

10 top tips for social media

- 1 Know your audience**
Who is your audience, what channels are they on and what do they engage with?
- 2 Know your limits**
if you have limited resource, stick to one or two platforms. Don't spread yourself too thin.
- 3 Profiles matter**
Ensure that your social media profiles are up-to-date and change your cover images regularly. Got an event coming up? Create a cover image to advertise it.
- 4 Quality over quantity**
it's better to post relevant, meaningful posts less often than to post often because you feel you have to.
- 5 Create a calendar**
Social media is everyone's responsibility. Create a simple calendar in Google Docs and have everyone contribute.
- 6 Images matter**
images and video get more engagement. Create your own graphics for free with Canva.
- 7 Your smartphone is your digital toolbox**
You have a camera, video and audio recorder at your fingertips. Use it!
- 8 Cut through the noise**
Create Twitter lists (e.g.: Press, MPs, Fundraisers etc) so that you can easily see what that particular audience is talking about.
- 9 Experiment**
Don't be afraid to experiment with your content. This will help you understand better what your audience likes and dislikes.
- 10 Measure your success**
Check Facebook Insights, Twitter Analytics and Google Analytics to ensure that your efforts are paying off and to see what needs improving.

