

Social media conversations:



QUESTIONS TO ASK YOURSELF BEFORE JUMPING IN

Social media can be challenging, particularly when sensitive topics are trending. How do you ensure you communicate honestly and in a timely manner with your customers, followers, and community? What does it take to craft a compelling and hopeful message in the midst of a crisis? How do you determine when it's best to say something—and when it's wiser to listen?

To help you find the answers and navigate social media effectively, Ruby teamed up with a few experts to create this resource. Use it to guide your thinking and figure out what you should be posting (or not posting) on your own social platforms.

Questions to consider:

1. Who am I speaking to?

TIP: Even when everything else feels uncertain, many of the primary marketing tenets of social media remain intact, including speaking directly to your audience. In order to connect with people, you need to know who they are. Is your post meant for your current customers? For potential customers? If you were targeting specific groups before, what messages will you send them now?

Want a little practice? Match the below example to the targeted audience:

You've implemented email marketing—but how do you know what message to send to your customers or when to send it? Here's 5 tips for how to make the most of your ABC software.

Potential employees

Are you looking for ways to invigorate your sales pipeline? The average ROI is \$42 for every \$1 you spend on email marketing—and it's easier than you think to get started!

Current customers

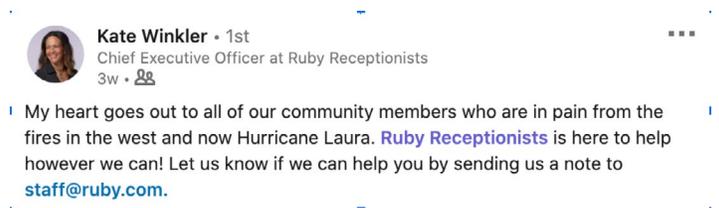
We had an awesome time at this year's ugly sweater party! Flip through our photo album of a few of the incredibly creative sweaters from our fabulous team.

Prospective customers

2. Is this message helpful?

TIP: Being a business owner often goes hand in hand with being a leader in your community. As a leader, it is important to consider how you can offer support rather than gain it in social media conversations. Does your message center those who need to be lifted up? Have you created an offering that will be useful to people? How does this message help?

EXAMPLE: My heart goes out to all of our community members who are in pain from the fires in the west and now Hurricane Laura. Ruby is here to help however we can! Let us know if we can help you by sending us a note to staff@ruby.com.



3. How have I prepared for this post? Write it out first!

TIP: If you're contemplating going live on any platform or hosting a virtual event, don't skimp on the planning! When you're gathering an audience together for real-time engagement, put the same amount of forethought and effort into it as you would a webinar or a podcast appearance to have the greatest impact.

Questions to consider:

4. Am I speaking about a topic within my wheelhouse?

TIP: Consider your genius for a moment: Where can you add value to a conversation? Are you an expert in making handbags? Are you a health practitioner? An attorney? Think about your skill set, its breadth, depth, and edges, and how it can connect to the moment. In other words, ask yourself if you are posting because you feel the urge to post or if what you have to offer really holds value.

EXAMPLE: 1,297 robocalls were made *per second* in June this year — that's more than 3.3 BILLION a month. But don't throw your smartphone out the window just yet. Technology is getting smarter at detecting these types of calls and there are simple steps you can take to reduce the headache and limit interruptions (hint: we can help!). #smallbusiness #timemanagement

**Looking for more ways to connect with your customers?
Ruby is here to help! Visit ruby.com or call 844-311-7829.**