

TIP SHEET 2

SOCIAL MEDIA-FACEBOOK

Best practices used by CHADD national

TIPS

-Responding: Social media is a breeding ground for instigators. CHADD does not respond to negative comments unless the comment misrepresents facts. Negative comments will usually be debated within the comments. It's best to not get involved and let the commenters – comment. The mere fact they are commenting is the overall goal of your social media – to allow people to be social. If you find that you MUST respond, respond in kindness and professionalism.

-Responding: Be aware of anti-ADHD-related comments/people. It's ok to let them comment. If their comment is considered social-bullying or attacking an individual, simply delete it.

-Responding: It's ok to answer questions to comments.

-Images are shared more than content. Find images that are relevant and compliment your post. Don't be afraid of memes or images with useful tips. Don't be afraid to create your own images appropriately sized for social media.

-Ask people to "like" "share". People are more willing to DO something if you ask.

-Share content from others. While social media is a great way to promote your events/products, people enjoy an assortment of ideas and resources.

-Likes – like pages of organizations of related causes, local civic or regional entities. Share their messages/events and they'll do the same for you. (if not, ask them and offer to reciprocate)

-Don't assume everyone on your like's list receives each post you generate. Consider posting the same thing multiple times.

DO

✓ **Humanize your posts** so people can relate. Cater to emotions. Content that is familiar, timely, or novel will be shared.

✓ **Keep Posts Brief**

✓ **Engage followers – get their feedback.** Don't be afraid to ask questions. Ask questions that encourage comments. Read the comments to learn about your audience.

How to engage them?

Fill in the blanks "It's Friday, and I want to ____" – get them talking, sharing.

- ❖ What's the best ADHD advice you've gotten?
- ❖ Use quotes. People love to share and like quotes (funny or philosophical)

✓ **Post on the weekend** (you can schedule these)

✓ **Tag others** in some (not all) posts. For example, instead of "xyz event from CHADD" use "xyz from @chadd_adhd" OR instead of "Special thanks to Joe Schmoie for...." use "Special thanks to @joeschmoie for...."

✓ **Post regularly** Once/week is not enough. Once/hour is way too much.

Want more information? **Hashtag:** www.hashtagr.com -- An easy way to see how a specific hashtag is being used across all SM platforms. **Canva:** www.canva.com – use this site to create images you can use with your social media posts. Simple and free!