

Social Media 201

Nonprofit Networking 4/26/17

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Social Media 101 Recap

- Owned Media
 - Mobile-Optimized Website
 - Email Marketing
- Define Goals and KPIs
- Research and Define Your Audience, Create Personas
- Perform a Social Media Audit
- Define Your Voice and Tone to Create Style Guides
- Create Posting Schedule

Updates

- Twitter adopts algorithm.
 - The days of spamming Twitter with tons of automated posts are coming to an end.
 - New requirement: be more purposeful with posts, provide good content.
- Facebook.
 - Prioritizing longer video.
 - Changed weighting of watched percentages.
 - Testing mid-roll videos in News Feed – again, prioritizing longer videos.
 - Auto pop-out of videos in News Feed.
 - Along with being overly promotional, Facebook will now penalize you for asking for likes, comments, shares, etc.
 - Reactions carry more weight than simple likes.
- Instagram
 - Up to 10 photos and videos in one post
- Ephemeral (disappearing) Content
 - WhatsApp Status
 - Facebook Stories

Updates

- Keep your eye on
 - Live Video
 - Virtual/Augmented Reality
 - Ephemeral (disappearing) Content
 - Social Messaging
 - 2018 – YouTube will be killing unskippable 30 second ads!!

What Next?

- Stock Your Toolbox
 - Monitoring
 - Content Curation
 - Content Creation
 - Scheduling
 - Advertising
- Enough planning – let's work!

Monitoring and Content Curation

- Keep an eye on your industry
 - Subscribe to industry publications/ mailing lists
 - Join Facebook Groups and Subreddits
- Monitor Local News
- Automate
 - Set up Google Alerts - <https://www.google.com/alerts>
 - Let's Use a Content Curation Tool- <https://drumup.io/>

Content Creation

- Have a Budget?
 - Adobe Photoshop (<https://creative.adobe.com/plans>)
 - iStock (<http://www.istockphoto.com/plans-and-pricing>) or Shutterstock (<https://www.shutterstock.com/subscribe>)
 - Learn to use with Lynda.com - free with library card! (<http://hcplibrary.org/online#learning>)
 - Fiverr (<https://www.fiverr.com/>)
- Free Tools
 - Stencil (<https://getstencil.com/>)
 - Pablo by Buffer (<https://pablo.buffer.com/>)
 - Desygner (<https://desygner.com/> or find in App Store)
 - Pixabay for more images (<https://pixabay.com/>)
 - Facebook Creative Hub (More on this later)
- Let's Make Something with Stencil

Scheduling

- Determine Optimal Time
 - Facebook Insights
- Schedule Your Post!
 - Natively on Facebook
 - TweetDeck (nearly natively) for Twitter (<http://www.tweetdeck.com>)
 - Later for Instagram (<http://www.later.com>)
 - Or a management tool from Social Media 101

Advertising

- Boosted Posts
- Ads Manager
- Let's Get Advanced– Facebook Business Manager
 - Creative Hub
 - Audience Insights
 - Custom Audiences
 - Dark Posts – Unpublished posts for using the same creative for multiple ads. (<https://www.jonloomer.com/2016/07/16/unpublished-facebook-posts/>)
 - Preview with Creative Hub or Facebook Debugger (<https://developers.facebook.com/tools/debug/>)

Questions?

