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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