Tips for Increasing the Impact of Your Website and Social Media

Website Tips

• Periodically review and decide if you should reprioritize your target audiences.

The best results come when you prioritize your target audiences—unless all groups are of equal importance to you.

Let Me Learn Homepage
Website Tips

• Periodically review and decide if you should reprioritize your key messages.

Make sure your key messages are clearly reflected on your homepage and landing pages, etc.

Earthwatch Homepage

Website Tips

• Aim for strong visual impact.

Visually grab attention sooner than words do. Visuals can elicit positive emotions and “pull” web surfers into the text.

Charter School of Wilmington
New CSW Homepage
Website Tips

• Consider animation.

Flash animation can be very compelling, but, like a strong spice, you don’t want to overdo it.

DuPont Challenge Flash Animation
Earth Animation

Website Tips

• Don’t make visitors think.

This is a reference to a well-known webdesign book by Steve Krug, “Don’t Make Me Think.” Key point: Make websites very easy for visitors to navigate so they go where they want to—with minimal effort.

http://www.letsmove.gov/
Social Media Tips

• Have a plan.
  Start with a plan that factors in your audience, what you want them to do on the page, the steps you want them to take, and your end goals. Create a list of possible topics.

Get Into Energy Facebook Page

Social Media Tips

• Build your following.
  Promote your page wherever you can: website, e-letters, e-mail signatures, print pieces, etc.

DuPont Challenge eLetter
Social Media Tips

• Keep it conversational.
  Keep the writing style casual. As time allows, interact with members/fans who post on your page. Avoid getting too promotional.

Social Media Tips

• Provide nuggets.
  Be sure to provide useful information members/fans can benefit from. Examples: home safety tips, energy-saving tips, energy career info & opportunities, etc.

Get Into Energy Facebook Page
Social Media Tips

• Have a mix of media.
  Take advantage of different media that can be incorporated: photos, videos, and splash pages, etc.

The DuPont Challenge Splash Page

Get Into Energy Splash Page