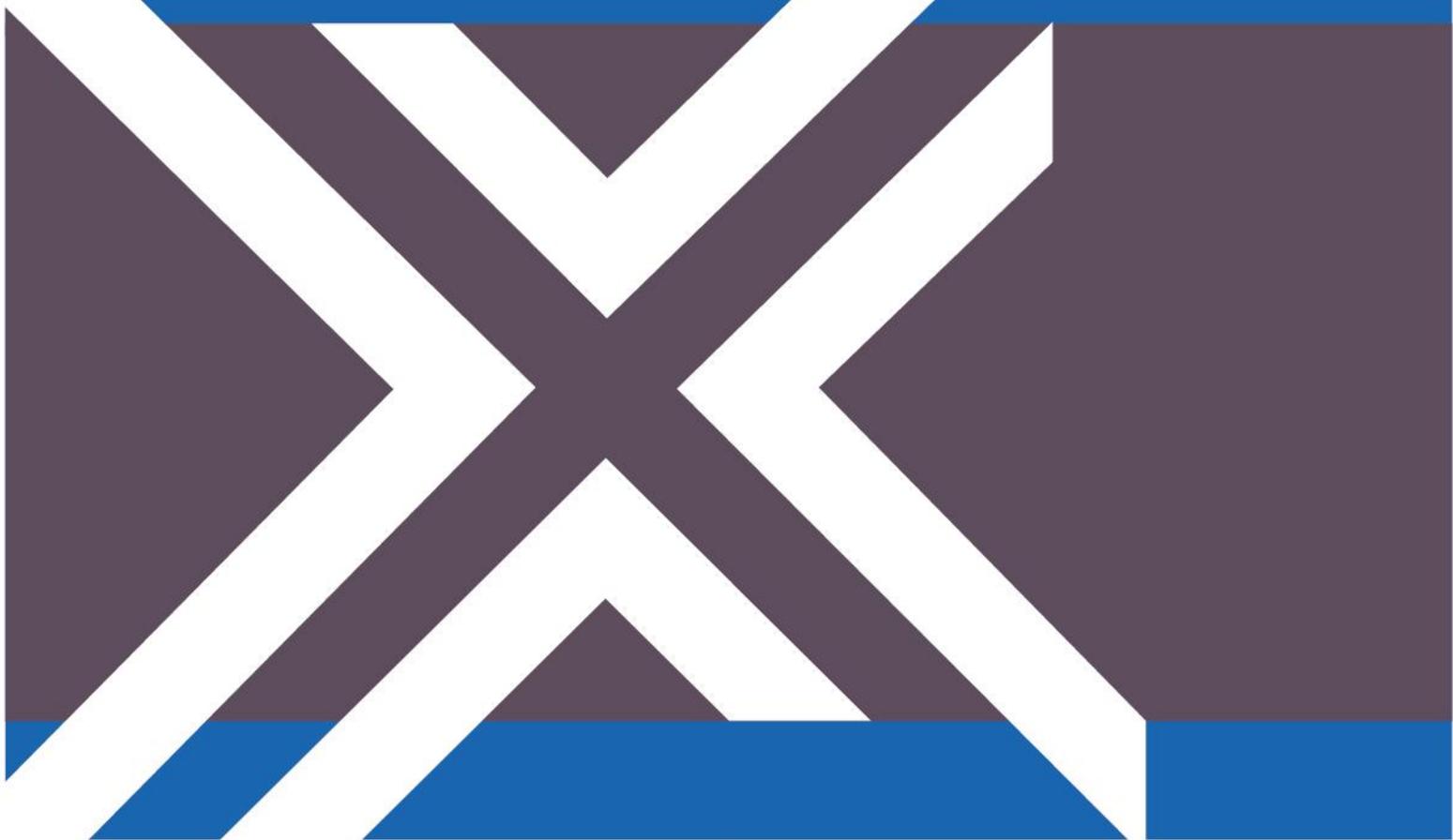




# Top Ten Tips: Using social media



## Using social media

1. **Build your following** - social media is only as good as the people who see it. Build your follower base by following other organisations and asking by stakeholders to follow you and promote your channels.
2. **Think about your voice** - it can be very easy to be too serious or too informal on social media. Think about your organisation, and the type of character it has. That will help with finding the right tone for you.
3. **7-2-1 Rule** - there's nothing more boring than constant plugs for events or surveys. Of every ten posts, seven should be interesting shareable content, two should include information about your work, and one should be a direct plug e.g. come to our event.
4. **Be timely** - most people access social media in the mornings, lunchtime or the evenings. Think about the timing of your content.
5. **Be prepared** - think about what your posts are going to say. How are they supporting your overall message, and when are you planning to put them out? Be proactive and planned, not reactive.
6. **Be accurate with your content** - potentially lots of people will see your posts. Make sure they are accurate for spelling, grammar and punctuation. It doesn't look good when this goes wrong!
7. **Encourage others to share** - you can really increase the reach of your content by asking others to share it. This can be done through courteous use of "tagging", but also asking your stakeholders to share your stories over their channels.
8. **Be responsive** - if people are engaging with you on social media, respond. Even if it is negative, it is important you provide a clear answer as you would in any other forum.
9. **Be creative** - people enjoy more creative content. Think about how you can use images and videos to boost your posts.
10. **Sponsored posts are effective** - if you have some spare budget, paid for social media is very easy to use, very targeted, often quite cheap and can be extremely effective.