

## Tips on Marketing your Social Media Site

### Post a badge to your site.

Place official badges, or logos, on your organization's Web site and promotional materials to let your audience know that you're active on social media sites. You can grab these badges from each of the sites "Help Centers."

### Notify email subscribers.

Your email subscriber list can serve as a starter to inform those who are already interested in your organization of more ways to get involved. Let them know of these new social media opportunities in your next email newsletter.

### Consider online advertising.

If you have a budget for traditional advertising, why not put some of it toward one of the most popular outlets—the Internet. The key here is to have a focus. Do not use general sites even if they offer huge amounts of traffic. For better marketing effectiveness, contact the large sites in your demographic that sell ad space and purchase a few.

### Use Search Engine Optimization (SEO).

Search Engine Optimization allows you to use key words that will be most frequently used in search engines to attract people to your site. While some organizations hire others to do SEO for them, you can give it a try on your own by determining which words to use and then integrating them into your site content. Remember that it is much easier to rank high for specific keywords rather than general terms.

### Participate on related sites to generate traffic.

Social networking requires online "buzz" generation, and you can only do this by actively participating on partner sites and interacting with your audience. This will ultimately get the spotlight on your organization and generate traffic to your site.