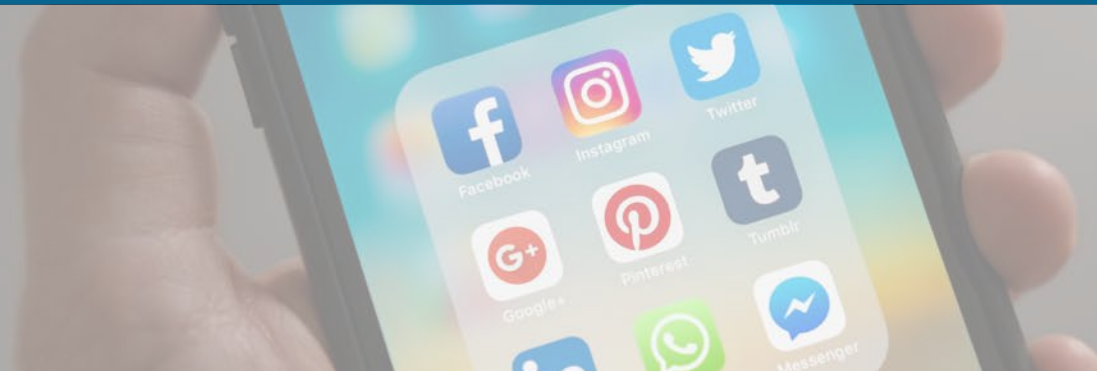


SOCIAL MEDIA TIPS AND TRICKS FOR COURTS



TWITTER

- Fewer words (280 characters)
- Tweet multiple times per day
- Real-time content
- Use of hashtags beneficial

FACEBOOK

- Ability to add more details (unlimited characters)
- Typically post 1x per day
- Posts have more longevity

GENERAL TIPS

- Add photos to posts when able (Ex. relevant graphics, courthouse photos, flyers, etc.)
- Shorten URLs to reduce amount of characters and improve appearance of post (Ex. bitly.com)
- Interact with followers and users by responding to comments when appropriate, retweeting/sharing relevant content, etc.
- Consider scheduling posts when necessary (Ex. Facebook Publishing Tools, Hootsuite)
- Monitor your social media analytics to determine your audience's preferences

QUESTIONS?

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