

Simple tips for social media

You're in control

Put yourself in control of the situation – don't let the mob dictate what you want to communicate, when or where.

The first rule of social media is you don't have to be on social media. Ask yourself:

- How will a social media account/s help you achieve your communications objectives?
- What are the risks? What are the benefits?
- How will I resource content creation and responding to questions from the public?

Choose your channel

- You don't need to be on every social media platform
 - choose the channel/s you are most comfortable in using
 - choose the channel/s which will reach your target audience.

Control your message

- Adapt your key messages to fit the tone and length requirements of your chosen social platform
- Know what you want to say
 - Showcase your personal values
 - Use analogies to simplify a complicated message
 - Use facts and statistics to back up your over-arching message.
- Know what you don't want to talk about
- Be prepared to say nothing if you have nothing further to say.

What to do when things go bad?

- It's ok to shut down your social accounts, but first ask yourself what message that sends to the public?
- Never engage with trolls!
 - You lower yourself and your company's reputation to their level
 - Your reputation is measured by their standards of behaviour, not yours
 - You will never persuade people of extreme / fixed opinions.
- Focus on what you want to say
- Facts inform, emotions persuade
 - Your over-arching position should be based on human values – e.g., your care for your animals / consumers / environment
 - Use personal examples of actions that evidence your belief in these values
 - Facts and figures should be used to support your over-arching position
 - Don't be afraid of the crisis but show your integrity / resilience by framing the discussion with positive language – e.g., *This crisis has been devastating, and we feel for all affected, but we are determined to overcome this. We have a strong community / industry and by working together we will build a better future.*
- Respond / reward supportive comments – use likes, retweets, shares etc to thank members of the public who post supportive or positive comments.
- Build the perception of community support – share / retweet / repost content from your allies – look for posts from industry bodies or other producers to demonstrate that your position is supported
- Only respond to those comments which are in your 'safe space' for discussion.

Visuals matter

- Engagement is determined by the quality of the visual imagery
- Video is the most powerful form of content on social media – what can you show? How will it make people feel / react?
- Short 1-minute selfie videos are a great way to put a human face to a crisis situation – show how you feel, how you're affected, what you're going to do about it, and what you want the audience to know
- Photos
 - include people in your photos wherever possible
 - double check the little details in the background before posting.
- Tiles – a great way to grab attention to a simple message
 - Carousels of 6-8 tiles can be used to explain complicated topics
 - KISS - Keep it simple stupid!

Final check

- I know why I am on social media
- I know who the audiences are
- I have developed clear, succinct, positive key messages
- I have a combination of values and facts in my messages
- I have anticipated difficult questions
- I will not engage with trolls
- I am comfortable with the time and resources required to undertake this task
- I have imagery and video to show the situation