

Communicating RDP through Social Media

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Communicating Rural Development

PEOPLE. PROJECTS. IDEAS.



Introduction

- What is Social Media
- Why use Social Media
- Why did the English NRN choose Twitter



Benefits

- It's free
- It's high profile
- Short sharp and snappy
- Stakeholders are also there
- It is instant
- You can engage in conversations



Drawbacks

- It may not be the right channel for what you want to say
- It opens you up to instant criticism
- It can be time consuming
- Your message may be diluted/ used in another way
- You will need a thick skin



Pitfalls

- Think before you Tweet/ post
- Stick to your facts
- Remember your audience
- Think about laying out some ground rules if you are going to have more than one team member using social media



How can you Evaluate Social Media

- How can you measure successes
- Start off with the free tools
- Don't just count the number of times your message is spread but look at the sentiment of messages



Conclusions

- Social Media can be a good tool for a Communications Strategy
- It takes time to build a profile/ presence on any social media channel so be patient
- As with most approaches the more you put in the more you will get out

