



POCONO MOUNTAINSSM

VISITORS BUREAU

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Social Media Tips

- Make social media a priority. Frequently check sites for interaction and respond to fans and followers within a timely and reasonable manner.
- It's not all about pushing information. Encourage interaction with users on your social sites to foster relationships and connect with consumers.
- Approach social media as a conversation. Constantly monitor your brand and provide input and insight into discussions.
- Be sure to translate your brand identity across all pages, when possible. Keeping with consistent usernames, colors, etc. helps to reinforce the brand while ensuring organizational identity.
- Dedicate a separate email to all of your social sites so you can monitor notifications and updates more efficiently.
- Keep your social audience at the forefront of your mind at all times. Before disseminating information, be sure to put yourself in the shoes of your followers.
- Try and solicit likes and followers in targeted and unique ways such as putting links in e-mail signatures, business cards and newsletters.
- Be timely with your social activity. Look at your followers and fans and see what times they are most active on these sites. Plan tweets and posts accordingly to maximize exposure.
- Social media requires immediacy. Having a high definition recording device and card reader consistently on-hand allows the content to be shared quickly and conveniently.
- Social media is a 24/7 dedication. Although you may not work on holidays or weekends, you need to develop a plan to have the sites monitored during these time periods.
- Don't limit yourself to a certain amount of postings in a day. Some days will require more than others, just make sure all communication is effective and newsworthy.

- Continual education is key with social media. With the constant flow of new information and sites, it is important to educate yourself by attending seminars, webinars, conferences and round tables.
- Without directly linking social sites, be sure to reference the different mediums on all your accounts. For example, share videos from your YouTube Channel on your Twitter account and share photos from your Flickr site on Facebook Fan Page.
- A picture is worth 1,000 words! Be sure to incorporate images on your social sites to provide a visual of the topics you are discussing.
- Collaborate with others in the social environment. Whether its tweet-ups, round tables or discussions, interact and learn from others who are succeeding in the social media realm.
- Utilize the various social media analytic sites, however be sure to research and find out which ones work best for your organization. Then, keep a monthly report to track your continuing progress.
- Utilize editorial calendars to pitch timely and appropriate content on your social sites.
- Run social campaigns that keep followers interested. If you introduce a new giveaway, recipe, etc. every week or month, followers are more likely to check your site for new material.
- Browse well-known and respected websites such as [Mashable](#) for the latest social media news and useful tips.
- Monitor conversations regarding your business or organization.
- Utilize e-mail or text message notifications to stay abreast of activity on your social media accounts.
- Involve everyone in the organization. Although one person may be responsible for the social media activity, others in the office can provide valuable insight and information to your fans and followers.
- Keep your strategy up-to-date! While social media is constantly evolving and changing, be sure to reflect and incorporate your changes into your initial strategy.
- Be sure to share accolades and awards received on your social networks as they may inspire future feature stories and additional accolades.
- Stay up-to-date with social sites' glitches and known issues as they may affect your accounts.
- As the end of the year nears, evaluate your social sites to see what improvements and changes can be made in the new year, as well as budget allocation.

- In deciding what aspects of social sites to track on a dashboard, be sure to include information that will be important as your fan base grows. It's easier to track more now than trying to backtrack and measure.

Twitter

- Search to see if the journalists on your media lists are on Twitter. This is a faster and easier way to disseminate your information.
- When tweeting, be sure to leave enough character spaces for people to retweet you. Using common and well-known abbreviations can help reduce the number of characters.
- When discussing other individuals or organizations in your tweets, be sure to utilize their Twitter usernames, if possible.
- Be sure to make your last tweet of the day a high content message. This will be the last communication users see in the evening through the next morning.
- Monitor @Twitter to learn about new features and updates to the site.
- The sincerest form of flattery on Twitter lies in the retweet, so retweet the information you like and is of interest to your followers. However, do not retweet so much that you are no longer twittering your own information.
- Be sure to use the search tool and search your organization or facility to see what people are saying about you. To create dialogue, interact and comment with these users.
- If you are unable to tweet from a mobile device, use the program HootSuite, which allows you to schedule tweets in advance.
- Tweet popular hash tags in Twitter, such as #traveltuesday, as long as they are relevant and not overused. In doing so, all individuals searching these popular tags will see your tweet.
- While common abbreviations should be used on social sites such as Twitter in order to shorten a message, make sure they are well-known and your audience understands their meaning.
- While links are encouraged in the majority of your tweets, remember not all tweets require links.
- In using a customized background in Twitter, make sure it is sized appropriately to fit all screen types.

Facebook

- When managing a Fan Page on Facebook, change the wall settings to allow your feed to be prominently displayed on the main wall and separate from post from others.
- Keep the number of Facebook posts a day around one or two. Statistics have shown that users prefer not to receive as many messages per day as other social sites like Twitter.
- Take advantage of the customizable tabs in order to best display your organization's information.
- If you're investing in a customized welcome tab for Facebook, make sure it encourages first-time visitors to like your page.
- Administrators of a Facebook Fan Page should utilize the Insights application in order to monitor page views and interaction.
- Meta information for web pages is what is displayed when you include a link in your wall posts on Facebook. Double check your meta is accurate and fitting before posting to your wall.
- When posting a link on your Facebook page, be sure to use the most appropriate image available by using the search arrows. If none are fitting, check the no thumbnail box and it will just appear as text.

YouTube and Flickr

- If you have a YouTube account, be sure to always have your camera or phone on hand and capture user-generated content.
- When uploading photos on Flickr, keep in mind the last photos uploaded will be the first displayed in your photostream.
- Save time by linking your Flickr and YouTube pages to your Facebook account. These tabs will display your images and videos, so you don't have to repost the same content.

Blogs

- When writing a blog, try ending your post with a question in order to encourage reader interaction.
- Be sure to include the proper links in your blogs where applicable. You want your readers to be able to find more information on your exact topic, not just the related homepage.
- While it is very important to stick to your blogger niche, be sure that readers who aren't familiar with the subject are compelled and able to understand your writing.