

Technology Speed Dating

Parsippany Public Library, January 15, 2013

Best Practices in Social Media

Facebook debuted in 2004. How are we doing?

Audience

Do your Tweets/Posts serve a primarily local audience? What can you gain from sharing information with more universal interest?

Timing

When do YOU spend most of your time on Facebook? On Twitter? Do you post updates to your professional page on evenings and weekends?

Frequency

Are you updating Facebook many times a day? Updating Twitter once every few days? Are you overthinking your Tweets before posting?

Sharing

Do you regularly repost and retweet? Are you retweeting effectively (including input, sharing insight, etc.)

Content

How often do you watch an embedded video? Follow a link? Look at a picture? Do you pay more attention to images, text, or a combination of both?

Food for thought:

The Science of Social Timing, Part 1: <http://blog.kissmetrics.com/science-of-social-timing-1/>