



Social Media | Best Practices

- 1. Be active on any platforms you choose.**
- 2. Keep it short and simple. Your constituents have a short attention span.**
 - You can include a link to a blog post or website if you have a longer message to convey
- 3. Twitter is great for conversations, so be prepared for an active dialogue.**
 - Ask questions and run polls -- Asking questions is an effective way to interact with your audience, bring readers into the conversation, and understand people's opinions. Tweet open-ended questions or use Twitter polls to survey on specific responses.
- 4. Creative and consistent content is key.**
- 5. Keep up the cadence!**
 - Due to the Facebook algorithm, the type of post and deployment time of a post should vary. Try using a link post, a still image post and a video post at the specified times on various days. Facebook rewards consistency and variety.
- 6. Listen to your audience and respond accordingly.**
- 7. Establish a consistent tone in messaging.**
- 8. Political messaging must be on point.**
 - There are no random tweets or posts. All messaging feeds into a larger narrative. Develop a content calendar with dates, times, platforms and tracking methods (e.g. – hashtags).
- 9. Best times to post.**
 - Facebook
 - 8:30 AM
 - 11:30 AM
 - 3:30 PM
 - 8:00 PM
 - Twitter
 - 10AM - Noon
- 10. Test, test, test!**
 - Know your audience, by watching and evaluating what they respond to and when you receive the most engagement.