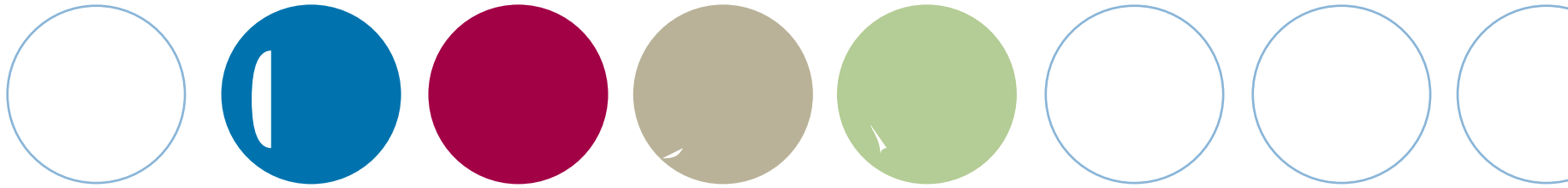


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Best Practices in  
**Social Media:**  
A Resource Guide for Associations

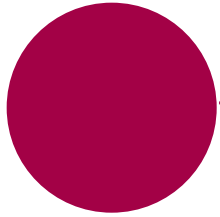






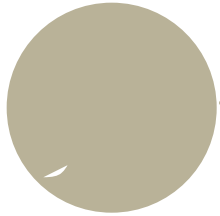
Social Media Tools Best Practice Briefs

Page 2



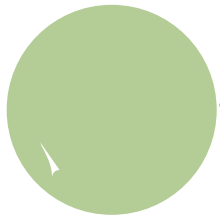
Policies and Legal Procedures

Page 23



Metrics and Tools of Measurement

Page 28



Team Roles and Responsibilities

Page 32





# Social Media Tools Best Practice Briefs

## Overview of Tool

Placeholder text for the Overview of Tool section.

## Resources Needed

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## Audience Served

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## Considerations (Pros, Cons, and Lessons Learned)

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## Applicable Uses for Associations (Beginner to Advanced)

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# Social Media Tools Best Practice Briefs

## Reference Materials

1. [Social Media Tools Best Practice Briefs](#)  
2. [Social Media Tools Best Practice Briefs](#)  
3. [Social Media Tools Best Practice Briefs](#)  
4. [Social Media Tools Best Practice Briefs](#)  
5. [Social Media Tools Best Practice Briefs](#)  
6. [Social Media Tools Best Practice Briefs](#)  
7. [Social Media Tools Best Practice Briefs](#)  
8. [Social Media Tools Best Practice Briefs](#)  
9. [Social Media Tools Best Practice Briefs](#)  
10. [Social Media Tools Best Practice Briefs](#)

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# Social Media Tools Best Practice Briefs

## Resources Needed



## Outch







# Social Media Tools Best Practice Briefs

**Considerations (Pros, Cons, and Lessons Learned)**

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# Social Media Tools Best Practice Briefs

## Twitter

### Overview of Tool

Twitter is a social media platform that allows users to post and interact with short messages called tweets. It is widely used for real-time communication and news sharing.

- Users can follow other users to see their tweets in a chronological or reverse chronological order.
- Tweets can be retweeted, liked, and replied to.
- The platform supports text, images, videos, and links.
- Twitter is known for its fast-paced nature and is often used for breaking news and public discourse.
- It has a large user base and is a key platform for many businesses and organizations.

### Audience Served

Twitter serves a diverse audience, including individuals, businesses, and organizations. It is particularly popular among professionals, journalists, and public figures.

- Professionals use it for networking and industry updates.
- Journalists and news organizations use it for reporting and staying current.
- Public figures and celebrities use it for fan interaction and announcements.
- Businesses use it for customer service and marketing.

### Applicable Uses for Associations (Beginner to Advanced)

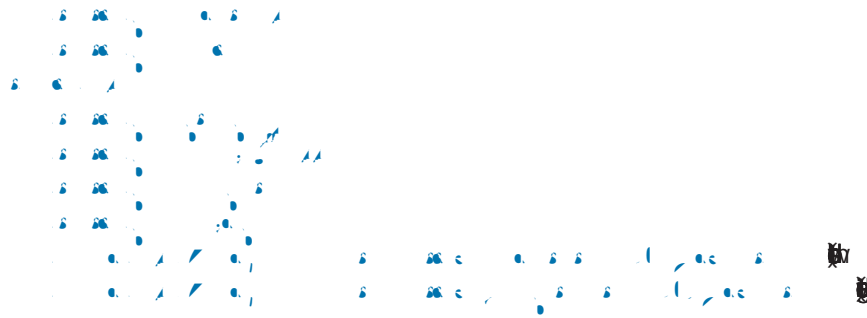
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# Social Media Tools Best Practice Briefs

## Twitter *continued*

### Strong Examples of Not-for-Profit Uses of Twitter





# Social Media Tools Best Practice Briefs

## LinkedIn

### Overview of Tool

LinkedIn is a professional networking platform that allows users to connect with colleagues, industry peers, and potential clients. It is widely used for recruitment, business development, and thought leadership.

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### Audience Served

LinkedIn is a professional networking platform that allows users to connect with colleagues, industry peers, and potential clients. It is widely used for recruitment, business development, and thought leadership.

### Public

LinkedIn is a professional networking platform that allows users to connect with colleagues, industry peers, and potential clients. It is widely used for recruitment, business development, and thought leadership.

### Applicable Uses for Associations (Beginner to Advanced)

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# Social Media Tools Best Practice Briefs



# Social Media Tools Best Practice Briefs

## LinkedIn *continued*

### Considerations (Pros, Cons, and Lessons Learned)

- LinkedIn is a professional networking site that can be used for marketing and recruitment.
- LinkedIn has a large user base, which makes it a good platform for reaching a wide audience.
- LinkedIn is a good platform for sharing content related to your business or industry.
- LinkedIn is a good platform for connecting with other professionals in your field.
- LinkedIn is a good platform for finding job opportunities.
- LinkedIn is a good platform for building your personal brand.
- LinkedIn is a good platform for staying up-to-date on industry news.
- LinkedIn is a good platform for networking with other professionals.
- LinkedIn is a good platform for sharing your expertise.
- LinkedIn is a good platform for finding potential clients.

### Instructional Video

- LinkedIn has a video player that allows you to upload and share videos.
- LinkedIn has a video player that allows you to embed videos from other platforms.
- LinkedIn has a video player that allows you to track the performance of your videos.

### Reference Materials

- LinkedIn has a variety of reference materials available, including articles, whitepapers, and eBooks.
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# Social Media Tools Best Practice Briefs

## YouTube *continued*

### Reference Materials



### Potential Vendors







# Social Media Tools Best Practice Briefs

## Overview of Tool





# Social Media Tools Best Practice Briefs

## SlideShare

### Overview of Tool

SlideShare is a platform for sharing and discovering presentations, documents, and videos. It allows users to upload content and share it with a wide audience. The platform is used by individuals, businesses, and organizations to disseminate information and promote their work.

### Audience Served

SlideShare serves a diverse audience, including students, professionals, and researchers. It is particularly popular among those who need to access or share educational materials, business presentations, and technical documents.

### Applicable Uses for Associations (Beginner to Advanced)

Associations can utilize SlideShare in several ways, from basic document sharing to advanced content marketing strategies. For example, they can share annual reports, industry research, and educational materials. More advanced users can create interactive presentations and use SlideShare as part of a broader digital marketing strategy to engage members and attract new ones.

### Resources Needed

Using SlideShare effectively requires a few key resources: a SlideShare account, a reliable internet connection, and a clear understanding of the platform's features and best practices for content creation and distribution.

### Considerations (Pros, Cons, and Lessons Learned)

When using SlideShare, users should consider the pros and cons. Pros include the ease of sharing and the large audience reach. Cons include the potential for copyright infringement and the need for high-quality content to stand out in a crowded market.

### Instructional Video

SlideShare can be used to host and share instructional videos. This is particularly useful for organizations that offer training or educational programs. Videos can be embedded into presentations, making it easier for users to access and learn from the content.

### Reference Materials

SlideShare is a valuable source of reference materials, including industry reports, white papers, and research papers. Users can search for specific topics and find relevant documents to use in their own work.



# Social Media Tools Best Practice Briefs

## Blogs

### Overview of Tool

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### Audience Served

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### Resources Needed

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Placeholder text for the Audience Served section.

### Applicable Uses for Associations (Beginner to Advanced)

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# Social Media Tools Best Practice Briefs

## Webinars

### Overview of Tool

Webinars are live, interactive online presentations that allow you to share information, demonstrate products, and engage with your audience in real-time. They are a powerful tool for education, training, and marketing. Key features include live streaming, chat functionality, and the ability to record sessions for later viewing.

Webinars offer a cost-effective way to reach a large audience and provide a more personal touch than traditional video content. They are ideal for product launches, expert panels, and customer support. The interactive nature of webinars allows for immediate feedback and questions, making them highly effective for engagement.

### Audience Served

- Professionals seeking industry insights
- Students and researchers
- Small business owners
- Marketing and sales teams

### Considerations (Pros, Cons, and Lessons Learned)

- **Pros:** High engagement, real-time feedback, and the ability to reach a global audience.
- **Cons:** Limited interactivity compared to in-person events and potential technical issues.
- **Lessons Learned:** Promote the webinar in advance, ensure a smooth technical setup, and follow up with attendees to maximize the value of the session.

### Applicable Uses for Associations (Beginner to Advanced)

- **Beginner:** Host introductory webinars for new members or industry newcomers.
- **Intermediate:** Conduct training sessions for staff or members on new software or industry trends.
- **Advanced:** Host expert panels, keynote speeches, and networking events for high-level professionals.



# Social Media Tools Best Practice Briefs

## Webinars *continued*

### 6

- [Webinar Best Practices](#) by [Aristotle](#)
- [6 Webinars to Watch](#) by [Aristotle](#)

### Resources Needed

- [Webinar Best Practices](#) by [Aristotle](#)
- [6 Webinars to Watch](#) by [Aristotle](#)
- [5 Social Media Webinar Ideas](#) by [Aristotle](#)
- [5 Social Media Webinar Ideas](#) by [Aristotle](#)

### Instructional Video

- [Webinar Best Practices](#) by [Aristotle](#)

### Reference Materials

- [Webinar Best Practices](#) by [Aristotle](#)
- [6 Webinars to Watch](#) by [Aristotle](#)
- [5 Social Media Webinar Ideas](#) by [Aristotle](#)
- [5 Social Media Webinar Ideas](#) by [Aristotle](#)

### Potential Vendors

- [Webinar Best Practices](#) by [Aristotle](#)
- [6 Webinars to Watch](#) by [Aristotle](#)
- [5 Social Media Webinar Ideas](#) by [Aristotle](#)
- [5 Social Media Webinar Ideas](#) by [Aristotle](#)



# Social Media Tools Best Practice Briefs

## Specialized Platforms

### Overview of Tool

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### Considerations (Pros, Cons, and Lessons Learned)

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### Audience Served

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### Applicable Uses for Associations (Beginner to Advanced)

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### Resources Needed

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# Social Media Tools Best Practice Briefs

## Specialized Platforms *continued*

6



### Instructional Video



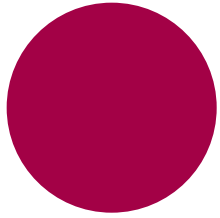
### Reference Materials



### Potential Vendors



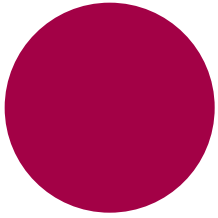




# Policies and Legal Procedures



# Policies and Legal Procedures



# Policies and Legal Procedures

## Privacy Policy

The Privacy Policy of the University of Cambridge explains how we collect, use, store, and share personal data. It covers the following areas:

- What personal data we collect and how we collect it
- How we use your personal data
- How long we keep your personal data for
- How we share your personal data
- Your rights and how to exercise them

## Website

The Website of the University of Cambridge provides information about the University's activities, research, and news. It covers the following areas:

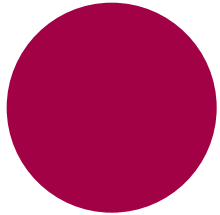
- The University's mission and vision
- The University's history and traditions
- The University's research and academic excellence
- The University's news and events
- The University's contact information

## ©

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## Lik

Lik any third party.



# Policies and Legal Procedures

## Photo Usage / Anti-Trust

### Photo Usage

• Obtain written consent from parents/guardians before taking or using photos of children.

• Limit the use of photos to the specific purpose for which they were taken (e.g., educational materials, promotional materials).

• Store photos securely and delete them when no longer needed.

• Do not share photos on social media or other public platforms without explicit permission.

### Photo Considerations for Pediatric-Based Associations

• Be transparent about the use of photos and the collection of data.

• Provide clear and concise privacy policies that are easy to understand.

• Offer options for parents/guardians to opt out of photo usage.

• Regularly review and update policies to reflect changes in technology and legal requirements.

### Anti-Trust Considerations

• Avoid practices that could be seen as anti-competitive or anti-consumer.

• Do not engage in price fixing or collusion.

• Do not discriminate against consumers based on race, gender, or other protected characteristics.

• Be fair and honest in your marketing and advertising.

• Do not engage in predatory pricing or other anti-competitive practices.

### Risks

• Reputational damage

• Financial loss

• Legal liability

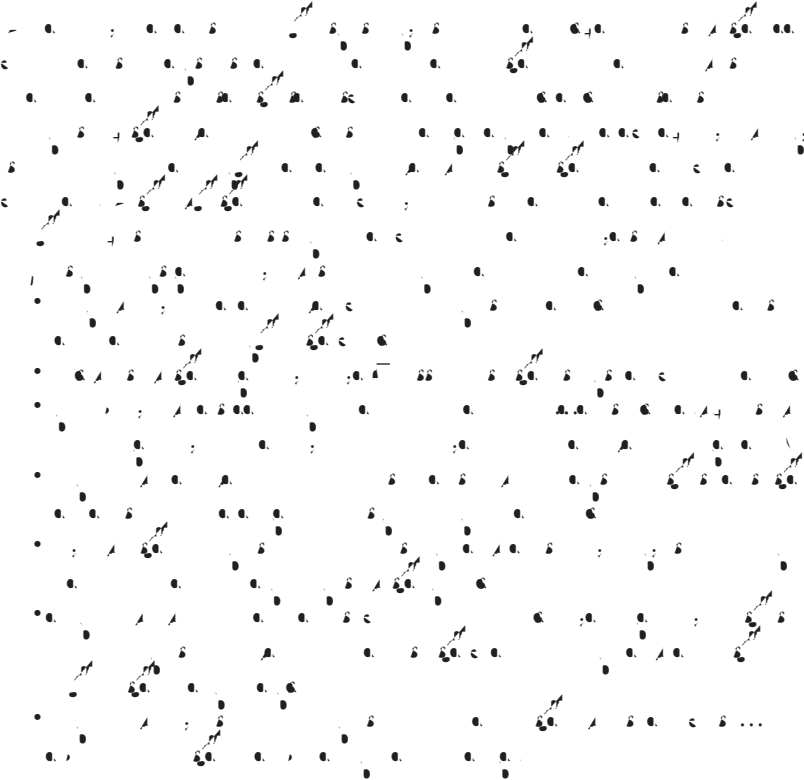




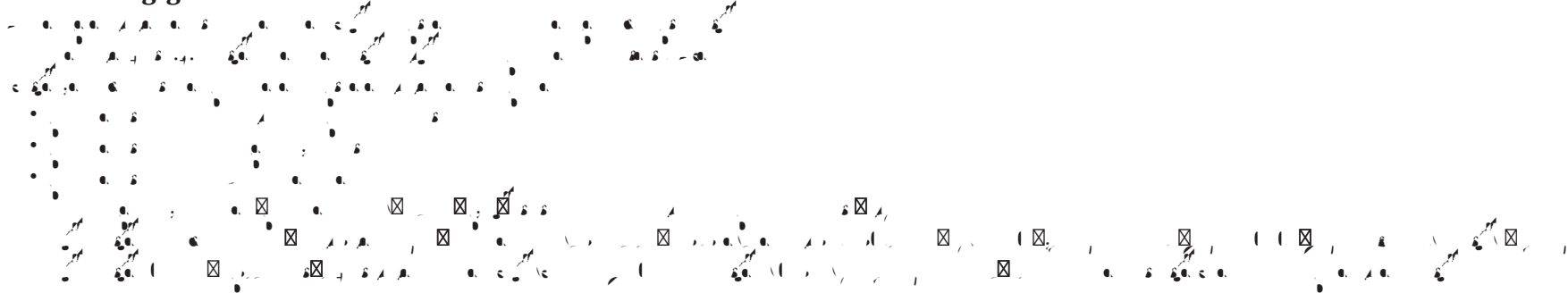


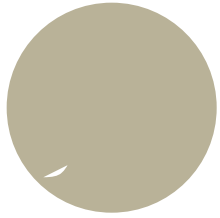
# Metrics and Tools of Measurement

## Links



## Audience Engagement



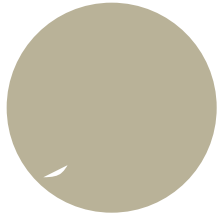


# Metrics and Tools of Measurement

## Reposting



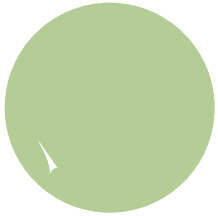




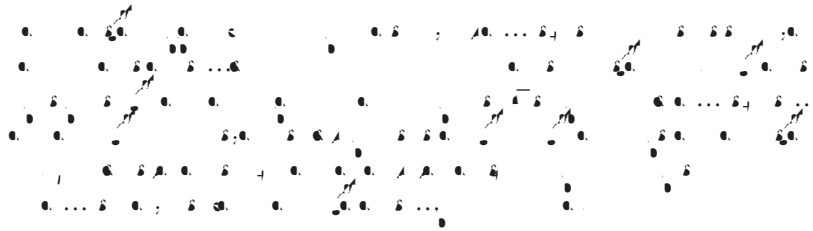
# Metrics and Tools of Measurement

## Sta Time





# Team Roles and Responsibilities



## Associations and Online Communications Content



### Operations

- Grants
- Public policy positions
- Strategic planning
- Mentoring programs
- Funding opportunities
- Liaison to:



### Education

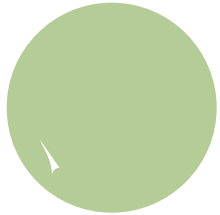
- Speakers
- Faculty management
- Annual conference
- Educational courses
  - Webinars
- Online learning

- Professional development
  - Networking
  - Shared resources and

- Market research
- Metrics and reporting
- Member needs assessment
- Membership retention and recruitment
- Products and publications
  - E-news and bulletins
  - Press kits
  - Career center

### Marketing

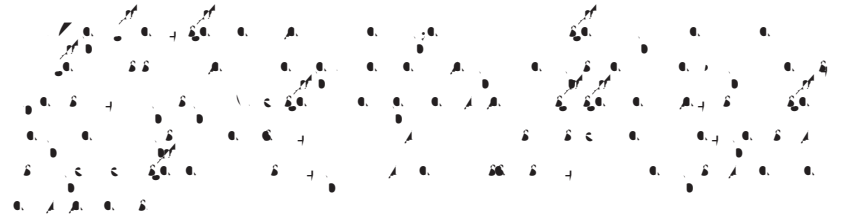
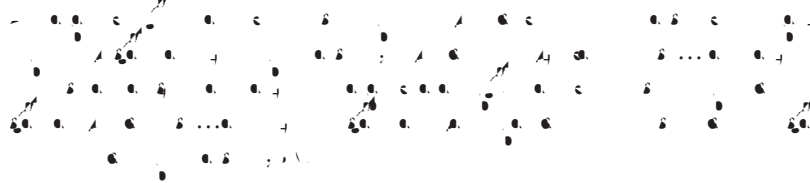




# Team Roles and Responsibilities

## How Information Is Shared

### Process for Information Sharing



**Information is gathered**

**Message is released via social media**

**Audience reacts to the message**

**An actionable item emerges**

**Opportunity for response**

