

Social Media

Tips & Tricks

By David Closson

- **Be Human**
- **Have a Voice**
- **Be a story teller**
- **Be Social**
- **Comment**
- **Pictures not Links**
- **Engagement = Reach**
- **Respect the Platform**
- **Only one call to action**
- **Keep the text short**

UConnect

Social media is about connecting, interacting and building relationships

- Nobody wants to talk to a billboard that simply says "do this" or "don't do that."
- Share the story of your department or organization.
- Be the one to start the conversation. Say hi.

Comment, Comment, Comment

The power of comments...

- Be the one to comment on others' posts. This will start the conversation.
- Commenting will help to build your online community.
- Reply to comments on your page. This encourages dialogue, strengthens the online community and builds your online identity.

Respect the Platform

Facebook, Twitter, Instagram, and many more...

- Each platform has their own unique aspects and nuances.
- Respect those nuances.
- Create content for each platform specifically.

Facebook Hacks

Likes, comments, shares, reach and much more

- Post pictures and graphics, not links.
- Likes, shares, comments, and clicks all increase the reach of a post.
- Keep the text in a post short and sweet.
- Use only one call to action in a post.

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