

# 6 Steps *for a* Smart Start with Social Media



Put your best foot forward by addressing these key considerations when developing your social media program

## 1 Learn

Know how social media platforms function & interact with each other across different devices

Learn best practices from other social media & public relations pros

Watch social media trends specific to your field

## 2 Plan

Include a social media strategy as part of a comprehensive communications plan

Make it scalable and measurable

Evaluate it regularly & make course corrections if necessary

## 3 Mitigate Risk

Know & address vulnerabilities (for both operations & communications)

Develop and maintain policies & procedures to set expectations for current & prospective employees, volunteers, etc.

Verify information

## 4 Engage

Connect & interact with customers, volunteers, suppliers, partners & other stakeholders to grow "followers" & increase message delivery

Post relevant content

Let your hair down a bit

## 5 Monitor

Keep an eye on engagement activity and your reputation by using services like Google Alerts, HootSuite, etc.

Look for patterns & issues that need special attention – positive or negative

## 6 Be Crisis Ready

Make sure you have a crisis communications plan that addresses possible operational & communications issues & test it regularly from the top of the organization down

Be fast, be accurate, be thoughtful & never forget we're all human

