

Social Promotion Guidance

FINANCIAL WELLNESS

Education and Support Program

When you are ready to get the word out about new financial wellness programs coming to your local/state workforce, promotion on social media channels such as Facebook, Instagram, and others can help create a buzz and get a conversation started to foster information sharing and interest.

Twitter and LinkedIn are great channels for promoting professional news and information, but the etiquette for those channels can be tough to navigate. Below are etiquette and tips for developing, or continuing to develop, your voice on Twitter and LinkedIn with the purpose of promoting your financial wellness programs:



Twitter Etiquette & Tips

Be concise: The magic of Twitter is in concise thought – even though Twitter now allows users to tweet messages up to 280 characters, the “less is more” rule still applies here.

Stay professional: Don't get too personal when posting from a professional Twitter account – and stay away from overarching controversial topics and issues.

Don't over-tweet: Half a dozen tweets per day is considered PLENTY of tweets – there is no need to (and you should avoid) doing any more than that.

Who you follow matters: Only follow those who bring value to your mission and message – just because someone is following you doesn't mean you need to follow them in return.

Avoid overuse or misuse of hashtags: The use of hashtags across social media platforms has gotten skewed from the original intent of fostering a conversation around a specific topic. Use hashtags with purpose and do not create your own unless there is a clear point and purpose. Keep your hashtags in the middle or at the end of your tweet – don't start a tweet with a hashtag.

Keep discussions private: If posts and conversation become personal or questionable, move the conversation to Twitter's direct message feature.

Retweeting is great: Don't hesitate to use the “retweet” function to share someone else's message that you would like to elevate with your followers. The originators of the posts will appreciate the amplification of their messages!

[Source:](#) Learn How to Become



LinkedIn Etiquette & Tips

Complete your profile: Having a fully completed and robust profile on LinkedIn is a must. Make sure all of your information is up-to-date (including a recent photo).

Connect with others: There is no point of being on LinkedIn if you don't connect with others. Connections should stay professional such as with peers and colleagues, or someone you went to college with. Avoid requesting to connect with strangers unless you have a professional reason for doing so – and if you do – follow up your connection request with a direct message letting them know why you would like to connect.

Be active: Don't go to the party if you are not going to participate – be active and share information. Interact with other people's updates in order to grow your footprint.

Be honest: Don't misrepresent yourself on your LinkedIn profile. Be honest and open about who you are, what you do, and where you come from/your background.

[Source:](#) Learn How to Become

Real-life rules apply

This goes for ALL social media channel promotion: If you wouldn't say something in real-life, chances are you shouldn't say it on social media!

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