

SOCIAL MEDIA STRATEGIES & BEST PRACTICES

CONTENT MANAGEMENT: 3 PILLARS OF SUCCESS

CONTENT

- Define your organization's **Voice**. Regardless of who is posting for your page, it should read as one, singular, unified voice. This includes how your page will respond to comments, resolve conflicts, and how your page will use grammar, punctuation, #hashtags, emojis, etc.
- Repurpose content to match the specs and audience for each of your chosen social media platforms

COMMITMENT

- Create and adhere to a daily or weekly schedule
- Plan ahead by utilizing scheduling tools and an Editorial Calendar

ENGAGEMENT

- Respond to every comment or inquiry within a pre-determined timeframe (for example, within 24-48 hours), and decide ahead of time how your organization will respond to negativity or harmful trolling.

Discussions are encouraged, both positive and constructive! If a user is critical of your organization, it is your opportunity to create a healthy dialogue that others can view. However, if or when a user's comment enters hateful or harmful territory, it may be in your best interest to hide the comment and ban the user from future engagement. (For example, a user comment advertising a miracle herbal cure for HIV is harmful, as it is spreading misinformation, and can therefore be hidden.)

CREATING CONTENT: RULE OF THIRDS

When you are not quite sure what to post, try breaking up your content into 3 categories...

1/3 ABOUT YOUR ORGANIZATION

- Reminding folks who you are, what you do, why you're relevant etc.
- Related press releases from within your institution
- Articles or news stories about your organization

1/3 ABOUT YOUR FIELD

- Commentary on your specific field
- Articles or news stories about your field, including shares/re-posts from industry peers

1/3 GENERAL INTEREST

- Articles, news stories, or images of general interest to your audience, including holiday-related content, important awareness days, pop-culture references, and more.

WHAT WORKS

FACEBOOK

- 1.4 billion daily users / 2.13 billion monthly users
- 25–34-year-olds are the biggest segment for U.S. users

INSTAGRAM

- One billion users, 500 million of which active every day
- 71% of Americans between 18 and 24 use this network

TWITTER

- 330 million active monthly users
- 45% of new users have college degrees

KEEP IT SHORT

- A concise post is impactful – Keep each post focused on one specific message or Call To Action (CTA)
- If you have a longer message to convey, link to an article or website with more information

USE VISUALS

- People are 3x more likely to engage with posts that contain photos or videos

USE RELEVANT HASHTAGS

- No more than **one or two** (short, authentic) hashtags per post
Ex. #HelpEndHIV

REPOSTS, RETWEETS, REPLIES

- Reposting or retweeting relevant content is an impactful way to maintain social media presence
- Add context if/when needed, so that your audience understands why it is relevant

SCHEDULE YOUR POSTS AHEAD OF TIME

- Most of us are unable to post on Facebook and Twitter in real-time – utilize the scheduling function to craft your content ahead of time, and control when your posts get published
- This option is already built into Facebook / Other helpful tools: TweetDeck and Hootsuite

FREE ONLINE RESOURCES

- HubSpot: <https://blog.hubspot.com/>
- Sprout Social: <https://sproutsocial.com/insights>
- Hootsuite: <https://blog.hootsuite.com/>
- MOZ: <https://moz.com/>