Social Strategies

- Connecting your Social Media Resources
- Co-managing your Social Media Accounts
- Scheduling Social Media Content
- Tips & Suggestions

Connecting your Social Media Resources

You may only be one person with a limited amount of time maintaining your office’s social media account, but by connecting all of your social media accounts you can seem like you are everywhere.

Connecting a blog to a Facebook page:
- Networked Blogs app.
- Must have 3 people verify you.

Connecting a blog to Twitter:
- Use the Twitter Widget Pro plug-in for Wordpress.

Connecting Twitter to Facebook:
- Use Co-Hootsuite (www.hootsuite.com).
- Connect the Facebook account in the settings area.

Co-managing your Social Media Accounts

Twitter:
- Use co-tweet.com.

Facebook:
- Add users as admin through the page settings.

Blog:
- Add users as admin through the blog settings.

Scheduling Social Media Content

Twitter:
- Use Hootsuite to schedule posts.

Blog/Wordpress:
- Posts can be scheduled through posting area.

Facebook:
- Use Hootsuite to schedule posts.

Tips & Suggestions
Baby steps.

If you were to choose only two? Facebook and Twitter.
Only one? Facebook.

Create a plan (present-5 years, member goals, engagement ideas).
Identify a manage (someone who must maintain the accounts weekly).
Link to info that is accessible all in one location, such as your Web page or a blog.
Request that people 'like' you Facebook and Google+, 'follow' you on Twitter, and 'connect' with you on LinkedIn.
Include links to your social media accounts in your email signature, profiles, and communications.
Engage your audience with posts, contests, and ask for submissions.