



# 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:
  -  Two to five times per week
  -  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](#)



advocacy | action | answers on aging



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