

# SOCIAL MEDIA: SOME BASICS

Social media is a useful tool for sharing information of all kinds, including photographs, video and written content. It has become a popular way to connect with others and stay up-to-date on all kinds of topics.

You can use social media accounts such as Twitter and Facebook to help enhance your Senior Day experience. From sharing photos to getting fresh ideas for activities, there are many ways to use these tools to your advantage for the event.

We've outlined a few tips for you below to help get things started...

First of all, **GET CONNECTED**

Be sure to link up with other people and organizations through your social media accounts. Some thoughts on who to connect with include: participants, other groups that serve women, community groups and health organizations. Also, make sure you are connected with us so you can keep up with the latest and share any content you think might be helpful.

Get started early on building your connections so that when Senior Day arrives you will have an audience to share with.

**Take a moment to link up with us now:**

- like our Facebook Page
- follow us on Twitter
- join us on Instagram

Visit **fitnessday.com** for our social media links.

Next, **CREATE A SOCIAL MEDIA PLAN**

Your social media plan doesn't have to be extremely involved to be helpful. Perhaps you just want to send out some "tweets" and follow along on our Facebook page prior to the event to get some ideas. Or maybe you want to post some photos on your Facebook page from last year's Senior Day event to get things rolling.

When it comes to social media, your best bet is to use it regularly. Be sure you know who will be handling this area, and try to be specific in what you will do to engage your audience throughout the marketing plan.

Tips for **USING FACEBOOK**

You won't be posting on Facebook as frequently as you do on Twitter, but it is still a very helpful tool. Facebook is great for sharing photos, for keeping people informed and updated and for sharing ideas and pictures with others. Since people can comment on posts, it's also a good spot to gather feedback.

Here are a few guidelines for using Facebook effectively:

- **Use photos** on your Facebook page. This social media tool is especially visual so the more you cater to that, the better. Post photos of previous Senior Day events, staff members, and share photographic content from other Facebook accounts.
  - **Keep text to a minimum.** More people read posts that have less text.
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- **Use the @ symbol to tag** people and let them know about postings. Simply type it before the name of the person you are trying to tag and you will be able to select their name to tag them.
- **Share!** Facebook is a great place to share content that your followers might enjoy. Feel free to browse our Facebook page for things you can share, or scroll through your news feed for other material.
- **Update your status regularly.** Don't feel like you have to do this several times a day, but do try to post a few times a week to stay on the radar. Posting too much can be as bad as posting too little. Strive for a happy medium.

#### Tips for **USING TWITTER**

- **Use 280 characters or less to tweet.** There is a limit to how much you can say on this social media site, so plan your tweets accordingly.
  - **Include links when applicable.** Share helpful Websites with others. You can use Bitly.com to shorten links so they don't take up your entire tweet.
  - **Say thank you.** If someone shares one of your tweets (called "retweeting"), be sure and thank them.
  - **Retweet!** You can retweet the content other people share on this site as well.
  - **Update often.** Unlike Facebook, you can tweet quite often without annoying others. To keep people interested, try to share helpful content.
  - **Use the @ symbol to tag.** Like Facebook, you can type someone's Twitter handle with the @ sign before it to let them know you are talking about them.
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