

Social Media Updates: Writing Tips and Best Practices

Writing Tips for Social Media

- Keep posts simple and short with one topic per post
- Pretend that you're writing for just one person
- Create urgency by putting a deadline in your headline where appropriate. "Only 24 hours until the bridge closes for repairs – do you know your alternate route?"
- Be specific. "5 Things You Need To Know About..."
- Show the human side of your organization and that you care about your followers
- Draw upon common frustrations and experiences. "Don't you hate it when...?"

Sharing

- Share several times a week.
- You need to share more often on Twitter than on Facebook, because tweets have a shorter shelf life and get pushed down in people's feeds.
- Make sure comments are enabled on your page. The whole point of social media is to have a conversation.
- Most users click within 2 minutes after content is shared
- 75% of clicks occur within 1 day of a share
- Be clever. Don't share boring content.
- Try to always include a link to a web page, photo, video, audio file or document to give people a "next step" for more information

Dealing with Comments

- Don't delete negative comments. It will anger the commenter and likely take the conversation somewhere you don't want to go!
- Stay cool and don't take negative comments personally
- Don't delay long. A slow response can damage your credibility. (Recent FedEx monitor-tossing incident is a good example of handling it correctly!)
- Respond to each complaint in the public stream, but move it offline if it requires additional handling
- You set the tone in the general nature of your posts
- Keep your eyes open to monitor your online reputation. Google Alerts, Facebook Insights are good tools.