Social Media Best Practices for AADMM

All Platforms

• Each platform has a distinct culture, preferences, and audiences. Each message should be optimized for each social network. (Note this also applies to posting via Hootsuite. That is, create separate Facebook, Twitter, and LinkedIn posts -- do not schedule or send the same message on all three networks.)

• Try to use Hootsuite or the Hootlet whenever possible to shorten links and schedule posts/tweets. This gives us the most reliable tracking and statistics on how many people clicked, replied or re-tweeted on what. (This also lets you check to be sure there is no conflict with already scheduled posts.)

• Occasionally, cross-promote social media accounts to gain new followers.

• Remember you do not "own" these media platforms, and they can (and do) change their rules and software regularly. The hub of these efforts is your website and your blogs, and that is where we want to drive all traffic. Depending on your objectives, we want to integrate the social media into your other activities, to amplify those efforts, and to engage with your stakeholder audiences.
  o This also applies to any media posted on social media. Never use social media as a place to “store” original media (photos, videos, audio clips, etc.). If the photo or video is important and may have future use, always keep the original. Social media platforms typically reduce the quality of the media and bear no responsibility if it becomes lost or deleted.

LinkedIn (AADMM)

• Post a variety of content at least once a week. Content includes: Whitepapers, eBooks, case studies, industry articles, blog posts, helpful how-to content, videos, PDFs, etc.

• Add hashtags to your posts to join trending conversations. Your most-used hashtags will come to be associated with your LinkedIn Page and increase AADMM’s findability. (People only see a company’s post in their timeline if they follow the company, except for hashtags.)

• @ mention people or companies whenever appropriate.

LinkedIn (Personal)

• Unlike other networks, the culture on LinkedIn favors fewer updates via your personal profile, and frowns heavily on posts automatically connected to your Twitter or Facebook accounts. A status update one to two times a week is OK.

• If the AADMM page publishes something that you want to share on your personal page, be sure to share it from the AADMM page via the “share” button and not as a post from your personal LinkedIn page.

• Each LinkedIn group has its own culture and preferred behavior. Always listen for a while to avoid sharing inappropriately after joining a new group.

• Follow AADMM relevant hashtags to keep up with timely topics in your industry

• Best times for sharing on LinkedIn for businesspeople are early mornings and end-of-day.
Twitter

- Content: As for most social media but especially for Twitter, remember the Rule of Thirds. That is, aim for 1/3 of your tweets as news/trends/links on your industry/issues, plus 1/3 as retweets/mentions/engagement/engagement with others, plus no more than 1/3 as talking about yourself (your products, your blog posts, your issues.)

- Use AADMM-appropriate hashtags as often as possible but avoid using more than two hashtags in one tweet. Hashtags are the best way to broaden your audience and reach new people.

- Shorter tweets are best within the 280-character limit. With Twitter’s most recent updates to how retweeting works, your tweet will not count towards a retweeter’s character limit.

- To ensure the most people see your retweets, use the “quote tweet” function rather than a straight retweet. This will allow you to add value in a comment to the conversation and will have a much higher chance of your followers seeing the retweet on their timeline.

- In addition to retweeting, @ mention people or companies whenever appropriate in your original tweets. This is particularly important for engagement with colleagues and reporters.

- Timing/Frequency may vary based on your followers, but in general: Tweets are more likely to be read, clicked on, replied to and retweeted during the weekdays between the hours of 9am and 5pm ET. For a business or association account, 3-4 tweets/weekday with no more than one every hour or so spread throughout the day is best. (On weekends, 1-2 tweets a day is fine, in late morning or afternoon.) 1-2 tweets a day during the week is a good minimum threshold. Too many tweets too close together can make people "unfollow" you, unless you are live tweeting at an event, for example.

- Try to use photos or videos in your tweets several times a week. Tweets with media attachments usually get more engagement.

- Quality beats quantity. Don't post the exact same tweets over and over as a way to appear very active. Twitter’s spam filter will not allow you to do this, and followers will start to ignore you in general, or worse, unfollow you.

Facebook

- Length is not an issue here, but catching attention is, so visual appeal demands a photo or graphic for nearly every post. But don’t put too many words on the photo, new rules will not allow more than 20% of an image to be text. Facebook has algorithms that will automatically keep your posts from appearing high in other timelines if you break this rule.

- Your tone can be somewhat more informal and personal on Facebook.

- Content: We recommend following the Rule of Thirds, aiming for 1/3 of your posts as news/trends/links on your industry/issues, plus 1/3 tagging/engagement with others, plus 1/3 as talking about yourself (Your blog posts, your issues, events, etc.)

- Timing/Frequency recommendations on FB: In general, one FB post every other day is the most individuals want to see from a business or association page. (Exceptions might be during an event.) B2C accounts get significantly more engagement if posted on weekend afternoons, especially Sunday.
YouTube
- To make your videos search engine friendly, write complete descriptions of each video and include a link to the AADMM website in the first line of the YouTube video description. Also make sure to include appropriate tags.
- Incorporate and embed each video into a blog/newsroom post and then share the link from there on social media.

Pinterest
- This account isn’t necessarily to drive followers but to help boost online brand discoverability
- Incorporate pictures taken by the AADMM community into boards. Pinterest is part of an overall web of social media tools that are interconnected and have a direct link back to the AADMM website.

Instagram
- Use key AADMM hashtags along with popular hashtags in all photo descriptions. Hashtags are the main way people discover new posts.
  - Instagram allows up to 30 hashtags per post, unlike Twitter, you should use as many relevant hashtags in each photo description.
  - Photo descriptions should be in a consistent style/tone and shorter is typically better.
- The profile bio is the only place to have a permanent link, have your most important page linked there. Instagram won’t allow links in your posts.
  - The best bio descriptions showcase brand personality while conveying what you do and has a call-to-action to click the link.
- Tag locations in posts whenever possible, this will also help with discoverability as people can search by location tags and see all posts tagged by that location.
- Avoid posting more than once a day, you can post more than 1 photo per "post" when appropriate (i.e. events).
  - Use Instagram stories to promote blog posts or other shorter-term links.
    - Stories is also a good place for short videos or photos from events as it’s happening. You can always pick the best photos for a permanent post afterwards.
- Stay as consistent as possible with the style of your photos. The best accounts have consistent color palettes or themes, as well as consistent Voice for the description.