



# Success Series WEBINARS

Third Thursdays  
1:00 pm



STATECIVILSERVICE  
COMPREHENSIVE PUBLIC TRAINING PROGRAM

## RESOURCES

Check the State Civil Service YouTube Channel for this webinar or any of the shows you might have missed at:  
<https://goo.gl/Yc1PdK>

For handouts from all the Success Series Webinars, visit:  
<https://bit.ly/2Kbn6Qa>

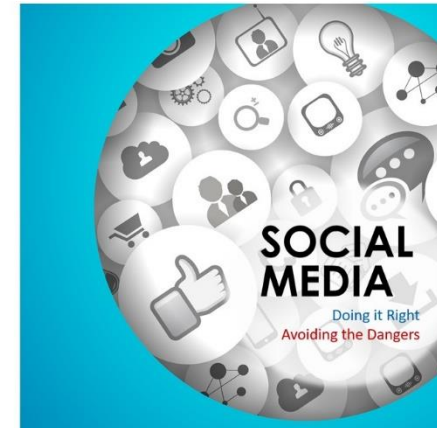
# 2019

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An April 2018 study revealed that, of the world's 7.6 billion population, active social media users numbered 3.03 billion. It's a number that makes us realize that social media is more than just social; it's influential.

A few of the uses of social media that were highlighted:

- Staying connected with friends, family, and acquaintances
- Discovering and sharing best practices and ideas
- Asking questions to gather reviews and evaluations of products and services
- Getting information on breaking news
- Creating groups and gathering support for events and special causes
- Building a reputation and network to support career goals
- Building a brand and social presence for agencies and organizations

# Social Media Tips and Techniques



Check out some of our state agencies who are doing it right!

vetaffairs\_la\_gov

## Louisiana dedicates monument to families of fallen military

Updated 3:29 pm CDT, Monday, October 1, 2018



Louisiana Department of Children and Family Services



## TIPS FROM THE WEBINAR

Our guests and our viewers shared some outstanding pointers during the webinar. Take a look!

### Tips from Cheré Coen

1. If you wouldn't say something to a friend or family member in a social situation, then you probably shouldn't say it on social media.
2. The old adage of "sleep on it" applies to social media. If you're angry or upset, step back and give yourself some time to think before posting.
3. Remember the world is watching. If you don't want people to see all your posts, make sure your privacy settings are set.

### Tips from Jenny Creighton

Consider these questions to create your social media strategy.

- What are you sharing? Be relevant.
- How are you sharing? Be specific.
- When are you sharing? Be consistent.

## SOCIAL MEDIA RESOURCES

*The Ultimate Social Media Best Practices 2018* – This one lives up to its title. Right down to the number of characters in your titles, this resource lists valuable information to use the major social media platforms for the biggest influence and impact.

- <https://thinkbonfire.com/blog/social-media-best-practices-infographic/>

There's a plethora of valuable research on the best times to post to get interaction and shares. Here are some good examples:

- <https://www.99signals.com/best-times-to-post-on-social-media/>
- <https://sproutsocial.com/insights/best-times-to-post-on-social-media/>

Want tactics to build your personal brand or your agency presence on social media? Read *9 Smart Social Media Tactics to Dominate 2018*

- <https://sproutsocial.com/insights/social-media-tactics/>

Are you just getting started in social media or thinking about ways to organize your social media strategy?

Here's a great resource: *A Beginner's Guide to Social Media Best Practices*

- <https://moz.com/beginners-guide-to-social-media/best-practices>

## LINKS TO STATE EMPLOYEE REGULATIONS

PDF:

- <https://bit.ly/2CiA1i3>

YouTube Video:

- <https://bit.ly/2yEXHKe>

Coming November 15, 2018



With the holiday season upon us, this webinar will give you some wonderful ideas to make this a season of giving. Giving back to those less fortunate can also be an amazing cure for holiday depression. Join us as we share ideas ranging from simple action to full-fledged holiday projects that can make a difference for you and for the lives you touch.