

Social Media 101

Nonprofit Networking 3/8/17

Presented by Kyle Turpin | Web & Social Media Manager

What is Social Media?

- Let's start with a brief history...
 - <https://youtu.be/Ha3dHchSZDQ>

What is Social Media?

- And a few updates
 - <https://youtu.be/N4znQDyz038>

Before you begin:

- Build/Update/Tweak your website.
 - Content is migrating to social platforms, but platforms are always changing.
 - In the age of digital media
 - website = building
 - social media = community/advertising
- Have a clear business model and plan.
 - Will guide your goals, voice, and budget.
- Focus on Email first.
 - Opt-in results in relevant, captive audience
 - Highest conversion rate
 - Valuable list for remarketing
- Research and Plan

Quick Tips: Build your website

- Your website is your digital place of business.
 - First impressions
 - Tracking and retargeting – set up Google Analytics and Facebook Pixel
- Mobile-optimized is required.
- Options
 - Custom Website - Hire a professional to create a custom-built website with exact functionality and design to fit your needs.
 - Highest cost, usually involves maintenance fees.
 - CMS (content management system)
 - Lowest cost if DIY, can do updates yourself
 - Hire a professional or DIY with a system like WordPress, Drupal, Joomla, or Concrete5.
 - Site Builder – Wix, Squarespace, Weebly, Jimdo, GoDaddy, Shopify.
 - Lowest up-front, but requires subscription.

Quick Tips: Email Marketing

- Your most interested customers
 - Retargeting
- Mobile optimized is required.
 - One column newsletter
 - Properly sized, mobile optimized images
- Options
 - Old school newsletter from email client – ALWAYS BCC
 - Email Marketing Platform
 - [Constant Contact](#), [Campaign Monitor](#), [MailChimp](#), [GetResponse](#), [Campaigner](#), [Aweber](#), [Benchmark](#), [VerticalResponse](#), etc.

Research and Plan - Goals

- What are my goals?
 - Top 7 reasons for nonprofit social media (Hubspot) - Sharing news, Brand recognition, Education about cause and mission, Fundraising, Volunteer recruitment, Donor recognition, Employee recruitment.
 - Define KPIs for each goal
 - Example
 - Goal: Increase awareness of my cause.
 - KPIs: Total social fans, reactions and shares, email open rate.
 - Goal: Volunteer recruitment.
 - KPIs: Email subscribers, volunteer count.
 - Overlap of KPIs is OK.

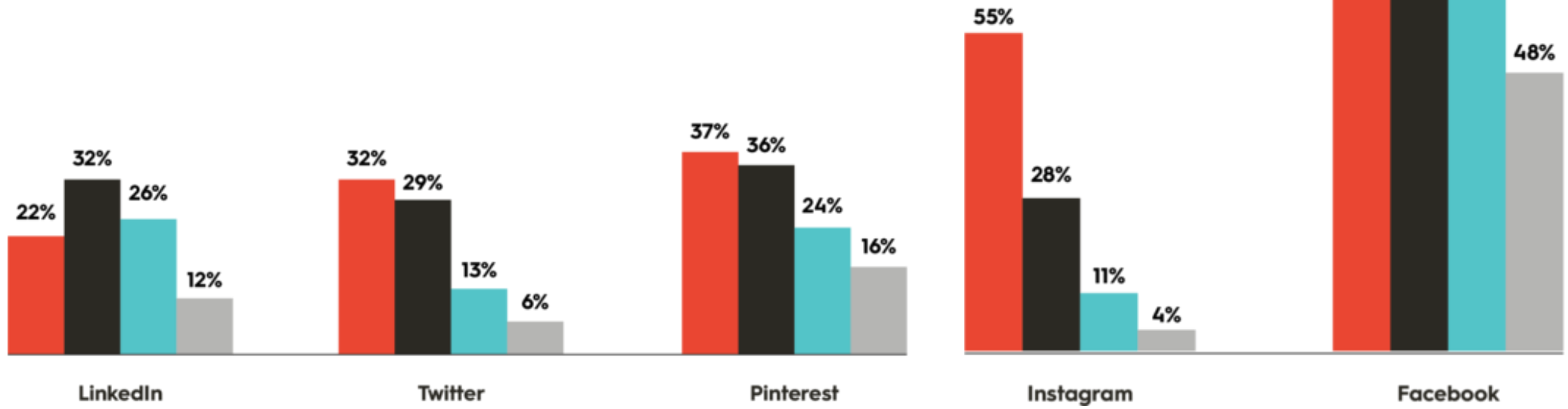
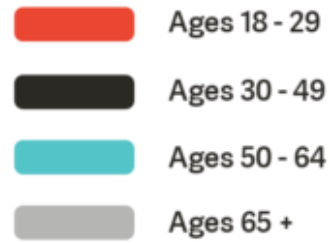
Research and Plan - Audience

- Who is my audience? Where do they live online?
 - Platform Analytics
 - PEW Research
 - Surveys and Interviews
 - <http://sproutsocial.com/insights/new-social-media-demographics/>
 - Tools like [Sprout Social](#), [Buffer](#), [Hootsuite](#), [Google Analytics](#), [Followerwonk](#), [Fanpage Karma](#), etc.
 - Advanced – create personas: <https://blog.bufferapp.com/marketing-personas-beginners-guide>

Social Media Age Distribution

Share of US Population (%)

Date Source: Pew Research Center



Rather than share personal stories, millennials prefer to use Facebook to share 3rd party content.

Seniors, who are weary of privacy issues, use Facebook to connect with loved ones and liked-minded people.

Research and Plan – Social Audit

- Where do I exist?
 - Perform a social media audit. <http://hcp.li/s-audit>
 - Determine time and resources.
 - Do you have the time and skills to create engaging photos for Instagram?
 - Are you able to handle networks that don't allow scheduling, like Snapchat?
 - Can you dedicate the time to be fully engaged on Twitter?
 - Focus on 1-3 platforms. Better to do a few things well than several poorly.
 - Analyze Facebook Pages: <http://likealyzer.com/>

Research and Plan - Voice

- What is my voice?
 - Character – Who are you? What do you sound like?
 - Tone – Underlying vibe.
 - Language – What kinds of words do you use? How do you speak?
 - Purpose – Why are you here? Should be defined by your goals.
- Defining your voice humanizes your brand.
 - “Don’t just give your customers something to talk about,, Give them some *one* to talk about.”
Jay Baer, Convince and Convert
- [Watson Personality Insights](#)



Research and Plan - Voice

- Use your voice and tone to create style guides.
 - Content type: What are you writing?
 - Reader: Who are you talking to in this scenario?
 - Reader feelings: What's the reader feeling when they are in this tone scenario?
 - Your tone should be: Use adjectives that describe how you should sound in this scenario.
 - Write like this: Give a brief example of how the writing should sound.
 - Tips: Explain best practices of writing in this scenario.

Research and Plan - Voice

- Example:
 - Content type: Kids eNewsletter
 - Reader: Parents, existing library patrons.
 - Reader feelings: Busy, eager to find information quickly on things to do with their kids. Desire to be “in the know”
 - Your tone should be: Accessible, familiar, informative
 - Write like this: Love LEGOs? Enjoy LEGO Mania with no challenges, just free building for an entire hour.
 - Tips: Use an active voice. Be concise. Be an authority without speaking over their heads.
- Further Reading: <https://blog.bufferapp.com/social-media-marketing-voice-and-tone>

Fill Out Your Profiles

- Decide which profiles to create/keep/delete.
 - Actively manage, or claim and monitor?
- Create/complete profiles
 - Search and claim your profiles: <http://knowem.com/>
 - Profile image, cover photo, bio, profile info, and all relevant tabs.
 - Install mobile apps

Create a Schedule

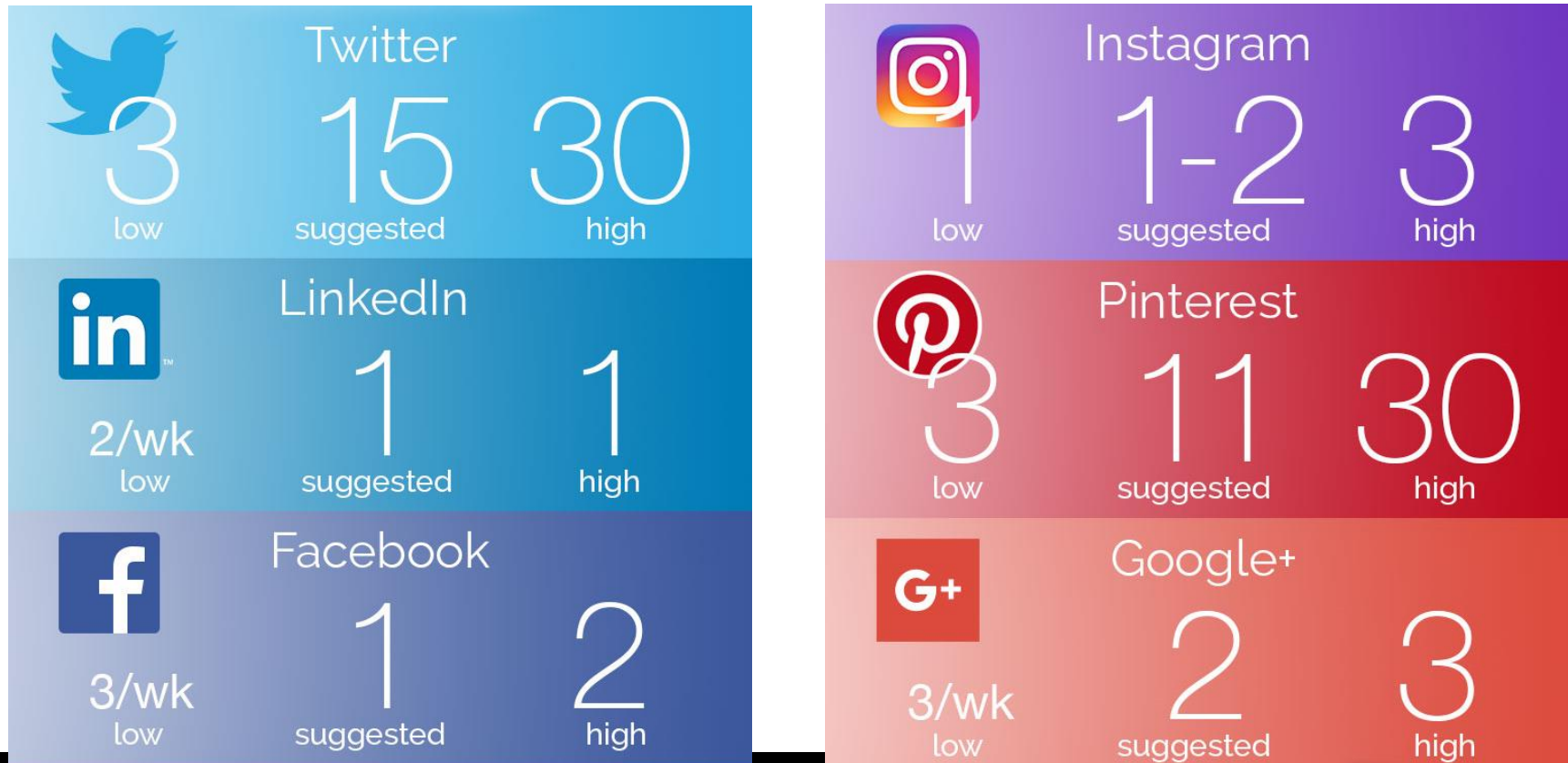
- How often, when, and what should you post?
 - It depends.
 - A posting schedule, combined with regular monitoring and testing will define what works best for *your* audience.
- Starting Points – Posting Formulas
 - 4:1 Strategy – start with 5 basic types: links, images, quotes, reshares, plain-text. Choose a “staple” update. For every 4 staple updates, publish one of a different variety.
 - 4-1-1 Rule – For every 1 self-serving post, you should have 1 repost and 4 shares of relevant content written by others.
 - 5:3:2 Rule – 5 from other sources (curation), 3 content you’ve created (creation), 2 personal, fun content (humanization)
 - 10:4:1 Rule – 10 curated, 4 created, 1 promotional
- **Takeaway** – provide content that is relevant to your users, that promotes your mission and goals. Focus on providing useful information that *talks about your mission, not about you.*

Create a Schedule

- Two segments
 - Consumers
 - Readers, viewers, sharers of content.
 - Producers
 - Content creators.
- Social media blurs these lines – you'll fall somewhere in-between.
- Social media allows direct lines of communication - allow time for engagement!

Starting Points – How Often to Post

- Starting Points – How Often



Starting Points – When to Post

- Facebook is broadly used on mobile and desktop, at work and at home. It really depends on the audience as far as who and how they use Facebook.
- <https://coschedule.com/blog/best-times-to-post-on-social-media/>

Facebook

BEST DAYS

S

32%

HIGHER
ENGAGEMENT

M

T

W

T

18%

HIGHER
ENGAGEMENT

F

18%

HIGHER
ENGAGEMENT

S

32%

HIGHER
ENGAGEMENT

BEST TIMES

9AM

10AM

11AM

12PM

1PM

2PM

3PM

FRIDAY



And people seem to be happier on Friday (small wonder), so funny or upbeat content will fit right in to that "happiness index."



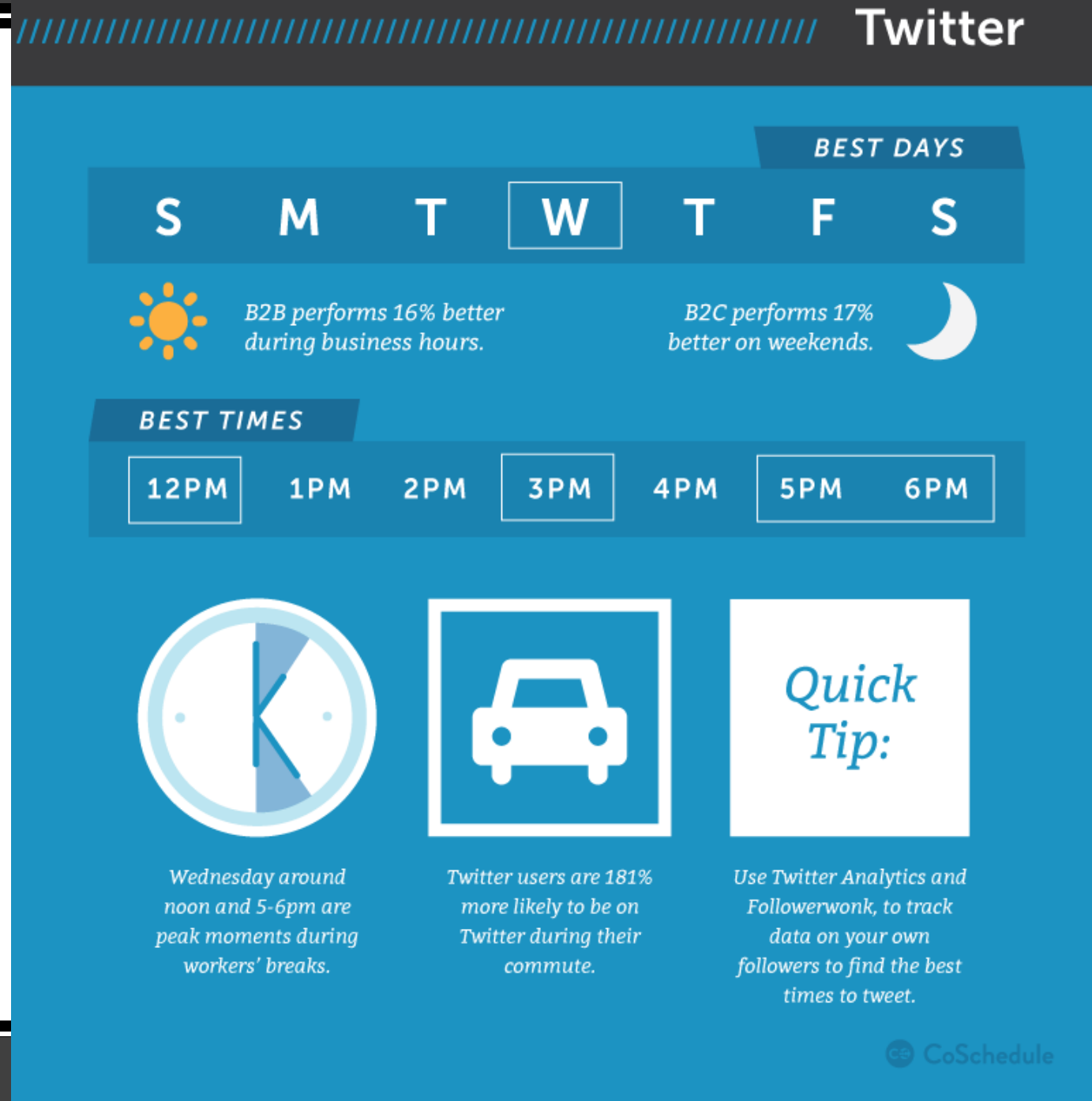
Posting at 3pm will get you the most clicks, while 1pm will get you the most shares.

**Quick
Tip:**

Use Facebook analytics and Fanpage Karma to track your data and see when your audience is online.

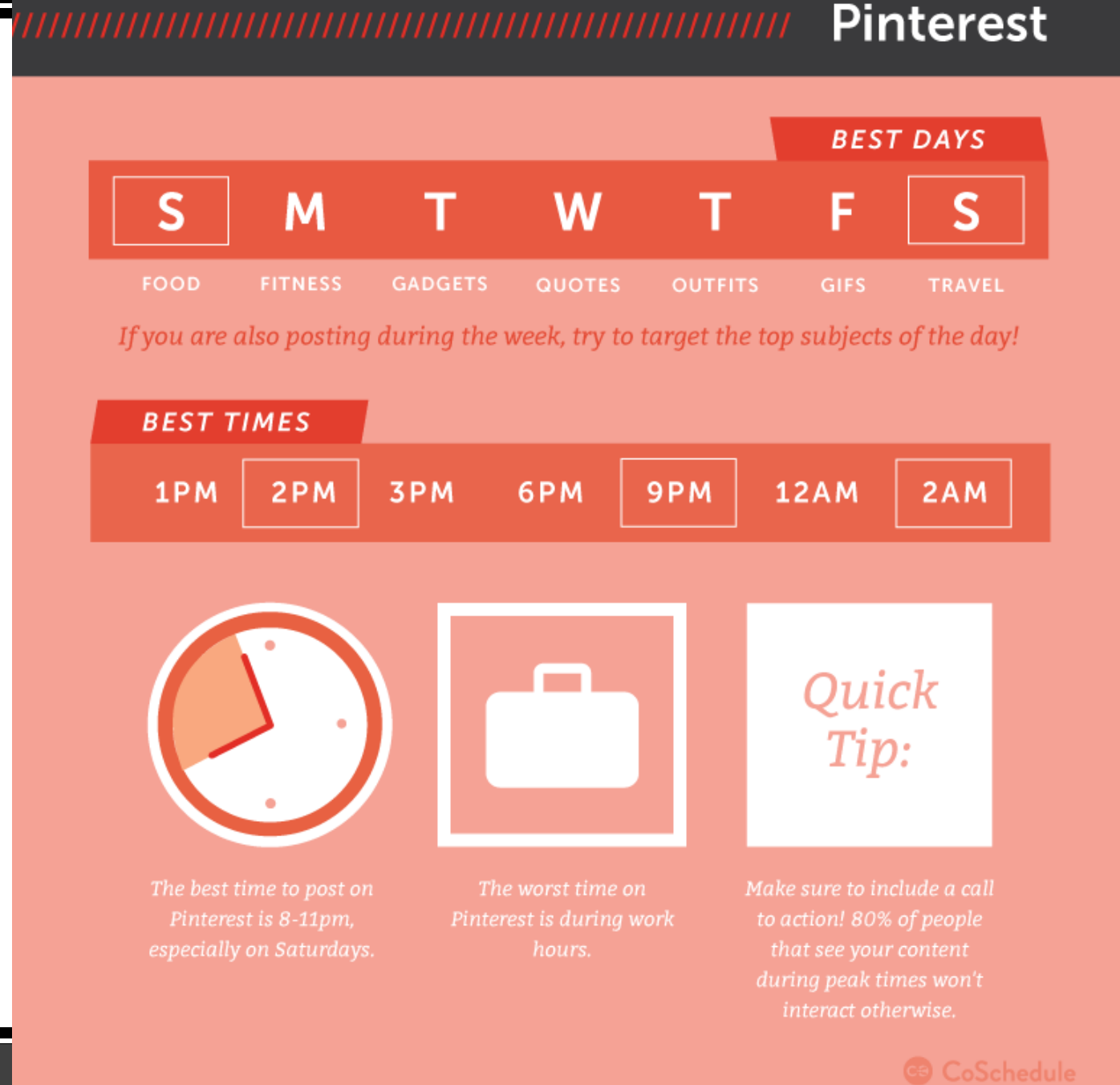
Starting Points – When to Post

- **Twitter** is a hard nut to crack, and definitely audience-dependent, like Facebook. It is often treated like an RSS feed, and something to read during down times like commutes, breaks, and so on.
- <https://coschedule.com/blog/best-times-to-post-on-social-media/>



Starting Points – When to Post

- **Pinterest** users seem to like to make network activity an evening sport, much like sitting down to TV in the evening during their free time.
- <https://coschedule.com/blog/best-times-to-post-on-social-media/>



Starting Points – When to Post

- LinkedIn is for professionals, and they tend to use it *around* work hours—but not necessarily *during* the workday.
- <https://coschedule.com/blog/best-times-to-post-on-social-media/>

LinkedIn



The best time to post is midweek from 5-6 pm.



Business people are most likely to read LinkedIn in the morning like the newspaper.



While LinkedIn is more professional, the best times to post are still before and after work.

Starting Points – When to Post

- Instagram users are on a platform meant for mobile, and that means they tend to use the network all the time, any time.
- <https://coschedule.com/blog/best-times-to-post-on-social-media/>

Instagram



The best time to post is between 8-9 am. Avoid posting at 3-4 pm.



Posting a video on Instagram at 9 pm gets 34% more interactions.

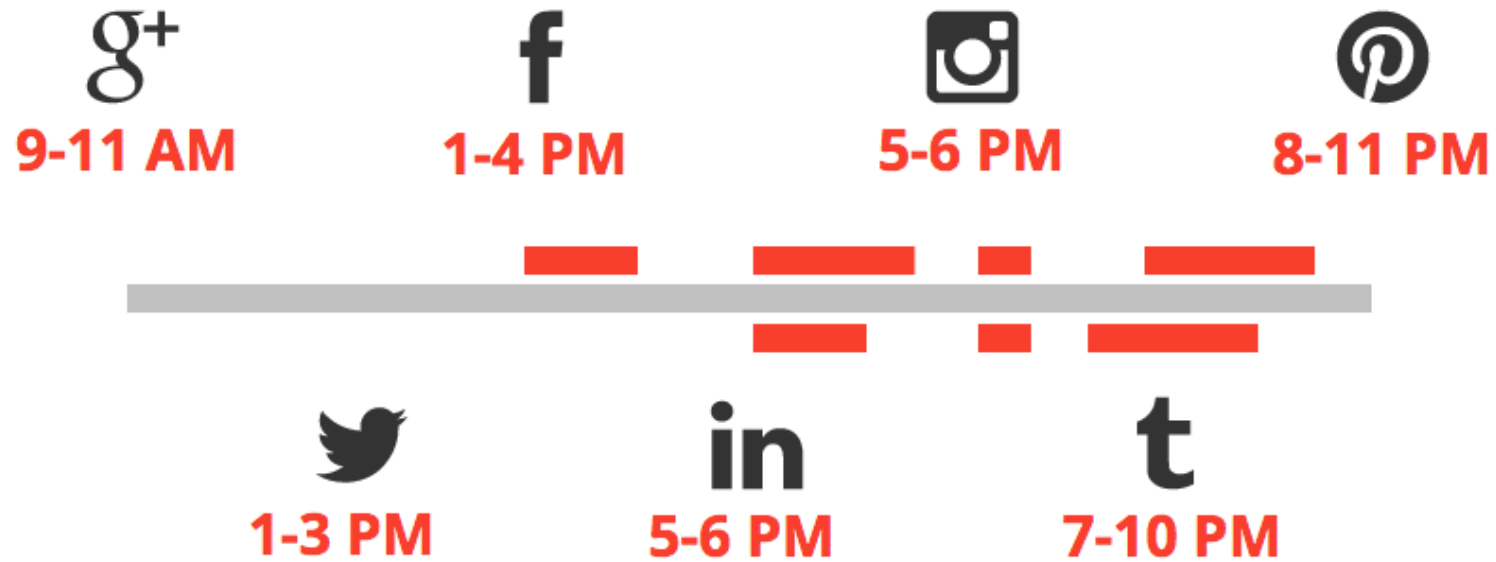


Post content more during off-work hours than during the work day, aside from peak times.

Starting Points – When to Post

- Another perspective (Buffer)

OPTIMAL POSTING TIMES EASTERN STANDARD



Create a Schedule

- Enough planning already – create your schedule!
 - Basic planning, or editorial calendar
 - Pen and Paper
 - Excel
 - Google Calendar
 - Scheduling Platforms
 - [Buffer](#)
 - [Hootsuite](#)
 - [TweetDeck](#)
 - [Sprout Social](#)
 - [MavSocial](#)
 - [Social Report](#)
 - [Social Draft](#)

What Do I Post?

- Video
 - Native video posts (not YouTube shares), especially live video, get priority on Facebook.
 - High time commitment, possible high budget
 - Try this: Create a short, non-promotional video within Instagram, share to Facebook.
 - Tools: <http://www.socialmediaexaminer.com/6-video-tools-to-ignite-your-social-marketing/>

What Do I Post?

- Images

- Image posts receive the highest engagement.
- Memes, company culture, donation highlights, quotes.
- Create images specifically for each platform, using recommended sizes: <http://hcp.li/sizeguide-sm>
- Tools: [Pablo](#), [Canva](#), [Landscape](#), [Stencil](#), [Pixabay](#), [Shutterstock](#), [iStock](#)
- Short on time? Use 1600px x 800px, with 160px padding on each side.



What Do I Post?

- Link Posts
 - Delete the link text on Facebook, keep it on Twitter.
 - If an image is not included, upload one
 - 1200px x 627px on FB
 - Check title and description
 - Implement OG tags and Twitter Card tags on your website to control display
 - Use [Facebook Debugger](#) to test new links

What Do I Post?

- Curation
 - Find content from others in your niche to share with your followers.
 - Say something about the link, but keep it brief.
 - Ask a question, or solicit responses.
 - Can be native shares or external links.
 - Tools: [Pocket](#), [ContentGems](#), [Learnist](#), [Storify](#), [elink](#), [paper.li](#), [Scoop.it](#), [Pinterest](#), [DrumUp](#), [BuzzSumo](#)

What Do I Post?

- Promotional
 - “Promotional” posts are anything that explicitly promotes your business.
 - Should be the least-posted type: Facebook penalizes you for too many promotional posts.
 - Have a clear call to action – tell you users exactly what you want them to do. Share, like, donate, RSVP, click the link, etc.
 - Try not to promote – provide value instead.
 - Sign up for my newsletter!
 - Instead – We’re so excited to share our latest updates with you!
 - When you must promote, - post first, then boost or create Ads.
 - Yes, unless you have a fantastic event or product that sees instant viral success, you must pay to play.

Automate – with caution

- [IFTT](#) and [Zapier](#) – automate actions between accounts.
 - Post Instagram pictures as native Twitter pictures
 - Add hashtag mentions to Twitter list
 - Google Calendar entries with specific hashtag get posted to Facebook
 - Send Instagram photos to Facebook Page album or Flickr
 - Blink your Philips Hue lights when someone mentions you on Twitter
 - DON'T – auto cross-post everything from Facebook to Twitter
 - DON'T – cross-promote from a personal profile to a business profile/page.
 - Be careful about auto-follows and auto-responders. Can greatly increase followers, but not usually of good quality (tends to attract other auto-followers)

Engage – Be Social!

- Share, retweet, link, tag, comment.
 - Especially when sharing others' content, or sharing content about them – tag their profile!
- Identify brand ambassadors, take time to interact with them.
- Encourage board members to share your posts.
- Create Twitter lists.
- Like other Pages as your Page.

Know Your Etiquette

- Hashtags
 - Facebook – only when it adds value to your post.
 - Twitter – tag a trending topic, or join a conversation.
 - Instagram – Use as many as you possibly can, up to 30. But do this as a separate comment.
- Photos of others
 - Ask permission before posting.
 - Best practice – get a signed photo release.
- Comments & Messages
 - Always respond to comments and messages quickly.
 - Follow your style guide.
 - Don't feed the trolls! – Answer firmly, yet politely, and move the discussion off-network.
- Grammar
 - Please, please, check your spelling and grammar.
 - <https://www.grammarly.com>

Questions?



Further Reading

- [Social Media Examiner](#)
- [Jon Loomer](#)
- [HubSpot Blogs](#)
- [Buffer Blog](#)
 - [How to Get Your First 1,000 Followers](#)
- [Social Media Subreddit](#)