

SOCIAL MEDIA BEST PRACTICES

Presented by: Building Stronger
Neighborhoods Committee



Social Media Best Practices

- Appoint a designated and reliable social media individual or committee. This will help to ensure a consistent social media voice and strategy.
- Publicize your social media presence. Every outreach channel—print included—should reference your other outreach channels.
- Engage! Answer the questions that are posed by the public. Intervene (politely) to correct common misunderstandings and highlight the value of neighborhood councils.
- Cross-post. For example, blog posts should also be posted on Twitter and Facebook. Facebook “apps” (Settings > Apps) and WordPress’ Jetpack plugin will help automate cross-posting so you don’t have to do it manually.
- Social media usage is a big part of marketing programs in higher education settings. There is a chance that students enrolled in Communications degrees at local colleges/universities may be looking for opportunities to expand their portfolio, or some local professors may be looking for service-learning opportunities for their students to help out community agencies with social media!

Social Media Best Practices

- Although neighborhood councils cannot avoid involvement in the political process, they are by nature apolitical organizations. Bear this in mind when posting any content. Social media is a tool for neighborhood outreach, not alienation.
- You don't need to post every day but you do need to post regularly. A dormant site is often worse than no site at all because it suggests that the neighborhood council is inactive. By the same token, a constant deluge of information can be off-putting and could lose followers.
- Understand the strengths of each social media platform and use them accordingly. Twitter, for example, is not suited for in-depth public discussion.
- Take neighborhood photos and videos and maintain a media library. These will come in handy when hunting for relevant photos and other content to post to your blog or use in your newsletter.
- Use strong passwords and be smart and vigilant when it comes to security. This involves exercising caution when assigning admin/editorial roles to new users, distributing login credentials, or posting from public computers.
- Speak as a neighborhood or an organization, not an individual.