



# Social Media Tips and Tricks

## General

- Interact with your followers in the comments/replies. Engagement happens when you directly ask the users for their comments.<sup>1</sup>
  - Commenting on, or replying to, a post is the newest way users interact with organizations so make an effort to reply to commenters to make them feel seen and validated. This demonstrates personal attention and effort and will encourage them to continue interacting or even increase the regularity of their interactions and their shares.
  - Polls and quizzes are really easy methods one can use to drum up viewer engagement. People love sharing their opinions and it takes so little time and effort, that people should feel an urge to engage. People love showing they know the right answer to a question, though, so make sure quizzes aren't too difficult.
  - We can also use surveys to generate viewer interest and responses can help inform us as to viewer preferences and dislikes. People don't like frequent survey posts, however, so we should be smart about how often we post surveys.
- Get partners and brand advocates to post your content.
  - Try to work with larger social media accounts in your industry to share your content to their audience.
- Make sure your social media accounts are cross listed with your website and other social networks.
  - You can easily leverage your other social networks to direct users to your accounts. However, make sure that you're not just asking for a follow. Instead you should try to promote unique content on your page so users have a reason to follow you there.

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<sup>1</sup> <https://www.singlegrain.com/facebook/12-high-performing-facebook-group-engagement-tactics/>

- For example, advertising Stories, IGTV, Reels logistical information on your Twitter account.
- Consistency is key.<sup>2</sup>
  - Try to avoid posting irregularly. If your followers can associate a specific moment in their day with your post it can make that content more memorable.
  - Followers will be anticipating your next post after becoming accustomed to your posting schedule. Your followers will become more eager to interact which in turn will increase engagement.
  - Example: Monday-share goals for the week, Friday-what went well this week
- Post content users want to see.
  - It seems really straightforward but the advice is simple because the intention is simple. You want more people to interact with your content and people are more likely to interact with content if it is engaging.
  - Visual posts are incredibly popular right now. For example, 97% of people focus on visuals on Twitter.<sup>3</sup> 68% of Instagram users want to see photos and 50% want to see videos, as opposed to just 30% who want to see text-based posts.<sup>4</sup>
  - Try finding a hashtag that resonates within the community and using it in the captions of your photos or videos. An ideal hashtag is not so common as to lose your post in a sea of millions (literally).
  - Ultimately, understanding what is engaging is the hard part, so...
- Take advantage of complimentary analytics tools and consider investing in paid analytics services.
  - It can be difficult to know what your followers want to see or what features of your account and posts they prefer. Whether it's filters, captions, content types or post times, the smallest detail can make all the difference, so consider hiring an organization that can show you where you're overachieving and where you're underperforming so you know what to focus on.
  - Facebook's *Insights* shows you statistics like page likes, engagement, @tags and more.

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<sup>2</sup> <https://business.twitter.com/en/blog/how-to-increase-twitter-followers.html>

<sup>3</sup> <https://business.twitter.com/en/blog/how-to-increase-twitter-followers.html>

<sup>4</sup> <https://sproutsocial.com/insights/how-to-get-followers-on-instagram/>

- Twitter shows you stats for impressions, total engagements, and profile clicks, among other features, for each tweet.
- Make your followers happy.
  - The last thing you want is for your followers to come away from your posts feeling confused or upset. Sometimes that's inevitable considering the gravity of the topic on which we speak. But, it would go a long way if we periodically posted wholesome or feel good content without any ulterior motive.
  - Sprinkling in content like this could lead to our followers feeling better while visiting our account. If our followers associate our account with feeling more uplifted or motivated I think they'll be more likely to return to our account and even follow and join.

## Facebook

- Facebook introduced a brand new "Groups" tab in their app and web page to accommodate the rise of those shared spaces.
  - To take full advantage of this, make sure your group name includes a descriptive, keyword-rich to optimize discovery in this Facebook tab.
- Join and participate in other groups.
- Take advantage of posting features.
  - Facebook has a host of options when it comes to formatting and adding interactive features to your post which gives users more ways to interact with our posts. Using a variety of post formats help us avoid coming across as stale.
- Set clear guidelines.
  - All active and successful Facebook Groups have one thing in common: clear rules and moderation. Without this, it can become a free-for-all for self-promotion or off-topic discussion, and no-one enjoys sifting through all that.
- Ask members to submit photos for the Association to share on their page.
  - People really appreciate a "real" and "authentic" aesthetic and we can achieve this by crowd sourcing some media.

- Encourages people to participate if they see others gaining acclaim or praise for their media.
- Social media company Buffer shares their experience that led them to believe that posting less may actually be beneficial than posting more.<sup>5</sup>
  - When posting around 4 times a day, Buffer saw their lowest users reached statistics for the year.
  - During this time, they also had the lowest level of engagement during the year.
  - Posting less serves two purposes:
    - Forces you to only post your best content.
    - Allows Facebook algorithm to deliver only one piece of content (vs. multiple) to the audience.
  - When Buffer implemented their new strategy, which included posting less, they saw an increase in users reached and an increase in post engagement. The strategy also mandated a change of content type to...
- “Edu-tainment” (Education + Entertainment).
  - Not all content is right for Facebook.
  - Most popular posts tend to be related to either education or entertainment. The best posts combine elements of the two.

## Twitter

- Interact with others.
  - Follow others in your industry, retweet influencers, engage with thought leaders in the community, and reply to mentions and customers to build engagement and connections.
- Post videos and photos.
  - Tweets with video content are six times more likely to be shared than a text-based tweet.<sup>6</sup>

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<sup>5</sup> <https://buffer.com/resources/facebook-posting-strategy/>

<sup>6</sup> <https://www.socialmediabutterflyblog.com/2020/11/how-to-increase-your-twitter-followers-and-build-your-twitter-presence/>

- Hashtags are can be crucial getting your posts discovered.
  - One website described hashtags as a form of search-engine optimization (SEO) specifically for Twitter because posts are searchable by hashtag.
  - Tweets with at least one hashtag receive 12.6% more engagement than those without them.
  - Don't cram too many hashtags into your tweets or else you run the risk of appearing like spam rather than posts with value.
  - Look at how many followers the hashtag has. Look to see what is trending. Look at what your competitors are using. (Also, keep in mind that just because a hashtag does well on LinkedIn doesn't necessarily mean it will do well on Twitter.)

## Instagram

- Excellent for generating interest and driving up engagement.
- Make sure your visuals are properly formatted.
  - Social media users these days have very keen eyes. Even to the uneducated simple and small mistakes can appear glaring as more people become familiar with seeing images online. An improperly formatted visual can do harm to your company's appearance as a legitimate and professional service because it can give the impression that you don't care or are unprofessional.
- Use geotags to boost local discovery.
  - Makes us seem more approachable if people see we're operating in their neighborhood rather than this Association with no physical store front posting on social. Moreover we can see who else is posting in the area and reach out to them specifically for events in their area.
  - You can get the most value out of location tags by posting regularly to these feeds and also engaging with posts from prospective customers who are physically in the vicinity.
- Use Instagram Live.
  - Key to running a successful marketing strategy on any social media platform.<sup>7</sup>

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<sup>7</sup> <https://www.shopify.com/blog/14288561-how-to-build-a-massive-following-on-instagram#12>

- Satisfies the user's desire for face-to-face, personalized attention.
- Easy tool for engaging with users.
- Different types of Live streams:
  - Influencer takeovers (for our purposes "influencer" can be an industry leader and/or practitioner).
  - Hosting an AMA (Ask Me Anything) or Q&A.
  - Teasing an Association update.
  - Going behind the scenes on your operations.
  - Sharing a current event.
  - Running product tutorials.