

12 SOCIAL MEDIA TIPS

To put to work for your camp and conference center right now

WHAT would you say the focus of your camp is? High on the list is probably building relationships. What would you say the focus of social media is? Building relationships. So camps and social media make a perfect pair, right? But like all relationships, it takes a little work. These 12 tips will make sure you, as a manager or director, can use social media to further your organization by focusing on potential campers, donors and employees—without wasting precious time and resources.

- 1. Never listen to someone who calls himself a guru.**
- 2. Reply to people on Twitter.** It's like a virtual high-five. It will take a little time, but it will be worth it. I bought a book once because the author replied to my tweet. I've bought every book he's written since.
- 3. Stop trying to sell on social.** It's not going to happen. Use social media to tell the story of your organization: the great experiences your camp offers, anecdotes from campers and counselors. Which brings me to...
- 4. Social media is a relational platform.** The return on investment (ROI) you are looking for is not dollars and cents. It is trust and advocacy. Use social media to maintain a connection with your campers, counselors, staff and supporters.

5. How to estimate time costs. A good gauge for a time commitment is five to seven hours per month per channel.

6. Growth-hacking doesn't work. There is no shortcut that lasts to grow your platform through social media.

7. Social media is not a set of tools. It's a mindset. Social media is not a means to an end. It is a way of communicating and building relationships. (See No. 4.)

8. Remember when I said stop trying to sell on social media? Yeah. I meant that.

9. Content is a commodity. Good content is a necessity. Great content is a rarity. How many great stories come out of your camps? What memories are made there? That's all prime fodder for content: blog posts, videos, social posts. Go make it.

10. Keep it going. Consistent bad content is better than inconsistent good content. And unless you keep at it, how will you get good?

11. Social media is not going away. The debate was settled when they started tweeting from Mars.

12. Be generous. Likes, retweets and shares are free to give. So give freely. ●



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It's a mindset. Social media is not a means to an end.



by JUSTIN WISE

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