



## Utilizing Social Media & Blogging

We are becoming an ever-more connected world thanks to social media. Social media can open up a number of channels for your club to reach new audiences. Here are a few tips on how to use social media to achieve your goals:



- Know your platforms and their audiences: Pinterest has a very different following than tumblr, and they also have different capabilities.
- Create good content: Be as clear, informative, and entertaining (if this is a goal) as possible to reach the most people.
- Keep a pulse on what's out there: Stay on top of what's in the news, what people are talking about, and what you think your audience needs to know about. Share links to other resources, articles, and ideas. Become the go-to expert for the topics and information you are most interested in and passionate about.
- Be careful: What happens on the internet stays on the internet, seemingly forever. It is hard to retract things, so feel confident about the information you post, cite the relevant sources, and be as transparent as possible.
- Keep it as brief and informative as you can; there is an overwhelming amount of content in the world and most people feel short on time.
- Give it a catchy title and subtitle. You likely have the advantage of writing about something a lot of people may well care about, so be sure it isn't overlooked by giving it a great title.
- Get it out there: Blogging doesn't accomplish much without an audience. Spread the word through your networks and relevant groups and sites to build your audience, and then keep them engaged by producing quality work.
- Quantity is big online. Tweet, Pin, repost, link, share, and tag your content. Use a variety of sources, and make multiple announcements.

*Kiva U's favorite bit of advice about this comes from [socialmediatoday.com](http://socialmediatoday.com), which recommends that you do your research, understand your audience, be transparent, and be yourself.*