



Social Media Basics for Affiliates

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What is Social Media?

Social media is a conversation supported by online tools such as Twitter, YouTube, Facebook, Google+, Pinterest, blogs, and similar emerging social technologies. Social media is about the real people who use it and their social interactions.

Why Use Social Media?

While you may already have a web site for your affiliate or your own practice, a web site is not enough to engage with your members or clients. Social media for business practice is an essential part of having a digital presence. Social networks are a great way for you to connect with affiliate members. Staying relevant to your respective audience means, in part, that you must stay current on which platforms are most pertinent to their interests and the conversations they are having.

Content

Share useful content. Use your platform to educate your followers, share an event that is happening, or engage them in thoughtful discussions. Make sure you are establishing a community that is open and welcoming.

Quick Tips:

- Consider social media a dialogue, not a monologue.
- Use common sense online just as you do offline. Don't write anything you wouldn't say in person.
- Though you may have only a few followers, the reach of your posts increases exponentially with each person who shares your material. Focus also on the quality of followers, not just numbers. It isn't just about your followers, but about who follows them.

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Designate a Social Media Manager for your Affiliate

Find someone within your affiliate who already has an interest or affinity for social media and assign that person to monitoring your social media channels (whether it's one or two or more). Come up with a plan that makes sense for you: the number of posts, frequency of postings, etc. Remember, its quality over quantity, especially when first engaging in social media.

Social Platforms & How-To's

Facebook Page basics:

- Must have an official rep as an administrator
- Communicates broadly (comments, posts)
- Posts and pages are available to everyone
- Anyone can "Like" your page
- Admins post under the page name
- Insights and analytics about your page are available (and key to measuring data!)

Terminology:

- Status – Update your friends with links, photos, or info
- Admin – person who runs a page or group.
- Wall – Public messaging on your profile
- News Feed – Where you can view friend/page updates
- Insights – Facebook page analytics
- Tagging – Type the "@" symbol. Select the friend, page, event, group or app you want to tag from the drop-down menu.

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Twitter account basics

- Create an account by choosing a Twitter handle (a name such as @ACNMmidwives)
- Write out a short bio about yourself
- Add your logo
- Add your website address
- Find others on Twitter you'd like to follow in order to begin filling your newsfeed

Terminology:

- Tweet (noun) – A message posted via Twitter containing 140 characters or less
- Hashtag – On Twitter, the pound sign (or hash) turns any word or group of words that directly follow it into a searchable link. This allows you to organize content and track discussion topics based on those keywords. For example, if you wanted to post about the Call the Midwife finale, you would include #CalltheMidwife in your tweet to join the conversation. Click on a hashtag to see all the posts that mention the subject in real time.
- Retweet (RT). A Retweet is a repeated tweet. It is sometimes used in a reply to allow everyone to see the original tweet. It is also used to forward a message onto one's own followers.
- Follow, Follower and Unfollow – To follow someone on Twitter is to subscribe to their Tweets in your timeline. A follower is another Twitter user who has followed you. To stop following another Twitter user is to unfollow them. Once you do this, their Tweets no longer show up in your timeline.
- Mention – Bring a Tweet to a user's attention by including their @username in a Tweet. This is called a mention and will appear to the @username you mentioned as well as to all of your followers. You can see who mentioned you in the mention section of your Twitter profile.

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Explore and have fun! Experiment with the tools and think about how they might be used within your affiliate. Share resources, insights, opinions, and advice with your followers and ask the same of them.

Want some inspiration? Check out our channels:

- [Twitter](#)
- [Facebook](#)
- [Instagram](#)
- [YouTube](#)

Need more assistance? Check out these helpful tutorials:

[The Beginners Guide to Social Media](#)

[20 Social Media Marketing Tips from the Pros](#)

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