



How To Use Social Media to Strengthen Your Organization

Avoiding common social media pitfalls



I'm Nina

More than just a millennial with an iphone and an instagram account. I promise!

My sweet spot is helping local businesses expand their reach online.



All of these pitfalls can be boiled down to one thing:
Not having a plan.

Common Pitfalls

And what to do instead to strengthen your organization's reach and connection with the right people.

No guidelines for what's appropriate

- Community guidelines on Facebook
- What can employees post on their own personal pages
- Privacy concerns (implied consent, waivers, etc.)
- What is okay for the organization's official page?



To do: Have clear posting guidelines in place (for employees, the organization and online communities)

No goals

- Social media can be a powerful tool for organizations ... but what are your goals with it and how will you measure them?
 - Traffic/awareness (follows)
 - Community engagement (comments, likes, shares)
 - Growing the organization (new clients/customers and/or new hires)



To do: Decide what your primary goal is for your account and how you'll measure that. Give it time.

Ineffective (no results)

- What are the results you're looking for?
- Likes and follows don't necessarily mean anything
- You don't actually have to be everywhere. Get good at being in one or two places vs. being a monkey with a machine gun.



To do: Focus on ONE platform until you gain traction. Again, give it time. And consistency.

Posting inconsistently

- If you're going to commit to using social media, you need to commit to posting regularly - but how often is up to you.
- Don't ghost your followers or they'll forget all about you.
- Algorithms reward consistency.
- Play with regular posts and stories.



To do: Create a posting schedule and outline some ideas of what you'll post. Avoid getting overambitious.

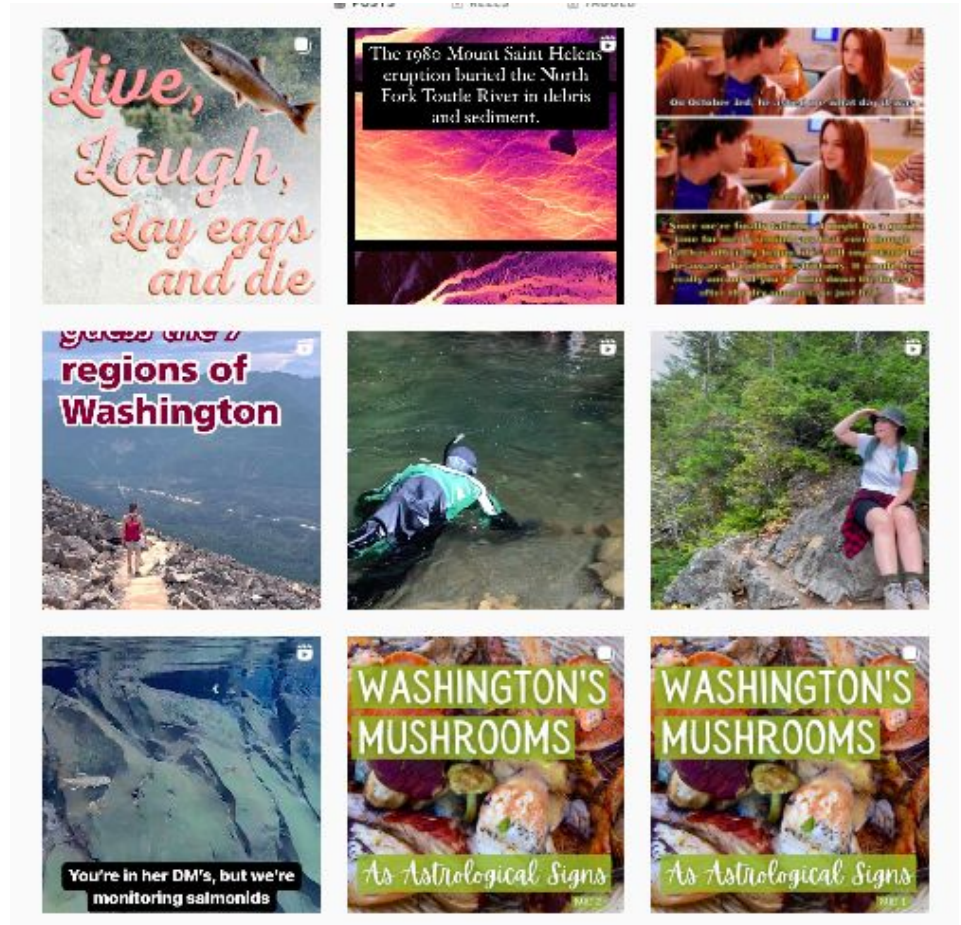
Boring

- Social media is something you can have fun with (within the guidelines set forth by the organization, of course)
 - Reels
 - Video
 - Memes

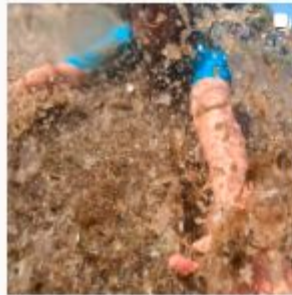


To do: Figure out some ways you can infuse your posts with personality.

@washdnr



@cityofissaquah



Wasting time

- Designate time for social media so you're not stuck in endless scrolling or wondering what to post.
 - Decide how often you will post.
 - Create a simple editorial calendar.
 - Decide when you will respond to comments.



To do: Decide on these things and get them in your calendar.

Off brand

- Everything is sporadic
- Brand recognition is important



To do: Put together a simple guide for branding - what colors and fonts will you stick with, will you put your logo on pics, etc.

Irrelevant

- Mostly happens when you're posting just to post.
 - Post things that your community wants to know about
 - Events, milestones, pertinent information, etc.



To do: Create a posting schedule and outline some ideas of what you'll post.

@wsdot



@bendfirerescue



Not talking to the right people

- You won't know if it's relevant if you don't know who you're talking to.
- Don't try talking to EVERYONE. Narrow is good.



To do: Outline who you're talking to. It can be one avatar or five.

Leaving them hanging

- You are not Kanye West. Social media is for being social. Engage.



To do: Decide when you'll respond to comments and put it in your calendar so you're not doing it at all hours of the day (or getting overwhelmed and not doing it at all).

Checklist

- Have clear posting guidelines in place (for employees, the organization and online communities)
- Decide what your primary goal is for your account and how you'll measure that. Give it time.
- Focus on ONE platform until you gain traction. Again, give it time. And consistency.
- Create a posting schedule and outline some ideas of what you'll post. Avoid getting overambitious.
- Figure out some ways you can infuse your posts with personality.
- Get your posting/responding schedule in your calendar.
- Put together a simple guide for branding - what colors and fonts will you stick with, will you put your logo on pics, etc.
- Outline some ideas of what you'll post.
- Outline who you're talking to.

Questions?

@ninahnelson
tinyunicorn.net