

Planning & Engagement



What It Takes To Do Social Media

Commitment

- To dedicating a small amount of a staff member's time each day or week
- To having a consistent presence by regularly posting content. Some of this can be automated.
- To having conversations with the public

What It Takes To Do Social Media

Trust

-That those tasked with the social communications function will be professional and responsible and make good decisions, just like they are when they interact at the public counter, on the phone, or at a meeting

What It Takes To Do Social Media Policy

-So those trusted with social media outreach are in sync with how social media will be handled.

-This should allow leeway and not be so restrictive as to tie the hands of the person so they can't take the right action when a quick decision needs to be made

(Who? When? What kind of content? What "voice" will you use? What things get reviewed in advance, and what don't?)

What It Takes To Do Social Media Policy

- Also needs to provide guidance on when posts are removed, such as for inappropriate language or content

- It should also provide guidance on how to handle inquiries made via Facebook or Twitter so they can be handled promptly

What It Takes To Do Social Media

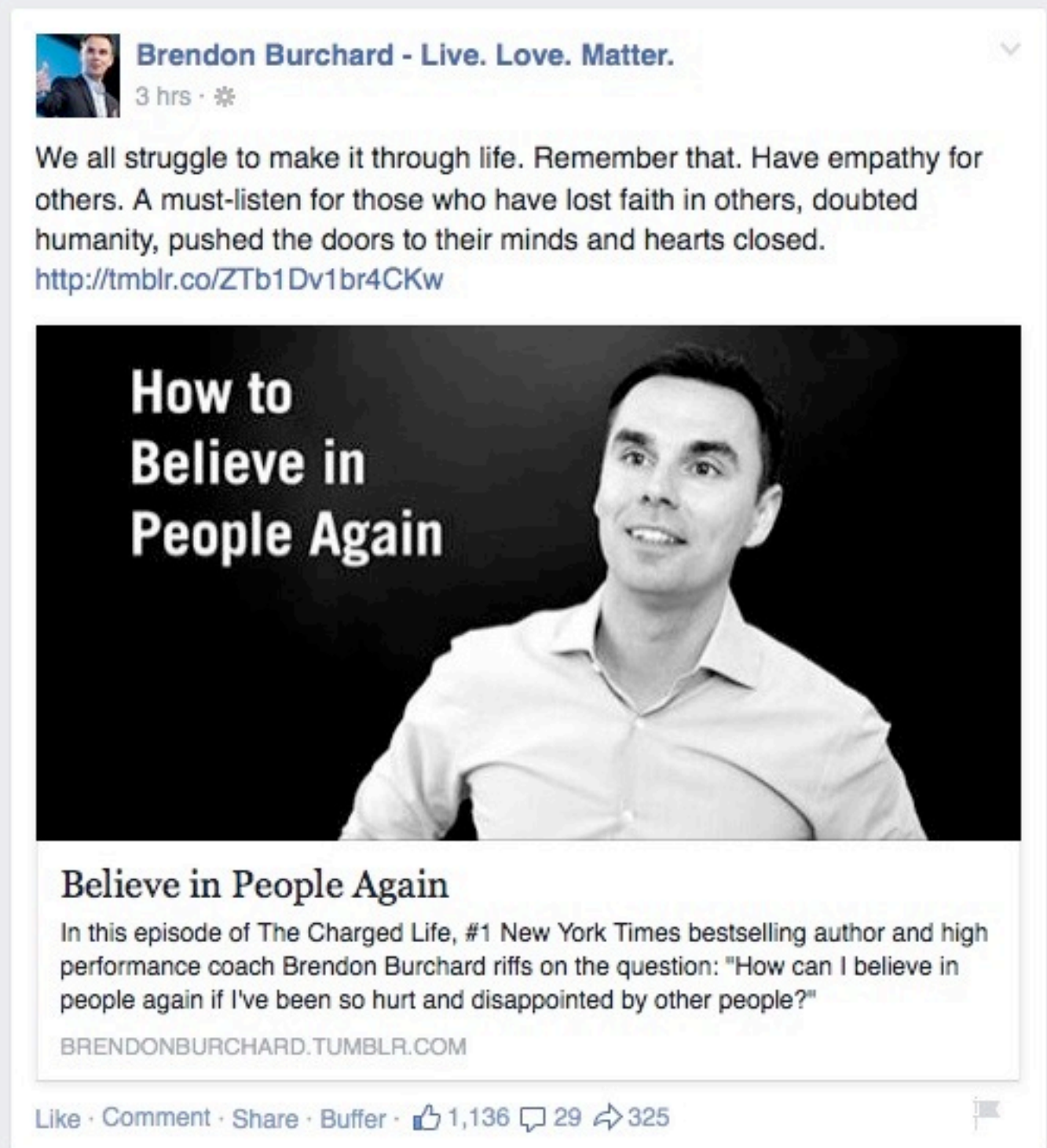
Familiarize yourself with these tools so you're ready for emergencies when social media is critical

- Do you have a social media champion in your agency?
- Get management and I.T. staff on board.
Communicators need access to these tools if they are to be effective in meeting today's demands.
- Determine your communications objectives.

Tips For Maximum Engagement

Content

**Create and share only
high quality content**



Brendon Burchard - Live. Love. Matter.
3 hrs · *

We all struggle to make it through life. Remember that. Have empathy for others. A must-listen for those who have lost faith in others, doubted humanity, pushed the doors to their minds and hearts closed.
<http://tumblr.co/ZTb1Dv1br4CKw>

How to Believe in People Again

Believe in People Again
In this episode of The Charged Life, #1 New York Times bestselling author and high performance coach Brendon Burchard riffs on the question: "How can I believe in people again if I've been so hurt and disappointed by other people?"
BRENDONBURCHARD.TUMBLR.COM

Like · Comment · Share · Buffer · 1,136 29 325

Content

**Be descriptive
and relevant with
the title of the
post**



Sue B. Zimmerman

January 21 at 9:13am · 🌐

Running a contest on Instagram is a great way to quickly build buzz around your business.




The 7 Steps to Create an Awesome Contest on Instagram

Do you want to learn how to run a successful contest on Instagram? Here are the 7 key steps that you must do to create an awesome contest on Instagram

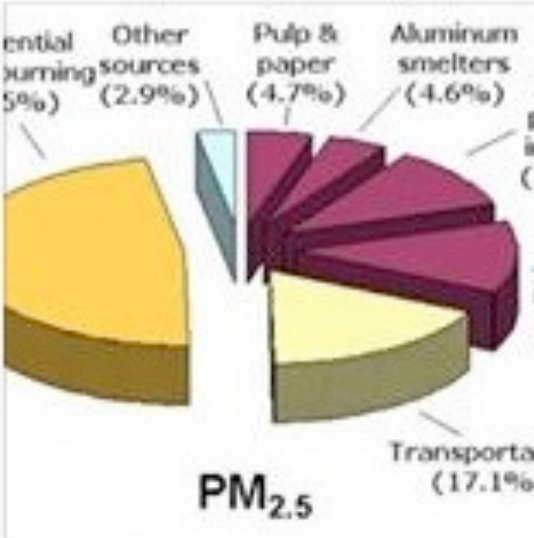
SUEBZIMMERMAN.MYSHAREBAR.COM

Content

Write a brief summary of the content you are sharing

 **SpareTheAir Scooter**
Yesterday at 11:45am · 🌐

Wood smoke produces fine particulate matter (PM 2.5) #pollution that affects the #health of your family, friends and neighbors. It is a common source of odor, reduced visibility and health problems during the fall and winter months. In fact, it causes almost 50 percent of the particulate matter problem in #Sacramento County during the winter.
http://www.sparetheair.com/take_action.cfm... #CheckBeforeYouBurn



Source	Percentage
Residential wood burning	5%
Other sources	2.9%
Pulp & paper	4.7%
Aluminum smelters	4.6%
Transportation	17.1%

Spare The Air: Take Action

Cars are the major source of air pollution in the Sacramento region. Before getting into your vehicle to run an errand, or go to work, consider alternative means of transportation. Can you get to your destination by walking, biking or public transit? If you

SPARETHEAIR.COM

Like · Comment · Share · Buffer · 👍 4

Writing Headlines

Share

Give surprise!
Ask questions
Arouse curiosity
Try negatives



Elaborate how-to
List numbers
Reference “you”
Facts specificity

Ideas for Maximum Engagement

“One little-known way to [solve a problem] : [solution]”

“Caption this!” [photo or video]

“Fill in the blank. My [activity] must-have is _____”

“‘Like’ for [option 1]. ‘Share’ for [option 2]”