

## Social Media 101: Getting Started “Quick Tips”

- **Establish a goal.** Before you create a social media channel for your organization, identify the desired outcome and goal (For example, social media channels can help drive traffic to your website, or you can use them to interact with your customers and broaden your customer base).
- **Know your time commitments.** Understand how much time will be required to create and maintain a social media presence. For example, if you’re planning to create one Facebook page, and add one daily update, estimate a couple of hours each week. If you’re planning to establish and maintain more than one social media presence with multiple updates daily, estimate 10-15 hours each week.
- **Publicize your presence.** When you have your page or account created, share the news with your customers or clients, asking them to ‘like’ or ‘follow’ you. Place a link on your website directing visitors to your social media page and include the link in any distributed communications and media (email blasts, press releases, news articles, etc.).
- **Connect!** Once you’ve created your page or account, connect with organizations you know and respect through ‘liking’ their page on Facebook or following them on Twitter or Pinterest. Sharing information by retweeting or reposting is an effective way to gain new followers.
- **Keep it fresh.** Just like a website, your social media needs to be continuously updated. You never want a customer to visit your Facebook page or your Twitter account and see that the last time you updated it was two weeks ago.
- **Engage your followers.** Make every effort to respond to questions or comments from followers, publicly or through a private message.
- **Measure your results.** Keep a weekly or monthly report of your results (followers, number of retweets, mentions, etc.). This will help you to determine what’s working and what needs to be tweaked.
- **Consider a scheduling platform.** Certain social media “dashboard” platforms provide the ability to track multiple social media channels, allowing you the flexibility of scheduling tweets and posts. This can be helpful if you post multiple times per day (like with Twitter) and allows you to schedule for future posts. TweetDeck and Hootsuite are two popular low-cost platforms.