Social Media Tips

Engaging Other Professionals, Agencies, and Organizations

• It’s all about engagement!
  - “Like” other Facebook pages, posts, and comments
  - Follow, reply, “like,” and retweet
  - “Tag” other accounts on posts to reach a broader audience and maximize post engagement.

Engaging Audience and Maximizing Reach

• Keep posts as brief as possible.
• Add visuals to posts to increase interest. A photo, link with a thumbnail, or video can generate significantly more attention.
• Schedule posts in advance to save time, reach multiple time zones, and stay on a consistent posting schedule.
• Use popular hashtags, and see how you can incorporate trending hashtags.
• Join or support social media campaigns and refer to this year-round outreach calendar.
• Set up automatic replies on Facebook Messenger to enhance social customer service delivery.

Post content

• Post frequency goals:
  - Facebook: Two to five times per week
  - Twitter: One to five tweets per work day
• Share materials/resources, including: blogs, new website content, reports, events, or other resources.
• Share content from trusted outside resources, including: local media outlets, government agencies, nonprofit associations, nonprofit publications, etc.
• Set “Google Alerts” to monitor the web for interesting new content (suggested alerts: aging, ageism, age discrimination, age-friendly, aging in place, caregiving, elder, elder abuse, elder justice, intergenerational activities, older Americans, older adult, older people, senior, senior volunteers, social isolation, social support networks, etc.).

Analytics

Facebook Insights
Twitter Analytics

Addressing Inappropriate or Negative Comments

• There is always something to thank someone for
• Show empathy
• Stay positive! Highlight positive action that can be taken or provide resources on the issue being discussed.

Additional Resources

• Reframing Elder Abuse
  - Talking Elder Abuse Communications Toolkit
• Reframing Aging
  - Gaining Momentum Communications Toolkit

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