GETTING STARTED

Beginning instructions for setting up Social Media

Step 1: Determine Your Target

1. What is your goal for your social media?
2. Who is the audience? (This influences what platforms you use)
3. What does success look like?
4. What is the ultimate call to action (CTA) you want out of this page?
5. Will this be for personal or professional? (Two different things)

Step 2. Lay the Foundations

Review the page's description, website, security settings, page type, and choose a page handle that is consistent with your brand. Give administrative rights to others to share in the responsibility.

- Review the page format. For Facebook, you can use templates for pages, rearrange tabs on the left-hand side and download and install plugins that expand the features and capabilities of the page.

- Review contact information. Is it easy to get in touch with you?

- Do the 5 second test: if someone glances at your page, will you be recognized? Make sure images are consistent with the other pieces of your brand and easily identified. Leave room to be familiar with old friends, but clearly identified to the new comers who have yet to meet you.

Step 3: Start Posting

From the beginning, create a culture. You set the tone, establish the rules, and hold the control to the page and the conversations that happen and the type of posts that get shared.

Every like, every comment, and every post represents an individual. Makes ure they know they are respected.

And make sure every piece always ties back to the overarching story of your page. You can make this as inspirational, educational, or demoralizing as you wish :) and this will greatly influence who comes and engages.

IMPORTANT TO REMEMBER

- What you post on social media will be public forever. Everything that gets posted will get shared. Consider it will be viewed by the media, and your competition.
- Be careful sharing names and photos especially of children. Obtain parental consent when needed.
- This is a SOCIAL NETWORK. Encourage people to share, and talk about your page. Many people will form their first impressions by what someone has shared from your page. Do it with class and excellence!

Be Consistent

- in Branding, logo, colors, name
- in timing and type of posts
- Make sure your social media handles are on all your publications
- Make it feel familar: it should be a tool of integrity - what your visitors experience here should be reflected in your school, office, ministry and vice versa.

Be Engaging

- How and when you respond will contribute towards the perception the public has of you in other settings
- When people comment, like or share your material - always "Like" or say "Thank you!"
- Answer their questions. Let them know they are heard.

Be Clear

- Communicate clearly. Never use "insider speak". Make sure acronyms are defined and "visitors" can figure out what you are refering to.
- Give Call to Actions (CTA). What do you want people to do?