

# SOCIAL MEDIA GUIDE FOR DASA COMMUNICATORS

## FACEBOOK BEST PRACTICES

### **Think snappy headline, not article.**

Get attention, then add a link, image, or question.

### **Post frequently.**

About 3-5 posts a week to get and keep likes.

### **Use insights.**

These are analytics that Facebook offers for Pages.

### **Post rich media.**

Facebook favors images and video.

### **Engage and educate.**

Don't force facts. Inform through human stories.

## TWITTER BEST PRACTICES

### **Don't Automate.**

Don't auto-post between Facebook and Twitter or Instagram and Twitter.

### **Tweet often.**

More is better on Twitter, aim for a few Tweets a day.

### **Keep it under 140 characters.**

Tweets below 125 characters are best for RTs.

### **Use a URL shortener.**

bit.ly, Hootsuite and TinyURL are great tools.

### **Think about timing.**

Buffer App is a great scheduling tool.

## FACEBOOK BEST PRACTICES

### **Short and sweet.**

Keep it to 3-4 paragraphs.

### **Visuals are a must.**

Always include images (gold star for video) in posts.

### **Allow interaction.**

Thank visitors for comments. Respond to questions.

### **Link and share.**

Your blog will appear higher in search if you do.

### **Have personality.**

This is what makes readers return.

### **Invite guest bloggers.**

They help lessen your load and broaden your reach.

## CONTENT AND PLANNING

### **Be responsive.**

Interact with the community, respond quickly (24 hrs).

### **Schedule in advance.**

Vary timing slightly and avoid :00 and :30.

### **Content strategy.**

Think ahead and identify what's coming up.

### **Use an editorial calendar.**

Google Docs are great for collaborating.

### **Know your audience.**

Think about what they're interested in.

### **Don't do everything.**

Figure out the tools that make the most sense for you.