

Managing Social Media

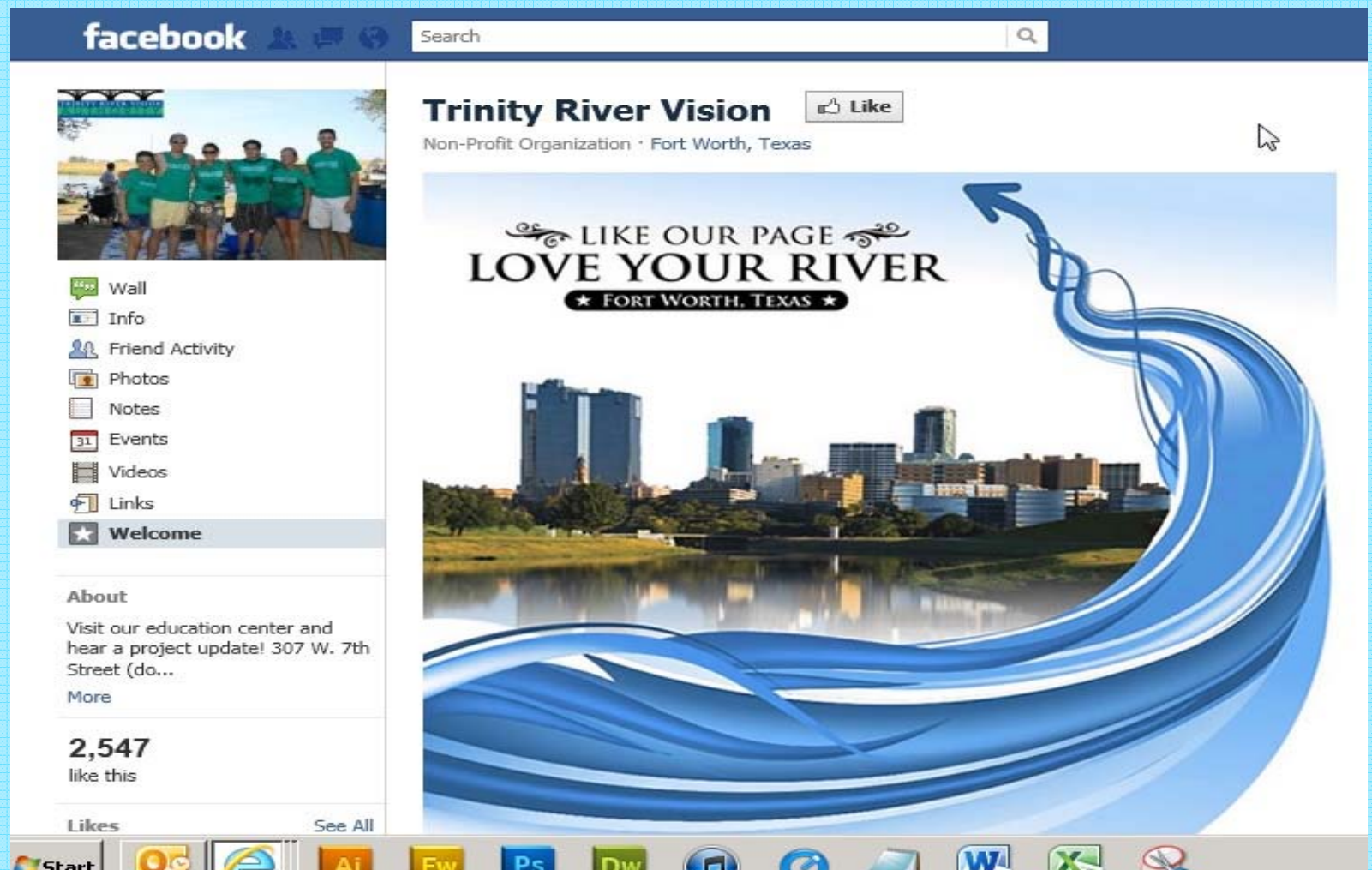
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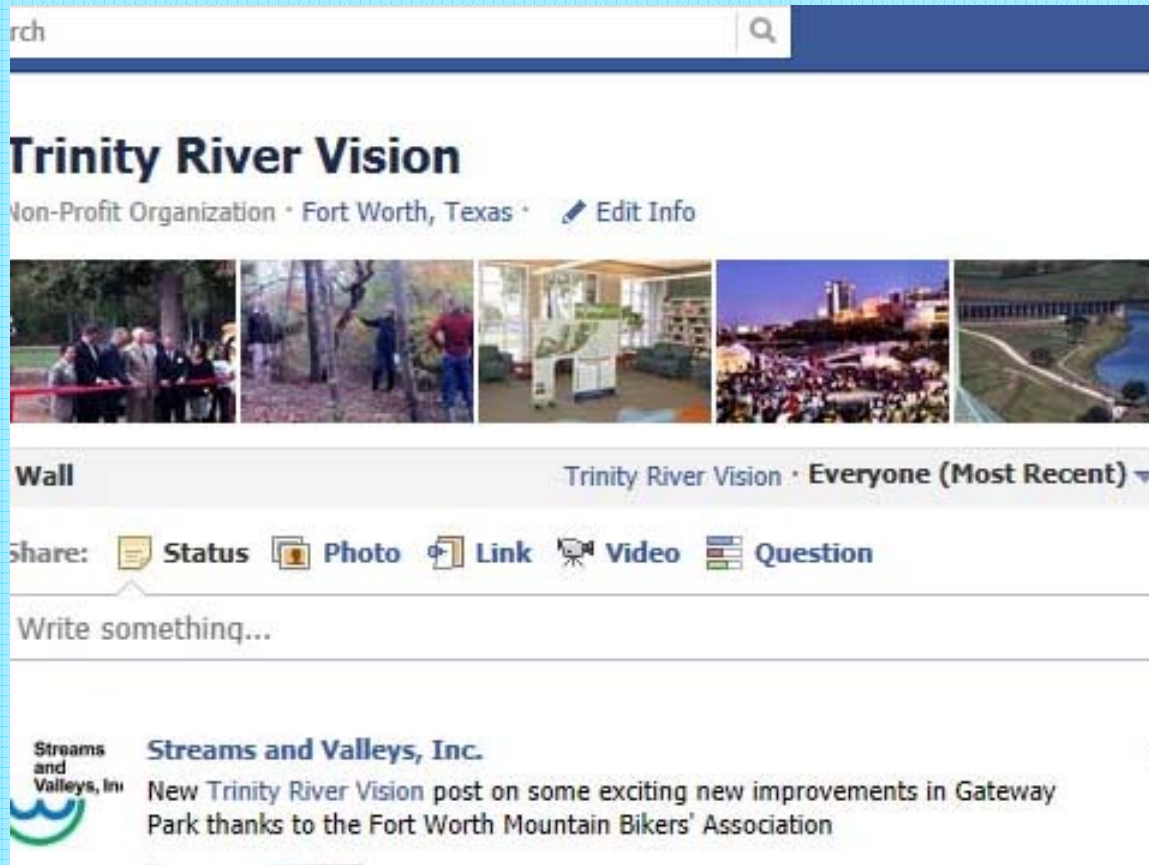


Where do I begin?

- Make sure to secure all handles & FB URLs relating to your organization
- Create a weekly strategy
- Know upcoming events regarding your organization & partner organizations

The Look of Your Page





Create customized photo strip for a more branded and clean look

Less technical



Put thought & make more personal



Engaging Users & Other Organizations

- Tag other groups in posts as much as possible
- #FF
- Ask Questions
- Be Transparent
 - It's ok not to know the answer
 - Know When to Take it Offline

5 Ways to Turn Social Users into Brand Ambassadors!

- Be Fast
- Be Visible
- Be Consistent
- Be Organized
- Be Human!

**Mocking your
customers= bad**



- #MotrinMoms
- Leads to “Flog”

Social Media NEVER Sleeps

- <http://mashable.com>
- <http://www.socialmediaexaminer.com/>
- Monitor other organizations sites!
- Have trusted staff in place.