

Social media marketing tips

Tip #1 — Invest time!

Social media growth and engagement will not happen if you don't dedicate time to make it grow.

Tip #2 — Follow the inverted pyramid of engagement*

1. Find interested people
2. Deliver quality content
3. Capture information
4. Stay in touch

Tip #3 — Keep your messaging simple

Be honest with yourself. How can you reduce your post? Is it really bare bones and concise?

Tip #4 — Take a step back from time to time and ask yourself (or your team) what your social media goal is

Do you want to drive traffic to your website? Increase awareness of something? Sell a product?

Tip #5 — Set your tone

Casa de Esperanza embraces positivity in its messaging. What tone will you embrace? Will you be sarcastic, playful, serious?

Tip #6 — Know your stats

Know how many people follow you, what the reach is on each post, and figure out what makes your posts engaging. Pictures always help; try to include a picture with every post! Videos perform the best in social media.

Tip #7 — Take advantage of tools to make your job easier

Free graphic design tools such as Canva and Piktochart are valuable if you have no time to create stunning graphics but want to use infographics or customized pictures to illustrate your point.

Tip #8 — Be consistent in your content delivery

As a general rule, Facebook posts should not exceed 1 to 3 posts a day. Instagram shouldn't exceed 4 posts a day, and Twitter has no limits, although you don't want to overwhelm your followers with too many tweets. Of course, if you have a special event, these guidelines can be bent. Remember that you can schedule posts, too!

Tip #9 — Use hashtags strategically

Use a hashtag that is easy to spell and remember. Then follow your own hashtag!

Tip #10 — Focus on one platform at a time

Try to grow one platform at a time. Maintain as many as you can, but only grow one at a time.

Tip #11 — Do not underestimate the power of HootSuite analytics

Save time to manage all your accounts at once, and you can schedule across platforms; Pro provides reports for \$9.95/month.

Tip #12 — Always make sure you have context for your images

Putting text on your images will ensure that they translate easily across your platforms.

Tip #13 — Look into using Facebook ads

Reach the same audiences that similar organizations do by tagging the organizations or including them in your target audience through paid advertisement.

Tip #14 — Follow us on social media!



@casadeesperanza



Facebook.com/casadeesperanzamn



@casa_de_esperanza



Casa De Esperanza

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