

## Social Media Tips

1. Post consistently. Determine what your posting schedule will be and stick to it. Schedule posts ahead of time, if needed. Two tools available for scheduling your social media posts are listed below.
  - HootSuite: [hootsuite.com/](https://hootsuite.com/)
  - Klout: [klout.com/home](https://klout.com/home)
2. Post images and/or videos with your messages. Timing is important! Fit your message to the audience you are trying to reach!
3. It's OK to share content from other organizations. Some recommended ratios are below.
  - **4-1-1** – 4 pieces of content from others, 1 reshare, 1 self-serving post
  - **5-3-2** – 5 pieces of content from others, 3 from you, 2 personal updates
  - Golden Ratio – 60% others' content, 30% your content, 10% promotional
  - Rule of Thirds – 1/3 posts about you, 1/3 curated content, 1/3 conversations
4. Practice the "Three As."
  - Appreciation
  - Advocacy
  - Appeals
5. Tell stories to humanize the daily topics. Use news articles or personal anecdotes to appeal to the audience's emotional side.
6. Ask questions in your posts. Start a conversation.
7. Leave your audience with cliff hangers at the end of the day. (i.e., "Stay tuned tomorrow to learn how to keep your kids safe on the farm.")

### References

<https://blog.bufferapp.com/social-media-non-profits>

<http://www.pcworld.com/article/2461824/3-tools-to-schedule-your-social-media-posts.html>