

Best Practices for Social Media Management



BE CONSISTENT & RELIABLE

In all branding efforts, consistency is a key part of developing your organization's identity. As you build your social media management plan, remember to be consistent and reliable with:

- **Voice** - Including language, tone, grammar and phrasing
- **Appearance** - Colors, images
- **Information** - Content shared, organizations engaged with



BE TIMELY

Answer the phone when your supporters call! Almost all social media users expect a response within 24 hours. Don't keep them waiting!



BE SOCIAL

Engage with your network regularly to remain visible and expand your reach:

- **Tag/Mention** - Influencers and partners
- **Friend, Follow & Engage** - Influencers and partners



WORK SMARTER, NOT HARDER

Take advantage of every content-creating opportunity available to you. Here are a few "re-"s that can help you extend your social media content:

- **Repurpose** your content, including: Website content, e-news, news articles, press releases, photos and content from internal documents
- (Share and) **Reshare** content from: Other environmental organizations, partner or supporting organizations, local news outlets
- **Reword** your own posts and content and repost them

