

Social Media Pointers

Be there, do it.

- Jump in. Don't be overly cautious.

Be consistent.

- Be consistent - don't tweet excessively for a week and disappear for a month.
- If using multiple Tweeters, consider using initials to designate Tweet creator: using this symbol ^ followed by the initials of creator. i.e.: Had a great session at the #OCDPAseries today! ^MP
- Explore the tools that facilitate sharing across multiple platforms (see recommended list)

Be professional.

- If you hesitate before posting, don't post. Or refer to a colleague or manager.
- Remember that you are representing your organization.
- Acknowledge mistakes, apologize, move on.

Share and support.

- Build relationships and connect with like-minded people and organizations and bring in outliers who would benefit from knowing more about your sector.
- Engage with followers: start conversations, ask questions, encourage comments.
- Attribute repasted content.
- Comment on other posts to build community.

Look twice, send once.

- Try to avoid typos when possible.
- Input your link or attachment, content and hit send last.

Recommended Applications

Social Media Management

- HootSuite (hootsuite.com)
- TweetDeck (tweetdeck.com)

Social Media Evaluation

- TwentyFeet (twentyfeet.com)