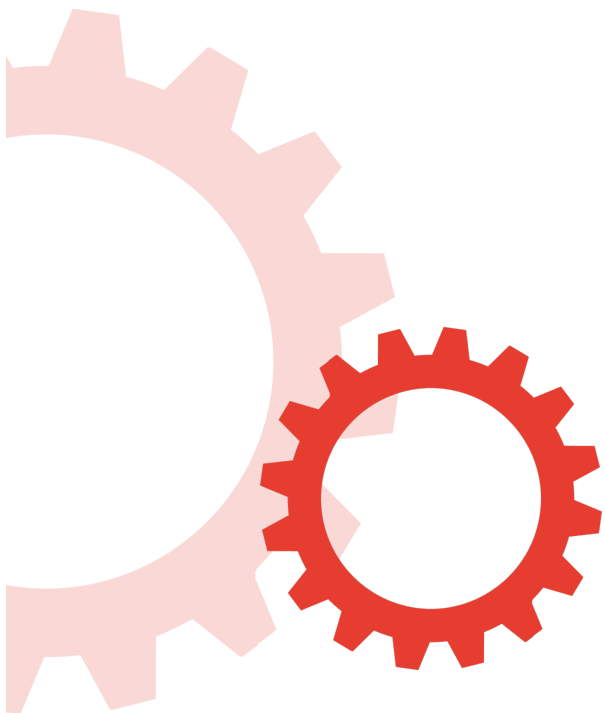# Community Management

Are you doing it like a true
community chatter?

It's all about <u>your</u> community.

As we explained in our blog post titled, 'Social Media Engagement: It's a party!,' social media is like one giant party with lots of rooms and plenty of opportunity to showcase your brand, make meaningful contacts and watch your brand blossom.

If you're about to attend the party for the first time or have been there awhile and are wondering why it doesn't seem to be working for you - it can be valuable to take a quick look in the mirror and see how you're perceived by others.

After this, you can begin chatting with confidence.

Allow us to be your mirror.

1. Are your cover and profile photo's fitting properly and looking good?

Yes / No / Sort Of

You don't need us to tell you, your first impression is important.

Just as you would put care into your appearance at a party, your photos are very important. They are the clothes, hairstyle, and the makeup of your profile.

Check for 'lipstick on your teeth' and 'straighten that tie' of your page by making sure your photos are fuzz-free, cropped well, and your branding is evident.

First impressions matter. Experts say we size up new people in somewhere between 30 seconds and two minutes.

- Elliott Abrams

Clothes and manners do not make the man; but when he is made, they greatly improve his appearance.

- Arthur Ashes

2. Is your 'About' section filled out?

Yes/No/Could Be Better

The 'About' section of your page is like your handshake and introduction. You want a snappy one – two lines to introduce your company, which shows up on your home page. You have 255 characters to get your message across in your bio, and 2000 characters in your impressum.

Do you think it is clear and accurately sums up what you do?

If you can't tell - ask someone else.

3. Do you reach out to other pages to comment on their work and respond when others do the same?

Yes / No / Sometimes

Taking time to follow others, listen, recognise what they are doing, and engaging with them on their turf, is just as important as quickly responding to comments on your own social media content.

This showcases your brand to audiences who may not know you exist and builds brand awareness among your greater community.

Now that pages have their own newsfeeds, it is much easier to follow industry pages, public profiles and join groups as your brand, so there really is no excuse not to be engaging with your community online.

Write down who the last person/page was that you commented on, liked or shared their content.

_____

_____

_____

_____

(If you've done all three, give yourself a high five.)

4. Do you acknowledge when others tag you in their posts?

Yes/No/Sometimes

As important as recognising when someone is speaking to you in real life, is the acknowledgment of a company who has tagged you in a post. If you don't, you can seem aloof. It's just the same as if someone in person gives you a compliment on lets say a clothing item, and you just look at them, say nothing, then turn away to walk off. It's just rude. Don't do the same online!

5. Do you use your response rate to hold you accountable to responding in a timely manner?

Yes / No / Sometimes

You know that awkward pause in a conversation when someone asks a question and the other person doesn't respond right away? The shorter the pause the better right?

Facebook and Instagram give you the tools to hold yourself accountable - to know how long you really wait before you respond to those who reach out to you.

Check your response rate - Write it here.

_____

_____

If you are below 90% challenge yourself to step up your game by 5% next week. You wouldn't ignore someone who asks you a question at a party, so don't leave your online audience hanging either. This is a great opportunity to engage.

6. Are your contact details filled out?

Yes / No / Mostly

You wouldn't pass out a business card with outdated information, right? Then why do the same on social media? Facebook is one of the top places people search for more information, so ensure your most current contact details are visible.

Congratulations!

You've taken the first steps to social media self-awareness. If you would like extra tips, tricks and ideas, be sure to follow our social media accounts to find out more about HOW you can step up your community engagement from this foundation.

GrassRootsMediaNZ   @grassroots_media   Grass_Roots_Media