

SOCIAL MEDIA GUIDE FOR THOUGHT LEADERS

FACEBOOK BEST PRACTICES

Think snappy headline, not article.
Get attention, then add a link, image or question.

Post frequently.
About 3-5 posts a week to get and keep likes.

Use Insights.
These are analytics that Facebook offers for Pages.

Post rich media.
Facebook Newsfeed favors images and video.

Engage and educate.
Don't force facts. Inform through human stories.

BLOGGING BEST PRACTICES

Keep it short and sweet.
For simple updates, stick to 3-4 paragraphs.

Visuals are a must.
Always include images (gold star for video) in posts.

Encourage interaction.
Thank visitors for comments. Respond to questions.

Link and share.
Your blog will appear higher in search if you do.

Show personality.
This is what makes readers return.

Invite guest bloggers.
They help lessen your load and broaden your reach.

TWITTER BEST PRACTICES

Customize – don't automate.
Don't auto-post between Facebook and Twitter.

Tweet often.
More is better on Twitter; aim for a few Tweets a day.

Keep it under 140 characters.
Tweets below 125 characters are best for RTs.

Use a URL shortener.
bit.ly, Hootsuite and TinyURL are great tools.

Think about timing.
Buffer App is a great scheduling tool.

CONTENT AND PLANNING

Be responsive.
Interact with the community, respond quickly (24 hours).

Schedule in advance.
Vary timing slightly and avoid :00 and :30.

Develop a content strategy.
Think ahead and identify what's coming up.

Keep an editorial calendar.
Google documents are great for collaborating.

Know your audience.
Think about what they are interested in.

Don't do everything.
Figure out the tools that make the most sense for you.

Connect with Duke on social media at socialmedia.duke.edu