

Smart Digital Strategy for the Real World

7 Simple Tactics that Work

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Twitter

1) Use Consistent Hashtags

Use hashtags that influential and interested people in your issue and geographic area are using is a simple way to broaden the reach of your tweets.

Create a catchy hashtag to help connect the stream of tweets about your issues.

Some great recent examples include: #poisonkiss #fightingforair #SafeChemicalsAct

Resources:

Ben Parr at Mashable: <http://mashable.com/2009/05/17/twitter-hashtags/>

Alan Rosenblatt at Big Think: <http://bigthink.com/blogs/digital-politics/tags/31101>

2) Use Personal Direct Messages And Build Relationships

Get to know your followers. When they retweet you, send them a direct message with a thanks and also ask them questions and engage in dialogue. If you are local do Tweet-ups and meet face to face if you can- it is all about relationships.

3) Target Influential People And Decision Makers

Interested in building visibility on an issue? Find the important people in the space and tweet at them directly about you issue. Make a compelling case so they'll help you get the word out. Ask them for what you want.

Resources:

Ben Straley at Mashable: <http://mashable.com/2010/04/15/social-media-influencers/>

Colin Delaney at epolitics.com: <http://www.epolitics.com/2011/01/31/online-advocacy-tools-twitter/>

Facebook

4) Have A Conversation. Make Your Posts Interesting And Engaging.

As Melissa at Winning the Net said- "No one wants to talk to your mission statement." Make posts engaging and create interaction with your audience in posts. When your fans comment, comment back, and communicate. It is called 'social' media for a reason.

Resource: Mary Rickles at Netroots Nation:

<http://www.netrootsfoundation.org/2012/01/who-wants-to-hang-out-with-a-mission-statement/>

5) Strategically Time Facebook Ads & Good Content And Smart Targeting

Need to build your fan base quickly? Facebook ads are cheap and easy to target you can get fans for about \$1 each. Make sure the ads targeting and content match your campaign needs and cultivate interest in the right communities with good targeting.

Resource: New Organizing Institute:

<http://neworganizingeducation.com/content/blog/tip-use-facebook-ads-for-list-growth>

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Blogging

6) Make it Relevant *from Epolitics.com*

Tie your blog posts to breaking news and trending topics -- whenever possible, try to catch a news hook.

Think about search when you're writing. Make sure your headlines in particular include words that your audience would use when looking for information about the subject.

Write regularly and consistently, when circumstances allow.

7) Make it Collaborative

Multiple contributors help to ensure consistent posting, creative and fresh energy, and wider traffic circles from a variety of networks.

A one-person show can be hard to maintain.

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