

Legal Services National Technology Assistance Project



Helping nonprofit legal aid programs improve client services through innovative use of technology.

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Intro to Social Media

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Welcome to LSNTAP social media guide. By the end of this I hope to give you all the tools you need to set up and maintain your social media presence. This guide is made possible by a grant from LSC.

1. What is social media? Why it does it matter?

- What is social media
- Why should I care about social media

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2. General Tips / Best Practices

- Have a plan
- Collect data
- Find where your audience is and go to them
- Make regular updates
- Provide consistent value
- Be less formal
- Use two way communication
- Be more personal
- Fast is better than perfect
- Share success stories
- Share relevant materials
- Use pictures
- Be Innovative
- Don't wait to do it

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3. Software to manage/analytics

- When should I start collecting data
- Collecting data
- Management Software
- Mouse Trackers
- Twitter analytics
- Facebook analytics
- How to use the data

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4. Facebook

- Prioritise quality over quantity
- Don't get too attached to the number of likes
- Use events
- Don't automatically crosspost everything

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5. Twitter

- Use pictures
- Use hashtags
- Talk to other people
- 120 or less
- Respond to people
- Update live from events

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6. Other platforms

- What is YouTube
- How should you use it
- YouTube vs Facebook issues

- What is LinkedIn
- How should you use it
- What is it
- How is it different

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7. Additional Information

- Best Practices
- How to Guides

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<http://www.lsntap.org/node/39/intro-social-media>

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