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Social Media Best Practices

1. If you're not sure where your fans are (Facebook? Twitter? Instagram?), ask them! **Find out which platforms your fans like** so that you don't devote time to the wrong platform.
2. People join Facebook to connect with their friends and families, not with companies, so make sure you **communicate like a real person**.
3. Social media success isn't about how many friends you have or how many "Likes" you get; **it's about actions**. Do your fans do what you want them to do? Do you reach out to them so that they come back to your page? This is **WHY** you do social media.
4. You must be **relevant, interesting, concise, responsive, and add value**. Interact, ask for input, and make sure social media links are on all of your materials: emails, websites, event registration pages, you name it.
5. Even if you've answered the same question a million times, answer it again. **Answer absolutely everyone and answer them in a timely and friendly manner**.
6. Social media is a great way to **show people** how their time, money, and efforts are making a difference. Be sure to close the loop on fundraising and report back to your supporters.
7. Make your page a safe place to visit with a commenting and privacy policy. You will inevitably have to deal with negative comments—**create a response strategy that is positive and nonconfrontational**.
8. **Facebook users love to feel engaged**. Post photos, videos, competitions (just make sure you know Facebook's rules!) Also beware of autoposting your Twitter feed onto Facebook (or vice versa). This will make your fans feel less valued.
9. People are becoming inundated by corporate, branded Facebook posts. There's also increasing pressure to "pay to play." Combat this by creating visual, sharable content and post at least 2-3 times a day. **Find the right balance**.
10. If your fans want to read all about you, they'll go to your website. **Use Social Media to interact and provide personalized responses**, even for FAQ, not to overbearingly push a message too hard, beg or post depressing photos constantly.