

Social Media Tip Sheet

Social media provides an opportunity to capture and engage your audience and to maintain real time communication. When done well and with consistency, social media serves as an excellent tool for recruitment and public awareness.

Every social media manager has one goal and that is to engage their audience in conversation.

When writing messages for your posts, ask yourself:



The following tips will help you start and maintain your social media presence successfully. Every social media manager has one goal and that is to engage their audience in conversation.



EASY ACCESS

Make it easy for people to find your social media pages by having buttons on your website that link directly to your profiles. You could also have social media links in your email signatures. QR codes are a great way to lead people to your page as well.

Are they interesting?
Funny? Creative?



KEEP IT SIMPLE

Twitter only allows you to use 140 characters in a post. Keep it short, make it intriguing and include a link to more information. Facebook can be much longer but not so long that someone won't want to read through it.

Do they make your audience want to know more?



VARIETY IS THE SPICE OF LIFE

Remember that you can post more than just text. Images, videos and links are other ways to share your messages with your audience. Keep them engaged by keeping them guessing.

Are they written in a way that relates to your audience?



KNOW YOUR AUDIENCE

Pinpointing a specific audience will help you know how to create the best messaging for that particular group. The tone, language and formality being used would differ based on the demographics of your audience.

If you answered 'no' to any of these questions, it's time to reevaluate your strategy.



RECIPROCATION

Reciprocation is a big part of social media. You need to like to get likes and follow to get follows. When people comment or mention you via your page, make sure you are responding and interacting with them.



BE CONSISTENT

Being consistent with posting is a key part to keeping your followers engaged and gaining new followers. Learning how often to post will take some trial and error. Take the time to figure out what your audience wants.



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