



INFOSHEET: Using Social Media

SOCIAL MEDIA IS A COST-EFFECT AND POWERFUL WAY TO GET YOUR MESSAGE OUT TO A WIDE AUDIENCE. THE VIRAL NATURE OF SOCIAL MEDIA MAKES IT EASY FOR OTHERS TO SHARE YOUR MESSAGE, BROADENING YOUR REACH.

It makes good sense to share your message where ever you'll find your audience – and Canadians spend a significant amount of time on social media. In fact, many of the people and organizations Saskatchewan *in motion* engages with via social media are the very audiences you'll want to attend your symposium.

Who's using social media in Saskatchewan?

- Teachers
- Municipalities
- Parks & recreation departments
- Tourism groups
- Media outlets and personalities
- Parents
- Professionals (planners, public health practitioners)

What to post?

BEFORE THE EVENT:

- Save the date messages
- Links to any web content about the symposium
- Registration information
- Key note speaker announcement
- Call for volunteers

DURING THE EVENT:

- Pictures that give a sense of who's involved and what's happening
- Quotes from keynote speakers or attendees
- Live tweets about what's happening throughout the day

AFTER THE EVENT:

- Links to any reports or action plans coming out of the meeting
- Thanks to attendees, partners, sponsors
- Links to video of keynote speaker or others
- Links to any media coverage of the event

Who should post?

The more the merrier when it comes to social media! However, it is a good idea to have one or two people responsible for posting and responding to any questions. To ensure consistency, create a series of Facebook posts or tweets for committee members and others to share. If no one on your team is comfortable with this role, here are a couple of ways to get the job done:

- Ask if one of your partner organizations has someone who can post for you.
- Recruit a volunteer who uses social media to post messages for you. If possible, look for someone who's interested in and has a basic knowledge of physical activity issues.



Where to post?

Facebook and Twitter remain the two most popular social media sites. If your group doesn't already have a Facebook page or Twitter account, consider setting them up either for the symposium or for your group to use longer term. As an alternative, you could use your community's Facebook page as a base for your posts.

- Create a Facebook event and use this tool to invite people to attend. If you don't have a web site, this is a great spot to house information about the symposium. If you use social media personally or for work, invite your friends and followers to attend.
- Increase the reach of your posts by using your personal social media accounts to:
 - Share/retweet or like posts about the symposium
 - Invite your friends and followers to like your symposium Facebook page or Twitter account

Tips

- Use casual language. Speak like a human being, not an institution when posting to social media.
- Make sure your Facebook account is set up as a "page" and not a person. If you set it up as a person, your posts will be seen only by your "friends".
- Post regularly leading up to, during and after the event. Posting multiple times a day on Twitter and one or two times a day on Facebook is acceptable.
- Social media posts are short (only 144 characters in the case of Twitter); link to more detailed information on a web site whenever possible. If you're sending readers to a web site, always provide a link directly to the information you're referring to.
- Pictures and graphics get the most attention, particularly on Facebook. Share your event poster or use a simple photo with some text on it to attract attention.
- If you do set up social media accounts for the symposium, include them on all promotional material.
- Use a link shortener like bit.ly to help keep your Twitter posts short. Web site URLs can take up a lot of your 140 characters.