

## SOCIAL MEDIA TIPS

- **TIME IS OF THE ESSENCE - DON'T SCHEDULE YOUR POSTS UNLESS YOU ABSOLUTELY HAVE TO. THINGS HAPPEN THAT MAY AFFECT YOUR MESSAGE. DRAFTING POSTS AND THEN TWEAKING THEM TO FIT THE TIME/DATE OF POSTING IS BETTER AND COMES OFF AS MORE GENUINE.**
  - **SEE THIS INCIDENT OF MCDONALD'S FAILED BLACK FRIDAY SCHEDULED POST**
- **KEEP IT SHORT & SWEET**
- **PHOTOS GRAB ATTENTION - POSTS WITH PICTURES/VIDEO ARE MORE THAN TWICE AS LIKELY TO BE SEEN ON FACEBOOK. IF YOU DON'T HAVE A PHOTO, CRAFT A GRAPHIC TO GO WITH IT.**
- **DON'T REINVENT THE WHEEL - USE SOCIAL MEDIA TO DRIVE VIEWERS TO EXISTING CONTENT ON YOUR ASSOCIATION'S WEBSITE OR OTHER PUBLICATIONS; THINK OF SOCIAL MEDIA AS A FREE WAY TO MARKET YOUR EVENTS, PUBLICATIONS AND WEBSITE**
- **GIVE A CALL TO ACTION. INCLUDE A LINK OR "NEXT STEP" IN A POST, SO THAT READERS WHO ARE INTERESTED CAN TAKE THAT INTEREST FARTHER.**
- **SPREAD THE WORD - INCENTIVIZE YOUR MEMBERS TO POST BEFORE, DURING AND AFTER EVENTS**
- **GO WITH THE FLOW - GO ALONG WITH THE TRENDS THAT FIT YOUR MESSAGE. YOU DON'T HAVE TO USE ALL OF THE TRENDING HASHTAGS OR TOPICS, BUT TAKE ADVANTAGE OF THOSE THAT FIT YOUR MESSAGE - AND DON'T BE AFRAID TO USE GIFS!**
- **#HASHTAG - CHECK YOUR HASHTAGS BEFORE USING THEM. IT MIGHT NOT BE ORIGINAL AND YOU DON'T WANT YOUR POST MIXED IN WITH WEIRD STUFF.**
- **DON'T BE AFRAID OF EMOJIS! USE THEM, BUT DON'T ABUSE THEM.**
- **POST BIG EVENTS ON FACEBOOK AS EVENTS, AND INVITE MEMBERS AND STAFF USING FACEBOOK**
- **FIND YOUR WHY. WHY ARE YOU ON SOCIAL MEDIA? IS IT TO BUILD COMMUNITY ENGAGEMENT AND EDUCATION? BUILD YOUR BRAND? RECRUITMENT? FUNDRAISING? BEING ABLE TO ANSWER THE WHY WILL HELP YOU DEVELOP YOUR OVERALL STRATEGY FOR SOCIAL MEDIA.**
- **TIME IS OF THE ESSENCE - DON'T SCHEDULE YOUR POSTS UNLESS YOU ABSOLUTELY HAVE TO. THINGS HAPPEN THAT MAY AFFECT YOUR MESSAGE. DRAFTING POSTS AND THEN TWEAKING THEM TO FIT THE TIME/DATE OF POSTING IS BETTER AND COMES OFF AS MORE GENUINE. (SEE THIS INCIDENT OF MCDONALD'S FAILED BLACK FRIDAY SCHEDULED POST)**
  - **MAKE A CALENDAR OF WHAT YOU WOULD LIKE TO POST AND PLAN OUT YOUR YEAR. SET UP CALENDAR REMINDERS FOR HOLIDAYS, OFFICE CLOSURES, AND OTHER MAJOR EVENTS.**
- **INVEST IN A SOCIAL MEDIA MANAGEMENT PLATFORM. HOOTSUITE CAN LINK YOUR TWITTER, FACEBOOK, YOUTUBE, INSTAGRAM, LINKEDIN AND GOOGLE+ PAGES. IF YOU HAVE A MESSAGE THAT**

## SOCIAL MEDIA TIPS

YOU NEED TO SPREAD ACROSS MULTIPLE PLATFORMS THIS IS THE MOST TIME EFFICIENT WAY TO MAKE THAT HAPPEN. OTHER BENEFITS:

- YOU CAN POST ACROSS MULTIPLE PLATFORMS AT ONCE
- PROVIDES ANALYTICS FOR ALL SOCIAL MEDIA NETWORKS YOU HAVE LINKED
- ALLOWS YOU TO “LISTEN” ON SOCIAL MEDIA
  - YOU CAN PUT IN SPECIFIC KEYWORDS TO MONITOR, FOR EXAMPLE YOU CAN HAVE AN ENTIRE STREAM DEVOTED TO THE NAME OF YOUR ASSOCIATION. YOU CAN ALSO HAVE STREAMS FOR HASHTAGS YOU’VE CREATE TO SEE IF THEY ARE BEING USED/SHARED.
- KEEP MESSAGING SHORT & SWEET.
- FIND OUT WHAT SOCIAL MEDIA PLATFORMS THE MAJORITY OF YOUR MEMBERS ARE USING. IF YOUR MEMBERSHIP IS PRIMARILY ON TWITTER AND YOU ARE INVESTING ALL OF YOUR TIME AND EFFORT ON AN INSTAGRAM PAGE, YOU ARE NOT LIKELY GOING TO SEE ANY RESULTS.
- DETERMINE WHAT YOUR VOICE WILL BE ON SOCIAL MEDIA AND MAKE SURE THAT EVERYONE WHO POSTS ON THAT ACCOUNT USES THE SAME VOICE. YOU DO NOT WANT YOUR SOCIAL MEDIA TO APPEAR AS IF MULTIPLE PEOPLE ARE POSTING ON IT; YOU WANT YOUR SOCIAL MEDIA TO HAVE A SINGULAR VOICE THAT MATCHES YOUR BRAND. THAT BEING SAID, YOU CAN ALTER YOUR VOICE ACROSS DIFFERENT PLATFORMS. FOR EXAMPLE, ON TWITTER YOU CAN BE VERY CHEEKY, A LITTLE MORE SERIOUS ON FACEBOOK, BUT STILL PLAYFUL, AND ON LINKEDIN YOU COULD BE STRICTLY PROFESSIONAL. EVEN WITH THOSE SLIGHT CHANGES, IT IS STILL A STREAMLINED MESSAGE AND VOICE.
- PHOTOS GRAB ATTENTION! POSTS WITH PICTURES/VIDEO ARE MORE THAN TWICE AS LIKELY TO BE SEEN ON FACEBOOK. IF YOU DON’T HAVE A PHOTO, CRAFT A GRAPHIC TO GO WITH IT.
  - CANVA IS A GREAT SITE/APP THAT ALLOWS YOU TO CREATE YOUR OWN SOCIAL MEDIA GRAPHICS AND HAS TEMPLATES THAT ARE CORRECTLY SIZED FOR EACH PLATFORM. YOU CAN DO A LOT FOR FREE ON THAT APP WITHOUT HAVING TO PAY FOR A SUBSCRIPTION.
  - RIPL IS ALSO A GREAT APP THAT TAKES YOUR PHOTOS AND ANIMATES THEM. AGAIN, YOU CAN DO A LOT FOR FREE ON THIS APP WITHOUT THE SUBSCRIPTION.
- DON’T REINVENT THE WHEEL - USE SOCIAL MEDIA TO DRIVE VIEWERS TO EXISTING CONTENT ON YOUR ASSOCIATION’S WEBSITE OR OTHER PUBLICATIONS; THINK OF SOCIAL MEDIA AS A FREE WAY TO MARKET YOUR EVENTS, PUBLICATIONS AND WEBSITE.
- GIVE A CALL TO ACTION. INCLUDE A LINK OR “NEXT STEP” IN A POST, SO THAT READERS WHO ARE INTERESTED CAN TAKE THAT INTEREST FARTHER.
- SPREAD THE WORD – INCENTIVIZE YOUR MEMBERS TO POST BEFORE, DURING AND AFTER EVENTS.

## SOCIAL MEDIA TIPS

- **GO WITH THE FLOW - GO ALONG WITH THE TRENDS THAT FIT YOUR MESSAGE. YOU DON'T HAVE TO USE ALL OF THE TRENDING HASHTAGS OR TOPICS, BUT TAKE ADVANTAGE OF THOSE THAT FIT YOUR MESSAGE – AND DON'T BE AFRAID TO USE GIFS.**
- **PAY ATTENTION TO YOUR ANALYTICS! IF YOU HAVE SOMETHING YOU NEED A MAJORITY OF YOUR FOLLOWERS TO SEE, MAKE SURE YOU ARE POSTING IT AT A PEAK TIME. YOUR ANALYTICS WILL TELL YOU WHEN THESE TIMES ARE. ALSO, SEE WHAT POSTS HAVE THE BEST RESPONSE. IS IT A PHOTO? VIDEO? ARTICLES? WHATEVER IS GETTING THE BEST RESPONSE, START POSTING MORE OF THOSE TO KEEP YOUR ENGAGEMENT UP.**
- **POST THIRD PARTY INFORMATION. THE ABA RELEASES A LIST EVERY YEAR OF THE TOP 100 PEOPLE TO FOLLOW ON SOCIAL MEDIA, CHECK THOSE PEOPLE OUT AND SHARE THEIR INFORMATION ON YOUR NETWORKS.**
- **#HASHTAG - CHECK YOUR HASHTAGS BEFORE USING THEM. IT MIGHT NOT BE ORIGINAL AND YOU DON'T WANT YOUR POST MIXED IN WITH WEIRD STUFF.**
- **DON'T BE AFRAID OF EMOJIS! USE THEM, BUT DON'T ABUSE THEM.**
- **BE SOCIAL! DON'T JUST POST AND WALK AWAY, ENGAGE WITH THE PEOPLE WHO COMMENT AND SHARE YOUR POSTS.**
- **POST BIG EVENTS ON FACEBOOK AS EVENTS, AND INVITE MEMBERS AND STAFF USING FACEBOOK.**
- **CONTACT YOUR LOCAL UNIVERSITIES AND SEE IF THE COMMUNICATION/MARKETING DEPARTMENTS OFFER SOCIAL MEDIA COURSES. SEE IF THEY HAVE A CLASS THAT IS WILLING TO TAKE YOU ON AS A CLASS PROJECT. THEY CAN DEVELOP CAMPAIGNS OR OTHER SOCIAL MEDIA STRATEGIES FOR YOU, FOR FREE!**
- **BECOME FRIENDS WITH YOUR FELLOW BARS! REACH OUT TO OTHER BARS TO SEE WHAT WORKS FOR THEM. ADDITIONALLY, IF YOU HAVE SOMETHING BIG TO PUSH, LET THEM KNOW AND ASK THEM TO HELP SPREAD THE WORD. CONSIDER CONNECTING WITH YOUR STATE BAR, YOUR LOCAL VOLUNTARY BAR FRIENDS AND OTHER SISTER VOLUNTARY BARS IN YOUR STATE.**
- **JUST BECAUSE IT WORKS FOR ANOTHER BAR, DOESN'T MEAN IT WILL WORK FOR YOU! SOCIAL MEDIA IS VERY MUCH A MODERN DAY "KEEPING UP WITH THE JONESES" AND YOU HAVE TO MAKE SURE THAT THE PLATFORMS YOU ARE USING AND THE CONTENT YOU ARE POSTING WORKS FOR YOUR BAR ASSOCIATION. DO NOT CREATE AN INSTAGRAM PAGE IF YOU DO NOT THINK IT WILL WORK FOR YOUR BRAND. YOU DO NOT HAVE TO HAVE ONE.**
- **DON'T DO SOCIAL MEDIA JUST TO BE DOING IT... DECIDE IF IT FURTHERS YOUR MISSION AND GOALS AS AN ASSOCIATION, AND THEN DECIDE HOW IT DOES SO.**

## SOCIAL MEDIA TIPS

- **USE RESTRAINT. BE A GOOD GATEKEEPER, FILTER INFORMATION AND ONLY POST THINGS THAT ARE RELEVANT/ INTERESTING. DON'T REPOST A BUNCH OF JUNK, IF YOU DON'T HAVE ANYTHING ORIGINAL TO SAY, DON'T SAY ANYTHING.**
- **HAVE A BASIC UNDERSTANDING OF WHAT EACH PLATFORM DOES BEST AND USE ACCORDINGLY**
- **PUT MOST OF YOUR EGGS IN ONE BASKET: FOCUS ON ONE PLATFORM THAT BEST SUITS YOU/ YOUR AUDIENCE, BUT HAVE A PRESENCE ON ALL (FB, LINKDIN, INSTA, SNAPCHAT, TWITTER). DIFFERENT DEMOGRAPHICS IN YOUR BAR USE DIFFERENT PLATFORMS AND YOU NEED TO BE THERE AND WATCH THE TRENDS.**
- **HAVE A BASIC UNDERSTANDING OF WHAT EACH PLATFORM DOES BEST AND USE ACCORDINGLY**
- **STAFF IS IN THE BEST POSITION TO MAINTAIN CONSISTENT, COORDINATED PRESENCE. SO ENCOURAGE STAFF TO DO SO.**
- **USE SOCIAL MEDIA TO SUPPLEMENT (NOT REPLACE) YOUR MORE TRADITIONAL COMMUNICATIONS (PRINT AND E-MAIL).**
- **USE SOCIAL MEDIA TO PROMOTE YOUR MEMBERS AND THEIR ACCOMPLISHMENTS**
- **PEOPLE LIKE PHOTOS OF THEMSELVES AND THEIR PALS!**
- **DO CLEARLY ESTABLISH WHO - AMONG STAFF AND MEMBER LEADERSHIP - HAS AUTHORITY TO USE SOCIAL MEDIA. RESTRICT MEMBER DIRECT ACCESS; STAFF CAN PERFORM THE FUNCTION OF POSTING CONTENT FOR MEMBERS.**
- **DO THINK ABOUT YOUR ASSOCIATION'S BRAND AND HOW IT IS/ISN'T REFLECTED ON SOCIAL MEDIA PLATFORMS.**
- **DO STORE LOGIN CREDENTIALS AND MAKE SURE THEY ARE ACCESSIBLE TO THE CHIEF EXECUTIVE OR HER DESIGNEE. DO STORE LOGIN CREDENTIALS SECURELY.**
- **DO COORDINATE CONTENT BETWEEN/AMONG DIFFERENT SOCIAL MEDIA PLATFORMS.**
- **IF NEW TO SOCIAL MEDIA DO TRY SOME SIMPLE CAMPAIGNING – FOR EXAMPLE A SERIES OF TWEETS QUOTING AND MENTIONING/TAGGING/ETC. MEMBERS: “I LOVE MY [BAR ASSOCIATION] BECAUSE...”**