

## DO'S

## DON'TS

**Provide a variety of content such as articles, pictures, videos, job announcements, links to agency website pages, and upcoming public events.**

Only post news releases from your public affairs office or one single type of content.

**Update the above with new content often.**

Neglect to update the social media site and keep it active with content.

**Provide valuable information, such as specific people they can speak with about an opening. Provide contact information as much as possible.**

Simply direct people to "apply online."

**Interact with users and respond to inquiries right away.**

Ignore questions and other activity by the users. Don't remain invisible or your users will stop using the tool.

**Monitor posted comments (negative, positive, political, etc.). Respond positively or refer them to information or individuals. Acknowledge when something is out of place.**

Let users run amok on your site or repurpose it.

**Consider which social media sites are most appropriate for your goals and resources.**

Use every popular social media site for your outreach efforts if it's impractical or if your agency does not have the time, staff, and resources to do so.

**Remember the importance of the personal touch outside of social media.**

Don't rely on social media as the sole method of outreach.