

Social Media 101: Tips to Increase Your Online Effectiveness



Melvin Bogard



HOW TO ASK A QUESTION...

To open your questions box click on the white arrow in the orange square in the upper right hand corner.

The screenshot displays a webinar interface. In the top-left corner, a pink dialog box titled "Show Your Screen" contains the text: "People have arrived. When ready, click the 'Show My Screen' button." A red arrow points from this dialog box to a white arrow icon located inside an orange square in the top-right corner of the control panel. The control panel itself is a vertical sidebar with various icons and a list of options. The list includes: "Audience view 100%", "Sharing", "Webcam", "Audio", "Dashboard", "Attendees: 1 of 101 (max)", "Polls (0/0)", "Questions", "Handouts: 0 of 5", and "Chat". At the bottom of the control panel, the text reads: "PRACTICE Town Hall Meeting - April 19, 2017" and "Webinar ID: 755-594-907".

- **What are my social media goals?**
- To raise awareness about ADHD.
- To provide ADHD information to my community.
- To inform the community about resources and services.
- To increase followers.



What do I hope to achieve with my social media page?
To increase my chapter attendance.
Empathy.



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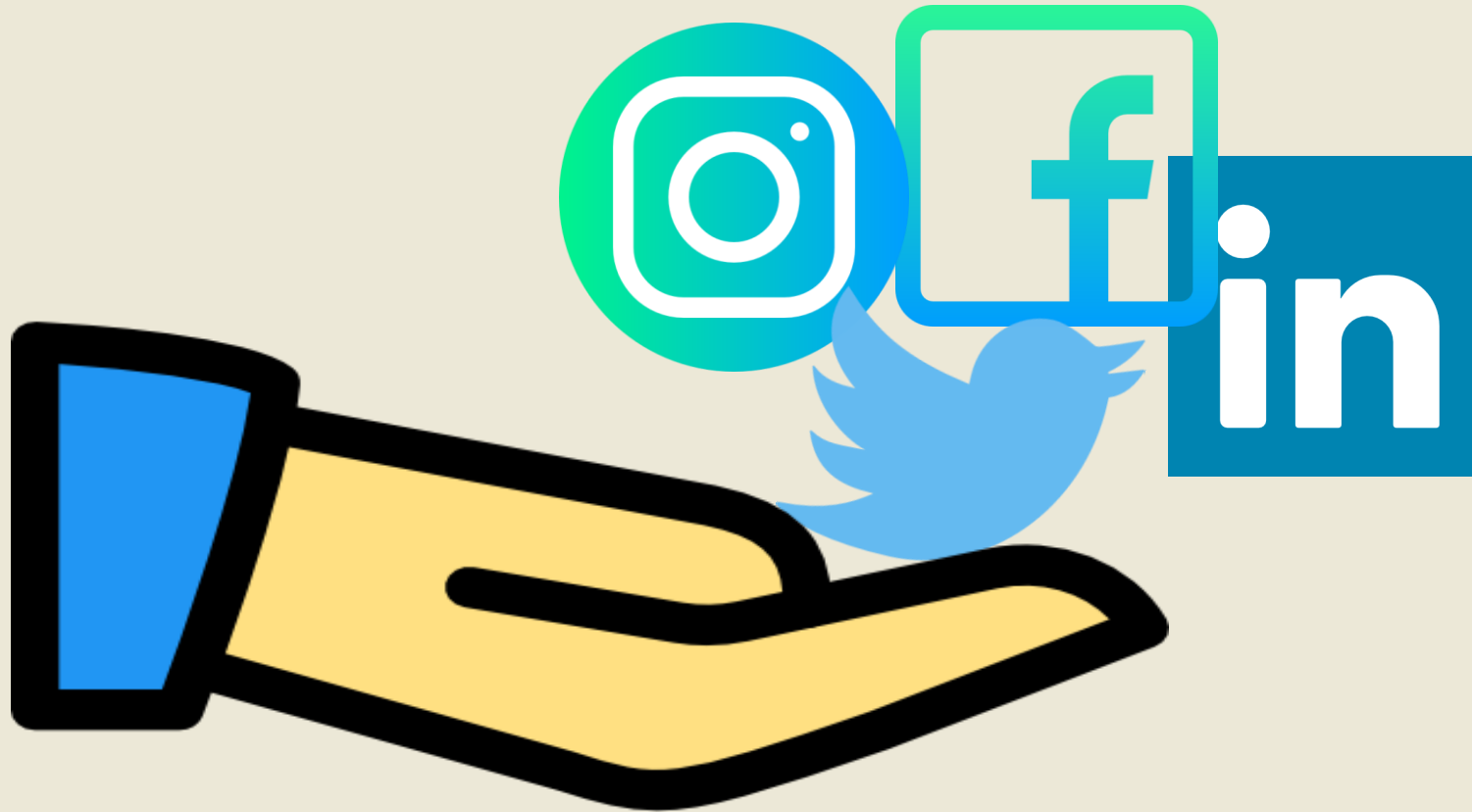


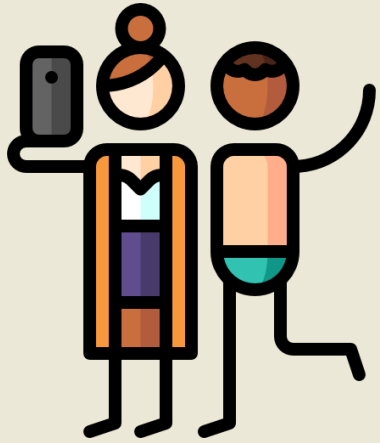
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What Social Platform is right for me?





WHICH ONE ARE YOU?

Meformers: Users who post social media updates mostly relating to themselves.

Informers: Users who post updates that are mostly information-sharing.

How does this relate to followers? Informers had more than two times the followers of meformers. It would seem that sharing information on social media is better for your follower count than sharing about yourself.



Followers have a proportional impact on how far and wide your message spreads.



Tips:

1) Followers like to network with people who have interests, values, beliefs, and desires that are similar to their own.

2) *Search for ADHD support groups and ask to join. This will give you another opportunity to meet people and share resources.*



Getting Followers:

I. Post great content and share other people's content

- Chapter meetings
- Events in your community that's ADHD/mental health related
- Share articles that's ADHD/mental health related from other people

Tip: If you don't have time to search for content, follow [@CHADD.org](#) and the NRC [@help4adhd.org](#) on Facebook and reshare articles we post.

Getting Followers:



2. Quality over quantity - If you don't have anything to post, sometimes it's best to wait instead of posting just for the sake of posting.

Tip: Don't wait long periods to post. Followers may not see you as an active participant.

Getting Followers:

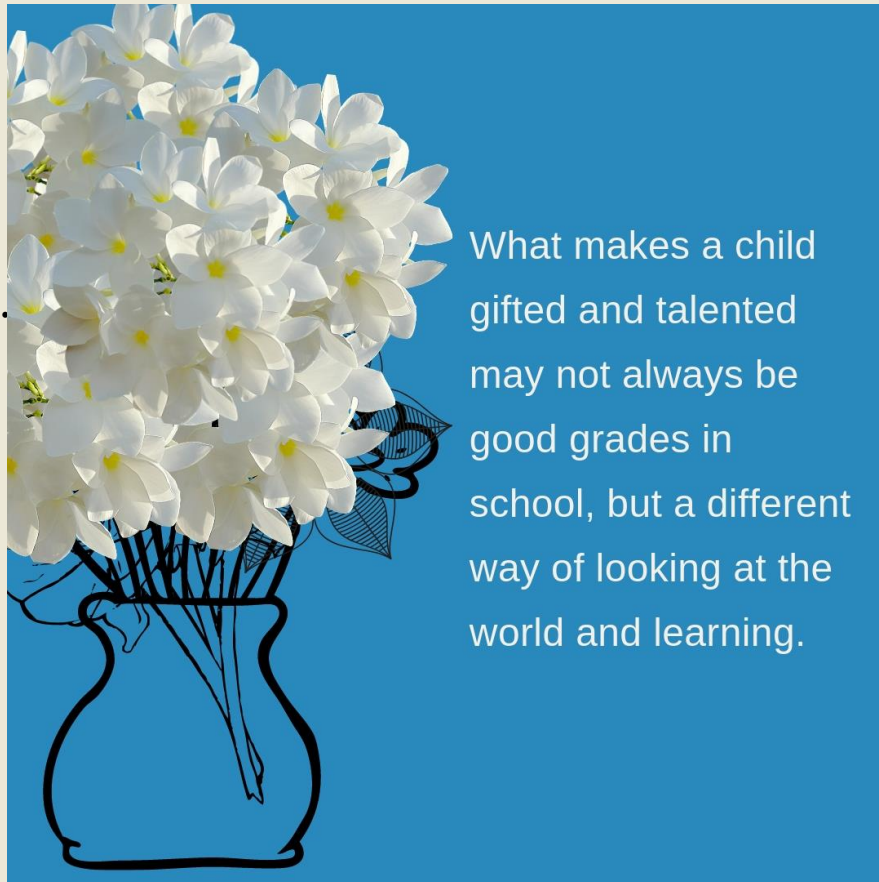


2a. Post memes

Meme – An Internet **meme** could be anything from an image to an email or video file; however, the most common **meme** is an image of a person or animal with a funny or witty caption. The proliferation of **social media** has led to Internet **memes** spreading very quickly and reaching more people.

Tip: Create memes with positive quotes to help engage followers.

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Canva.com - A free graphic design tool website. It uses a drag-and-drop format and provides photographs.



Getting Followers:

3. Be mindful of posting times

The best times to post on Facebook are Wednesday at **noon** and **2 p.m.** and Thursday at **1** and **2 p.m.** Thursday is the best day to post on Facebook in the week. The safest times to post include weekdays from **10 a.m.** to **3 p.m.** Saturday has the least amount of engagement for Facebook in the week. (General timing)

(Sproutsocial.com Mar 13, 2018)

Additional times:

For the NRC/CHADD I find 6 – 8 am EST and after 8:30 pm EST



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Getting Followers:

4. **Engage with others/Follow other users**

5. **Reshare other people's content**

6. **Reach out to influencers** (*A **Social Media Influencer** is a user on **social media** who has established credibility in a specific industry.*

*A **social media influencer** has access to a large audience and can persuade others by virtue of their authenticity and reach.*

7. **Stay active**

Tips: Look for influencers –

ADHD coaches, health care professionals, authors, ADHD and mental health organizations



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Getting Followers:

8. Ask questions in your comments - engage with your audience. Asking questions encourages people to comment and talk to you instead of just scrolling past.

(example question: *Share some ways you manage your ADHD in the workplace?*)

9. Be funny, get people thinking, get people to genuinely care - a caption that resonates with your audience can sometimes bring more likes than the actual photo!

Getting Followers:

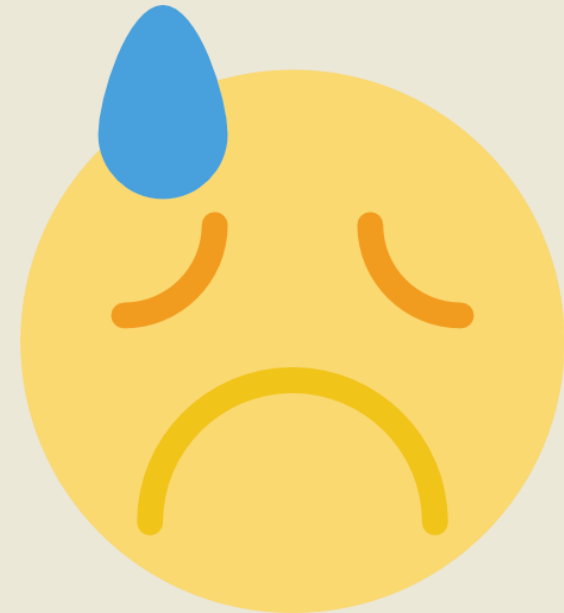


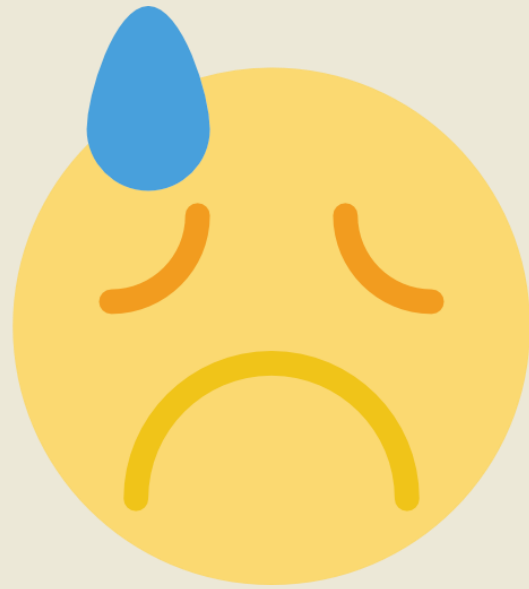
10. **Share moments of truth.** Take photos of your meeting (with permission). Be authentic.

11. **Be patient! Growth doesn't happen overnight!!**

Running Followers Away:

1. **“Bursts”**—too many updates all at once. More than half of unfollows come as a result of bursts.
2. **Posting about uninteresting topics**
3. **Sharing the mundane details of one’s life**





Running Followers Away:

4. Don't Spam - Please don't go around commenting on other accounts asking for them to follow you. It seems desperate and unauthentic. It's one thing to genuinely interact with other accounts but it's just spam when you comment asking for followers.



Thank you!

Melvin Bogard

Q & A

You have

Questions

We have

Answers