

## Twitter

- Want to sign up for Twitter? Visit [www.twitter.com](http://www.twitter.com) and create an account. Don't forget to upload an avatar or a picture – it's friendlier than leaving the photo section blank.
- Start by following a few people and organizations. Here are a few suggestions:
  - First Nations Development Institute: @FNDI303
  - Indian Country Today (@indiancountry)
  - The folks on this list from Indian Country Today:  
<http://indiancountrytodaymedianetwork.com/2013/08/09/15-twitter-accounts-every-native-should-follow-150811>
- Build lists of sources using Twitter lists. Use this to get ahead of your competition; news breaks on Twitter more often now than it does on mainstream news sources. (How to create Twitter Lists: <https://support.twitter.com/articles/76460>)
- Follow accounts that help inform you about areas you cover and retweet important news to inform your followers. Retweet your peers. If you're sharing the best news, people will follow you as their go-to source.
- Ask questions to engage and build your audience. (But ask questions with the intent of using the feedback - otherwise it's faux engagement.)
- Share interesting articles by other people. Retweet great articles that others have linked to on their own Twitter accounts.
- Consider balancing tweet types with a ratio of posts addressing: (1) what you do; (2) what you love; and (3) who you are.
- Use an app like TweetDeck ([www.tweetdeck.com](http://www.tweetdeck.com)) or Hootsuite ([www.hootsuite.com](http://www.hootsuite.com)) to monitor multiple lists on one screen.
- Reach a larger audience by using hashtags like #NativeLivesMatter, #NativePride,

#Indigenous etc.

- Don't start tweets with a Twitter handle unless you want that Tweet to be seen by a limited audience (by the person whose handle you've started the Tweet with, and only anyone who follows both of you).

## Facebook

- Advertise and boost posts. Facebook is becoming a pay-to-play platform and small amount of money (even \$25-\$50) can ensure your content is reaching your audiences.
- Run polls asking people what they think about a specific story or subject. Be provocative, get them to think and weigh in.
- Post videos and photos. Don't just make it a feed with all links to your content. Mix it up.
- Find Facebook Groups related to the subjects you cover. Join conversations on there. Over time they'll head to your page and then to your website and you'll build up a readership.
- There are close to a billion people on Facebook, it's a huge driver of traffic once you get the ball rolling. It won't happen overnight but it's worth putting in the time because you'll eventually have a reliable major source of traffic to your website.