

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!

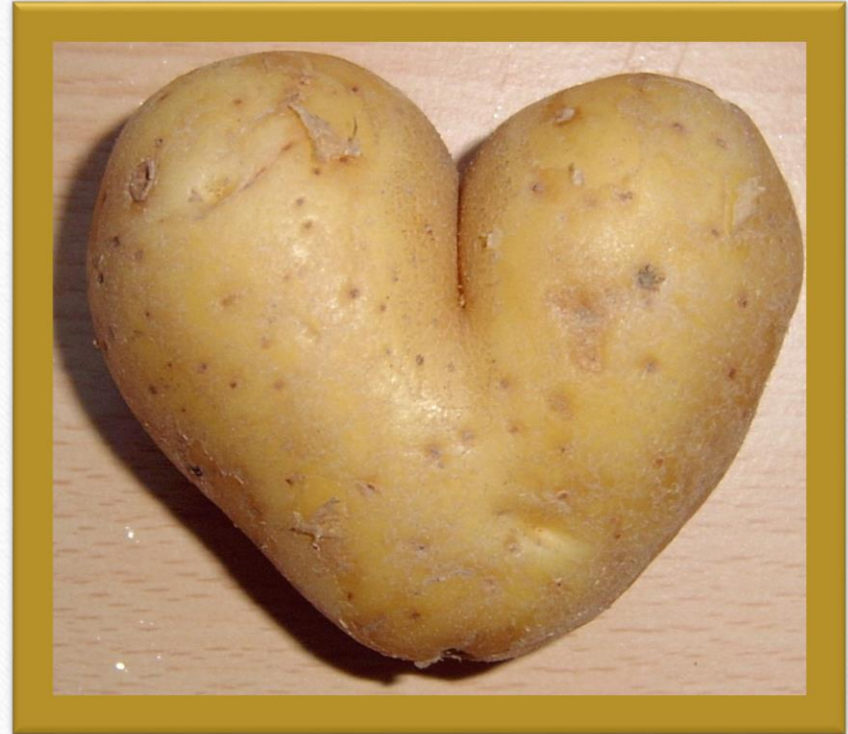
2. Find your community

- 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



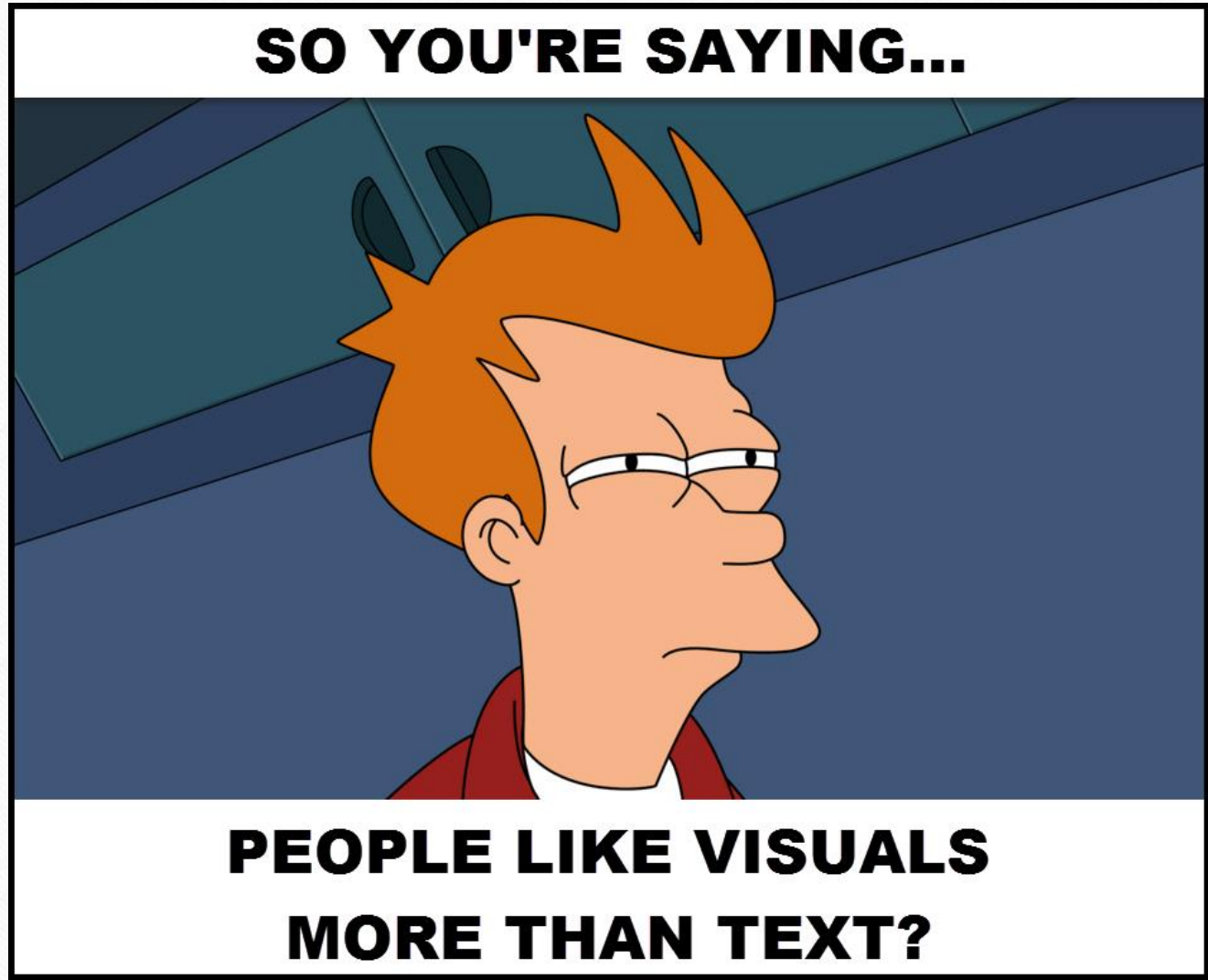
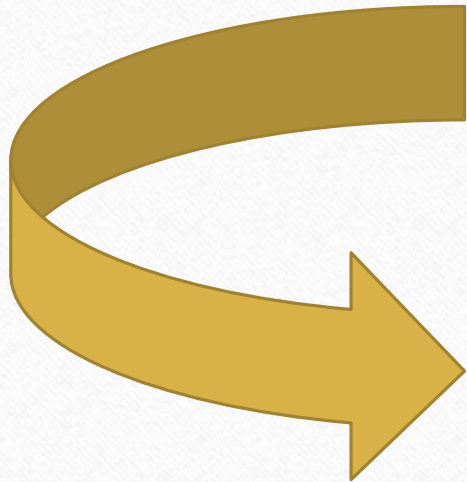
- Be human
- Use Plain English
- Be inclusive and accessible
- Ask questions, take polls

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

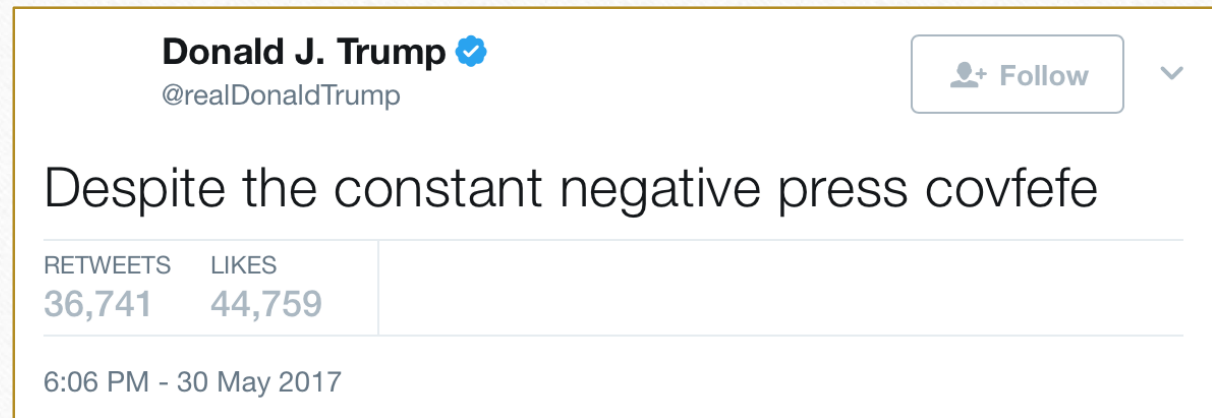


6. Use
visuals!



7. Be responsive

- Social media is fast
- Make your working hours clear
- Can't answer? Let them know



A screenshot of a tweet from Donald J. Trump (@realDonaldTrump) dated May 30, 2017. The tweet text is "Despite the constant negative press covfefe". The tweet has 36,741 retweets and 44,759 likes. The interface includes a "Follow" button and a dropdown arrow.

RETWEETS	LIKES
36,741	44,759

6:06 PM - 30 May 2017

The background of the slide is a white surface with numerous gold coins falling from the top, creating a sense of motion and abundance. The coins are scattered across the entire frame, with some appearing in sharp focus and others blurred due to motion.

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