**Golden Rules for Social Media**

**Compose your posts, updates or tweets in a word processing document so you can check**

**grammar and spelling before you send them.**

**#1. Fill out your online profiles completely with information about you and your unit.** Use your real

name and your own photo. If this is an account for your Unit remember to keep all post positives.

We want to attract members not discourage them from joining. Include Unit contact information

for potential new members

#2. Be Respectful in your post, especially if you are representing the ALA and your unit.

#3. Think Before you Post, Consider the impact a post could have on someone before making the

post.

#4. Be honest and positive

# 5. Use Common Sense

**#6. Pick a screen name that represents you or unit in a positive way.**

**#7. Don't put anything on the Internet that you don't want your college admission officer, future boss,**

**or future member see. Post are like Ghost they may haunt you in the future.**

**#8. Check out the people who want to follow you or be your friend.** Your mother was right when she

said that people will judge you by the company you keep.

**#9. If someone does not want to be your friend, accept their decision gracefully.** They have the right

to make that choice.

**#10. Never post when you're overly tired, jet lagged, intoxicated, angry or upset.**

**The Following is from the National Website,** alaforveteran.org. Under the Resource for Members Tab.

Promoting Volunteer Events and Building Engagement Using Social Media Channels

The social media tips and best practices included here will help you effectively engage with your unit’s Facebook fans and Twitter followers. Also included is actionable advice regarding a recommended timeline for promoting your unit’s upcoming volunteer events.

Remember, short and simple posts are best. Including too much information can be overwhelming and will likely not encourage your fans to read it.

Keep these tips in mind when leveraging social media outlets for promoting your unit’s volunteer events: • Provide all of the information. When sharing event information, be sure to include the 5 W’s: who, what, where, when and why in your posts. Providing these details will help your audience feel well-informed and more likely to participate.

• Assess in real time. Try to stay engaged with the real-time conversations your audience is having – are they asking questions? Answer them. Do they seem excited about an upcoming event? Share your mutual excitement! Engagement is a two-way street, so interacting with your audience will only amplify their interest and may even spark them to engage with others on the same topics.

• Share photos/videos. Visual assets make for great content in social media because they are easily shareable and more stimulating than copy alone. Incorporate photos with your posts leading up to an event. After the event, consider sharing photos or a video capturing event activities or interviews.

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• Encourage interaction. Asking your Twitter followers to “retweet” (or “RT,” for short) is a simple way to encourage them to take action and spread the word about upcoming volunteer events. On Facebook, inspire fans to pay attention to posts by asking them to “Like” it. When your fans engage with your page, their friends will see it, which exposes your page and your events to more eyes.

• Ask questions. A great way to engage with fans is to ask easy-to-answer questions. It will help pique their interest and make them feel as though their input is important. Here are a few examples:  How are you honoring the veterans in your life on Veterans Day this year?  Is your family watching or participating in a Memorial Day parade this year? If so, upload a picture of you and your family in their red, white and blue! o It also gives you information that you can compile and share back as news with your followers or fans. For instance, you may be getting some interesting answers on how people are honoring veterans that can be shared back.