

## **PART 8b: Social Media Guidelines**

- Never say anything online that you wouldn't mind seeing on the front page of the paper the next morning.
- Keep posts positive. For example, instead of saying, "We haven't sold all of our seats for Event X yet," say "It's not too late to join us at Event X!"
- Backlink (i.e., direct people) to the Sprit & Place website to read the full details rather cramming it all into one post.
- Don't post anything that isn't 100% confirmed. For example, if you think a speaker is presenting but the contract hasn't yet been signed, wait until the booking is official before announcing it.
- Direct messages are private, but remember that they can be forwarded to others. Treat a direct or private message on social media as public information. Don't say anything you wouldn't post publicly.
- Engage others in conversation. Ask questions that get people talking such as, "What are you most looking forward to about Event X?"
- Be conversational and engaging. Don't speak in "official" language. Have fun!

### **Be Conversational & Engaging**

Social media is all about conversation. Use a conversational tone and ask questions that inspire people to talk to you. Make sure to listen to your followers and provide ample information and/or backlinks to your event.