



Social Media Lessons Learned

Characteristics to consider when choosing your social team

DREAM TEAM

- Business and social acumen
- Interpersonal and writing skills
- Platform knowledge and interest in social
- Content expertise
- Capacity for strategy and execution
- Planning and analysis capability
- Self-motivation
- Empathy (especially important for response)

Social Engagement Considerations

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| TO NE | Sincere, spontaneous, authentic Positive but not sappy Reflect your brand and mirror your audience (within reason) |
| TOPICS | Focus on useful and helpful (how-to) Leverage current events when appropriate (don't exploit negative world events) |
| FORMATS | Offer links (make sure they work!) Feature photos, videos and infographics |
| TECHNICAL | Video links in social: No more than 1 minute long Tweets: No more than 120 characters (to allow for retweets within character limit) Hashtags can help with tracking, but don't get hung up on them Consider using a social listening platform to assess sentiment |
| AUDIENCE | Think carefully about what's on your audience's minds Military families over index in social tool usage (early adopters) |
| ENGAGEMENT | Address the positive and the negative Ask for engagement (but don't beg your audience to share) Create and post your moderation policy (hours of moderation, under what conditions posts will be hidden or deleted) |
| CONTENT STRATEGY | Don't jump into a new platform without a content strategy Build and maintain a content calendar Track days and times of best-performing posts Make sure to follow platform rules for contests |