

## 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.



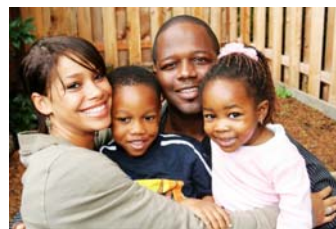
Make sure your key messages are clearly reflected on your homepage and landing pages, etc.

[Earthwatch Homepage](#)



## Website Tips

- Aim for strong visual impact.



Visuals 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](#)

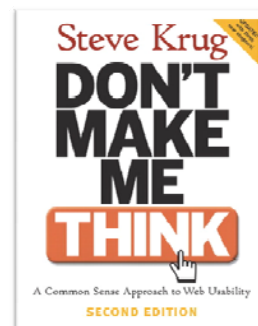
[Earth Animation](#)



## 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.



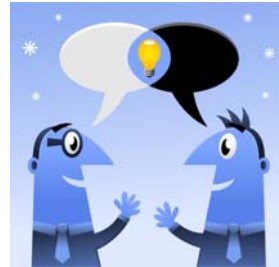
[DuPont Challenge eLetter](#)



## 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](#)