1. Tweet regularly. Determine in advance how often you want to tweet and keep it up. Use a scheduling program such as Hootsuite to automatically post tweets when you can’t do so manually.

2. Reread, spell-check and double-check links before posting. Tweets can’t be edited once they’re sent.

3. Use images! Adding a photo or graphic will not only make your tweet more visible, it can also make your followers more likely to retweet or favorite it.

4. Interact with your followers. Reply, follow, retweet and send messages. It’s not social media unless you’re being social.

5. Check your stats. Use Twitter and third-party services to track clicks, retweets, favorites and other statistics. Such info can help you decide what to tweet about and when.

Join the conversation and follow us @PublicHealth
Social Media Tips

1. Know your audience. Use a voice readers can relate to, respond to and share.

2. Pay attention to the conversation around you and participate in it. Sometimes sharing messaging from others will amplify your own.

3. Photos — and links — speak louder than words. Include photos with posts whenever possible.

4. Emotive language works best. If your message is technical, add a human element to it.

5. Encourage likes, comments and shares to make your posts more visible. Humor, quizzes and GIFs all work well, and don’t underestimate the power of a cute puppy photo.

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Social Media Tips

1. Vary your content with photos, graphics and videos in both feed posts and stories.

2. Be social! Follow back, comment and tag other organizations and users in your posts.

3. Use hashtags so people can find you and your content. Check out which hashtags are most popular and use them on your posts where appropriate.

4. Start a trend! Use Instagram to promote an event or photo contest. Create a hashtag for your activity and encourage others to use it in their posts.

5. Check your stats. Keep track of your likes, followers and number of posts. Note which posts are most popular and set goals for growth.

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LINKEDIN

1. Use LinkedIn’s company pages to feature your organization’s work.

2. Be a thought leader, not a salesperson. Use groups to discuss your work, but not to promote it.

3. Fully complete your personal and company profiles and keep them up to date.

4. No funny business: Keep in mind that LinkedIn is a professional setting.

5. Don’t forget to include volunteer work or organizations you are a member of, especially if they are relevant to your field of work.

Join the conversation and follow us at LinkedIn.com/company/American-Public-Health-Association
Social Media Tips

1. Be yourself. Post a video short or long, funny or serious, but let the viewer know what you’re all about.

2. Have fun, when possible. You can be fun and still say something important.

3. Tag your video. Without the right keywords, the best video in the world will go unseen.

4. Share your video on other social networks. More people talk on Twitter and Facebook than YouTube. Don’t withhold your creativity from them.

5. Caption your videos. Your words are important. Make sure everyone hears and sees them.

Join the conversation and follow us at YouTube.com/user/APHADC