Social Media Basics and Beyond

OATS | OLDER ADULTS TECHNOLOGY SERVICES
FROM AARP

Goals

"What is the purpose of your presence on social media?"

- Website traffic
- Brand exposure
- Followers / Influence
- Revenue / Donations
- Volunteers

Best Practices

- Select your platforms carefully
- Create a strategy for each channel
- Be brief, relevant, and transparent
- Know your audience
- Write with clear language and grammar
- Establish a posting frequency
- Measure benchmarks
- Use tagging and hashtags
- Mix it up!

Content

- Photos and videos
- Client wins (graduations, participation)
- Quotes from success stories and surveys
- Original content (user-generated content)
- External content relevant to audience
- Color text-based posts
- Google Trends

Tools

- Schedulers
  - Hootsuite, Sprinklr
- Graphics
  - Canva, Photoshop
- Stock Photos
  - Unsplash, Adobe Stock
- Writing
  - Grammarly, Quillbot
- Content Creation
  - Flipboard, Medium
- RSS Readers
  - Feedly, NewsBlur
- Analytics
  - Google Analytics (GA4), Platform insights

What's New

- Instagram
- Multiple links in bio
- Facebook – Pin multiple posts/widgets
- YouTube – AI tools and A/B testing for video titles
- Keywords – Searches and SEO apply to Instagram and TikTok posts
- Threads – "Ask the Techspert"

Final Thoughts

- Expand your comfort zone, try new things – video content, interactivity
- One size doesn't fit all – Audiences will vary - *"Who is an older adult?"*