



Quick Guide to Social Media Engagement

- Identify your target audience and use social media that is most likely to reach that audience.
- Keep your messages information, concise and relevant. Short is key.
- Use photos and/or short videos whenever possible.
- Social media can seem stale quickly, so post relevant, but often.
- Timing matters too – vary the days and times for more exposure.
- Social media is about engagement – monitor, moderate and **RESPOND!**
- Learn as you go: What is working? What needs improvement?
- Share access: Delegate, develop and plan for succession.
- Remember: You represent your members and CSEA... not yourself!
- Encourage open discussion and debate.
- Be as inclusive as possible.



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THINGS TO AVOID

- **Overreacting, or getting emotional and responding. Try not to take things personally and take a pause before responding if needed.**
- **Allowing negative engagement – Don't start, promote or allow personal attacks or harassment.**
- **Breaking laws – Be mindful of copyrights, trademarks and other laws that apply.**
- **Letting content get stale – Start off with one social media asset and build from there.**
- **Exclusivity – Make sure all members are included and encouraged to participate.**
- **Losing hope – It takes time to build a social media presence and gain followers. Keep at it!**
- **Promoting a personal agenda over the interests of members and CSEA. Sometimes, CSEA supports positions that may not be what we agree with, but members do. It's important to remain as objective as possible.**