



FIVE ESSENTIAL SOCIAL MEDIA TIPS

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1. Develop a Social Media Communications Strategy

Develop short-term and long-term goals and objectives. This includes, strategizing about the deployment of human and material resources for your campaign, choosing the right tools that will help automate the social media communications process and finding social media analytics tools to help you monitor success.

2. Know Your Audience and Find Them Online

Conduct research to find out where your audience is interacting online. While there are numerous social media outlets, not all will fit your business model. Be intentional about selecting the right one.

3. Schedule a “Social Hour”

Research holds that there are optimal times to interact with your audience online. However, the nature of your business may dictate a different schedule. Regardless, be consistent with your interactions.

4. Show Your Human Side

Ironically, excellence in social media warrants a “human element” to online communication. You obtain the best reaction from your audience when you use a “human” voice and not a corporate presence in social networks.

5. Listen and Learn

While organizations must know the ins and outs of their respective products and the needs of their audience, there is still much to be learned by listening to members of your social networks. Be social. Participate in the conversation rather than broadcast what your audience needs to know.

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