

**Strategic/effective use of social media can help your potential clients/referral sources:**

- Understand your product or service (what you can do for them)
- Get a feel for the way you work with clients or your relationships with them
- Get to know you/your team (do they want to do business with you?)
- Realize your unique value proposition (why you and not someone else?)
- Perceive you as an expert

**There are also tactical uses:**

- Drive traffic to your website
- Be your own PR machine
- Explore what content resonates the most/transfer to other mediums

**Within your marketing plan, social is a tactic. Which goals can it help you achieve?**

**Tips**

- Choose your platform based on where your audience is, not someone else's
- Vary your content, then write for the medium and your audience
- Short posts. Just plant the seed.
- Tag! People, organizations, hashtags, check-ins
- Remember that you are speaking to referral sources in addition to potential clients
- Have a personality – people connect with people
- Show off your people / space / process

**Self-audit**

- Do most posts start with I/we?
- How many categories could you put posts in?
- Engagement?
- Would YOU find your content informative, entertaining, useful, meaningful, worth commenting on or sharing? Always think from the consumer's POV!

**Don't**

- Post and run
- Post long articles to demonstrate your expertise. YOU do the work.
- Send people off the platform too often
- Confuse social with email marketing
- Put all your eggs in this basket
- Settle for bad photos
- Post about controversial things without considering the consequences

**What can I post?**

Client spotlights/client success stories  
 Behind the scenes – your people, space, process  
 Testimonials  
 Your favorite nonprofits  
 Did You Know?

Decision-making tips  
 DIY and how-to  
 Relevant news/Seasonal  
 Examples of your work  
 Case study teasers