

Social Media Workshop – 5 November 2015

Useful Information sheet

The “How To . . .” Guides on Twitter and Facebook are available on the Members’ area of the SIGBI Website, in the Communications section.

It is useful to have a Social Media Strategy. You can use the templates below as a basis for your strategy:

Social Media Engagement Strategy



Example Social Media Schedule

Daily	Weekly	Monthly
Check Facebook and Twitter accounts.	Check other relevant social media pages for items to share/Tweet.	Research and find new people/orgs to follow.
Respond to any comments, like comments and share relevant posts/tweets.	Do search for SIGBI and Soroptimist on Twitter to see if I've missed any interesting tweets.	Update social media statistics.
Check notifications on Twitter, replying or retweeting any if necessary.		
Post content and images on Facebook and Twitter.		

Useful things to remember:

- Use our name – Soroptimist – as much as possible
- Share interesting content – not just your own
- Use insights to see what is working well
- Remember what you write is out there for all to see so read the Social Media Disclaimer
- Prepare a posting schedule and use a tool like Hootsuite if you'd like to schedule a lot of posts in advance
- For any events or fundraising where you're working with other organisations always think how you can engage with them via social media – can you post on their page, use their handle on twitter or tag them on your Facebook post.
- This encourages replies and retweets and gets your message out to a larger audience.
- Try to be interesting with pictures think “doing” photographs showing our work.
- Can you join any local groups, women's networking groups to promote being a Member of your Club

Be active, responsive and personal:

- Engage with your followers by posting relevant information about your Club events
- Share relevant stories from the media
- Ask questions
- Always respond to messages and questions within 24 hours
- Photos and videos get noticed more than text
- Use fewer Social Media sites but use them well
- Who will manage your pages?
- Set up schedules and routines - logging on a least at few times a week
- Encourage sharing
- Use Insights to see what is working
- You are a real person so make sure you tweet and post like one

Think before you post:

- We all need to be aware that once you post something online it's there permanently for others to read and interpret.
- As a result we suggest that you exercise some caution when posting comments as a Soroptimist or on Soroptimist social media pages. Remember we are apolitical and non-religious.
- If you're using the Soroptimist name in any way your comments should be aligned with the Soroptimist Mission and/or Where we Stand Statements.