SOCIAL MEDIA
Tips and Advice

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DINE
AMERICAN INDIAN PUBLIC HEALTH
SOCIAL MEDIA
overcomes all sorts of boundaries.
#1 Content
Create Content People Actually want to See
#2 Take Social Media Seriously

Use an analytical tool(s) to help identify your top-performing content, performance trends and monitor breakdowns.
#3 Pay to Play

Organic Growth is only the beginning of marketing on social media, Social media ads and incentivized Influencer marketing can have an insane ROI.
#4 Build off the Buzz

Piggyback on what's trending. Capitalize on what's digitally happening around you. Breaking news, hashtags, memes, brands. This is a good time to show off your brand's personality.
#5 Stay Active

Inactivity social feeds look bad. Your Brand needs to "Show Up" and bring it day after day with new and creative content.
#6 Visual Content

Photo and Video content are king and queen of social media. Make your social media branding image-based. Videos get 6x the engagement.
#7 Social Media Optimization

Add relevant keywords in your profile.
Share content related to your industry-keywords/hastags.
Connect with popular accounts in your industry for additional exposure.
#8 Social Selling

Help your followers, and don't focus on the hard sell. Offer solutions to problems with your brand and content.
#9 Automate the Effective Way

Automate in the form of scheduling content posting. Any direct interaction with your followers needs to be personalized and not automated. Tap into your current workforce.
#10 Content schedule or Editorial Calendar

Make time to create a calendar or schedule to keep your social media presence organized while maximizing your contents reach.
#11 Build your "Local", then go Viral.

Create relationships and not just followers. Swing for the homeruns when the bases are loaded and the stadium is full.
#12 Be Yourself, Be Real.

Don't be a faceless corporation with no personality. Show the faces behind the brand and social feeds. It's ok to be 'wild', the days of suites are over.
#13 Identify your Target Market and Audience.

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#14 S.M.A.R.T Goals

- Specific
- Measurable
- Achievable
- Relevant
- Time-Bound