

GETTING STARTED

Step 1: Put social media within the context of ALL your communications.

- Building an email list is still the gold standard for communications because you maintain control over that list and access to your contacts directly. (Mark Zuckerberg controls FB, and the algorithm for disseminating content changes regularly).
- How will you integrate your social media with your website, e-news, blog or other channels?

Step 2: Get clear on social media goals

- What do you hope to accomplish with this effort?
- Who do you want to reach?
- What do you want them to do?

Step 3: Choose your channel

- [Facebook](#) is best for building community, and keeping supporters informed and engaged.
- [Twitter](#) is best for up-to-the minute news, and engaging directly with journalists and electeds.
- [Instagram](#) is best for visual storytelling.
- [YouTube](#) is the world's second largest search engine behind google.

Step 4: Listen first

- Use the search box to find existing content about your issue and identify opinion leaders.
- Adopt the language used by current and prospective allies (using the same keywords or Twitter hashtags to help them find your content).
- Study the opposition so you can preempt their messages and strengthen your narrative.

Step 5: Go forth and communicate

- Draw people in with compelling stories, imagery, or surprising facts.
- Remember that social media is a two-way street—engage in conversation!
- Tell a story (or solicit one). The human brain is hardwired to process information in narrative form, and we are better able to relate to a single individual or community we identify with than a slew of statistics.

Adapted from Resource Media's Quick Start Guide for Social Media. For more, see <https://www.resource-media.org/toolbox/>