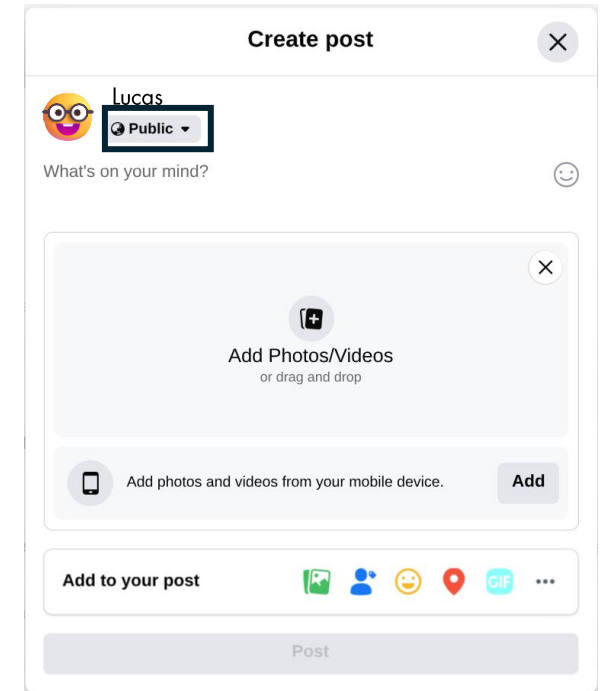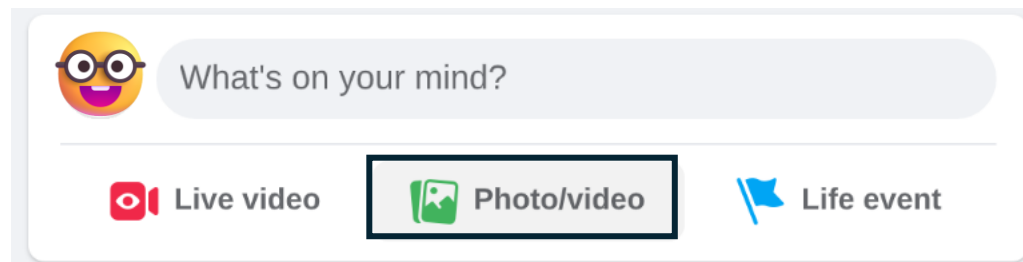Instagram: @nparksbuzz
Facebook: @nparksbuzz
TikTok: @nparkssg

Share your love for nature and animals at
#NParksBuzz #AnimalBuzzSG

Posting on Facebook
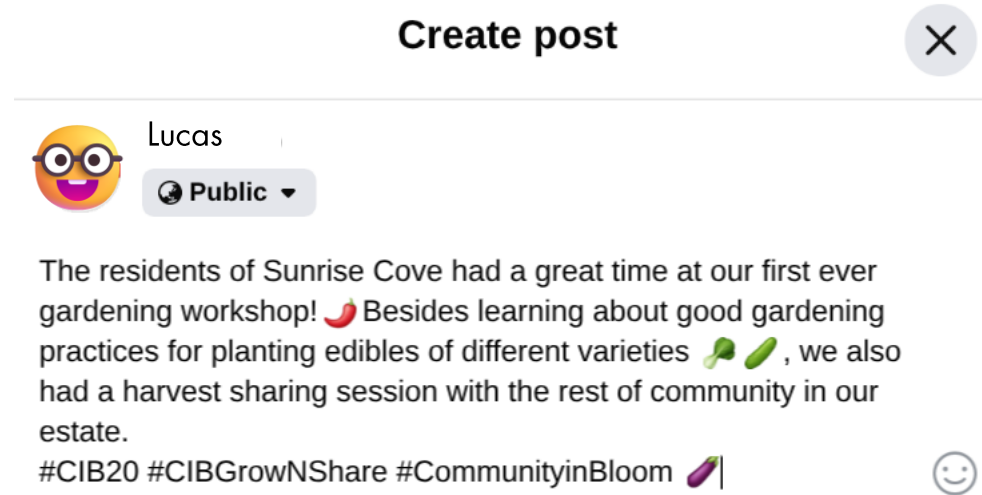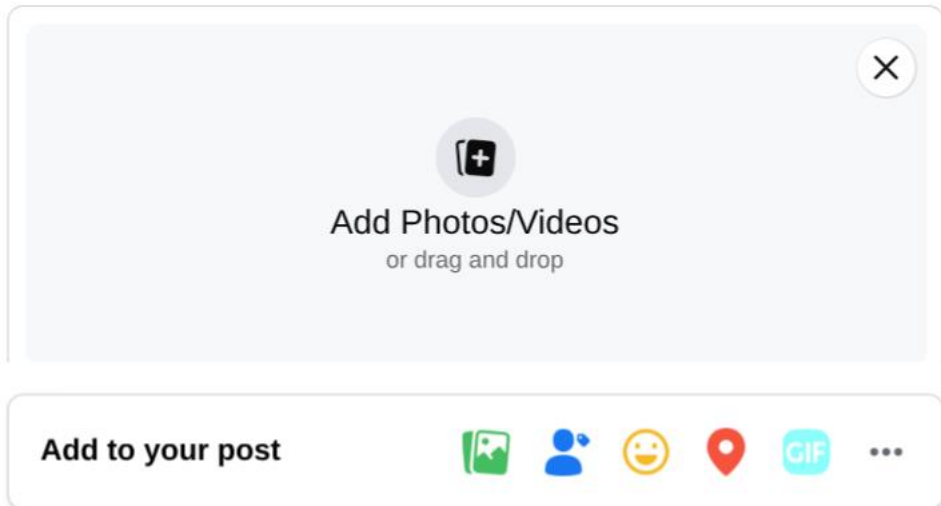
Step 1: Create a new post

Create a new post by clicking on the **Photo/video** icon

Make sure that your post audience is set to **public** view, so that we can see your post!

Step 2: Upload your photo/video

Upload your event poster, photos or videos together with a description of your event!

Create post ✕

😎 Lucas
🌐 Public ▾

The residents of Sunrise Cove had a great time at our first ever gardening workshop! 🌶️ Besides learning about good gardening practices for planting edibles of different varieties 🌱🥒, we also had a harvest sharing session with the rest of community in our estate.
#CIB20 #CIBGrowNShare #CommunityinBloom 🍆| ☺

✕

⊞
Add Photos/Videos
or drag and drop

Add to your post   🖼️ 👥 😀 📍 GIF ⋯

Tip: Add emojis to make your post more fun!

Step 3: Click Post

Once you are satisfied
with your text and
images uploaded, click
on the 'Post' button!

Step 4: Screenshot your post for submission on FormSG

(for Garden Leaders)

Once you have posted, do remember to take a screenshot of your post for upload on FormSG!

You can do this by:

Mobile

- Android users: Swipe the screen using the length of your hand (Samsung),
- Apple users: Press the Side button and the Volume up button at the same time. Quickly release both buttons.

Desktop

- Use the Print Screen function
- Use 'Snip & Sketch' tool from the desktop (*is it the same for Mac users?*)

Posting on Instagram

Step 1: Create a new post

Create a new post by clicking on the '+' icon in the bottom of your screen!
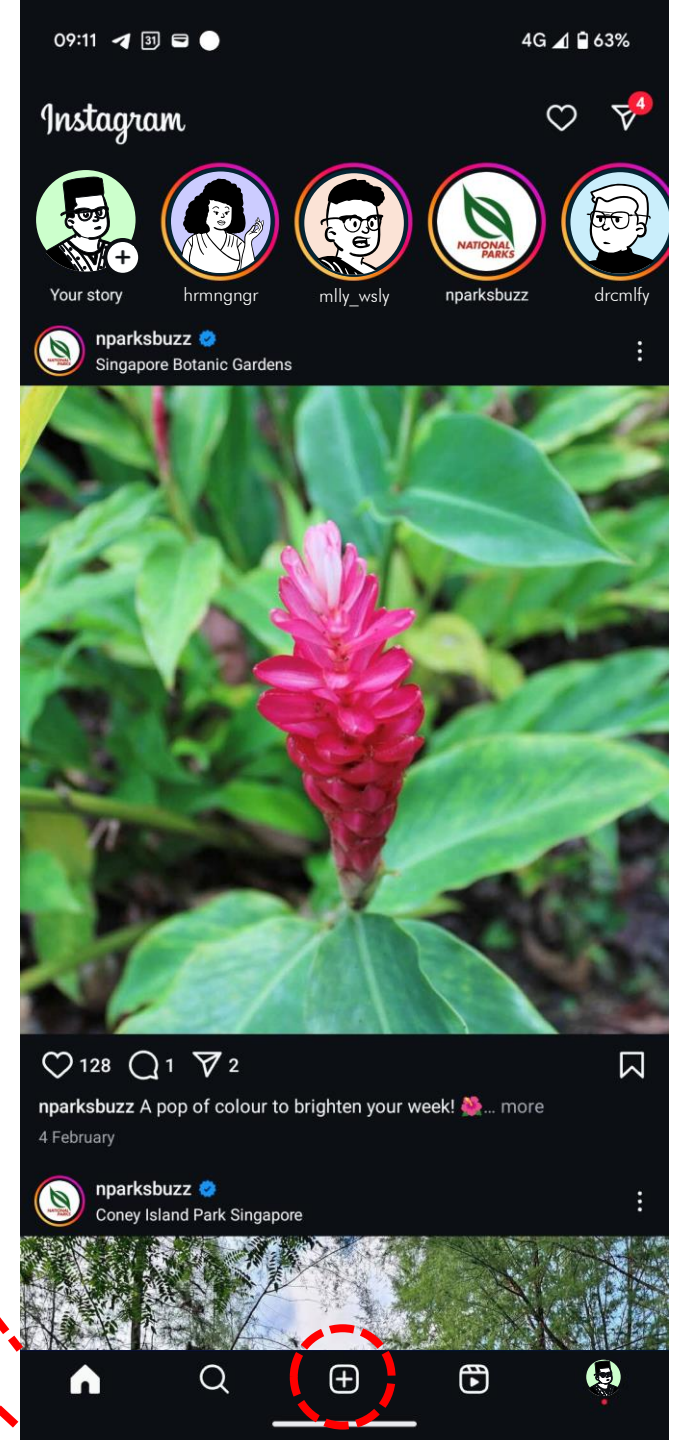
Step 2: Select your photos/video

To create a carousel/slideshow post:

• Choose multiple photos at once by selecting the 'SELECT MULTIPLE' button, or pressing and holding one picture until radio buttons appear to select other photos
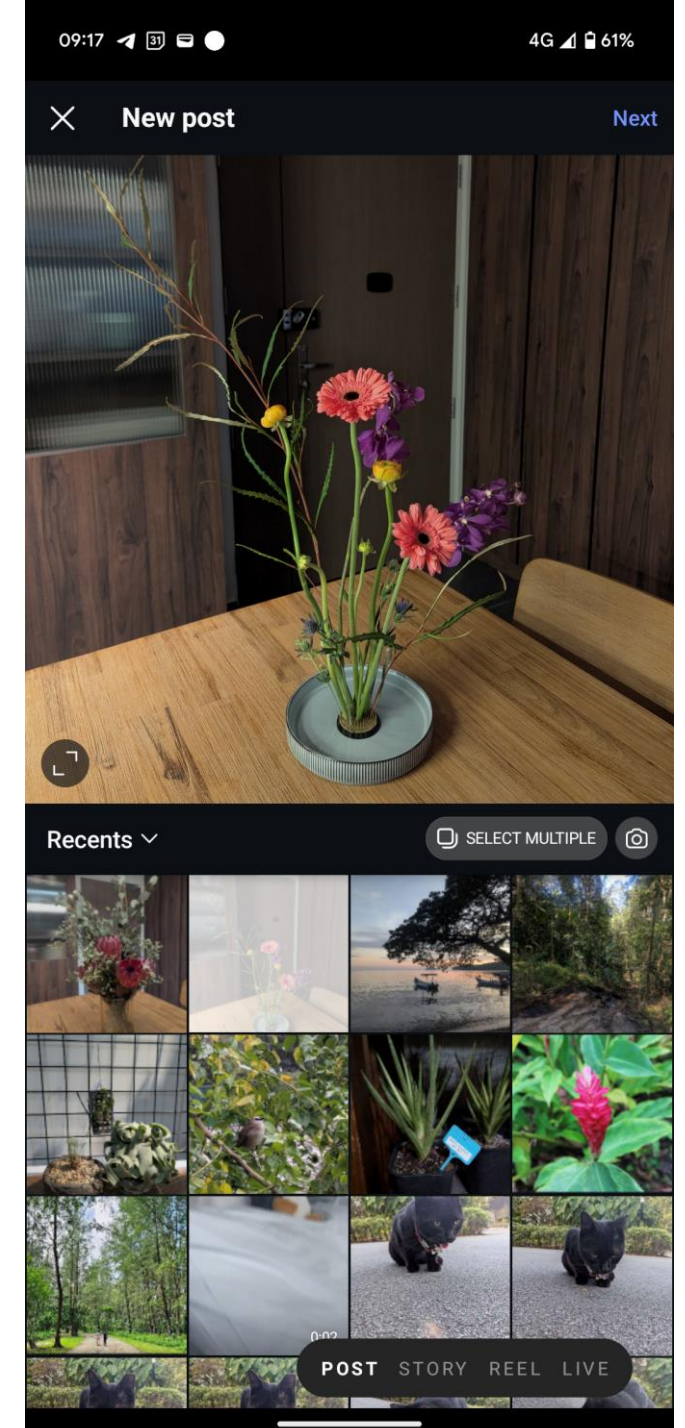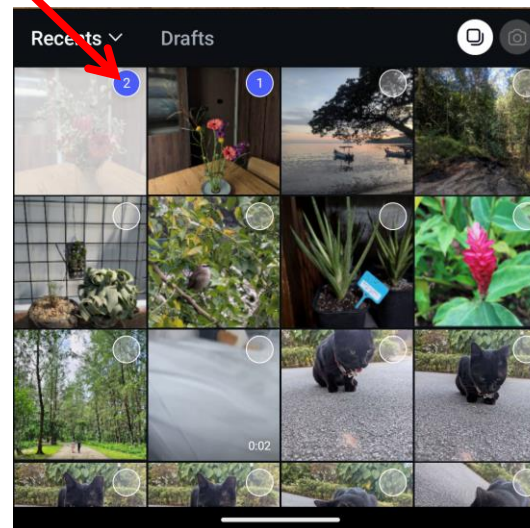
Step 3: Edit your images (optional)

Adding music to your post:

Choose from a list of songs or search for your favourite song to accompany the post
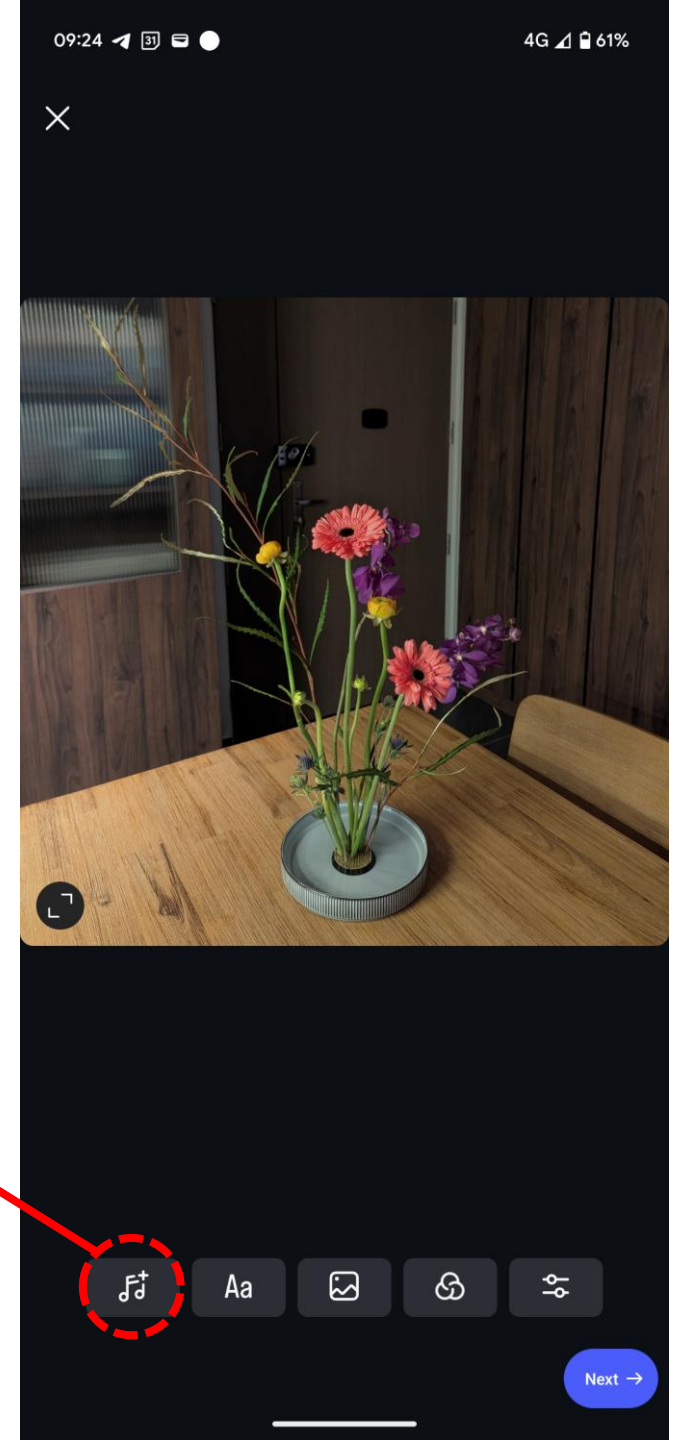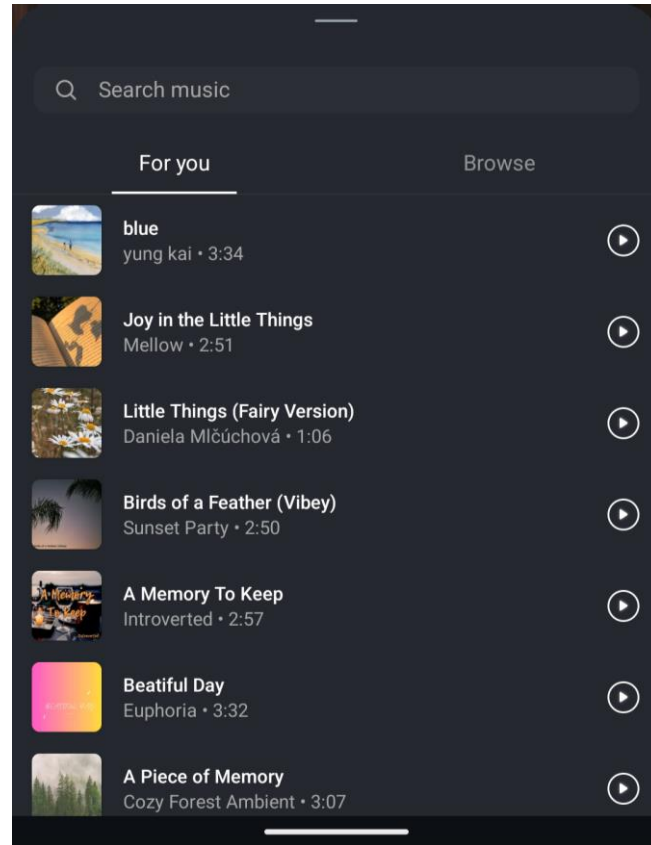
Step 3: Edit your images (optional)

Adding text to your image:

You may add extra text on your image –

- different fonts
- colours
- formatting
- effects
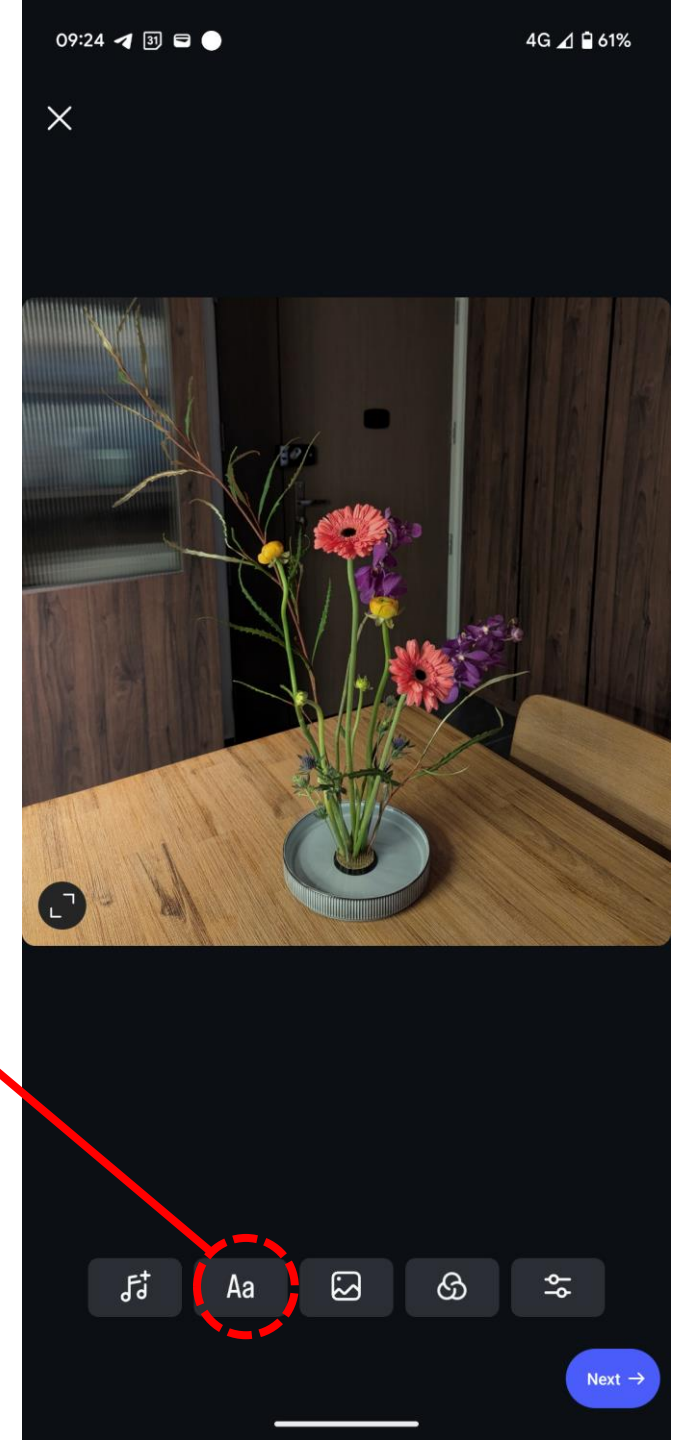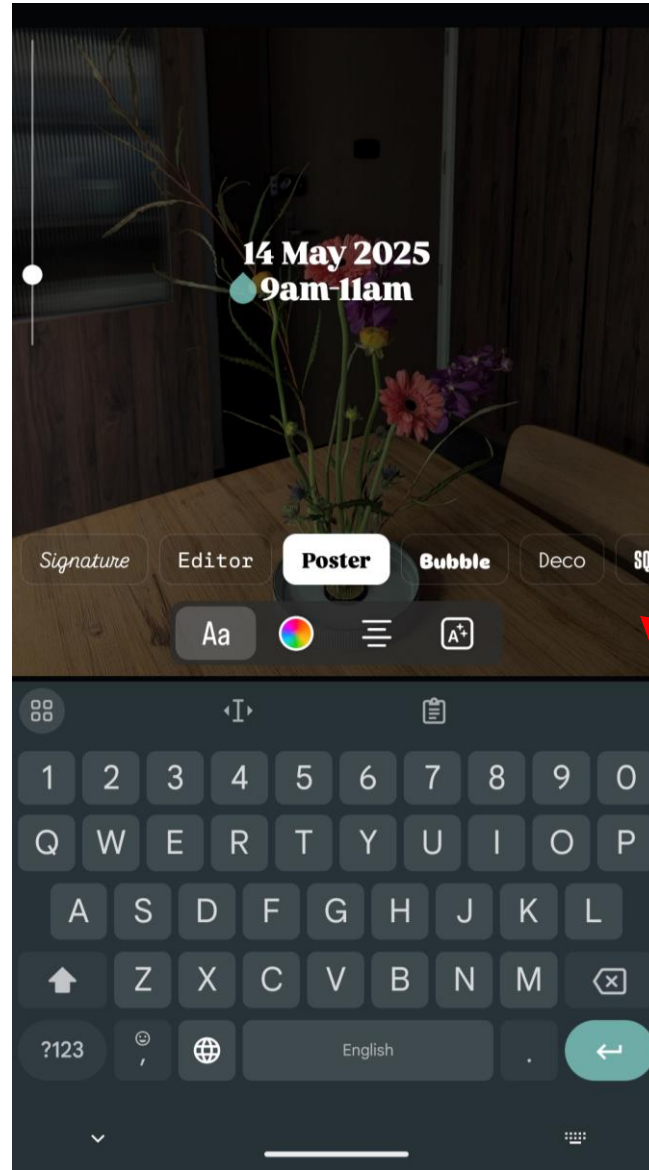
Step 3: Edit your images (optional)

Adding another image to your post:

You may choose another image from your phone gallery to overlay as a 'sticker' onto your post
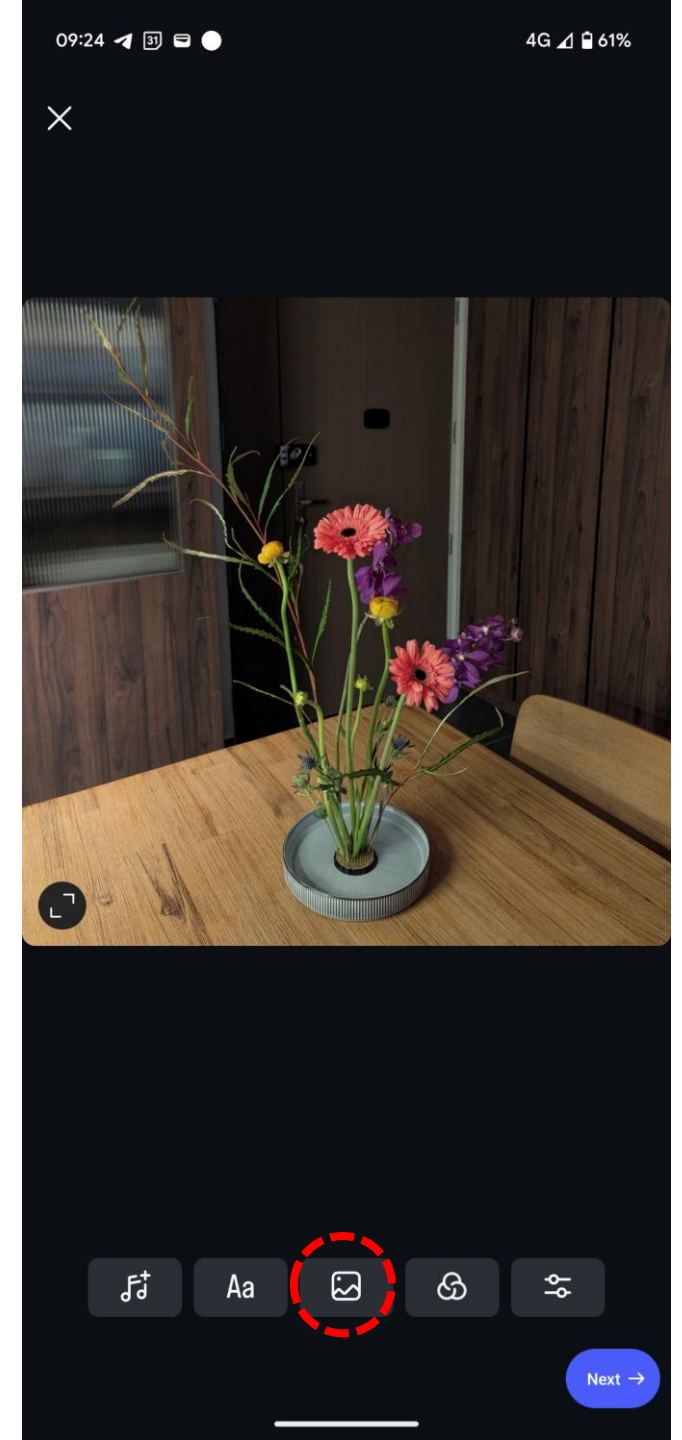
Step 3: Edit your images (optional)

Adding a filter to your image:

Choose from a variety of filters to change the colours of the image
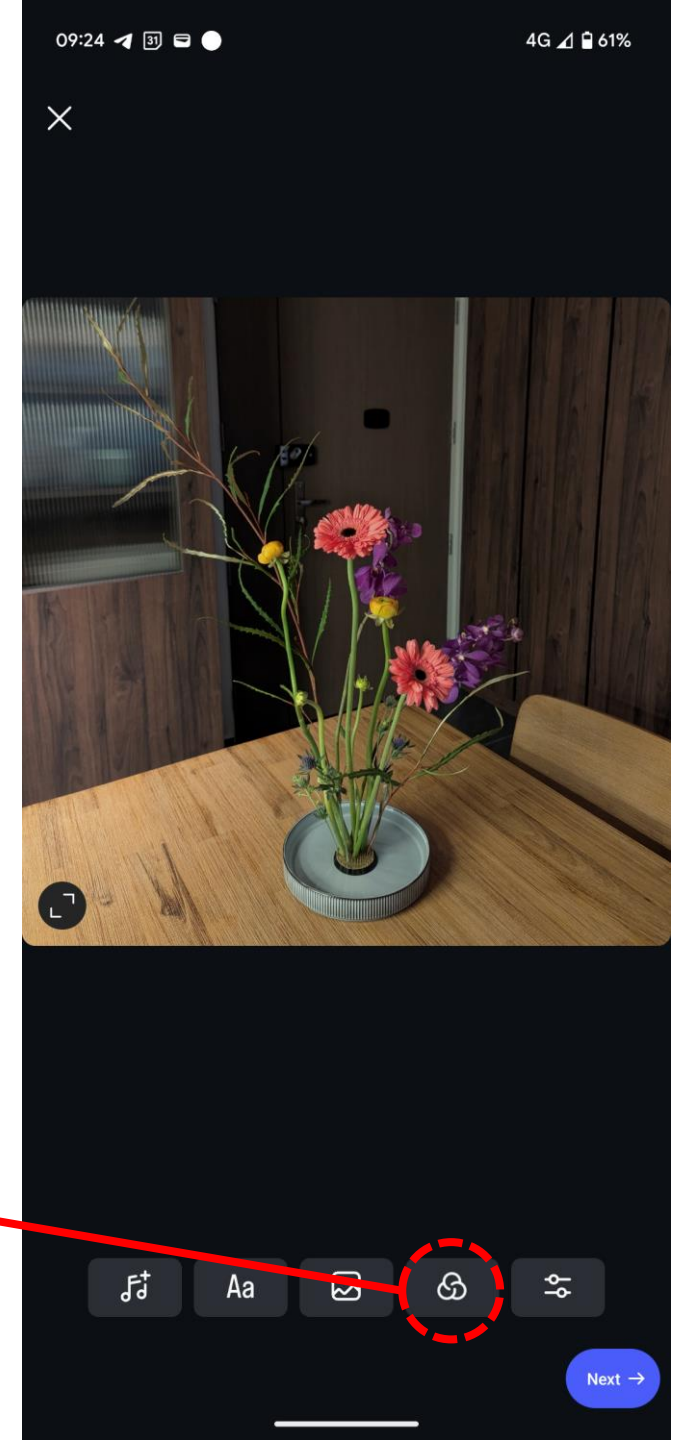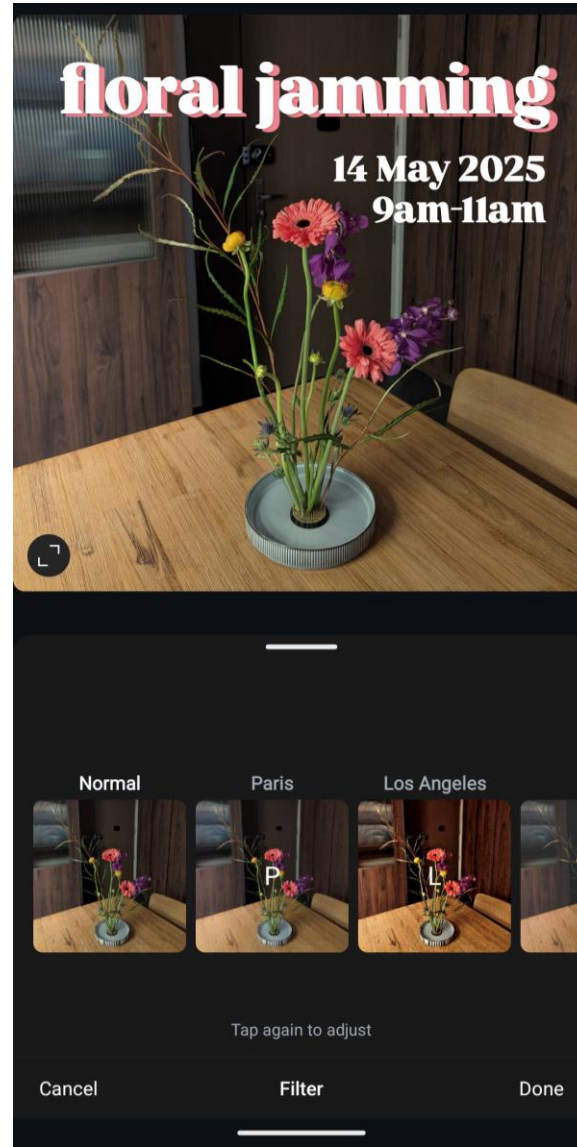
Step 3: Edit your images (optional)

Editing your image further:

You may adjust other aspects of your image, such as brightness, contrast, warmth, etc.
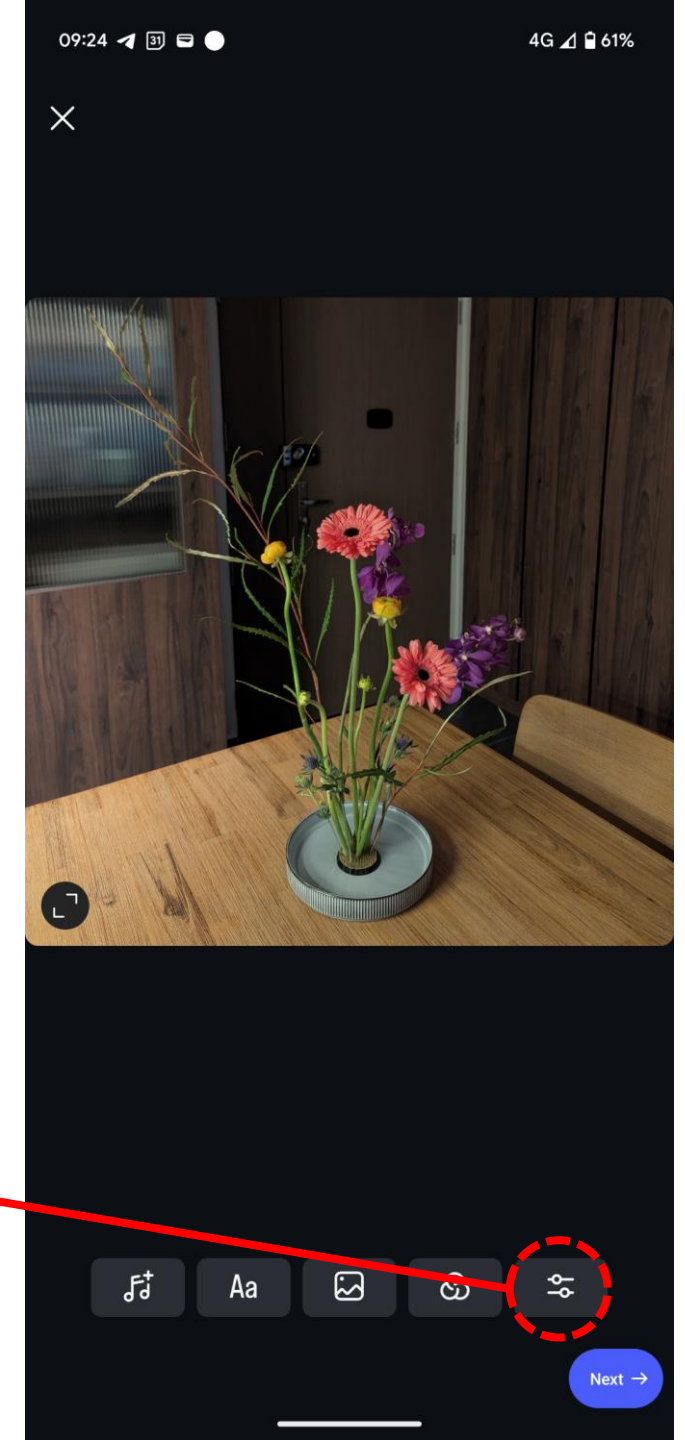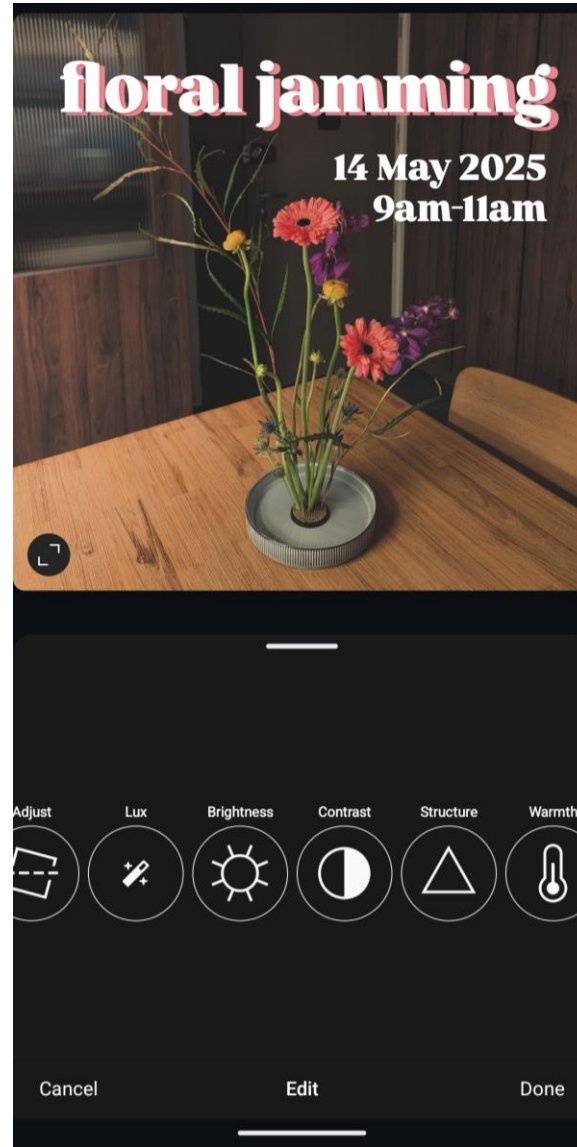
Step 3: Edit your images (optional)

When you are done, click '**Next →**' at the bottom right corner of your screen
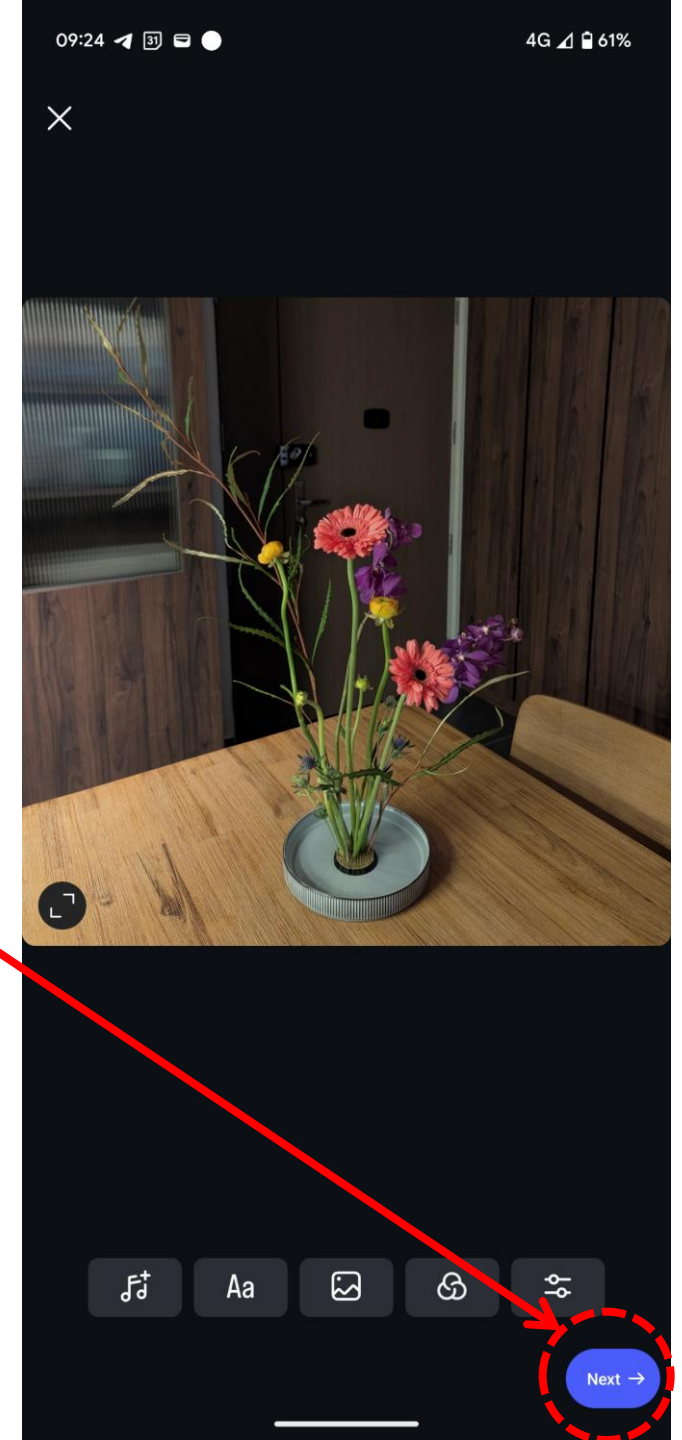
Step 4: Write your caption

Tap on 'Add a caption...' to type in your caption along with the CIB20 hashtags

#CIB20 #CIBGrowandShare #CommunityinBloom

✨**Tip!**

Keep your caption short and sweet!
The caption length for Instagram and TikTok need not be as lengthy compared to Facebook.
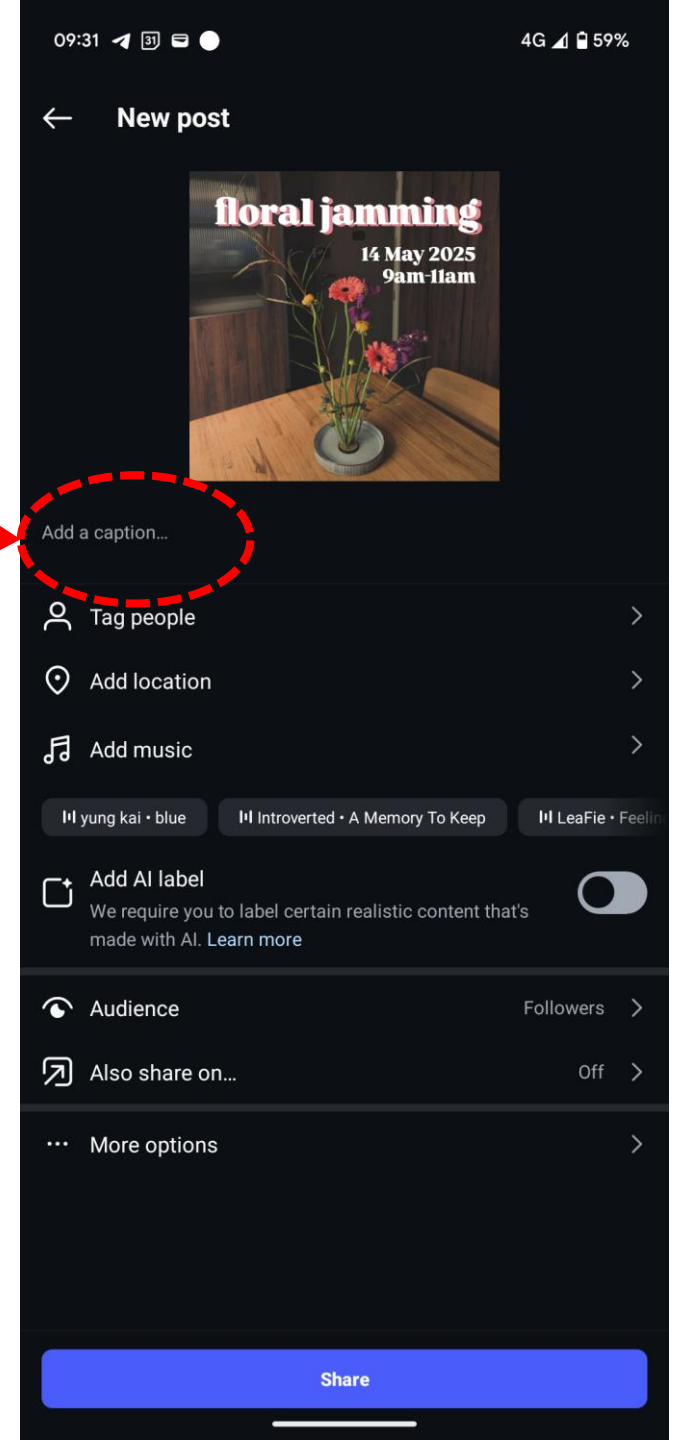
Step 5: Post!

Click '**Share**' at the bottom of your screen when you are ready. Your post will be shared with your followers.
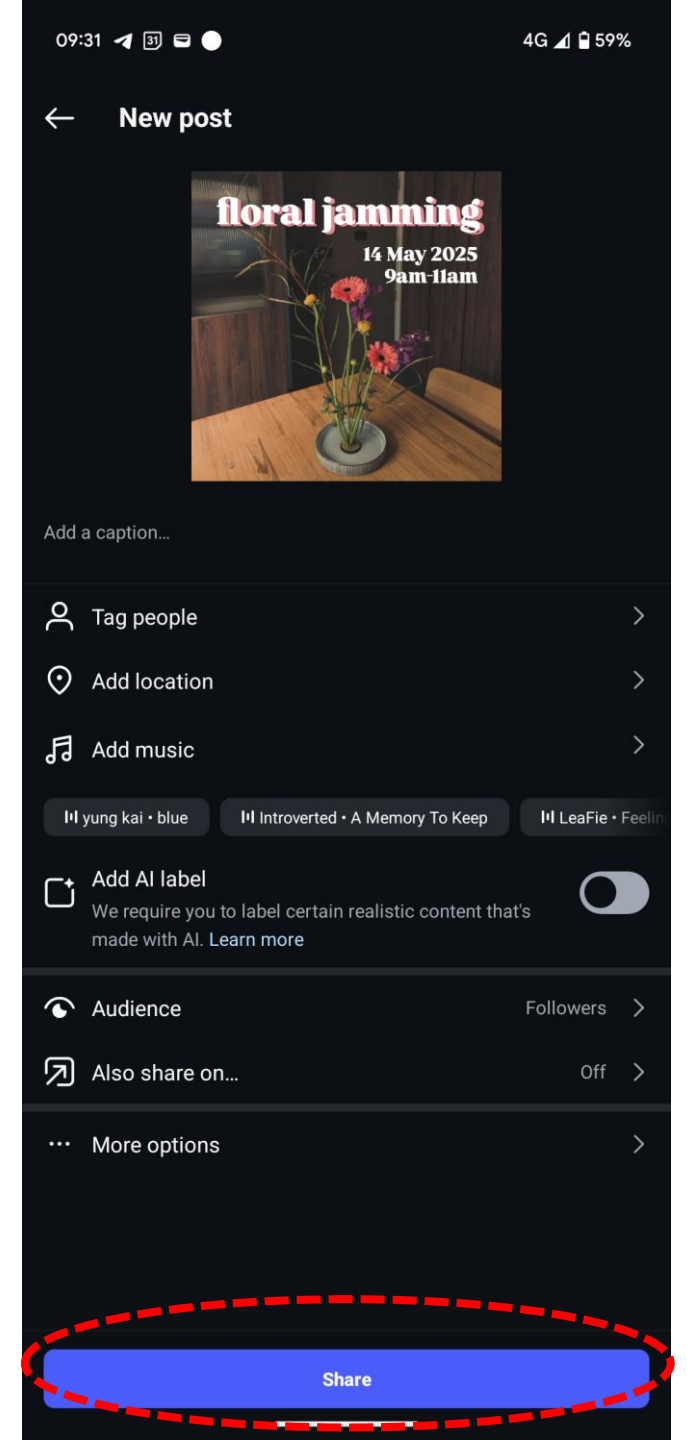
Posting on TikTok

Signing up for an account

If you do not have an existing account:

1. Create an account
   I.   Open the TikTok app
   II. Choose "Sign up for TikTok" and follow the prompts

2. Familiarise yourself with the app
   I.   Spend some exploring the functions to understand the platform (e.g. watching videos)
   II. Explore different features by tapping icons at the bottom of the screen

   Once you are familiar with the app, try creating your own video!

Step 1: Create a new post

Tap on the '+' button at the bottom of the screen
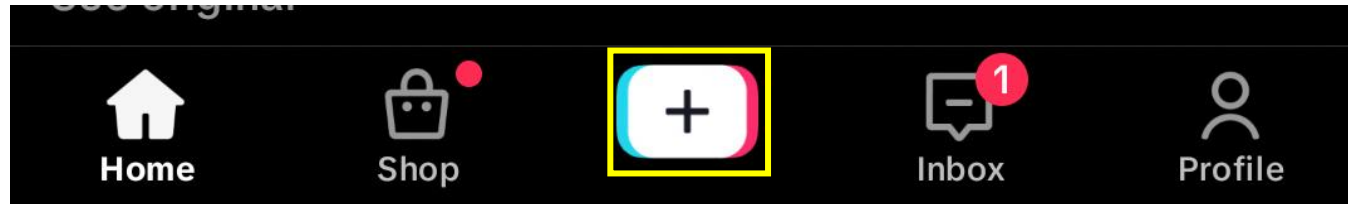
Note:

You can upload either pictures and videos on TikTok, but we'd recommend short videos for this platform!

Try out CapCut, a free video-editing app, if you'd like to add more elements to your video ☺

Tip: Keep your text contained within the safe zone when editing!

The safe zone for editing is the part of the screen where text and pictures/logos should be placed so it will not overlap with icons

This ensures that important elements are visible on all devices and screens

Avoid adding elements close to:
- The right side of the screen (e.g. like, comment, share buttons)
- The bottom of the screen (where captions are located)

👍 General filming guidelines

The below are some general filming guidelines to keep in mind when making videos!

- Ensuring that you feature your own spaces
- Obtain permission of people being featured in the video
- Avoid featuring any brands/private businesses
- No feeding of wildlife

Step 2: Instantly record through the app or upload a picture/video from your gallery

Directly record a video for upload by clicking on the red record button

Use the icons on the right side of the screen to adjust the camera settings!

OR:

Choose a video from your phone gallery to upload

Step 2: Instantly record through the app or upload a picture/video from your gallery

To create a carousel/slideshow post:

- Choose multiple photos at once by selecting the 'SELECT MULTIPLE' button, or pressing and holding one picture until radio buttons appear to select other photos

Click 'Next' once satisfied with chosen picture/ video

Step 3: Edit your post

Choose filters, add text and more using the buttons on the right side of the screen!

Choose an audio clip for your video background if you've like!

If not, you can use your original video audio as the background
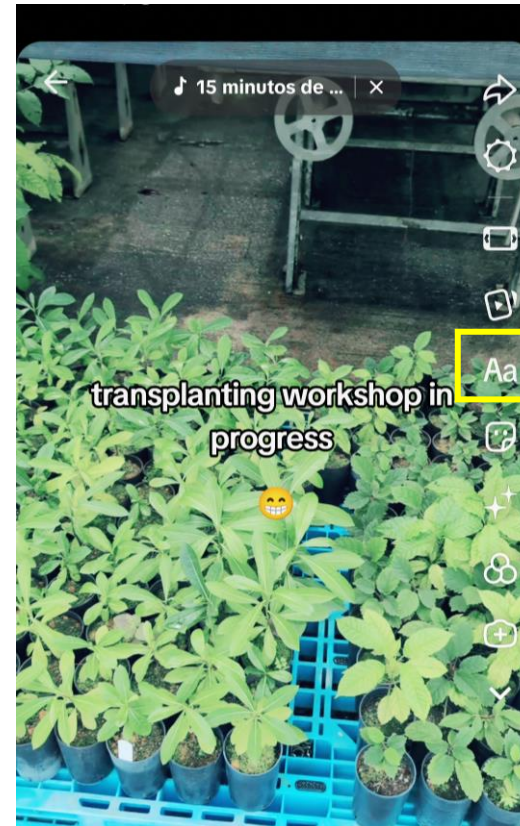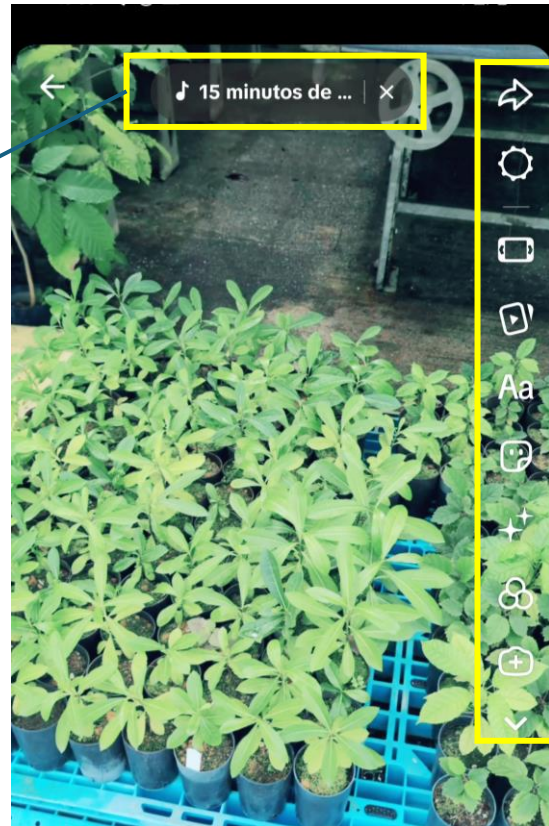
For example, use the text icon to add text to your video.

Ideas:

- Behind-the-scenes of our transplanting workshop!

- Clips from today's workshop!

Step 3: Edit your post
Optional: Edit your photo/video!

Explore features of the side buttons!

This page provides a basic guide to the different features available.

Scrollbar to add text, sounds of effects

Explore AutoCut templates

Aa Add text to your video

Add stickers, location tags and GIFs

AI meme generator

Add effects

Edit the colour grading of your photo/video

Step 4: Write your caption

Once you are satisfied with the photo/video, it's time to write your caption!

Click here to type your caption. You can also add hashtags in your description!
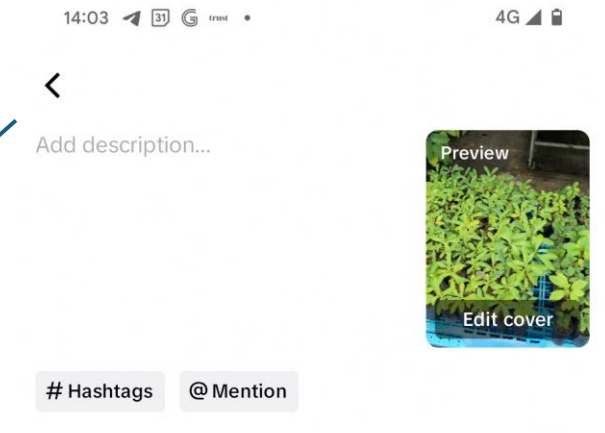
14:03

Add description...

Preview

Edit cover

Hashtags   @ Mention

✨**Tip!**

Keep your caption short and sweet!
The caption length for Instagram and TikTok need not be as lengthy compared to Facebook.
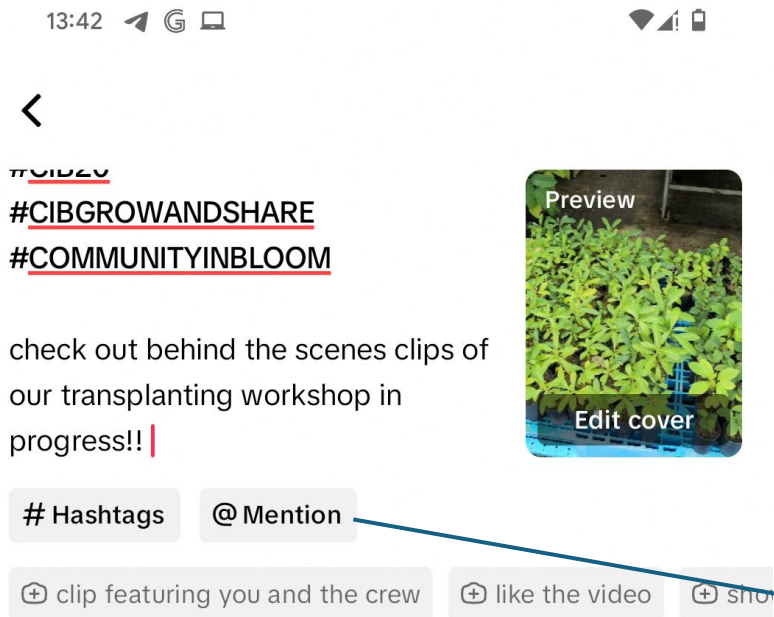
Step 4: Write your caption

Once you are satisfied with the photo/video, it's time to write your caption!

Remember to include the CIB hashtags before posting!
#CIB20
#CIBGrowandShare
#CommunityinBloom

Use the mention button to tag NParks at @nparkssg

Step 5: Tag a location and review

Optional:

Add some final touches to your post by tagging the location of your garden

Location ⓘ 〉

Singapore Changi Airp... | Home Sweet Home | The Cit

You can also add a link to your Community Garden page to publicise future events!

+ Add link 🔴 〉
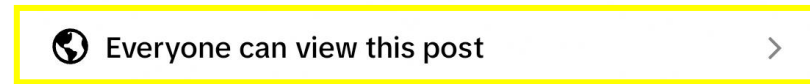
Ensure that this is selected so that your post can be seen when other people search for these hashtags!

🌐 **Everyone can view this post** 〉

••• **More options** 〉
Privacy and more settings have been moved here.

↗ **Share to**   🟢 🔵 🔵 🔵
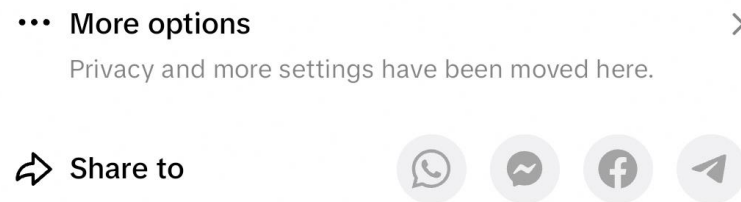
Click 'Post' once ready!

🗄 Drafts   ✴ Post
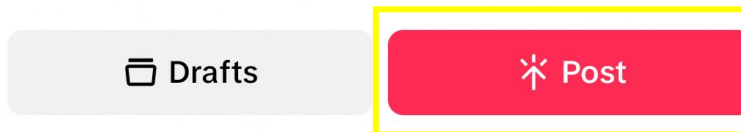
Step 6: Finish up by posting!

(for Garden Leaders)

Once you have posted, do remember to take a screenshot of your post for upload on FormSG!

You can do this by:

Mobile

- Android users: Swipe the screen using the length of your hand (Samsung), pressing the hold and volume up key together (Pixel)

- Apple users: Press the Side button and the Volume up button at the same time. Quickly release both buttons.

Desktop

Screenshot the post by using the Snipping Tool app

What type of posts can you upload?

Examples of event posts

Content type	Tips / ideas
Event announcement post	Facebook (FB): Event page Instagram (IG): Eye-catching graphic TikTok (TT): Short video tour e.g. "Join us for [event name] on [date] at [location]! Discover [activity] and connect with your neighbours!"
Countdown post	IG: Post on IG stories or reels e.g. "Only [xx] days until our [event name]! Have you registered yet? [include registration link]"
Behind-the-scenes	IG: Short videos on IG stories or reels TT: Short video using trending sounds or format or photo carousel e.g. "Sneak peek! 👀 We are busy preparing for [activity]"
Call for volunteers	FB: Post with details of the roles IG: Carousel of different opportunities e.g. "Lettuce work together! We are looking for volunteers to help with our [event] – peas swipe to see how you can get involved!"

What type of posts can you upload?

Examples of event posts

Content type	Tips / ideas
Meet the Team	IG, TT: Reels/short video with trending sounds or format e.g. "Meet [name], our [role]! [Name] has been with our community garden for [X] years and specializes in [specific skill/knowledge]. Come chat with [him/her] about [topic] at our upcoming event!"
Live updates	FB, IG, TT: Real-time stories/videos e.g. "Live from our [event]! [describe what is happening]"
Post-event thank you	FB: Photo album IG: Carousel post or reels TT: Compilation video e.g. "What an amazing day at our [event]! 😊 Thank you to everyone who joined us and made it special. Swipe to see some highlights! [Include any follow-up information]"