



Check list for your Organization's success with Social Media

- Ask which Social Media platforms your clients are ready for.
- Create a Social Media calendar which strengthens your communications calendar.
- Have consistent Branding & Logo.
- Provide links to & from your web presences
 - Twitter, Facebook, YouTube, LinkedIn, Blog, Websites
- Showcase your Members' Pages as Favorites on your Facebook Page
- Post as your Chamber's Page
- "Train" staff **and clients** to:
 - Use shortened name and event #hashtags.
 - Use @TwitterHandle when tweeting about you.
 - Use event or conferences' #hashtags when talking about each.
- Train staff to use your Clients' @TwitterHandle when referring to them on Twitter.
- Train staff to use your Clients' Facebook page URL when referring to them on Facebook.
- Ask Clients & Staff to highlight/Like your Organization's Facebook Page
- Encourage Clients & Staff to Post to your Facebook & to Mention you
 - Offer free or discounted entrance to events.
 - Showcase a clients as "Client of the week"
- Connect Clients through your Social Media efforts
- Make friends with the Media
- Encourage the local Social Media Influencers to share your Tweets & Posts
- Invite your Social Media Influencers/Giants to your events.

Posting for Growth

- "K.I.S.S – Keep it *SHORT* and *Sweet*"
 - Posts under 80 characters get the most shares, likes & comments!
- Attaching photos or links get even MORE impressions!
- Ask those with MANY followers to Retweet or Share your Posts!
- Having an action enables you to MEASURE the IMPACT!
- Always link to the appropriate page.
- Measure the Impact of each type of Post.
- Every Post should support your Strategy.
- People like to be Edutained! (Educated & Entertained!)
- Be Creative!
- Post Fridays for the most Shares & ReTweet



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Presents

Social Media Strategies

- I. Review what similar organizations are doing in the area of Social Media.
- II. Facilitate with staff session objective of firming up and agreeing on which of Social Media platforms your organization would like to start/continue (facebook, twitter, YouTube, website).
- III. Collectively select the goals and measurements you will use to determine the effectiveness of your Social Media efforts.
- IV. Determine what “voice” your organizations will be using.
- V. Determine where you get your content for your social media posts & how often you post.
- VI. Agree to standards on keywords, shorten names, handles, where posts should link to, how to grow your followers, retweeting & sharing from staff personal accounts, and how to turn followers into loyal clients.

What Organizations Post about?

- Announce new clients with photos or videos if possible!
- Links to your client’s Social Media Pages or websites.
- Announcement & reminders about events
- YouTube videos about upcoming events & testimonials.
- Posting photos & videos live from events.
- Polls on certain key topics.
- Client of the week contests.
- Subject matter expertise

Key Social Media Tools

- www.klout.com – Track your Social Media Reach & Influence
- www.sproutsocial.com – Turn Followers into clients! Track, measure, manage all your Social Media demographics from one dashboard. & CRM tool.
- www.nutshellmail.com – If you are using Constant Contact , their Nutshell Mail helps measure & manage your connections from your Email Lists & your Social Media followers
- www.wefollow.com – Helps you find your local Social Media Giants! Critical when looking to grow your followers.
- www.tweetdeck.com or www.hootsuite.com both are listening & posting tools.

@sofie_andreou follow me on Twitter, I’ll share best practices with you!