How to Write for Your Social Media Community

What to post

For every 100 posts/tweets:

- 70 - Link to valuable info
- 20 - Engage readers: Converse, ask/answer questions, respond, connect
- 10 - Tastefully self-promote
- Add a photo or video to increase reach

Where to post

Facebook – to converse with your community

- Short
- Shareable
- Conversational
- Include images, links, videos

Twitter – for breaking news

- Message length up to 280 characters
- 71 to 100 characters in length get more shares
- Friendly, personable

LinkedIn – best for getting B2B clients

- Be personable, professional, concise
- Include shareable information
- Ask questions
- Include links

How to post

- Get found: include hashtags
    * #4charity
    * #MindBodySoul
    * #YouCanDoIt
- Track hashtag effectiveness through Socialert

- Community engagement tip:
    * DON'T ask "why" questions. They decrease interaction
    * DO ask Where/When/Would/Could/Should questions.