

# SUVCW DEPARTMENT OF NEW YORK

## *PUBLIC RELATION STRATEGIES*

### **General Comment:**

**Please review the Department of New York Social Media Policy when reading these public relations strategies.**

### **How to Begin:**

#### **1. Know your audience**

The most effective PR plans often succeed because they target a clearly defined audience. Try to create content that relates in some way to your audience. Another important aspect of this is knowing where to reach your audience. This can be in person, such as at events, or online, like on social media accounts.

Department of NY should target Historical Societies, Like groups such as:  
Canadians in the GAR

American Battlefield Trust

National Civil War Association

Civil War Roundtables

Reenactors,

Blue and Gray Education Society

The Society of Civil War Surgeons

Military Order of the Loyal Legion of the United States

American Civil War Association

The National Civil War association

## **2. Embrace the internet**

Being active online is one of the most common ways brands communicate with their target audience, and many public relations specialists use social media as the primary form of this. On these platforms, they can include summarized information for followers to read and share with others. The internet also allows companies to reach out to consumers and resolve crises in real-time. Companies often rely on social media listening tools to help them monitor what people are saying online about their brand, which can help them identify improvement opportunities more quickly.

### **What to Do and Not Do with Social Media for business**

When posting on social media for business, there are some guidelines you can follow to help increase your account's effectiveness, including the following:

#### **Do these in social media for business**

##### **1. Complete your profile**

A social media profile with every area filled in often looks professional and gives followers information about your business. While some social media platforms have simple profiles with brief information, such as name and location, others have many optional sections, including bios, occupation and likes or dislikes. Try to include at least a short response to every area in your profile. If something doesn't apply to your account, consider writing a short joke or comment. You can also upload a profile picture to your profile to make it more personable.

##### **2. Appeal to your target audience**

Try to think about your target audience when posting on social media. For example, if your business sells clothing to teenagers, the language and subject topics may differ from a business that sells vacation packages to retired couples. Research your target audience to determine what kind of content they prefer, when they browse social media and what their preferred post lengths are.

### **3. Use imagery**

Pictures can be a good way to capture and maintain users' attention on social media. Try to include some sort of visual image with most of your posts. Charts, infographics or pictures of your product may attract viewers and make your social media content more memorable.

### **4. Create interesting captions**

Captions are among the first things a viewer sees in a social media post. A quality caption can bring attention to your social media page and increase interest in your account. Try experimenting with length and wording to create captions people want to read.

### **5. Engage in social listening**

Social listening is the act of observing social media for mentions your brand, trends, potential complaints and news about your competitors. This allows you to determine what customers like about your organization, learn about potential issues and identify topics that interest your followers. Try monitoring your social media platforms for keywords relevant to your workplace and use this information when producing content by choosing trending topics and highlighting aspects of your organization that your followers enjoy.

### **6. Post regularly**

Regularly creating content on your social media platforms might increase your chances of gaining new followers and keeping your current ones. If you post frequently and at reliable intervals, your content typically appears continually on your follower's social media feeds and might motivate them to check your page more often. This is because followers may respond positively to a consistent posting schedule. Consider scheduling your posts so that your content is published at the same time each day or week.

### **7. Be original**

A creative social media post may attract attention and increase your number of followers. When creating content, try to think of original ways to share your message, such as using lists, telling jokes or asking your followers engaging

questions. You could also research common social media strategies and consider how you can modify them to fit your organization image.

## **8. Understand your media platform**

Each platform has different formats, features and follower cultures, so try to customize your approach to the social media platform you're using. For example, short content may work for some platforms, while longer messages may work for other social media sites. Ensuring your content fits the platform you post on might increase engagement and allow you to reach a wider audience.

## **9. Invite follower participation**

Content that allows followers to interact with your page can increase engagement and improve your relationship with your followers. Asking questions, creating polls or issuing interactive challenges are all ways to increase participation. If your social media account is fun to interact with, more people might interact with it more often.

## **10. Respond to comments**

One advantage of social media is that you can directly connect with your clients to answer questions, address concerns and clarify any misunderstandings. Try to reply to as many comments as you can, particularly those that ask questions. Responding to your followers increases the interactivity of a social media account and may improve your followers' opinion of your company.

## **11. Attribute credit**

When using social media, you may wish to share other people's posts, videos or pictures on your account to engage with online communities. When you share others' content, it's customary to attribute any content that isn't yours to its original creator. Giving someone written credit for their work builds trust with your followers and may allow you to network with that creator.

## **12. Vary the content type**

Different types of content can engage followers and create an interesting social media account. Try posting videos, pictures and polls to diversify your page. You

may also consider posting in different formats, such as vertical and horizontal photos or different lengths of videos.

### **13. Use analytics**

Analytics give you valuable tools to evaluate your social media presence. You can use analytics to track when people look at your contact, which posts users have viewed the most and how often users share your content. Consulting analytic tools when creating your posts may increase how many people interact with your account.

### **14. Proofread your content**

Proper spelling and grammar can make your account look professional. This is particularly important when using social media platforms that don't have edit options. Before you post any content, read it and fix any potential mistakes you see. You can also read the post aloud to test its readability.

### **15. Prioritize platforms**

There are many social media platforms you can use for your organization. While you may want to have accounts on multiple platforms, choosing one or two main social media networks can allow you to save energy and better target potential clients. Research which platforms are popular with the people you want to reach and prioritize those platforms when posting.

### **16. Follow other accounts**

Social media is an interactive medium that allows you to communicate with other profiles. Following accounts related to your business might expand your network and increase your number of followers. Try to follow accounts related to your organization or profiles that share some similarities with yours.

### **17. Create promotions**

Promotions can be a fun way to increase your follower count and entertain your current followers. Promotions can include contests, giveaways or trivia challenges. Some may have physical prizes, while others may simply credit the winners. Consider running promotions and possibly giving users prizes.

## **Do Nots of Social Media for business**

Here are some social media habits that you may want to avoid, along with suggestions for improvement:

### **1. Overuse hashtags**

Hashtags are an excellent way to sort content, give information about a post's subject matter and reach a wider audience. However, too many hashtags may feel cluttered. Posts on most social media platforms often get more engaged when there are only one or two hashtags. Try researching what hashtags are trending to decide how to tag your content.

### **2. Use inconsistent branding**

Social media accounts often work best when they have a consistent tone and delivery style. When using your social media for business, keep your posts focused on your organization and relevant topics. Try creating or following a social media style guide to keep your content uniform.

### **3. Rely on automation**

Automation for social media is the act of using online tools to schedule posts automatically, repost old content or share one post with multiple social media platforms. It can save you time and increase the ease of posting to social media. However, overusing automation may make your social media page feel impersonal and decrease your engagement. Try to create your content mostly on your own and use automation occasionally.

### **4. Ignore negative comments**

When you post content on social media, there may be negative comments. Your first instinct may be to ignore negativity on your social media pages. However, ignoring these comments could create a negative atmosphere and show followers you're not responsive to their concerns. Try to address negative comments when you can and apologize when it's appropriate. If a comment is offensive or hateful, consider deleting it.

### **5. Discuss competitors**

While creating content for a company, you may consider discussing a competitor's brand or organization or interacting with their social media pages directly.

However, focusing on your company's strengths instead can create a positive tone for your social media page and may help you earn your followers' respect. If a competing company needs to be mentioned, try to use neutral statements.

## **6. Post excessively**

Posting frequently can engage followers and keep them updated on your organization activities. However, posting too many times in a day may cause your audience to miss content or view multiple updates. Research the ideal number of posts per day on your chosen social media platform and consider scheduling your content to ensure a steady pace.

## **7. Use all caps**

Capitalization is useful for catching a viewer's attention and emphasizing a statement. However, social media users often view capitalization as excitement, which might discourage some readers. Try to use capitalization strategically and use normal sentence case most of the time.

## **8. Exclusively promote your organization**

Social media can allow you to increase brand awareness, communicate with existing clients, address concerns and promote your organization. It can be easy to focus on promoting your organization. Try to alternate your advertisements with comments to followers, updates or conversations related to your organization.

## **3. Find partners**

Strategic partnerships involve working together with a similar organization to help increase awareness. Another way to do this is by collaborating with a social media influencer or earning celebrity endorsement. These individuals have audiences for a niche group that can help expand your audience and give you third-party credibility.

## **4. Create compelling content**

When targeting a specific audience, it's important to create content you tailor to them and that creates a reaction from them. Learning your audience's wants, needs,

feelings and values can help you create content that targets them and connects with their ideals. Whether this is telling a story they can relate to or providing a unique solution to their problem, ensuring your content is unique and specific to your audience can help you build a strong relationship.

## **5. Be inclusive**

Although target markets are segmented populations, there's still often a lot of diversity within them. Having a PR strategy that is inclusive to your entire market can help you relate better with them and increase your organizational reputation. Similarly, being active in your community and connecting with its members can let you create more powerful partnerships and grow your organization.

## **6. Know your competition**

In the same way, using research and data to learn from past campaigns can benefit a company, so can research its competition to understand what they're doing well. Doing this can allow PR to identify gaps in the market for their organization to fill, whether by targeting a more specific demographic or using a new social media account for brand communication. Any competitive advantage can yield large benefits for your organization and help it better establish itself.

## **7. Use local media**

Most organizations know which major and national media outlets can help them get the most exposure, so it can be more difficult to get an edge through that. But supplementing your media involvement to include regional or local sources your target audience follows and trusts can help you earn their trust and reach new segments of the recruitment. If your message is compelling enough, national media might notice it and spread it, too.