



Colorado  
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# Tips for Navigating Social Media

## Make It Personal



Share **authentic narratives** that highlight your mission's impact and the people you serve. Personal stories build empathy and inspire action for your cause.

## Strategy Development



Proactively **develop a strategy** for addressing negative comments and managing disrespectful followers. This prepares your team and protects your online space.

## Be Solution-Oriented



Avoid engaging with trolls or baiting accounts; it's unproductive. Instead, **focus on real concerns** and offer solutions to negative comments when possible.

## Set Clear Guidelines

Before issues arise, **create clear guidelines for both your social media team and your external online audience**. For your team, define internal processes like always replying from official pages (not personal profiles), avoiding personal opinions on organization's channels, and setting clear actions for managing offensive content (hiding, deleting, blocking).

For your audience, establish and publicly post clear community rules on your pages. Regularly revisit internal guidelines and community rules with your team to ensure everyone's on the same page and your online space remains safe and consistent.

## Know Your Audience

Understand your group's goals and values, then connect them with your audience's shared motivations. This crucial insight ensures your content is impactful, engaging, and prevents unclear messaging.

## Navigating Discourse

Using social media for advocacy means you'll encounter a wide range of opinions. Focus on clearly communicating your mission and engaging respectfully, even when faced with disagreement.



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