1. **Think informal**. Social media uses a friendly, personal tone, as opposed to a business-like one.
2. **Do a little each day**. Participating on social media regularly increases your chances of being seen and heard.
3. **Use photos!** Photos catch the eye, and posting pictures is a great way to make your posts stand out from the crowd on news feeds.
4. **Use videos!** Like photos, short videos are great for garnering attention and getting noticed among all the “noise”.
5. **Don’t try to do it all.** Choose whatever platforms are most comfortable for you, and focus on making those good. You can always add another one (or more) next year if you want.
6. **Share, don’t promote.** Most of the content you share should be educational, fun, informative, or helpful. Try to limit the promotional aspects of posting and concentrate on information you might contribute instead.
7. **Team up with others**. Sharing content from similar organizations can help you spread the word about what’s going on in yours. Talk with those at like-minded facilities and see if you can swap content, or share each other’s information when it’s applicable to your audience.
8. **Work together**. You don’t have to re-invent the wheel…make tweets and Facebook posts out of information you’re sharing in newsletters and in staff meetings. Ask others in your organization to pass along any fun facts, pictures, or other things that you can post on social media accounts.
9. **Get active**. Liking other posts, and re-tweeting other organization’s tweets can be an effective way to network and build relationships on social media.
10. **Learn from others**. If you know of another organization that is using social medial well in your arena, take a cue from them. Watch and learn from others who are doing it well!
11. **Have a consumer-focused attitude**. Think about what things catch your eye when you’re scanning social media. When you try to put yourself in the shoes of those who are browsing through news feeds, it can help you figure out what to share.
12. **Ask for shares**. There’s nothing wrong with a direct ask on social media if you want others to share a particular item. As a matter-of-fact, it may make the difference between someone sharing your post and someone not sharing it!
13. **Keep your appearance updated**. What photo are you using for your organization’s profile? Make sure it’s up-to-date! You can even swap in a temporary picture for the duration of a particular event such as Senior Day.
14. **Short is sweet**. Try to get your message across as simply as possible. People generally don’t like to read a big long story on social media.
15. **Be clear**. Before posting a social media message, be sure to re-read it for clarity. Trying to be brief can sometimes mean you accidentally leave out important information.
16. **Proofread**. Informal tone is great on social media, but you also want to be professional. Make sure you’re being friendly without spelling things incorrectly, or missing words entirely.
17. **Hashtag**. Hashtags make things searchable and identifiable. Our Senior Day event hashtag is #NSHFD – add that to your posts so others can search and see what you’re doing/sharing!
18. **Schedule social media**. If you are concerned about having enough time to do social media, you can take advantage of scheduling tools to help you out. Facebook has that capability.
19. **Listen**. Social media provides an excellent way to listen and learn as well as engage with others. Search the #NSHFD tag and see what others have shared on Twitter to get ideas for your event. Browse through other similar organizations social media accounts on Facebook to see how they are using it.
20. **Start early**. Practice posting photos and videos before you are in the final stretch! Get online early and begin sharing some information about your Senior Day event well in advance. Post some ideas your organization is kicking around. Ask for input. Connect with other people and facilities. If you jump in at the last second, it will be super hard to get noticed!
21. **Plan to keep using your accounts**. Social media is best if it is used consistently. If you just use your accounts for a single event, it can be difficult to get any attention. People who focus on building relationships throughout the year will find it pays off when something like Senior Day comes up – you will already have a network in place to share things with. Plus, you can use your social media accounts for all of your happenings!
22. **Map things out**. Having a good overall strategy for how many/what kinds of postings you want to share will help you keep up on things. It’s easy to let social media slide off the radar if it’s not part of a solid marketing strategy.
23. **Take it on the go**. Using your mobile device makes social media sharing easy – especially when it comes to posting photographs!
24. **Post after as well as before the event**. Even when your Senior Day event is over, it can be good to post some fun photos of the highlights! This may make people who weren’t able to attend or hadn’t heard about the event want to go next year.
25. **Connect!** Make sure you’re following our social media accounts and sharing things with us so we can share them with others! Find us at: @fitnessday on Twitter and @fitnessdays on Facebook. Join up with other NSHFD participants online as well – we’re all in this together!