



## Social Media Guidelines

Social media can be a wonderful tool for quickly dispensing information, building buzz and creating publicity to hundreds and thousands of people in a matter of minutes. But it's also important to know that once you've said something in cyberspace, it's out there forever -- even if you delete a picture, post or tweet. Social media is powerful!

Below are a few things to keep in mind as you utilize social media to ensure the effort is a successful one.

- Never say anything online that you wouldn't mind seeing on the front page of the paper the next morning.
- Don't tweet an announcement until a formal press release has been written. You'll want to have all of the details available to the media and potential customers before releasing new information to the public via a social media post.
- Never bad-mouth a competitor (or anyone for that matter). 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!"
- Direct people back to the Spirit & Place Web site to read the full details rather than feel as if you must cram all of the information into one tweet or 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.
- Don't post private information or company, industry or trade secrets. Ask yourself, "Would I tell my direct competitor this?" If the answer is "no" or "probably not," keep it private.
- Direct messages are private, but remember that they can be forwarded onto others. Therefore, treat a direct or private message on social media as public information and don't say anything you wouldn't post publicly.
- Engage others in conversation. Ask questions that get people talking such as, "What event are you most looking forward to?" or "What's your favorite Spirit & Place memory?"
- Be conversational in general. Don't always speak in "official" language. Have fun!
- Participate in Follow Friday and recommend those that follow you or actively talk about the Festival. Hopefully this gesture will have them recommend the Spirit & Place account for their Follow Friday.