

## LIFE, WELL RUN

# SOCIAL MEDIA MESSAGES AND TIPS

Advertising alone won't do it; a robust website won't do it. Help spread the word about the value of professional local government management by contributing to a vibrant *Life, Well Run* community on social media. The following sample messages and tips can be used as a starting point to encourage a conversation on Facebook and Twitter about the *Life, Well Run* campaign.

### Facebook

You can support the *Life, Well Run* campaign through Facebook in the following ways:

- “Like” the *Life, Well Run* campaign page as a whole and like or comment on specific page content.
- Share *Life, Well Run*'s content on Facebook with supportive language.

#### EXAMPLE:

Check out this photo/video/article by one of our @lifewellrun colleagues. Together, we are creating communities we are proud to call home. Learn more! [LINK]

- Highlight relevant news or updates and tag *Life, Well Run*. When posting interesting content on your Facebook page, tag *Life, Well Run*. You can do that by inserting the @ symbol before you start typing *Life, Well Run* and select *Life, Well Run* from the drop down menu.

#### EXAMPLE:

Insightful article on why professionally-managed communities matter for business. We're proud to be a @lifewellrun supporter. [Link to news coverage]

### Sample posts:

A wonderful example of how professional local government management makes good communities great. [LINK to blog/video/photo]

Check out this professional local government management success story from our @lifewellrun colleagues in [CITY/TOWN/COUNTY]. Share your story at LifeWellRun.org! [LINK to blog post or story on website]

Did you know that professionally-managed cities are nearly 10 percent more efficient than those without professional managers? How are you ensuring efficiency in your communities? [LINK to story on website]

Interested in public policy? Want to make a difference in your community? Have you ever considered a career in professional local government management? If not, you should! Learn more from @lifewellrun. [LINK]

Professional local government managers are bringing creative, innovative change to communities. Check out some of these @lifewellrun success stories [<http://lifewellrun.org/#map>] [LINK]

Check out how @lifewellrun is putting professional local government management on the map <http://lifewellrun.org/#map>

## Twitter

You can support the *Life, Well Run* campaign through Twitter in the following ways:

- Re-tweet *Life, Well Run* content and add something to localize it to your community.
- Tag @lifewellrun in your tweets.
- Drive your followers to *Life, Well Run* content on LifeWellRun.org.
- Follow *Life, Well Run*.

### Sample Tweets:

Professional local government managers help turn good communities into great ones. Learn more <http://www.lifewellrun.org>

Making the case for professional local government management. <http://www.lifewellrun.org>

Why professionally-managed communities matter to #business owners <http://lifewellrun.org/partnerships/business/#.UehYJBY-ImQ>

Partnerships b/w #localgov, #businesses and professional managers help build communities we are proud to call home. [LifeWellRun.org](http://LifeWellRun.org)

Check out how professional managers are impacting #localgov. <http://bit.ly/19k2rID>



## Facebook Best Practices:

- **Keep posts short.** When writing a post, make sure the headline is compelling enough to grab readers' attention, but keep the post length to fewer than 250 characters.
- **Be visual!** Photos and videos perform significantly better on Facebook, according to research, and when they can be used, they should. Caption your photos succinctly and appropriately, tagging when applicable.
- **Ask questions.** Posing questions to your audience is the best way to encourage interaction.
- **Be timely and respond promptly.** Engage in conversation with people who comment on your page.
- **Offer a Call to Action.** Data shows that adding a question or call to action increases interaction from users and also informs users what they can do next. Phrases such as "Join now" and "Learn more" work well.



## Twitter Best Practices:

- **Try to keep tweets to about 125 characters.** This allows followers to RT (re-tweet) and add to your content. Links (shortened with a service like bit.ly) allow you to provide your audience with a way to dive deeper.
- **Keep it conversational.** Twitter is a great place to show your personality.
- **Leverage conversations that are already happening** and access influential people by using "#hashtags," including buzz words, and linking to other profiles by including "@usernames" in your tweets.