

# TIPS FOR SOCIAL MEDIA



## FACEBOOK

- Consider what type of Facebook page best meets your agency's needs
- Keep leadership's pages separate from agency pages
- Allow comments to create conversations
- Ensure you are able to moderate comments and delete inappropriate content
- Determine if you have enough staff to respond quickly



## YOUTUBE

- Have a model release for anyone in the video
- Follow all applicable copyright laws
- Use terms in the title, description, and keyword sections for optimal search results
- Allow your video to be embedded on other sites to reach a larger audience



## TWITTER

- Keep your tweets to the 140 character limit to ensure ease of retweeting
- Use a URL shortener/tracker to save space
- Follow anyone who subscribes to your page - except when someone's content or photos are inappropriate
- Re-tweet relevant and appropriate content
- Use hashtags (#) when appropriate to make your tweets searchable



## BLOGS

- Be clear about who is authoring the post in your content
- Use hyperlinks to provide even more information if needed
- Allow comments to create conversations
- Ensure you are able to moderate comments and delete inappropriate content
- Post on a regular basis to ensure loyal readership



## LINKEDIN

- Post relevant information to your agency
- Engage on other's posts with respectful content
- LinkedIn is seen as a professional network, your content mix and tone should be professional
- Allow comments to create conversations
- Ensure you are able to moderate comments and delete inappropriate content
- Add connections frequently to engage with a wide audience

# BEST PRACTICES

## BE RESPONSIBLE

You are responsible for what you post! Remember, you are representing your agency. Make sure everything you post is true, and not misleading.



## BE RESPECTFUL

If you don't agree with someone, keep it professional and respectful. Don't use rude, explicit, or insensitive language.



## STICK TO YOUR AREA OF EXPERTISE



Provide unique, individual perspectives on what is going on at your agency. Don't just repost other's materials!

## BE CONVERSATIONAL

Engage readers by using a personal tone in your posts. Don't use agency jargon and acronyms. Make your posts open-ended to encourage interaction with readers.



## RESPOND IN A TIMELY MANNER

When a response is appropriate, respond quickly. If you allow comments, ensure you have enough staff to monitor, review, and respond to comments on your content.



## BE HONEST & TRANSPARENT



Your honesty - or lack thereof - will be noticed quickly in social media. Make sure people know who you are and who is posting!

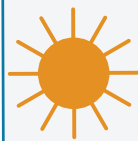
## ABIDE BY SOCIAL NETWORK RULES

By joining a social network, you agree to abide by their terms and conditions. Make sure you review these carefully.



## DON'T FORGET YOUR DAY JOB

Make sure your online activities don't interfere with your job or commitments to customers.



## CORRECT ERRORS QUICKLY

If you make a mistake, fix it! It's OK to own up to your mistakes - it makes you more trustworthy. Correct old errors too if you can.



## FOLLOW AGENCY POLICIES

Be sure to adhere to your agency's applicable policies regarding social media and technology.



## BE RELEVANT & ADD VALUE

There's a lot out there on social media - make your posts count! Write about what people care about, but stick to what's relevant to your agency.



## RESPECT CONFIDENTIAL MATERIAL

Always give people credit for their work. Make sure you have the right to use material before posting it! Always make sure the information you're using isn't confidential.

