I-LinCP

# SOCIAL MEDIA TIPS and TRICKS

**Ask questions in your posts**  
Engaging with your supporters can be as simple as asking a question. Social media specialist John Haydon reports, “posts that end with a question mark vs. a period generate twice as many likes, comments and shares – especially those that start with ‘should’ or ‘would’.”

**Give credit when credit is due**  
Make sure to give your supporters a lot of “social love”. Applaud donors and sponsors for their contributions and encourage them to be a part of the conversation.

It is easy to tag them in posts by using the @symbol in front of their name. For instance, *“Thank you to our luncheon sponsors @XYZ.”*, will appear as*, “Thank you to our luncheon sponsors XYZ.”* They will in turn have your organizational post appear in their social media platform and be grateful for the recognition.

**Get Visual**Audiences prefer to engage with images and videos more than any other type of post. Content such as video or interactive infographics, can really help your organization stand out among all the clutter.

Follow up with videos or photos from events – and tag; tag; tag. People appreciate being showcased and thanked and will in turn showcase and like your page/organization.

**Consistency is Key**  
It is important to maintain a steady presence on your social media platforms. Use this platform as a way to thank sponsors, invitations to events, membership spotlights, information on special events.

**Reciprocity**   
If someone has tagged your organization in a post, or likes your page, give them a thank you back.