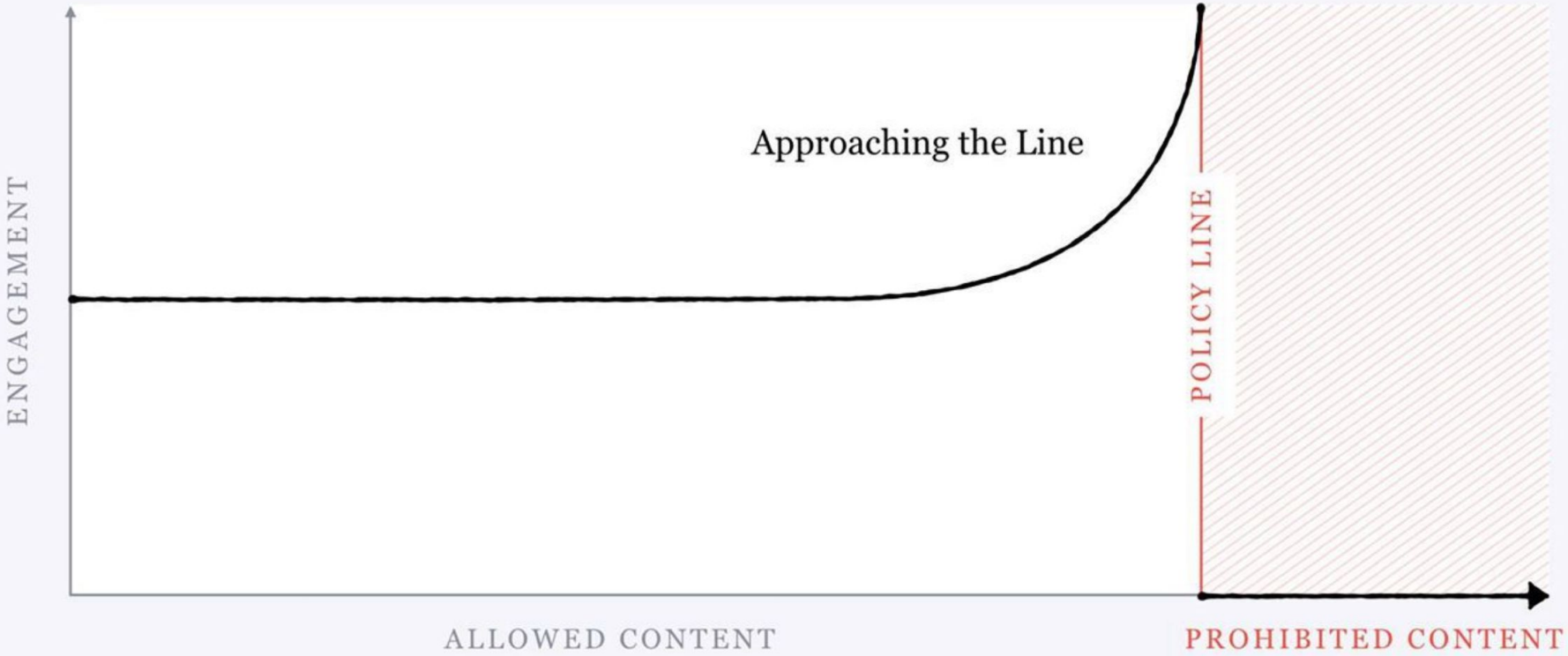
# Good practices in the use of social media

@giorgiojackson

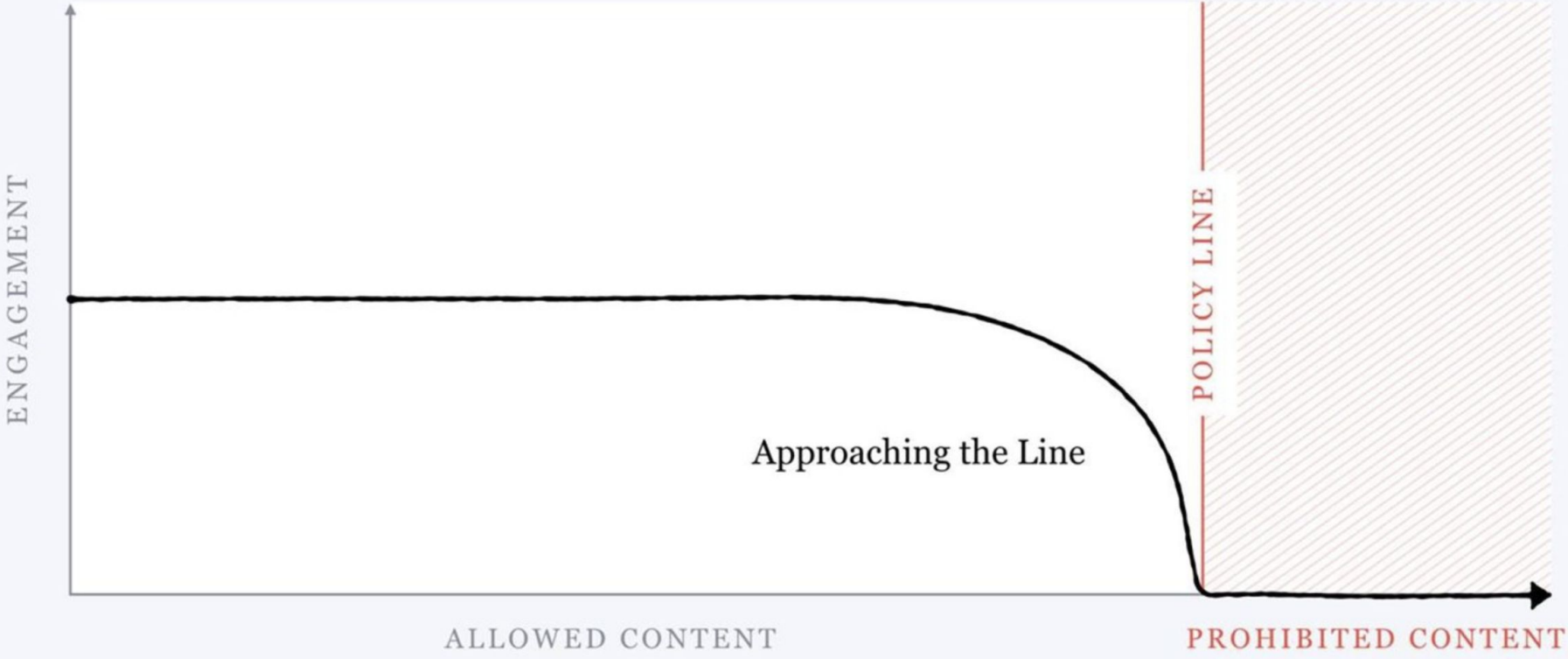
# Good practices?
# It depends on the objective

# Natural Engagement Pattern




Analysis vía @Hugo_saez (16-Nov)

## Adjusted to Discourage Borderline Content



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# The Must

- Is important to understand how different platforms work.
- Is also a key issue to identify the different audiences.
- To be clear about the content you want to communicate and adapt the language to the different audiences.
- Is recommendable to create bonds with your audience.
- To be accessible or reachable.
- Expose your digital identity and be consistent.
- Remember that once you upload an opinion, it could turn against you.

# The Don’t

- Automatic responses or bots doesn’t create real bonds.
- Don’t repeat news without checking it’s integrity.
- Don’t pretend to know every answer. It’s ok to ask and quote others.
- Don’t switch opinions regarding to the audience.
- It’s ok to simplify the message, but never treat your audience as idiots.
- Don’t engage in pointless fights.

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