



## Your SEC Social Media Guide

By Lauren Irby, Communications Specialist

### Facebook:



- [facebook.com/SouthsideElectric](https://www.facebook.com/SouthsideElectric)

- **Why we use it:** Facebook is a great way to connect with our members. With close to 9,000 followers, we post a variety of items on Facebook, including information on SEC programs and services, news items, energy-efficiency tips, outage updates and photos of SEC in the community.

- **Best for:** An overall look at what SEC is up to.
- **Post frequency:** Every business day and some weekends.

### Twitter:



- [@SouthsideEC](#)

- **Why we use it:** Twitter is a quick and concise medium for posting information about SEC. Like Facebook, we post about an assortment of topics on Twitter, but since it is limited to 140 characters — it's much shorter!

- **Best for:** Quick updates on SEC programs and services, community involvement and outage updates.

- **Post frequency:** Every business day and some weekends.

### Instagram:



- [@Southside.EC](#)

- **Why we use it:** Instagram is a mobile image and video-centered app that is typically used by younger audiences. We post some of our favorite photos as well as information about Electric Cooperative Youth Tour and various scholarship opportunities.

- **Best for:** Checking out our photos (especially on Throwback Thursday!)

- **Post frequency:** Weekly.

### LinkedIn:



- [Southside Electric Cooperative](#)

- **Why we use it:** LinkedIn is a social networking site designed for the business community. Unlike Facebook, Twitter and Instagram, LinkedIn functions to allow users to establish networks of people they know professionally. While our employees and community contacts use LinkedIn for professional development and networking, we invite members to connect with us as we post job openings when they become available.

- **Best for:** Networking.

- **Post frequency:** Occasionally.

## YouTube:



- [YouTube.com/SouthsideEC](https://www.youtube.com/SouthsideEC)
- **Why we use it:** YouTube is a video-sharing site where SEC posts videos about programs, services, community outreach and helpful tips.
- **Best for:** Enjoying a video while learning!
- **Post frequency:** Monthly.

---

Navigation: [Back to Newsletter](#)