2 Way to Use Social Media for Your Organization

We all know that social media is the best way to reach students, but there are a couple tasks that your organization can implement to make your social media accounts stand out.

1. Use Social Media in a Mindfully.

In this article by Lori Deschene, she discusses 10 great ways to use your Social Media accounts efficiently.

http://www.tricycle.com/feature/ten-mindful-ways-use-social-media

2. Engage your audience.

This is probably the hardest, but most effective, way to sustain an active audience. In this article by Andrew Pressault, he goes over some key ways to gain attention and keep it.

http://blog.hootsuite.com/how-to-use-social-media-to-engage-customers/