

Get the most mileage out of social media

10 Action Items

1. Profiles need crucial information to establish the credibility of the account and invite interaction with the public. Make the official nature of the account known and include websites, emails, phone numbers, etc.
2. The public wants to interact with humans not a faceless agency. Humanize your social media presence with candid photography (look for eyes, smiles and genuine reactions), captions that are conversational (use the occasional emoji, lose the jargon, be direct) and content that documents the day-to-day contributions of your staff, i.e. the people who make this happen.
3. People are asking “What’s in it for me?” Use customer-centric copy in social media posts, choosing “you/you’re” instead of “I,” “we” or “us.” Write captions that talk *with* the audience instead of *to* the audience, stressing what they can gain by engaging with the content.
4. Social media is a dinner party not a soapbox. Respond to comments, reviews, questions, etc. to build an interactive, dependable platform for the public.
5. Your audience is waiting to be heard. Ask open-ended questions in posts to spark engagement, and take advantage of features like social media polls that invite public input.
6. Your audience can ease the demand of coming up with content. Tap into the power of user-generated content by finding photos from the public and sharing with their permission. Search for photos from events, photos of scenic PA spots, photos marking milestones like earning a driver’s license, etc.
7. Be seen. Optimize each post to increase the likelihood of your content being discovered. To be seen by more than your followers, tag the geographic location of posts, tag any other accounts related to the post and use strategic hashtags related to things like event names, campaigns and photo subjects.
8. Shorter is often better. Communicate with brevity in captions and give a clear call to action with each post. [Sprout Socials’ Social Media Character Counter](#) will help you find the ideal length for boosting engagement.
9. Social media can not exist in a vacuum. The content you publish and the approach to public interaction must align with the larger mission/vision/values of the organization.
10. Keep it clean. Frequent grammar, punctuation and spelling errors erode credibility. Read posts out loud before publishing, double check the links you’re sharing and ensure that the right accounts are tagged.



PennState
Donald P. Bellisario
College of Communications