**Student Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Notes: Using Social Media Effectively**

A good social media post will include:

* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ – The story should be summarized with the most important information presented in a catchy way.
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ – Posts should be written in present tense with active verbs and specific nouns. Many readers will access a news website via social media, so checking spelling and grammar in posts is vital.
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ – Avoid unfamiliar and unnecessary words, which do not invite readers to keep reading.
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_– Be accurate, balanced, truthful and legal.

Involving Your Audience

* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ — Enable your audience to influence your content
  + Readers feel connected when they’re affected \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ or know others that are involved in the\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
  + Invite your audience to be \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
  + Casts a wider net in finding \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
  + \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ for future angles
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ — Photo galleries, links, videos, polls, quizzes, discussion forum
  + Use \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to link to additional content online from the publication
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ — Draw readers to your site, sell tweets and posts for campus organizations, conduct fundraisers, sell the yearbook

Creating a Plan

1. Define a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ for each account
   1. Twitter:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
   2. Facebook: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
   3. Tumblr: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
   4. Instagram: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. Be \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ about what you post and when you post it
   1. Best times to post are 7 a.m., 11 a.m., 4 p.m., 7 p.m., and 11 p.m., when most people are online.
3. Prepare for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
   1. A public audience means it will \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ beyond your school
   2. Platform \_\_\_\_\_\_\_\_\_\_\_\_\_ can change overnight (e.g. Facebook vs. Twitter)
   3. Access will \_\_\_\_\_\_\_\_\_\_\_\_\_\_ from student to student
   4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ at school block access
4. Develop a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and a style
   1. Be \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in how you post
   2. Use \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ sparingly and with a purpose
      1. Create or promote a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ hashtag
      2. Pay attention to\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
5. Keep your \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in mind
   1. What kind of posts \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ them the most in your content?
   2. Are your posts \_\_\_\_\_\_\_\_\_\_\_\_\_ or \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the conversation?
   3. Do your posts encourage the \_\_\_\_\_\_\_\_\_\_\_\_\_\_ to join in the conversation?