

10 Tips for Using Social Media

Pinterest:

- 4. Diversify your target audience with pin boards.** Pinterest is great because you can create up to 350 boards on one account. Obviously, you don't want to try and manage 300+ boards, but you can create boards with different themes to expand your reach. Expanding your reach will increase your influence on the site, and draw more followers who didn't know about your org.
- 5. Pin content from your website and blog.** By doing so, people can click on the pin and be directed to a site you own. This helps drive traffic to your site, which can amount to acquiring more volunteers and donations.
- 6. Create collaborative pin boards.** These boards are the same as normal boards, except more than one account can post content to them. These boards typically contain more followers than a normal pin board, and there is still an overriding theme—for example, literacy in Florida.
- 7. Add descriptions to your pins.** Create descriptions for the pins you post—don't just use what is given to you. Make the description around 2 sentences, and incorporate how the pin relates back to your organization's mission and work.

Twitter:

- 8. Use the program [HootSuite](#) to schedule tweets.** Ideally, you want to post between 4-5 tweets a day, since a user's homepage is constantly updating. You want tweets to be posted in the morning, daytime, and nighttime. This will maximize your efforts when looking to build a following. You can use Tweroid to find out the best times to tweet for your audience.
- 9. Use the [Hashtag \(#\)](#) Sparingly.** Not only do you want to research what the popular hashtags to use in your field are, but you also should search for those hashtags to follow accounts in literacy. You can start by searching #esl , #adulted, and #healthlit . Try to limit your hashtags to one or two per post.
- 10. Be a credible and engaging source.** A good rule of thumb is to provide 40% of your content from other sources such as news journals or blogs, 30% conversation with other twitter users, and 30% your own content. When sharing links, remember to @ people and give them credit. Users often use Twitter to find news in their field, so be credible and provide this sort of content. It is just as important is engaging your audience with real-time communications.