

# COLLEGE DEMOCRATS OF MISSOURI

# SOCIAL MEDIA GUIDE

# 2019-20



## DECIDE YOUR PURPOSE

When starting social media accounts for your chapter, it is vital to know what your account will provide to its followers. Do you want to provide news updates on both a national and local level? Do you want to share events and meeting times with members? Do you want to interact with other chapters or local politicians? Do you want to interact with followers? These are just some of the goals that your chapter could have. Most likely, your chapter will prioritize or mix many purposes, but having an idea of what the account will look like will make it easier to manage and to set realistic expectations for what your account can do.

## KNOW YOUR AUDIENCE

Your account's followers determine what content should and should not be published. For your chapter's account, college students will be most of your followers, so issues that affect their daily lives should be shared and posted regularly. News about your school is also important, as well as local news. National level news is generally the most interesting, but it's not as useful to your followers because it doesn't directly affect them, and they've probably seen it from another news source already.

## BE CONSISTENT

Your social media is not just a one-time tool. Your followers and those unfamiliar with your organization will look through all of your recent activity to get an idea of what you do. Your social media doesn't have to post constantly, but setting a general goal for how often your account posts will help you grow followers and create an online presence.

## WATCH COMMENTS

Some comments are harmless, like a member's grandparent commenting about how they've grown up, or helpful, like someone asking for more specific details about an event. However, there are some comments that are malicious, rude, or extremist. A general rule of thumb is do not engage by replying to the comment, but do not be afraid to delete or block those who negatively contribute to your account.

## REMEMBER MULTIPLES

When promoting a meeting or event on your social media, post it multiple times; ideally, a week before the event, 2-3 days before, and the day of the event. Your followers see so many things on their feed that repetition helps to make your event stick out. Additionally, remember that some people don't have social media or don't follow your chapter's account. Don't be afraid to also use email lists, school bulletin boards, and word of mouth to get the most people at your events.

**Make sure to follow College Democrats of Missouri to see these ideas in action!**



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