

Getting Strategic with Social Media

Using social media to enhance your mission can sound daunting. The social media landscape is ever changing, but the possibilities are endless. With [5.24 billion](#) social media users worldwide (equal to over half of today's world population), you can expand your reach with a little strategy and consistency.

TIPS AND BEST PRACTICES FOR USING SOCIAL MEDIA

Plan ahead

- **Get organized with a [content calendar](#).** It is helpful to plan out ahead of time so you can visualize ideas and organize them in a way that's easier to execute.
- **Revisit older posts** to see what garnered the most engagement. You can repurpose this content or use it as inspiration when drafting new content.
- **Keep content simple** and jargon free.
- **Share human stories** to help your message resonate.
- **Schedule your posts ahead of time.** Some platforms have scheduling features, or you can use tools such as [Hootsuite](#) to manage multiple platforms in one place.

Engage your community

- **Dedicate 10-15 mins each day** to checking your social platforms and engaging with your community.
- **Reply to comments** as described by your organization's commenting policy (if applicable).
- **Start a conversation.**
- **Make new connections.** A lot of times when you start following someone they will follow you back.

Befriend analytics

- All platforms offer analytics that give a high-level view of how your posts/content is performing. **Check these data points to learn what is performing well** and take that into consideration when planning future posts.



CONSIDERATIONS TO BROADEN YOUR SOCIAL MEDIA REACH

Accessibility

According to PEW, [62% of people who experience a disability own a laptop, and 72% own a smartphone](#). In addition, [83% of U.S. social media users watch content with sound off](#). Here are a few tips to make social media content accessible:

- **Add alt text to images.** This is a brief informative description of an image, which helps technology readers explain the photos to users with various abilities, including the visually impaired.
- **Write accessible text.** Be sure to spell out acronyms, avoid jargon, and stay away from excessive emoji use and cute fonts— it can be challenging to make out what is being said and it does not work the best for assistive technologies.
- **Add closed captions and subtitles to videos.** Make sure the captions are legible and don't blend in with the background.
- **Use inclusive imagery** to be reflective of your diverse audience and avoid tokenism.

Accessibility Resources

- [Checklist for Creating Accessible Videos](#)
- [Making Digital Communications Accessible](#)
- [Creating Accessible Video Content](#)
- [Plain Language Best Practices](#)

AI Resources

Artificial intelligence (AI) is revolutionizing content creation. AI serves as a versatile tool for generating various types of content, including articles, scripts, social media posts, and more. It assists content creators by providing inspiration, generating ideas and even refining drafts. AI adapts to different writing styles and preferences, making it a valuable ally in the creative process. It reduces the time spent on brainstorming and ideation, enabling faster content production without sacrificing quality.

AI tools

- [ChatGPT](#)
- [Claude](#)
- [Gemini](#) (with Google)

Using AI

It's important to check with your employer to understand their policy around using AI. They may have specific guidelines in place to ensure responsible and ethical use of AI tools in the workplace, including considerations such as data privacy, security and potential impact on job roles. Being aware of these policies helps employees navigate the use of AI technology responsibly and in accordance with organizational standards.



The American Public Health Association's Center for Public Health Policy recently supported 10 community-based organizations working to advance healthier environments and communities through its Building Strategic Communications Capacity Among Community-Based Organizations Working to Create Healthier Environments Mini-Grants program. APHA partnered with Metropolitan Group, a full-service social change agency that crafts and integrates strategic and creative services, to provide communications support to strengthen the visibility, reach and impact of the organizations. This tip sheet was created to help public health professionals and advocates learn how best to use social media at their organizations to expand reach and impact.