

## **Social Media Best Practices 101**

### **Chapter One:**



- Open your [Twitter](#) account
- Establish a policy & rules and stick to them
  - Decide who will be responsible for tweeting on behalf of your organization
  - Determine the message & goals you wish the responsible party(ies) to accomplish
  - Make it clear to the responsible party(ies) particular topics that your organization should NOT mention or tweet about
- Determine your strategy
- Use keywords & hashtags often
  - Keywords & [hashtags](#) make terms more searchable on the web
  - Use a maximum of 2 hashtags per tweet
  - Match the hashtags/keywords in your Twitter profile
- Publish your Twitter ID across other social media platforms, websites, etc.- make your profile known
- Become active!
  - Begin tweeting your messages: 140 characters or less
  - Follow others on Twitter (in hopes that they will follow you in return)
  - [Retweet!](#) (Feel free to 'retweet' tweets that you like or have a similar messages/goals as your organization)
  - Stay consistent and Tweet regularly (at least weekly)
- We also recommend the following articles for future reference on Twitter:
  - <http://socialmediatoday.com/warren-knight/2305636/21-twitter-tips-twitter-business-best-practice>



[@GallenNeilly](https://twitter.com/GallenNeilly)