

# 12 practical tips for how to use social media to build your reputation and share your key messages

1. Be helpful - your network will remember that.
2. Share posts with an educational angle. We are all life-long learners.
3. Post while your network is active online. Is this in the morning, at lunch, in the evening or late at night?
4. Use credible sources for your posts. Too many sloppy shares without looking at where your information is coming from kills your reliability.
5. People share posts they can relate to. Can your network relate to and recognise themselves in your posts?
6. Make it easy to read your posts. Be brief, write in short sentences, break your text up into paragraphs and use simple words rather than complex academic-speak.
7. We want to be entertained when we are online. Make some of your posts funny and entertaining.
8. Be personal and give away some snippets about your life and your creative projects. Why not take a photo of the things you've created?
9. Share a conversation that took place in your life. It's like a short story.
10. Posts describing official complaints about customer service work well as well.
11. Start an opinion discussion where people have to pick side. If it works well it may be time to write a blog post about the topic.
12. If your post includes a call for action you need to send out some reminders and think about cross-channel promotion to increase your reach.

Social media can create great outcomes if used wisely, it is part of our infrastructure and right now we are dependent on it.

We all use social media in different ways. For example the most popular social network, Facebook, is like an address book for many as well as a personal diary and a way to reach further.

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