

Guidelines on social media strategy

The most important social media networks that you should know are:

- Facebook
 - Facebook has become something that almost everyone has, including businesses and organisations. It is not a place for debate in the same way as e.g. Twitter. Instead, it is a good place to share information and events that are important to common people.
- Twitter
 - Especially the media and politicians are using this media as a way to interact with their audience. Therefore, this is also a good place to catch these subjects' attention and interact with them. The use of hashtags (#) makes it easy to track certain debates and events.
- LinkedIn
 - Business oriented network, which mainly focuses on professional networking. However, LinkedIn can also be used to post more scientific articles and create discussions. Therefore, LinkedIn could be used to create interest and awareness among e.g. professionals working with the brain, but it should probably not be the first focus when entering the social media stage.
- Youtube
 - Can be used to share videos. It is possible to create a "channel" on which all the organization's videos can be uploaded. If a person follows a channel (s)he will receive a notification about new uploads.

Facts and figures for who uses each of the above should be carefully developed i.e. who uses Facebook and Twitter for example. Facebook pages can for instance be two way/conversational – which would then need to be monitored and responded to in a timely way. This would then again have resource implications. The Facebook pages can also be locked – which means they are just useful for posting information rather than getting feedback.

In addition to the above it should also be carefully considered what demographics use each platform. This would ensure that the right elements are being used.

How to create a social media strategy

1. Create a social media strategy
 - a. Use the communication strategy section as base for a social media strategy and carefully consider which of the above social media networks fits your organisation and if you have the right competences in your organisation or will need external advice.
2. How to implement a social media strategy
 - a. As a first step - Create the content decided upon in your social media strategy on your social media page before going live and ensure that it is carefully aligned with the information on your website. When you add people on e.g. twitter, they will often look upon who you are – this is a great opportunity to get followers. The more content you have on your profile, the more likely it is that people will recognize and/or find you interesting and worth following
 - b. Add a recognisable profile picture (and backgroup picture) and a brief paragraph about your organisation including a link to your website as well as a reference to the remaining social medias at which you are present

- c. Invite your network to follow/like your profile
 - d. Ask individuals in your network to recommend your organisation on the social media e.g. through #FF (follow Friday). NB be careful to not to be considered too demanding e.g. do not use #likeforlikes etc. Instead it is recommended that you write an email to some of you contacts making them aware that you now have a profile on XX social media and/or mention it via your other communication channels i.e. other social media, newsletter etc.
3. How to maintain
- a. Keep up the interest through regular updates. However, know your media: if you make too many updates on Facebook, it will tend to be perceived negatively by your audience. On twitter, on the other hand, it is almost impossible to create too many updates

How to create a social media campaign on a specific topic (when the social media strategy is in place)

A social media campaign a potential topic or a specific event. Taking outset in a specific event that you would like to draw attention to, a suggestion could be to follow the below procedure

1. Choose a theme for campaign
2. Identify which social media that are relevant (though your might be present on several social media, it might not be relevant to use them all or use equal amount of energy on them all)
3. Identify your local stakeholders and consider how to engage with these and encourage them to participate in the social media campaign, e.g. by “liking”, “share”, “re-tweet” or “follow”. Awareness can also be created by contacting them directly on the social media e.g. “Does @EUPres agree with XX?”
4. List suggested topics for social media posts including a timeline for when you post these – alternatively, use a software provider that can assist you in “timing” your tweets, facebook updates etc.
5. Event Day
 - a. Make people aware of the event prior to the event, this might increase the amount of participants.
 - b. Have participants sign a pledge supporting your cause (potentially use social media channels (Facebook, twitter)) to collect signatures; encourage signatories to advertise their commitment in their personal social media status updates and invite others to sign it too
 - c. Post audio clips of interviews given during the event on social media platforms. OBS! Make sure that such are taped and uploaded in the right format. Make people aware of the fact that they are being recorded and check if there exist local laws about this
 - d. Make a press release immediately after event and publish this on social media

Advice: To make it easier for participants to create attention about an event; distribute a tweet (cheat) sheet, in which you both suggest sentences (including relevant facts), an official hashtag and/or other relevant hashtags (such as #fightstigma) and, if it exist, an official profile. Example” More than 350 million people suffer from #depression, join @EU_Brain and #depressionkills”

How does EBC use social media

The EBC uses the social media channel Twitter to create attention about EBC's activities. This is especially useful to communicate to and with people and organizations that are not members of EBC and might not know EBC.

On twitter, EBC mainly share:

- Links for the newest newsletter to increase its influence
- Tweets from events that EBC is hosting, co-hosting or participating in, to increase awareness
- Retweets of member tweets and other relevant tweets that create awareness about a healthy brain and brain disorders.

To increase tweet views and attention, EBC

- Adds photos (or infographics) to tweets as often as possible
- Has a list with important #hashtags etc. that should be used at different events, often based on the "cheat sheets" that hosts send out themselves before an event.
- Has a goal of reaching 500 followers in 2015

A key action here for your NBC/NAG to consider would be to follow EBC and where possible to re-tweet EBC tweets etc. not only to further the reach but also to create additional content for your own pages. EBC thus invites you to join by "liking", "share", "re-tweet" or "follow".