

TOP **rethink** TIPS

SHARING CONTENT ON SOCIAL MEDIA: DO

- 1 **MAKE YOUR CONTENT COMPELLING.** Use strong images, active language, and a call to action.
- 2 **REPURPOSE YOUR WORK.** Materials you have used on one platform can be adapted to perform on another—improving your return on investment for that content. Sharing the same article or photo multiple times over a day, week, or month will hit different audiences.
- 3 **TAILOR YOUR CONTENT FOR EACH PLATFORM YOU USE.** Don't treat a post as a one-size-fits-all.
- 4 **SHARE YOUR ALLIES' WORK.** They're working on similar issues and it's helpful for growing our audiences. Many of your followers probably don't follow your allies, and vice versa. Sharing each other's content introduces material to new audiences.
- 5 **USE AGREED-UPON MESSAGING.** This helps to establish a community talking about an issue and builds momentum behind a message.
- 6 **KNOW YOUR AUDIENCE.** Investigate your audience's demographics, which platforms they use, what language resonates with them, and what "asks" they will respond to.
- 7 **WEIGH BRANDING PRO AND CON.** Consider whether branding will increase or decrease how many people share your content.
- 8 **ENGAGE AN EVENT IN REAL-TIME BY LIVE-TWEETING AND/OR POSTING PICTURES.** Tie everything together with a common hashtag that puts you in the center of the conversation.
- 9 **SCHEDULE YOUR CONTENT.** During a big event, scheduling some social media posts ahead of time will ease pressure during the event and keep content flowing. On an average day, scheduling content throughout the day will hit multiple audiences.
- 10 **SHARE WHAT YOU'RE DOING WITH THE COMMUNITY.** More up-front communication with allies makes it easier for a campaign to take off, once everyone is aware of the timing, messages, and materials.
- 11 **OPTIMIZE HOW TO SHARE YOUR CONTENT.** For instance, can you share as an image rather than a link in order to game Facebook's algorithm? If you're sharing a photo or video on Twitter, post directly to Twitter.com for your image to appear in-line with your tweet.
- 12 **USE NEWS HOOKS.** Time your content to come out around a relevant story or event for optimal sharing.
- 13 **USE TWITTER AND FACEBOOK LISTS TO MONITOR WHAT OTHER GROUPS AND INFLUENCERS SHARE.** Engage them whenever possible.

- 1 **PUBLICLY BASH OTHER ALLIES.** If you have constructive criticism, share it in a more private manner.
- 2 **TREAT EACH POST AS A ONE-SIZE-FITS-ALL.** Tailor your content for each platform you use.
- 3 **PUT SOMEONE'S TWITTER HANDLE FIRST IN A TWEET IF YOU WANT MANY PEOPLE TO SEE IT.** Instead, add a period or word(s) before the handle.
- 4 **LINK YOUR FACEBOOK AND TWITTER ACCOUNTS.** These are two different platforms that require individual attention. But you can repurpose content from one for the other, as long as you tailor the content for each platform.
- 5 **CREATE A NEW HASHTAG WITHOUT A PLAN FOR HOW TO TAP INTO ADDITIONAL AUDIENCES.** Otherwise, you're only talking to yourself.
- 6 **SHARE CONTENT WITHOUT ANY CONTEXT AS TO WHY YOUR ORGANIZATION IS SHARING IT.**
- 7 **POST ALL OF YOUR CONTENT FOR ONE DAY ALL AT ONCE.** Instead, schedule posts to come out throughout the day so more people can see them.
- 8 **TAKE CREDIT FOR OTHER PEOPLE'S OR ORGANIZATIONS' WORK.** Give credit where credit is due (through RT, H/T, via, or tag).
- 9 **FORGET TO UN-SCHEDULE CONTENT IN A CRISIS.** During a negative breaking story or major event that supersedes the content you've scheduled, just hold onto that content for a more appropriate time.
- 10 **FORGET TO DOUBLE-CHECK YOUR CONTENT BEFORE POSTING.**