

# Tips for Reaching Audiences

## How to: Social Media

While it is essential to highlight the ways community members can keep safe during COVID-19, it is also important that our messages resonate with users to encourage them to share posts on social media.

### **Double down on content that works.**

If audiences are engaging well with certain types of content or messaging, keep posting it!

### **Encourage and drive engagement.**

To reach your community members, it is important to inspire reposts, comments, and shares so your content reaches the largest audience possible. For certain platforms (IG, FB) post visibility on user feeds is dependent on engagement.

### **Post content that is optimized for each platform.**

Each social media platform has content that works best on their format.

### **Tie it back to your audience and community.**

Knowing your audience, use concrete examples and connections that resonate with your community members.