



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.