# 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](http://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 manager (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.