



INTEGRATING SOCIAL MEDIA INTO YOUR WORK

Before getting started with your social media plans, think about how it fits into what you already do. Here are a few questions that may be helpful to get started:

1. Is communications a big part of our current focus? Note: In this case, think about communications as a very broad umbrella, more like outreach than what may traditionally be considered communications/public relations.
2. How do we talk about what we do?
3. What kind of information do our families look for? Where do they look for it?
4. How can we introduce social media into all of our outreach work?

INCORPORATING SOCIAL MEDIA INTO A COMMUNICATIONS PLAN

Before starting to use social media, consider why you are doing it. You should always be working toward some goal which will guide your posting and serve as a framework to work within as you consider your next steps. Some good initial goals could be:

1. Increase WIC's visibility in the community
2. Share information with WIC caregivers between appointments
3. Be a community resource—show you're a source of expertise and services

Whatever your goal(s) may be, the majority of your posts and social media activity should be in support of that goal. Social media should also be fun. It's about connecting people and engaging with other users. Your goal should be a guide, but don't worry about strict adherence. The goal(s)

should be revisited periodically to make sure they are still relevant and to check in on your progress.

MAKE SOCIAL MEDIA PART OF YOUR PLAN, NOT AN AFTERTHOUGHT

Social media isn't generally a hard thing to do, as long as you're prepared. Consider social media as a key part of all of your plans, and invite the social media managers/administrators to be a part of strategy and planning conversations.

FLEXIBILITY IS KEY

Social media is ever-changing. What works today many not work in a few months. This presents a challenge but is also exciting. Don't be afraid to experiment! Try new thing and take reasonable risks. Fortunately, being involved in social media isn't costly; the only real cost is the time of staff. Evaluate how things go, and adjust based on the results. You may also notice that something

that has worked well in the past is no longer as effective. That's okay! Take note and adjust what you're doing.

Facebook makes changes fairly regularly to how information is presented and promoted. For example, a few years ago it was common practice to ask viewers to like and/or share posts. Facebook now frowns upon this and will deprioritize posts asking for engagement to the effect that fewer people will see those posts.

BE PATIENT

It may take a bit to hit your stride. That's okay. Building a strong social program takes time, so be patient and recognize small victories. Understand that what works for one WIC agency may not work for yours. Context is very important, especially when trying to build and engaging outreach strategy.