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TOP 10 SOCIAL MEDIA TIPS

1

PERSONAL VS. PROFESSIONAL

Differentiate between personal and professional use.

2

STRATEGY VS. TACTICS

Set the strategy first and let the tactics flow from there.

3

APPROACH

Resist the one-size-fits-all approach.

4

MONITOR

Do a morning scroll of your feeds, lists and streams. Respond to direct interactions. Monitor competition and social media news.

5

#

Search for posts containing hashtags and keywords associated with your organization.

6

CURATE

Curate content to share.

7

ANALYTICS

Check your key analytic indicators.

8

TWEAK

Continually test and tweak your social media.

9

SUCSESSES

Share team successes or wins. Record your successes, mistakes and new opportunities.

10

RESEARCH

Research and understand measurement, the competitive landscape, corporate culture and audiences.