



## Top tips for managing social media and expanding your reach



Use the **social media platforms that your audience use most frequently** and focus on these – you do not need to be on every platform



**Be consistent with your presence**, post at least once a week



Develop a **simple social media and content strategy** that aligns with your brand and appeals to your audience. This can include posts on industry news, papers and reports, upcoming industry events, updates about your DFA, and stories that connect with your audience. You do not need to create unique posts every time, re-sharing relevant posts with a personalised sentence or two is a quick and easy strategy to help with consistency.



Use **images** to capture attention and make your posts more interesting, which will then increase engagement from your followers.



Use **video** to engage with your audience, short 30 second to two minute clips. They are a great way to tell stories and build a deeper, personal connection. They also have higher engagement and sharing rates than traditional posts. More tips [here\(1\)](#)



Ensure that anything written and shared fits in the **DFA Brand guide** (e.g. contains DFA logo and colours, is the appropriate tone of voice etc)



**Tag key organisations and individuals** where relevant in posts to increase reach and visibility (e.g. if you are sharing a post from The Alliance tag The Alliance staff members, such as Sarah Corley)



**Utilise hashtags** to increase visibility and participate in relevant trending topics.



**Monitor and respond to comments and messages** to demonstrate the value you place on audience input and feedback.



**Increase your content visibility** by encourage employees, members, and stakeholders to engage with your posts.



Ensure the DFA page is both **connected to and engages with (comments, shares, re-tweets, likes) others in your industry**, which will expand reach and brand awareness.



**Ask questions or post a poll** to engage with your audience.



**Keep track of post views, likes, comments, and shares.** This will help you understand what content resonates with your audience and to shape the strategy that is most effective.



Consider using platforms like [Hootsuite \(2\)](#), [Buffer \(3\)](#) or [Sprout \(4\)](#): to **manage all your social media accounts in one place**. These tools allow you to schedule posts, monitor engagement, and analyse performance across multiple platforms, saving you time.



Do remember your audience is not just your existing or potential members, but will also **include potential donors, sponsors and potential private and public sector partners**.

(1): <https://www.dreamgrow.com/8-reasons-why-your-business-should-use-video-marketing/>

(2): <https://signup.hootsuite.com/>

(3): <https://buffer.com/>

(4): <https://sproutsocial.com/comprehensive/>