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## Tips for Social Media Success

Social media is the means in which people create, discuss, and share information on mobile and web-based platforms. Social media is a powerful tool for student organizations to share their message and recruit new members.

### **Develop a social media plan**

Develop a plan for your group's social media presence and policies for what types of posts will be made. Example: PLMI uses a Facebook page and group, Twitter, and Instagram. We primarily post about pro-life groups and events but supplement that with relevant (pro-life/student related) material when necessary. Other thoughts to consider in your plan: What is your goal? What sites will you use? Who will be responsible for posting? Who is your audience? What is your "voice"?

### **Set goals**

Common goals include: creating awareness for your group, recruiting students, connecting with alumni, building community support, and fundraising. Set goals for how often you will post content and at what times.

### **Use tools**

Using technology to track how your posts are performing will help you tweak your messaging and timing to increase your success. We recommend Hootsuite for scheduling posts and Facebook analytics to see what posts are doing well and why.

### **Measure Success**

Have your posts allowed you to recruit more students? Build community support? Raise more funds? Return to your social media plan and goals in order to measure your success.

## Good Practices for Social Media

### **Be Respectful**

If you wouldn't say it in person, don't say it online! Showing respect to those who disagree with you is a powerful opportunity to build your credibility with your audience.

### **Be Positive**

Studies of social media show that people lose interest if you are acting as a constant blow horn. Don't just broadcast your anger against abortion- tell stories, ask questions, and share new information.

### **Be Current**

People love content that is current. Share stories as soon as they happen, play off of current events, and connect your content to the now.

### **Encourage Conversation**

Don't be a robot! Engage your audience by asking questions and responding to comments.

### **Don't Steal**

Be careful to only use original material. Don't share photos you've found off the internet or use quotes or language without attributing it to the author.