HAVE A PLAN

Don’t just dive in & start commenting on others’ posts.
- Daily
- Weekly
- Monthly

FOLLOW YOUR PLAN

- Engage with your followers.
- Use links for videos & blogs.
- Move your message forward.

MAINSTREAM & NICHE MEDIA

- Use Twitter & Facebook for official statements.
- Did You Know: 75 – 85% of news is from press releases.

BEST PRACTICES: FACEBOOK

- Alternate links & photo uploads
- 80 characters or less
- Photos get 4X engagement
- Experiment with limiting daily posts
- Post at least once on the weekend

WHAT NOT TO DO:

- Post death threats.
- Post pictures without permission.
- Post private conversations.
- Post anything that embarrasses your grandma or

BLOCKING & BANNING FOLLOWERS

- Virginia federal trial court said NO – county official banned constituent.
- Phyllis Randall – created a page outside of county’s realm.
- Governor & aides blocked Facebook Users – ACLU sued Governor.

TOP FIVE

1. Engage your audience
2. Direct line of communication
3. Plan
4. Use photo & video
5. Pick one & be good with it

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FOR MORE INFORMATION OR TRAINING OPPORTUNITIES CONTACT:
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