Social Media Tips and Tricks - Part 2

Dashboards

Dashboards are helpful for managing Twitter or more than one social media account. Be sure to assign roles and responsibilities to staff members, determine the metrics you want to track, and monitor them. Within the dashboard, you can create lists for followers so you can target specific groups, as well as streams for your different hashtags. Several popular, inexpensive and user-friendly tools are listed below.

- Hootsuite is a social media management system for brand management. The system's user interface takes the form of a dashboard, and supports social network integrations.
- Sprout Social enables social communication for business through three main functions: publishing, engagement and analytics.
- Tweet Deck has a host of features to help advanced users get the most of Twitter, such as managing multiple Twitter accounts and scheduling Tweets for posting in the future.

Resources and Tools

- Social Media Examiner is the world's largest social media marketing resource. Hundreds of experts write short articles on social media tools and strategies help you connect with customers, drive traffic, and generate awareness.
    - Articles are posted when social media sites release major updates or change the way things work, other blogs highlight new apps or tools to help enhance your social media experience.
    - You can scroll through recent articles or search by topic.
    - In addition to articles on tools they have articles on dealing with negative posts and other important social media topics.
- Ripl offers an easy way to create animated social media posts in a short video format that brings your text and photos to life. You can add captions and hashtags to these animated mini-slideshows.

Dealing with Negative Posts and Cyberbullying

- **Negative Posts**
    - Respond politely to the original post so others see that you are being responsive.
    - If it becomes a conversation, move it to a private message.
    - If the person responds positively to your response, consider asking them to remove the post. Administrators should only delete a post in extreme situations.
    - Additional Tips
- **Cyber Bullying**
    - Respond politely and ask to move the conversation offline.
    - Block the follower.
    - If there is a student involved, alert the school's administration.