



How to use social media for SHERPA MAP activities?

Social media may be used strategically to create and maintain stakeholder engagement. Generating **awareness**, along with **information sharing** and word-of-mouth, cultivating long-term relationships, developing **new cooperation** and exchange relations, and **building image and reputation**, are the primary purposes for stakeholder engagement.

But, which are the most relevant social media engagement strategies?

AWARENESS RAISING

By **focusing on content that emphasises the values of SHERPA** first and avoiding solely publishing promotional messages.

INCREASE COMMUNITY ENGAGEMENT

By giving it something to do as simple as **asking questions**.



How to create engaging content?

- Use the SHERPA project logo, hashtags (#SHERPA2020, #ruralinterfaces) and project handle (@rural_interfaces) to establish an identity that makes it easy for your messages to be immediately recognised as associated with the MAP's work.
- Use hashtags, post comments or photos to encourage stakeholder content and thus boost the engagement rate. Identify the user names/handles of key stakeholders.
- Profit from every opportunity to interact or pick your follower stakeholders' ideas through questions or a poll.
- Timing is essential to ensure prompt responses and meaningful conversations on a regular basis.

