

# Getting Started with Social Media

Social media is about people, content, conversations and relationships. Knowing where to begin isn't always easy. Use the tips below to begin your journey into the social realm, as well as the accompanying [strategy worksheet](#).

## Evaluate resources



Being successful on social media takes time and requires regular attention. Before you even start, you need to be sure you have the necessary people and processes in place. At a minimum you need to know things such as: who will create your content, who will maintain the accounts, and who will monitor your analytics. It is strongly advised to have one person designated to manage your social media postings and to be involved in your metrics analysis.

## Identify business goals



What do you want to get out of having a social presence? Why are you doing it? Are you trying to generate new memberships? Do you want to build relationships with customers and boost loyalty? Your answers to these questions will help you establish goals—which are essential—that in turn will then influence the type of content you publish and the activities you participate in on social media.

## Determine your audience



Who are you seeking to engage with on social media? You need to understand your audience and what THEY want to hear from you. By knowing what your audience is looking for from IEEE, you are then able to engage with them by delivering relevant and valuable content.

## Create strategy and objectives



While the process of creating a new account on a social media channel may not take long, you cannot just create an account and expect it will succeed organically. Take the time to prepare a strategy, and ask yourself if you're ready for the long-haul. Your audience will expect a constant output of content that is relevant to them. Use [this worksheet](#) to shape your thinking around strategy and objectives.

## Research your competition



What are others in your industry or area of technology doing on social? Are they targeting a similar audience? What type of content are they posting that is getting the most engagement? You can learn much from your competitors' social activities—successes, missed opportunities, etc.—this information can then be used to improve your efforts.

## Choose the right social channel



Do your homework and find out what sites your target audience is using. Don't assume that you need to be on every channel out there. Many organizations, including the Pew Research Center, maintain statistics on social media usage that may be helpful. Additionally, an overview of the different social channels can be found [here](#).

As a reminder, all IEEE-associated social pages must be [registered](#).

## Establish metrics



Make use of analytics and tracking tools to evaluate posting activity and interaction within a social media site. Your focus should be on engagement metrics such as comments, shares, click throughs to your website, etc. By using all the data, insights and metrics within each social platform to measure and quantify engagement, you can better understand your audience's preferences and behaviors.

A useful overview of social media metrics and how to measure them was put forth by [Sprout Social](#).

## Develop content, post, measure, adjust, repeat



Delivering content that your audience finds valuable is the key to success on social media. As you begin, considering mirroring the "60/30/10 rule": 60% of the posts you create should be engaging content that gets people reacting, commenting and sharing, 30% should be shared content and **ONLY** 10% should be promoting your events, products, services, etc.

Remember, social media is meant for two-way communication. Engaging with your followers will make your account more valuable to them and keep them coming back.

**Social media is always evolving. You should be prepared to reevaluate and make changes to your strategy, as it is a living document. As time passes and you reach (or don't reach) your goals, you can look at the metrics built into your strategy to determine how you can improve the experience for your audience.**