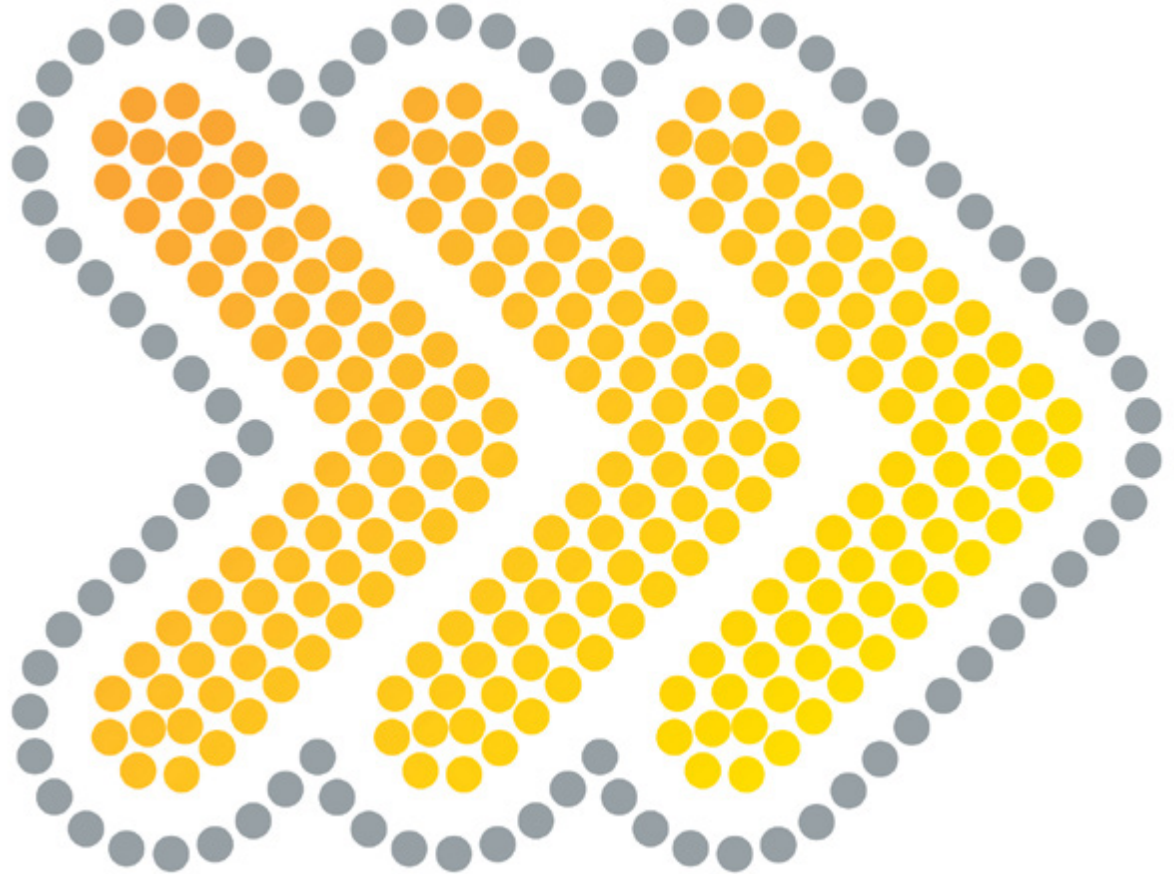


# A centre's guide to social media best practice

## Tips & Tricks



Find us on:

 [Twitter @ILM\\_UK](#)

 [Facebook](#)

 [LinkedIn](#)

## A social approach - Engaging with ILM

At ILM we're using social media more and more, and are finding it a great way to engage with our audiences – particular with you, our ILM community.

To ensure that we all get the most out of the platforms, we've put together this quick overview of how we can best connect on social media, helping build momentum together; growing your following, advocating your brand and leveraging your offering.

### The ILM Social Brand

ILM is active on a number of social platforms and has an engaged audience spanning from learning centres to learners and thought leaders. We are committed to conversational social media interaction about leadership and management. Our regular hashtag is [#LeadershipWithoutLimits](#) and we encourage all our centres and learners undertaking our qualifications to include this when engaging and sharing their experiences, insights, events, findings, queries and achievements.

[#LeadershipWithoutLimits](#) can be used across all platforms and to further engage with the ILM audience we always appreciate a mention. This can be done by simply placing an @ before the below ILM profile links:

Twitter: [@ILM\\_UK](#)

Instagram: [@ILM\\_UK](#)

Facebook: [@ILMUK1](#)

LinkedIn: [@ILM\\_UK](#)

We try to share and like as much relevant content as possible to ensure that our audience sees the value in remaining engaged with the ILM brand. We don't retweet or comment on everything, but we aren't ignoring you; we just want to make sure we aren't inundating our mutual audiences with content. Simply by mentioning us, you'll be sure to reach our audience.

## Twelve things to remember about social media

Regardless of which social networks you are using, following these simple rules can help avoid the most common pitfalls:

1. Introduce your links with a point to stimulate and direct the conversation.
2. Attribute anything you post or retweet, so people can find more of the same.
3. Don't get drawn into arguments – it's never worth it.
4. Keep a line between the professional and the personal – so if you use Twitter for work, don't use it to talk to Sainsbury's as well. Have a different account for that.
5. Don't say anything online you wouldn't be happy for everyone to hear. If unsure, don't post it.
6. Try to think how your use of social media can help your organisation's vision and values: for example, how to engage users and keep them interested.
7. Be personable – this can be as simple as altering your tone of voice to be more conversational.
8. Tailor what you say to your audience – and the social media channel you're using.
9. Don't delete negative comments unless they're offensive or spam.
10. Look out for security threats – you should be on guard for social engineering and phishing attempts.
11. Don't make promises or commitments on behalf of your organisation without checking that the company can deliver on the promises.
12. Social networks are not a good place to resolve complicated enquiries and customer issues. Once a customer has made contact, you should handle further communications via the most appropriate channel – usually email or telephone.

# How to craft the perfect tweet

You can launch your updates using four methods – status, link, photos and videos.

- Keep Tweets short (between 120 and 130 characters).
- Keeping Tweets short allows others to easily retweet the post without removing any keywords or hashtags.
- Include user handles for Retweets. Understand Reply versus Mention – anyone who follows both the person being Tweeted at and the Tweeter can see a 'reply' tweet
- Use hashtags judiciously – Tweets with 1-2 hashtags receive 21% higher engagement than those with 3+ hashtags (source: Twitter and Salesforce)
- Incorporate visual content in proper size (see cheat sheet for guidance)
- Tag users in photos for more Retweets.
- Place links in the middle of Tweets.
- Shorten links for cleaner Tweets – you can use bit.ly to do this.



# How to craft the perfect post on LinkedIn

You can launch your updates using four methods - status, link, photo and video link.

- Share images for comments - posting images results in a 98% higher comment rate (Source: Quicksprout)
- Post videos for shares - linking to a Youtube video results in a 75% higher share rate (Source: Quicksprout)
- Try and publish once a week - posting 20 posts per month allows you to reach 60% of your audience (Source: LinkedIn)

**ILM** Research shows that UK professionals want to acquire new skills with over 65% believing they will need new skill sets in the coming two to five years to effectively do their jobs. London School of Business and Finance (LSBF) #3DLeadership #LeadershipWithoutLimits <http://ow.ly/QADS30fbvH>



**Research shows UK professionals want to acquire new skills**

[ow.ly](http://ow.ly) · The latest news of education and careers brought to you by London School of Business and Finance (LSBF)



Catch ILM's **Becky James** sharing her skills story with us - what's your skills story? <https://lnkd.in/dAEHYpb>

**#MySkillsStory (Leadership)**  
youtube.com



How is your potential being unlocked? At ILM, we are passionate about harnessing the power of leadership to transform people and businesses for the better. <http://ow.ly/xwDZ30fjSZF> #ThursdayTip #LeadershipWithoutLimits #Leadership #Management #Coaching #Apprenticeship

# How to craft the perfect post on Facebook

You can launch your updates using six methods – status, link, photo, video, event and check-in:

- Engage fans with photos – images on Facebook constitutes 93% of the most engaging posts (source: Socialbakers)
- Upload quality visuals – see cheat sheet below for optimum sizes
- Increase post word count – posts with 80+ words garner twice as much engagement (source: TrackMaven)
- Try using hashtags, exclamation points and ask questions – posts with hashtags see 60% more interactions on average; posts with exclamation points see 2.7% more interactions on average and posts that ask questions garner 23% more engagement on average (source: TrackMaven)
- Publish after work hours – posts published after hours (5pm – 1am) see 11% more interactions than those published during the work day (8am – 5pm) and 29% more than those published before work (1am – 8am) (source: TrackMaven)
- Publish on weekends – less than 18% of posts are published on weekends, but posts published on Sundays get 25% more Likes, Shares, and Comments than Wednesday posts (source: TrackMaven)



**Need help?**  
Contact us: [ILMMarketing@i-l-m.com](mailto:ILMMarketing@i-l-m.com)