

Social Media





Are you thinking about starting a conversation?

Have you already started a conversation?

Video: *Are you ready?*

<https://www.youtube.com/watch?v=2lcpwISzbQ>

How to Use Twitter

<https://www.youtube.com/watch?v=5jWNpLvdocU>

How to Use Facebook

<https://www.youtube.com/watch?v=fGcHOcj1SQA>

Considerations

1. What does my community want or need from me or my organization?
2. What do I have to offer? What is the right tool/tactic?
3. How does this help and enhance my communications and engagement?
4. Do I have the time to monitor? Plan and create content? Post – and how often? Respond – within hours not days?
5. What are the guidelines and policies for responsible social media use? Exit strategy?
6. What is success?

Social Media Guidelines

- **Approach** – use sound judgment and common sense
- **Follow** – people and codes of conduct and policies
- **Maintain privacy** – don't discuss or post without permission
- **Refer** – don't have the answers? refer to proper channels
- **Give credit** – where credit is due – be authentic
- **More is not better** – resist the urge to post everything
- **Provide information** – when it counts and in a timely way
- **When in doubt, do not post** – manage by fact
- **Know this** – it is permanent and easily misinterpreted
- **Maintenance** – needs attention and participants are savvy



Questions?