# How to Build an Effective
Social Media Presence

Information on social media is shared further than traditional communications such as email newsletters, flyers, print, or in-person conversations. Posted content can be seen by your direct connections as well as their connections and you can see in real-time the ways people interact with the content you post, such as "likes," "shares," "comments," and "follows." You can also engage with your followers by posting a call-to-action (e.g. read, watch, listen, subscribe), recruit volunteers, or invite people to register for an event.

Set Content Goals

A long-term social media strategy includes setting goals for the content you will create. Goals can include: increase program awareness and community engagement, grow audience, and increase website traffic.

Categorize Content
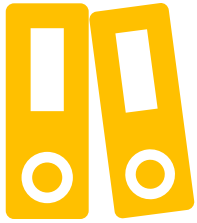
Identify categories to organize the information you share and cycle through them. Three commonly recommended categories include: educational, informational, and inspirational.

Post Interactive Content

Post interactive content like Twitter polls, Facebook surveys, and live Q & A sessions on Instagram.
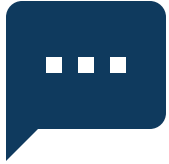
Plan Your Posts

Plan how frequently you will post content by setting realistic goals and be consistent. Set target number of posts per week/day depending on the platform.

Tips for Getting Started on Social Media

For beginners, look at how other programs doing similar work use social media. What platforms are they on? How do they engage with their followers? Try one or two platforms to get started.

To build your presence, "like," "comment," "follow," and "tag" people and organizations that are aligned with your work. Make your posts sharable, so your followers can help spread your message.

"Hashtags" are a way to connect social media content to a topic, event, or conversation. Use hashtags to promote your services or an event. Keep them short and memorable. Click on existing "hashtags" to see what other content is connected.

To learn more about specific social media platforms, check out our Social Media Platforms Resource

RTI INTERNATIONAL

Center for Court Innovation