



NHH&EP
Social Media Guide
2018

Table of Contents:

Social Media Platforms	3
Using Social Media	4
Best Practices	4
References	5

Social Media Platforms:

Social media platforms are websites or applications that are used for communication, sharing, and networking. Some social media platforms include: Facebook, Twitter, Instagram, YouTube, LinkedIn, Tumblr, and WhatsApp. Each platform has its own unique way of allowing users to share information and connect with each other. Currently the Partnership only uses Facebook, but there are other potential networks that could help us better reach our target audience.

Facebook



Instagram



Twitter



YouTube



LinkedIn



WhatsApp



**** The presentation PDF included in the Social Media Toolkit offers information in regards to the potential implementation of new social media platforms ****

The presentation includes:

- ❖ How to reach minority groups
- ❖ How to reach a younger audience
- ❖ Once partners are engaged – “So what?”
- ❖ What platforms would be best to help reach target audience
- ❖ How to best utilize the current Facebook page

Using Social Media:

Facebook & new potential networks:

- Used to post/share content related to health & equity (pictures, videos, articles, etc.)
- Used to post/share content about the Partnership and what we are doing
- Used to post/share events that are going on around NH related to health & equity
- Used to engage with partners
- Used to get more people involved with the Partnership by getting them to: comment, like, share & follow us/our posts

Best Practices:

1. Know your audience

- ❖ In order to reach your target audience, you need to *know* your audience. For the Partnership, our target audience includes minority groups and older individuals. In order to best reach them, Partnership members must understand the audience. If the Partnership plans to try and reach a younger audience, members will then have to understand the younger audience and figure out what is the best way to reach them.

2. Choose the right platforms

- ❖ Once you know your audience, you can then choose the correct platforms that will best help you reach your target audience. Included in the Social Media Toolkit is a presentation PDF on social media research and statistics based off of demographics. If the Partnership decides to implement new social media, the PDF has information about the different social media platforms and each of their uses.

3. Keep each platform consistent

- ❖ If the Partnership plans to implement new social media platforms, then each platform should stay consistent with each other. Each platform will vary in content because each is used for a different purpose, but the theme should stay consistent (ex: sharing health and equity related posts, events, etc.) Each platform should have a schedule and post-times should stay consistent. The voice and tone should also stay consistent through all platforms.

4. Post when your audience is active

- ❖ In order to best reach your audience, you need to grab their attention when they are active. This requires research. There are times that are optimal for posting because that's when users are most active. The current schedule for the Facebook page is having posts set to be shared at 12:00pm, 2:00pm and 4:00pm on Monday-Thursday. This can be changed if it is found that users are more active at different times or on the weekend as well.

5. Engage & interact

- ❖ Currently the Partnership does not interact with users online. If the Partnership's social media pages can receive more engagement, then those individuals running the social media pages can engage and interact with the followers. Engagement and interaction from the Partnership's members will help individuals understand more about the Partnership.

References:

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