Best Practices for Social Media

Social media can play a big role in rounding out your communication efforts. But it’s not enough just to put up a social media page and wait for things to happen. These best practices will help you get the most out of your efforts.

Consider Your Audience
In everything you do, think about who your audience is, and communicate with them in mind.

• Set your voice and tone
• Engage and interact
• Utilize analytics

Determine your Objectives
What do you want to accomplish by using social media?

• CCCFT: Clarity (need clear goals), Challenge (goal should be difficult enough to be motivating but not impossible to achieve), Commitment (involve team members in goal-setting process), Feedback (analytics), Task Complexity (too much complexity can impact morale and productivity)
• Do you want to increase fans; increase engagement; drive web traffic; build customer loyalty?, etc.

Determine your Strategy
How will you use social media to accomplish your objectives?

• Create a content/editorial calendar
• Be proactive instead of reactive
• Different platforms require different strategies
Execute your Strategy

Execute your social media efforts based on the plan you developed in the strategy phase.

- Use eye-catching visuals
- Utilize a social media triage chart
- Be as transparent as possible

Engage your Audience

Don’t just talk at your audience – engage them in conversation.

- Post shareable content
- Listen and respond
- Return the favor (re-tweet, follow up, share, etc.)
- Tag influencers in your posts