

Social Media Presence

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As I was updating some things on Facebook it occurred to me that maybe we're not all using our pages effectively. I've put together some tips to help maximize your Facebook experience and help market your page.

- You can go here <https://www.facebook.com/twitter/> and select Link to Twitter to tie fb posts to your twitter account. On the twitter side you just go to settings and at the bottom of the settings it has an option to link to your fb account. You should do this for your platform fb page and your platform twitter account. Do not link your personal fb profile to your platform twitter account and visa versa. You want your platform fb page and your platform twitter account to reciprocate as they should mirror each other and you're also getting twice the posts. This also helps reach those that are only on one or the other type of social media and not both.
- Add additional page managers or content creators so that you're not doing all the work!
- Schedule posts! Take an hour or even less once a week to research topics of interest and draft updates and links for future posting, Simply click on the schedule button at the bottom of the status update window. You can select the date and time you wish your post to appear.
- If you're out and about promoting your platform you need to be promoting that with pictures, status updates and tweets. It doesn't take long to take out your smart phone and tweet, "Just arrived at... #platform #service #missstate #misslocal". And ladies if you don't have the mobile versions on your smartphone, do it now.
- In the admin panel of your page, select Edit Page, then select use Facebook as "your page". Now, go out and "like" all the pages and causes that are important to your own cause and platform. You will find other pages start to like and follow your page in return. You can't spread awareness if no one but your friends knows about your page!
- While using Facebook as "your page", go look at your newsfeed. This is the news from all those pages you liked that are of interest to your cause. Guess what, you can find all kinds of important information and content you may want to share on your page!
- Hashtag! Hashtags are not just for Twitter anymore so go hashtag crazy. For example, if you're posting something platform related you can hashtag - #platform #missstate #misslocal #organizationyourerepresenting #organizationyouwerehelping #service, etc. Get creative!
- If posting photos you want to remember to tag people and organizations in your post. This will give your post a much further reach than simply posting a picture on your page.
- Update your profile picture and your cover photo at least once a month. There are many online tools to help design cover photos; here's a free tool to help design cover photos that I've used - <https://www.pagemodo.com> – but there are numerous out there. Find one that you like and get much more eye catching cover photos.
- Stay on top of your virtual presence! Social media has become a must to build awareness on platforms and your personal brand, but you have to continually check to make sure there's nothing inappropriate on your personal profile, your page, in comments, etc. A good judge will always Google a contestant to view their online presence before any other research. Is your virtual presence something you want your judge to see? If not, let's clean it up ladies.

I hope this help give you a boost in your social media marketing because that's what your job is – to market yourself, your platform and raise awareness of everything important to you.