Top 10 Tips

For Social Media Engagement

1. Work out who you are

What's your:

- Reason for being on social?
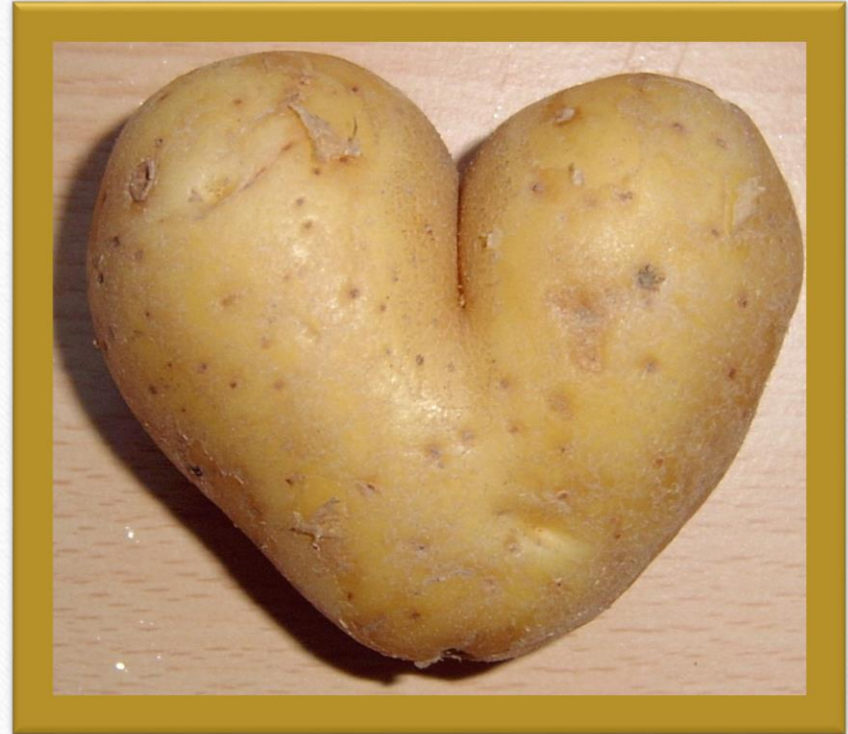- Tone of voice?
- Sense of humour?
- Stick to it!

2. Find your community

- Watch & listen
- Find mentors
- Find advocates

3. Look for inspiration

- See something cool? Ask them how!

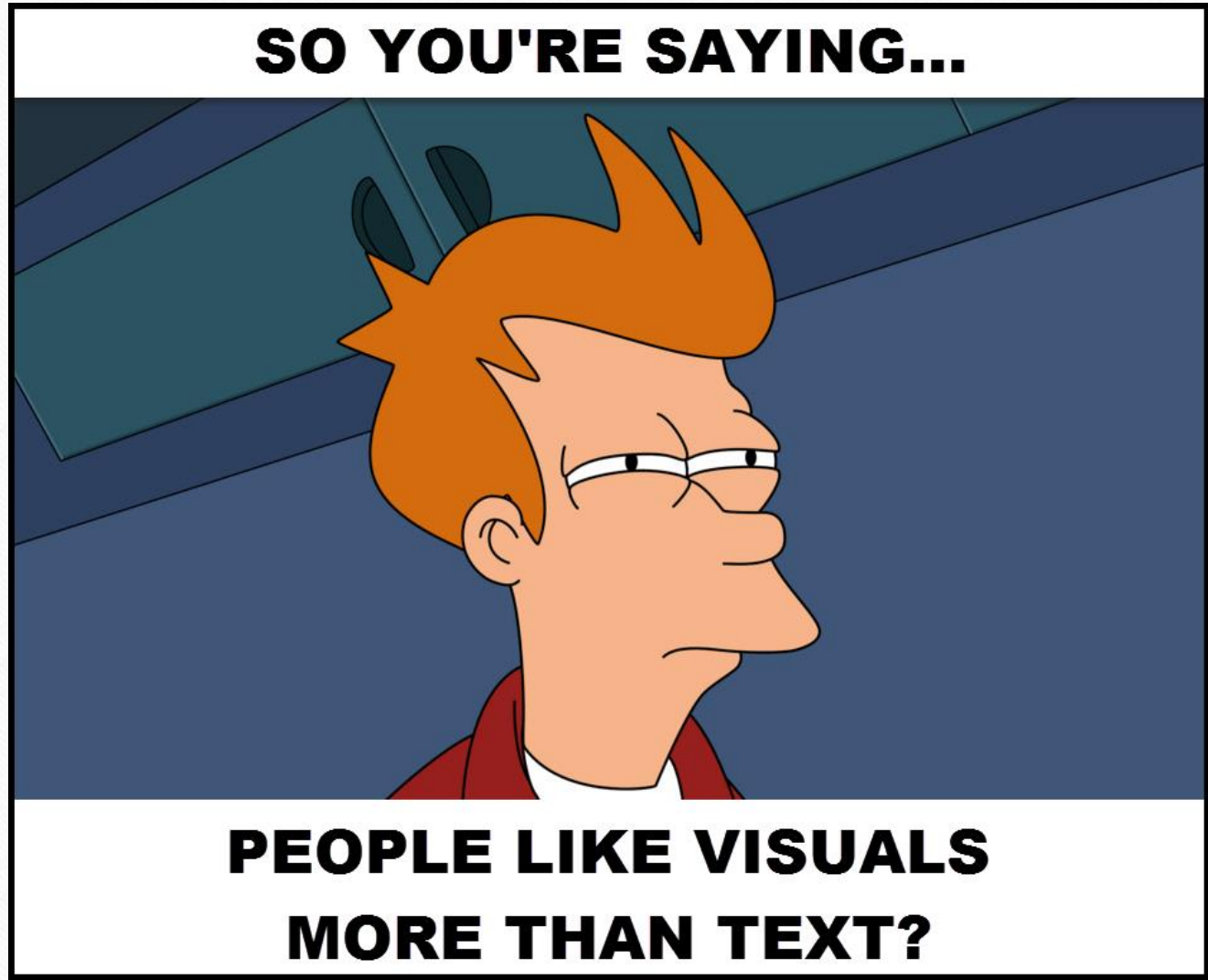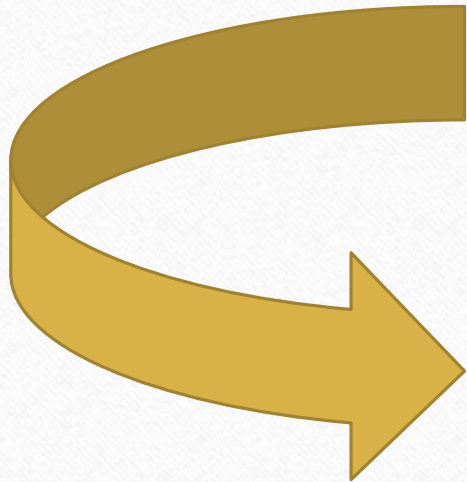- Don't reinvent the wheel, but don't steal

4. Talk to people

- Be human
- Use Plain English
- Be inclusive and accessible
- Ask questions, take polls

5. Be interesting

- You have under 1 second to stand out

- People are lazy

- Important info up front

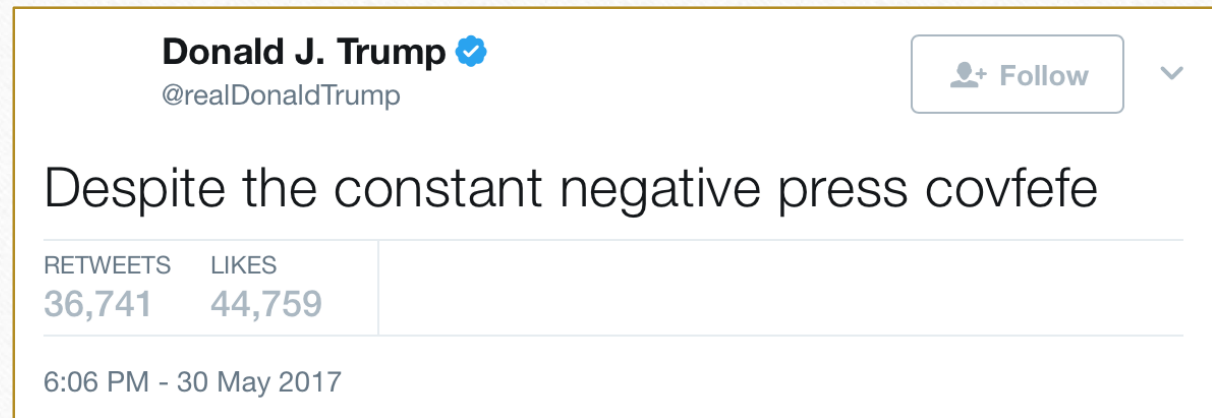- Don't use clickbait headlines

- Mix it up

6. Use visuals!

SO YOU'RE SAYING...

PEOPLE LIKE VISUALS MORE THAN TEXT?

7. Be responsive

- Social media is fast

- Make your working hours clear

- Can't answer? Let them know

Donald J. Trump ✔
@realDonaldTrump

Despite the constant negative press covfefe

RETWEETS 36,741   LIKES 44,759

6:06 PM - 30 May 2017

👤+ Follow

8. Pay to play

- Facebook
  - Great targeting
  - Cheap
- LinkedIn
  - More accurate
  - Expensive
- Twitter
  - Harder to target
  - Ads aren't welcome

9. Measure & Test

- Have an objective…make it SMART

- Use analytics to make decisions

- Try different wording, images, times of day

10. Have fun, be nice, have a plan

- Real life is hilarious

- Don't be a d*#k

- Teach your staff resilience and have back-ups

- Have an escalation plan for when things go wrong