





Top Social Media Tips

Social networks are a great way to keep our members engaged and informed, and to promote our educational and community activities. In addition to real-time communication, social media enables a stronger dialogue with increased mobility and networking.

To manage social media effectively, it is important to understand that each network serves a different purpose:

-  YouTube for knowledge exchange and training.
-  Twitter events and real time discovery of what is „hot“ in their field.
-   Facebook and LinkedIn for networking and career development

Social media communication consists of two basic tasks: content creation and content activation.

Content creation—What content should we create and how?

- **Align page with AO global branding standards:** Ensure the logo, the description, and the images used to set-up the page are aligned with the global branding standards.
- **Plan your content ahead:** Prepare your social media content for at least a period of one month, summarizing what content you want to post and where, planning around highlights (events, publications, etc).
- **Topic overview:** Create list of the most useful articles or resources on a particular topic.
- **Invest in quality over quantity:** Focus on creating fewer, higher-quality pieces. If you're currently writing three to five short posts on your blog, consider switching to one to two long forms or more "meaty" posts.
- **Remember it is not only about you:** Ensure you are not only hard selling your activities and initiatives and posting facts. Try to give members a voice and celebrate them (eg, celebrate their achievements, recognitions, years of activity at AO Trauma, etc).
- **Use images and videos to boost engagement:** With millions of tweets and posts a day in social networks, visuals are great ways to increase your chances of being seen.
- **Work on your headlines:** Your headlines are what will get people in the door, particularly when you share your blog posts via social media. Make sure they pique interest and clearly articulate the benefit to your readers.
- **Customize the content:** Make it relevant for your audience.
- **Leverage opportunities within AO Trauma:** The posts that generate more engagement at associations are those linked with opportunities for development, such as calls for applications, chair positions, internships, etc. Try to create stories around them, from the initial announcement through to the final decision.
- **Measure to improve:** As in science, what you don't measure, you cannot improve. Check out Facebook or Twitter Analytics every two months to see what is working.
- **Same event, different angles:** If each network is different, try to adapt your story to them. For example, with an event, a Facebook post would be more about who attended (social highlights), while Twitter would be more about what was said (content highlights).
- **Use the newspaper front page rule:** In case of doubt about what you are going to post or tweet, think about how it would be if that content was featured in the front page of your major local newspaper. Would you feel comfortable about it?

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Content activation—How can we get the news out there?

- **Timing is key:** People actively engage with social networks at different times.
 - Twitter works best on weekdays between 13:00–15:00, and on minutes before or after the hour.
 - Facebook is about staying in touch, so users are more active during weekdays, at the end of the day, and on weekends at midday.
 - However, the best way to time your posts is to align it with the activity of your followers.
- **Post frequently:** Given the short shelf-life of content, if you want to be seen, try to publish two posts per day. It is ok to share the same content up to four times.
- **Building the community is job #1:** Use events and courses, where you physically interact with people, to do three key community building tasks :
 - Showcase what you are doing: Create awareness of your social media efforts and convince people to follow or like your AO Trauma page via your regional site or at local courses and events.
 - Build your advocate network: Identify members who are passionate about social media and ask them to help you with content ideas, review your posts or tweets, and share new news, etc.
 - Amplify the impact beyond the event: Have someone at the event tweeting, posting, and taking pictures with the key highlights of the event. Also, try promoting interaction and posting through the event.
 - Include links in your email signature: Including a link or two back to your website can considerably increase traffic.
- **Expand your reach and influence:** If you want people to follow your account or actively engage with you, start by showing your appreciation. (eg, follow certain influencers, retweet, or like newsworthy content they post, etc.)
- **Be calm at all times:** Sometimes people use social media to voice negative comments or complaints. When this happens, try to address the commenter's concerns in a respectful manner. If possible, take the conversation offline

Final advice

- You don't need to create all content by yourself. Check the www.aotrauma.org for the latest news and simply repost them to your community.
- **Contact us:** For more information on social media, AO Trauma related content, images or branding style guide, please contact us at: info@aotrauma.org