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://mashable.com)
- Monitor other organizations sites!
- Have trusted staff in place.