

Social Media

Do's

1. Engage with your audience.

In this current age of social media, these sites are so advanced and personalized that people expect you to respond to them almost immediately. Manage your time so you can respond appropriately and timely. Do not take on more networks than you can handle!

2. Consider the timing when posting on social media.

For example, the best time to post on Facebook is between 1:00-4:00 pm (depending on your industry). If you post within this time frame, it can result in the highest average clicks per hour. LinkedIn, however, the best time to post is earlier in the day when people get to work.

3. Use links and hashtags.

Hashtags are keyword tools. #USETHEM! When you use links, it creates more credibility to what you are sharing. Always have a destination for your audience.

4. Have a completed social media profile.

Create a great first impression, which could positively or negatively affect your organization. So, make sure your profile is branded and explains what service you provide. Include a link to your website or contact information.

5. Make your content stand out.

Whether you post a video or photograph, it can boost your social media strategy and grab the audience's attention.

Don'ts

1. You are what you tweet or post . . . and share.

The Internet has become a track record of your life. Don't share or post something that will create a poor representation of you. When in doubt, don't post!

2. Don't have multiple profiles.

If you have multiple profile pages, then the potential or current customer will question the organization's honesty, credibility intention, and trustworthiness. If you have a main profile page, then it can create a name that is easily identified as being your personal account.

3. #Don't #abuse #hashtags.

Try to limit yourself to 2-3 key phrases and use them naturally within sentences instead of clumping them at the end.

4. Avoid poor grammar and spelling errors.

There is nothing more unprofessional than poor grammar and spelling errors. Try to prepare your social media updates on Microsoft Word to scan for spelling or grammatical errors. Read them out loud to yourself to ensure they are right!

5. Don't over share content. Or Blind Share!

Think very carefully about your organization and what it stands for before you interact with controversial or questionable content. 2 ways to blind share. Don't do it!