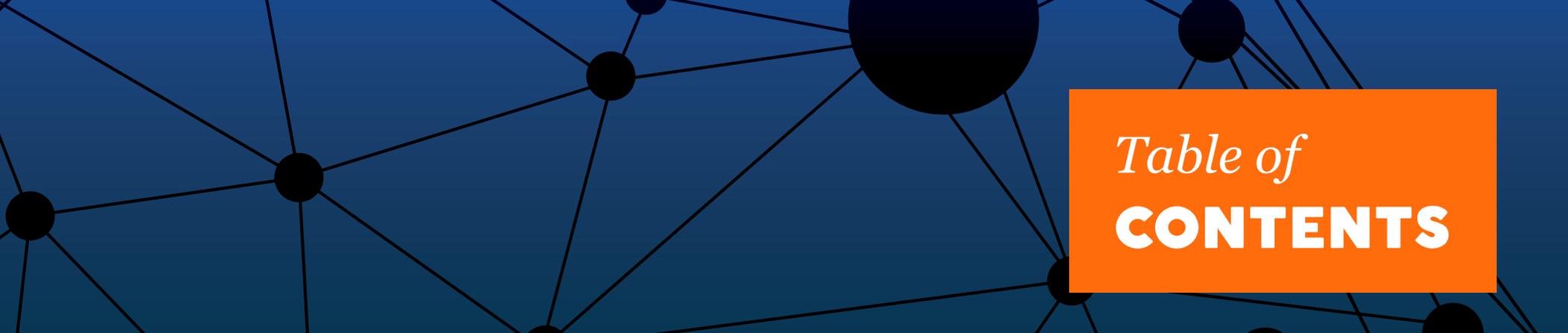




A Guide to Getting Started on  
**SOCIAL MEDIA**



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Social media comes in all shapes and sizes and it's always evolving. Knowing where to begin can be tricky. To help you get started on social media, here are a few helpful tips.



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A dark blue background with a network diagram consisting of black nodes and connecting lines. An orange rectangular box is positioned in the upper right quadrant, containing the text for Step 1.

*Step 1:*

## **DO YOUR RESEARCH**

When determining whether to create a social media presence for yourself or your organization, your decision should be guided by a few questions:

- **What are my goals for social media?**
- **Who am I trying to reach?**
- **Do I have adequate time and resources to commit to social media?**
- **Do I have access to a steady stream of content relevant to my audience?**
- **What social media platform will best allow me to reach my audience?**

Once you have answered these questions, use the snapshots on the following pages to guide you to the best social media platform to meet your needs.

# OVERVIEW OF SOCIAL MEDIA PLATFORMS

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Just because a network is trendy doesn't mean it's the right fit for you. It's more important to be on the right network than to be on every network. Get a handle on which social media platform may be right for you.

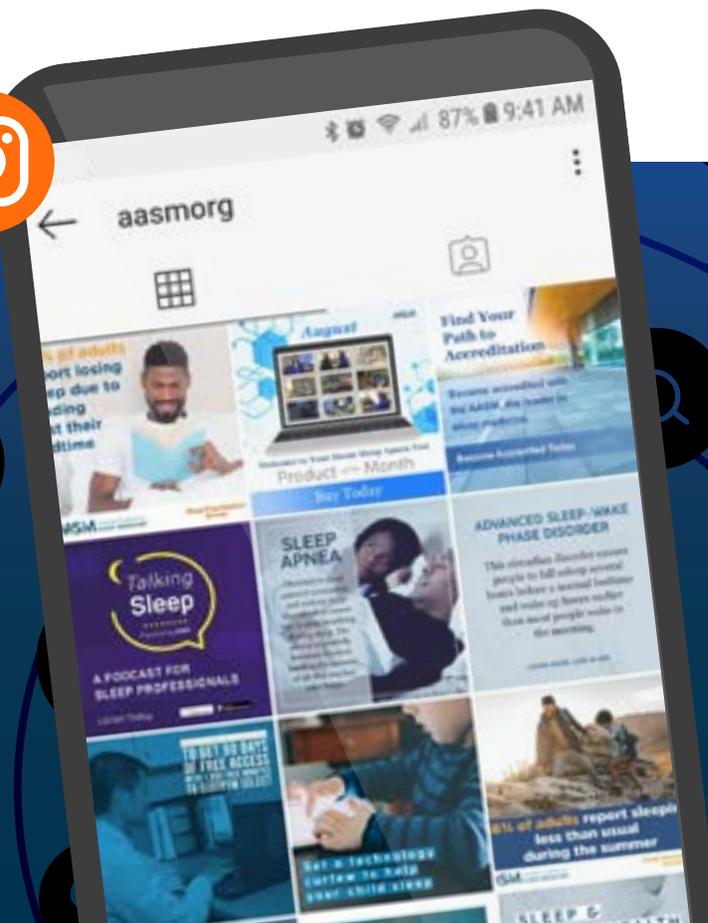


## FACEBOOK

Facebook is a networking site that allows users to create a personal profile, add other users as connections, and exchange messages. Businesses can share photos, updates, and news with followers.

# TWITTER

Twitter is a fast-paced platform that allows you to stay connected through short messages with a 280-character limit.

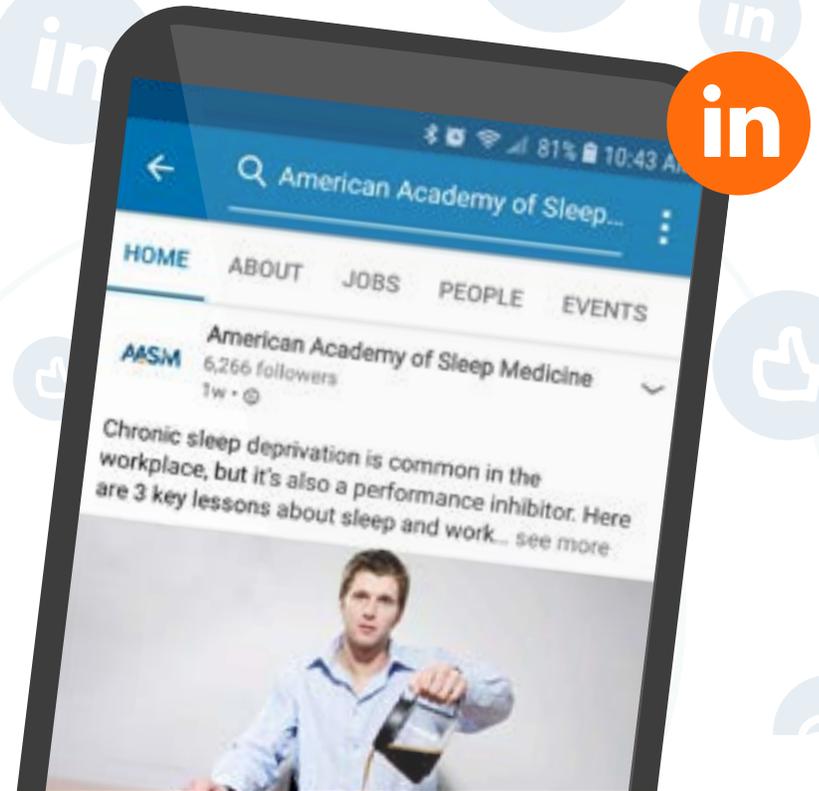


# INSTAGRAM

Instagram is a photo and video sharing service.

# LINKEDIN

LinkedIn is a networking platform designed for business and professionals, used to showcase work experience and professional thoughts.

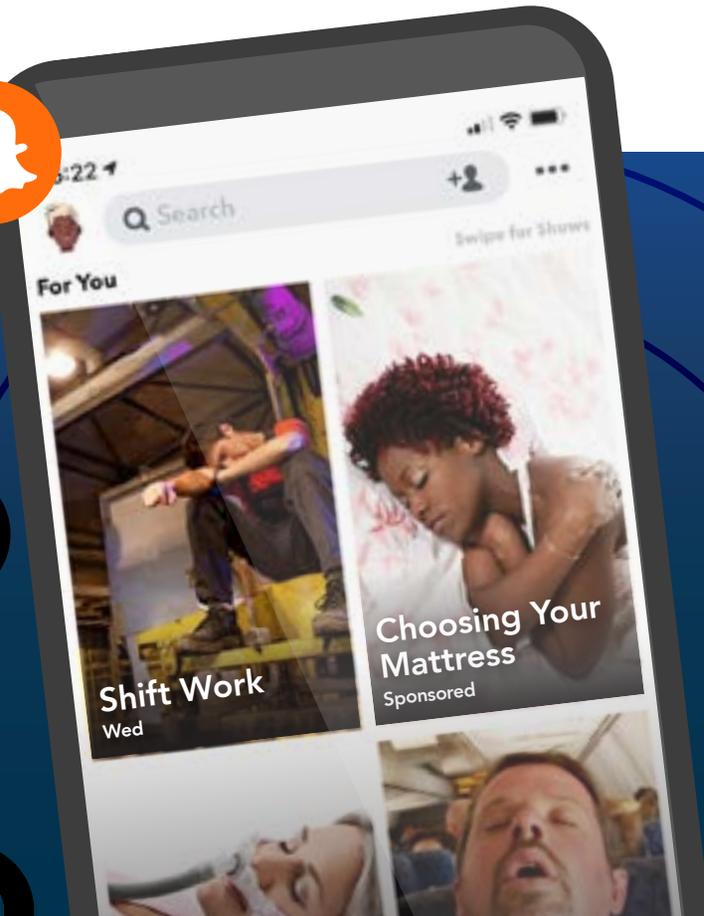
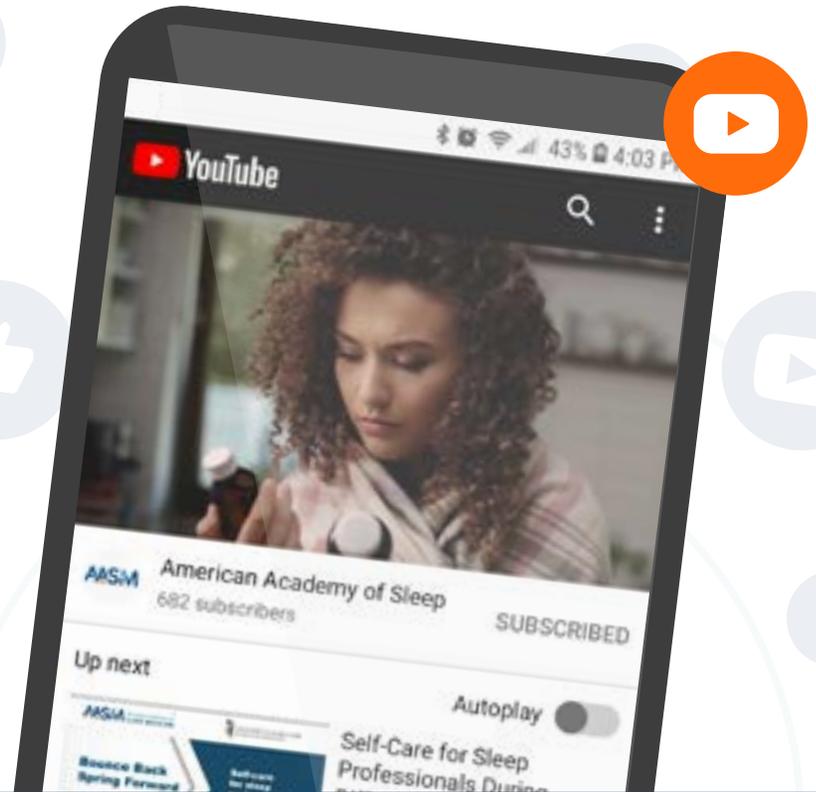


# PINTEREST

Pinterest is a visual platform with clickable pictures and short captions.

# YOUTUBE

YouTube is a video streaming and sharing site.



# SNAPCHAT

Snapchat is a photo and video sharing app where content disappears after viewing or after 24 hours.

A network diagram with black nodes and lines on a dark blue background. An orange rectangular box is positioned in the upper right quadrant, containing the text for Step 2.

## *Step 2:*

# **BUILD A STRATEGY**

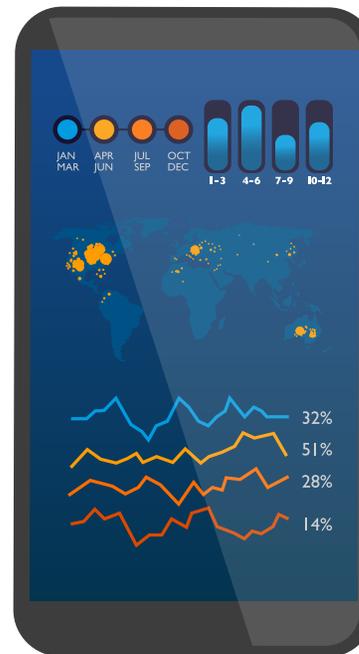
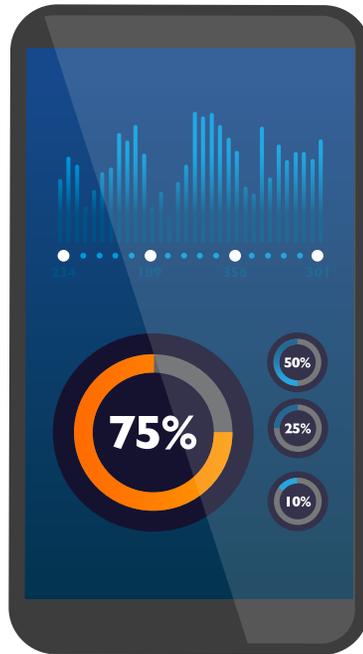
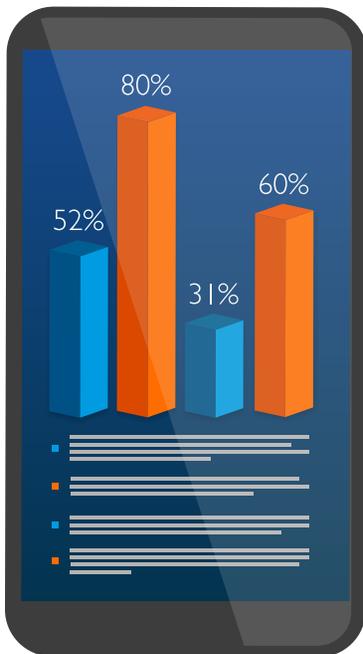
It's easy to sign up for an account, but it takes more work to succeed on social media. Taking the time to prepare a basic strategy is an important step to set yourself up for success. As you outline your strategy, be prepared to address these elements:

- **Define Goals and Metrics.** Outline what you want to do, how you're going to do it, and how you will measure it. What does success look like for you? Set a timeline to evaluate what is and isn't working.
- **Understand Your Audience.** Knowing who you want to speak to on social media will dictate what type of content you post.
- **Plan Your Content.** Before you begin, think about what type of content you will post and how often you intend to share new content and engage with your audience.
- **Determine Your Style.** Using a consistent voice will help your audience more easily identify with your posts. Are your posts friendly, professional, scholarly, or lighthearted? Do you include images in your posts?
- **Set Aside Time.** It takes time to plan and post new content, as well as respond to inquiries and engage with your audience. As you get started, ensure you (or your team members) have enough time to tackle the ideas you've outlined in your strategy.

## Step 3:

# EVALUATE SUCCESS

Social media changes all the time. What worked for you last month may not work for you today. It's important to be prepared to reevaluate and make changes to your strategy as needed. As you reach (or don't reach) your goals, set aside time to revisit your strategy to determine how to better reach your audience.





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