

15 BEST PRACTICES FOR THE **SOCIAL WEB**

California State PTA



At the Nonprofit Technology Conference

Social media is about people not the tools

- 1) Think of social media as a way to talk with your supporters, partners, colleagues & stakeholders.
- 2) Don't rush in with an "ask."
- 3) First, build relationships and a foundation of trust and collegiality.
- 4) Be a connector. Reciprocate. Follow back. Retweet and link to material from outsiders.
- 5) Don't think in terms of audiences. You're building a community.
- 6) Conversations can't be controlled or managed. But they can be engaged, informed and elevated.
- 7) Be authentic and transparent about your connection with your organization.
- 8) Be personal. Use your own voice rather than an institutional one.
- 9) Visuals are key. In blog posts or Facebook updates, use photos or videos to help tell a story.
- 10) Trust your fellow team members. Mistakes will be made. That's OK. When someone goofs, admit it.
- 11) It's not all about you. Give more than you take.
- 12) When people leave comments or retweet you, respond, even if it's just a "thanks."
- 13) Don't be defensive—be open to critical feedback.
- 14) Successful campaigns stir authentic enthusiasm. Use social media to amplify the love.
- 15) Don't get overwhelmed!