

Building Your Followers!

-Share great content.

When you share good stuff, others will see it, like it, and share it with others. Share pictures, videos and other links.

-Put a clickable link to your Facebook page and Twitter feed as part of the signature on every outgoing e-mail from your entire office.

-Include your Facebook and Twitter links in your advertising for projects or bids, and in your community outreach materials.

-Make sure your social media links are prominent on your web site.

-Tweet more often than you post on Facebook. That's because tweets get pushed down in people's feeds and they don't even see them. You don't have to, but you can tweet as many as 4-5 times during the day. With Facebook, you only want to post once or twice a day.

-Ask others to Like your Facebook page. They probably will!

-Emergency situations are ripe for quickly building followers. Be ready, in an emergency, to know or create the hashtag of the event, and then contribute tweets about your agency's role in the emergency.

-Engage people in conversation using questions, comments and retweets.

-Find and follow others who share your goals. Many Twitter users follow anyone who follows them.

-Respond to messages; thank new followers directly.