

## 1. ESTABLISH YOUR BRAND

- What do people look to me for?
- What makes me great at this?
  - What makes me unique?
- What is my core message?
- How can that be compelling?

## 2. CHOOSE AND OWN PROFILES

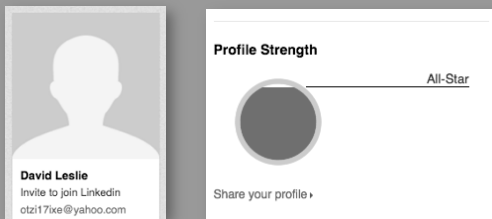
- Facebook ..... People
- Google+ ..... Passions
- Twitter ..... Perceptions
- LinkedIn ..... Professionals
- Instagram ..... Pictures
- Pinterest ..... Puppies



Guy Kawasaki – <http://bit.ly/Guys10Tips4Follows>  
Image by Nemo via Pixabay

## 2. CHOOSE AND OWN PROFILES

- > Fill in every data field that applies
- > You want to be iconic, not an icon
- > Make it beautiful by adding photos



## 3. LAY GROUND RULES

- > Never go online if you're angry, upset, or impaired.
- > Don't talk about politics.
- > Don't be mean or crude.
- > Don't do things you wouldn't want your mother to see.



Image by Nemo via Pixabay

### 3. LAY GROUND RULES

**TNT employees Social Media Guidelines**

**DOs**

- Know the TNT Business Principles
- Be yourself, use who you are and what you work for, especially when addressing TNT
- If you are using the TNT logo, follow the TNT Brand guidelines
- State clearly that the views/opinions expressed are your own. Speak in the first person
- Get your facts right, be truthful, support your opinions with facts. Cite the sources of your content
- Add value. Think before posting
- Use common sense and courtesy. Avoid vulgarity, obscenity or innuendo
- Be respectful of other cultures, religions, values, etc.
- Respect the copyright. Avoid the use of logos, trademarks, music, images, and other copyrighted materials
- Monitor the reactions to your posts and take work they do as best as you can to respond and help as you can

**DON'Ts**

- Do not post things you would be embarrassed to have your mother / boss see
- No gossip or confidential information
- Do not speak on behalf of TNT (take a disclaimer if you have your own blog / channel)
- Do not represent, modify the TNT logo, or not associate the TNT logo with inappropriate content
- Do not lie
- Don't leak rights. Don't post any defamatory, vulgar, obscene or threatening material
- Do not share internal information. Be careful when commenting on TNT's business performance
- Do not use intellectual capabilities, do not post your materials without your supervisor
- Do not comment others' opinions

**A list of third-party suggestions:**

- TNT Link
- TNT News
- TNT Photos
- TNT Page

- > Do – Be Yourself
- > Don't - Spam
- > Do – Add value
- > Don't – Fight
- > Do – Use facts
- > Don't – Lie
- > Do – Respect
- > Don't – Censor
- > Do - Listen

### 4. ADD THE POWER OF SOCIAL

1. Set up a workflow
2. Share your day
3. Use existing media
4. Hijack the news
5. Curate and link
6. Make it visual
7. Recycling is okay
8. Don't self promote
9. Listen and respond
10. Keep at it



Guy Kawasaki – bit.ly/Guys10Tips4Follows  
Image by Nemo via Pixabay



### 4. ADD THE POWER OF SOCIAL

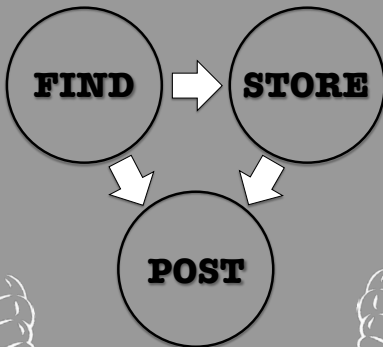


Image by Nemo via Pixabay

### TOOLS | ALLTOP



- Free website that helps **FIND** media
- Internet-based news aggregator with customizable pages
- No frills, great filter
- Similar: RSS, Feedly, Flipboard, Netvibes

Alltop.com

Image by Open Clips via Pixabay

## TOOLS | POCKET

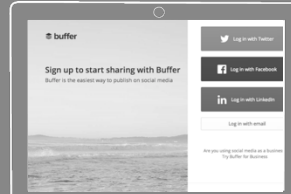


- Free application to help **STORE** media.
- All devices & a sweet bookmarklet
- Premium account adds search tools, permanent library
- Similar: Bookmarks, Instapaper

[GetPocket.com](http://GetPocket.com)

Image by Open Clips via Pixabay

## TOOLS | BUFFER



- Robust application to help **POST** media.
- Manage multiple accounts, schedule posts and get data
- Premium account adds users & collab
- Similar: HootSuite, TweetDeck

[BufferApp.com](http://BufferApp.com)

Image by Open Clips via Pixabay

## BEING SOCIAL TAKES TIME

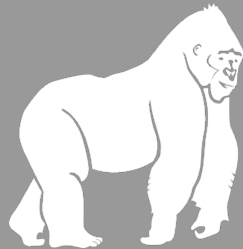


Image by Nemo via Pixabay

## Q & A

Any burning questions?

[bit.ly/AddSocialPower](http://bit.ly/AddSocialPower)

**THANK YOU**



COMMUNITY  
FOUNDATION  
SOUTHWEST  
WASHINGTON

**Maury Harris**

Marketing and Communications Specialist

360.694.2550

[maury@cfsww.org](mailto:maury@cfsww.org)

[LinkedIn.com/in/JMaury](https://www.linkedin.com/in/JMaury) | [Twitter.com/JMaury](https://twitter.com/JMaury)