



SOCIAL MEDIA: CREATION & MANAGEMENT

Mastering the Basics

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BIGGEST CHALLENGES

Internal resources.

Misunderstanding the purpose.


Unrealistic goals.

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WHAT WE WILL COVER

- Setting up and understanding main platforms
- Review successful examples
- Creating Your 10-minute a day plan
 - Create a routine that works for you

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FACT

The Internet has fundamentally changed the way people find, discover, share, donate, shop, & connect.

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AUDIENCE: MILLENNIALS


The elephant in the room....


.... Is the biggest elephant yet.

- Authenticity
- Customer Service
- Savvy shoppers
- Well-educated
- Co-creation
- Dominating force for 30+ years

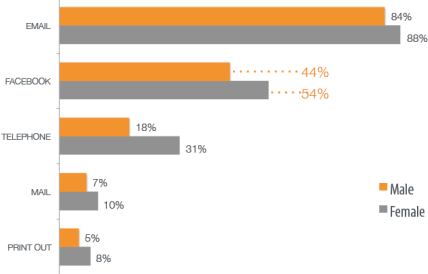
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1 out of every 8 minutes
online is spent on Facebook.




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Facebook has become **the preferred way of sharing content**, second only to email (for now).



Method	Male (%)	Female (%)
EMAIL	84%	88%
FACEBOOK	44%	54%
TELEPHONE	18%	31%
MAIL	7%	10%
PRINT OUT	6%	8%

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PLATFORMS: Facebook

- Before you can dive into content strategy... Make sure:
 - Upload a profile picture & cover image
 - Image should reflect you, your brand.
 - Free, online editor: pixlr.com/editor
 - Free, online image source: pixabay.com
 - <https://www.facebook.com/CoverPhotoSize>

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PLATFORMS: Facebook

- This is also your opportunity to update:
 - About
 - Contact Info
 - Admins
 - Website link

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PLATFORMS: Facebook

- Then answer:
 - Who is our core audience target(s) for Facebook?
 - What will be delivered to that audience(s)?
 - What are their pain and interest points?
- Completing those steps and answering the above questions are crucial to creating 'likes' and engagement

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PLATFORMS: Facebook Steps

Top 5 Steps to Growing Your Facebook Network

- Step 1: Activate Current Network
 - Get employees, volunteers, involved
 - Send a specialized invite to your contacts
 - Point to Facebook (chosen media) at every touch point: office, programs, e-signatures, etc.

*Set username

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PLATFORMS: Facebook Steps



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PLATFORMS: Facebook Steps

Top 5 Steps to Growing Your Facebook Network

- Step 2: Reaching Out
 - Reach out to local partners and team up
 - Think about complimentary organizations that you could interact with on Facebook
 - Create a "Sphere of Interest"
 - Share their content with your fans, and encourage them to return the favor

*Use of mentions

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PLATFORMS: Facebook Steps



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PLATFORMS: Facebook Steps

Top 5 Steps to Growing Your Facebook Network

- Step 3: Viral Creation
 - Cross Promote
 - Connected up your other social accounts
 - What trends can you exploit for your mission to then share across social?

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PLATFORMS: Facebook Steps



https://www.youtube.com/watch?t=58&v=fxyhfCO_XO

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PLATFORMS: Facebook Steps

Top 5 Steps to Growing Your Facebook Network

- Step 4: Strong Content
 - Encourage 'likes' (followers) to participate
 - Establish a two-way dialogue
 - Follower participation magnify presence
 - Post a 'Question of the day' (routine items)
 - *Use the publish feature
 - Respond: Good, the bad, and ugly

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PLATFORMS: Facebook Steps

Example:

Cheerios asked for the best recipe with Cheerios and fans posted on Facebook—Cheerios then made an eBook with these posts and only fans could access it.

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PLATFORMS: Facebook Steps

Top 5 Steps to Growing Your Facebook Network

- Step 5: Consider Advertising

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Platform:
TWITTER

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PLATFORMS: Twitter

72%
of a business's
TWITTER FOLLOWERS
ARE MORE LIKELY TO MAKE A
FUTURE PURCHASE
WITH THEM


- Simply Measured, 2014

46% OF TWITTER
USERS ARE
DAILY VISITORS
WHILE 29%
ARE VISITING MULTIPLE TIMES
PER DAY

- Simply Measured, 2014

ON AVERAGE
135,000
NEW TWITTER USERS
SIGN UP
EVERYDAY

- Statistic Brain, July 2014

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PLATFORMS: Twitter

- Keep in mind: Many of the best practices for Facebook remain true for Twitter:
 - Upload a profile & cover image
 - <https://support.twitter.com/articles/127871>
 - Image should reflect you, your brand.
 - Free, online editor: pixlr.com/editor
 - Free, online image source: pixabay.com
 - <https://business.twitter.com/>
 - Easy Username

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PLATFORMS: Twitter

- Keep in mind: Many of the best practices for Facebook remain true for Twitter:
 - Engage your current network
 - Communicate through all existing channels
 - Ask: who is the audience? What are providing them?

PLATFORMS: Twitter

Top 3 Steps to get followers:

- Step 1 – Follow others first:
 - Who are influencers? Follow them and/or ask them to tweet using your username
 - Use Twitter’s “Who to Follow” Feature
 - Follow the people of the people you want following you

PLATFORMS: Twitter

Don't:

Don't follow too many people at once: Best practice is to follow no more than 25-50 people a day, because there will be a time gap between following people and when they follow you back. If your profile says you are following 2,000 people and only 30 followers have followed you back so far, it appears that 1,970 of the people you followed chose not to follow you back.

PLATFORMS: Twitter

Top 3 Steps to get followers:

- Step 2 – You are what you tweet:
 - People will want to follow you if they think they will get value from your tweets.
 - Avoid making your Twitter account a purely promotional tool.

PLATFORMS: Twitter

Top 3 Steps to get followers:

- Step 3 – Strong content:
 - Twitter is fast – what is trending?
 - <https://twitter.com/search-home>
(This free resource is a search function that helps you find people who are tweeting about specific words.)

Platform: EMAIL MARKETING

FACT

75.8% marketers said they are using more email than they were three years ago.

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**PLATFORMS: Email Marketing**

- What Platform to Choose:
 - Every marketer has a love/hate relationship with the email studio they use
 - Some of the best for nonprofits:
 - *MailChimp: <http://bit.ly/1jdlqgs>
 - *Vertical Response (They offer 10,000 free emails per month to organizations, along with several other discounts.)
 - Others: <http://bit.ly/1R2AOx8>

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**PLATFORMS: Email Marketing**

- Important terms to know:
 - Opt-in/Opt-out or Subscribe/Unsubscribe
 - Whitelist / Blacklist
 - Open Rate (Unique)

The percentage of emails opened in an email marketing campaign, or the percentage opened of the total number of emails sent.

- Click Thru Rate

The percentage (the number of unique clicks divided by the number that were opened) of recipients that click on a given URL in your email.

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**Note:**

Email marketing is only as good as the quality of your recipient list.

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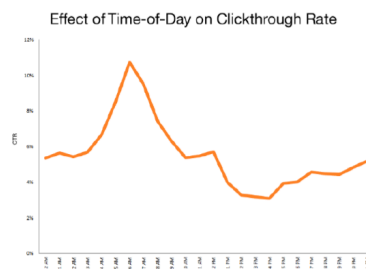
**PLATFORMS: Email Marketing**

- Grow & Create Email Lists:
 - Tap into existing clients
 - Create Sign Up pages
 - Newsletter Landing pages or Call to Actions
 - Consider a partnership
 - Create segmented lists and send targeted content

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Morning emails get high CTR.



PLATFORMS: Email Marketing

- Monitor & Track:
 - Once you've sent out your first campaign, monitor, track to discover strengths and weaknesses
 - What as the open rate?
 - Click through rates – which CTA performed the best
 - Find your base starting point
- Grow:
 - Capitalize on your most popular content—
 - What has the highest open rates & click through rates?

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PLATFORMS: Email Marketing

- Content Tips:
 - Your website as your source
 - Utilize your blog for full articles
 - A / B testing is the easiest with email marketing

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CONTENT: TYPES & BENEFITS

- Content isn't just text
- Visual data is king, too
 - Who can name these three:



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Creating Your: 10 MINUTE PLAN

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10 MIN: CREATING ROUTINE

- First step—like any marketing effort—is setting a specific goal.
- What are you trying to accomplish by monitoring your social media presence?
 - Do you want to find conversations that could help drive traffic to your website? Increase your (or your company's) thought leadership? Generate leads? Sales? Buzz?

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First action item:

By selecting one or two specific goals, you will be able to target your efforts and streamline your process to specifically reach those goals.

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10 MIN: CREATING ROUTINE

- Next step—make sure you have accounts set up on all the networks you want to target.
- Be strategic; just having an account doesn't mean success

10 MIN: MONITORING - FACEBOOK

- These days, the content on Facebook almost fully mirrors many individuals' lives.

A.) **Timeline:** Anyone who "Likes" your Page can post content to your Page's wall. Anyone! They can say good things, complain, talk about a recent experience they have—anything! These remarks are user-generated content about your brand.

10 MIN: MONITORING - FACEBOOK

- B.) **Comments:** Comments are an opportunity to react to a wall post. Both you and your fans can comment. Consider it a mini conversation that spurred from the original post.
- C.) **Likes:** The classic thumbs up! If someone "Likes" a wall post, this means they like the content of that post. This can also be translated to mean "I agree".

10 MIN: MONITORING - TWITTER

- A.) **Relevant questions about your org:**

If someone tweets, "Should I do this or that?" you want to be ready to respond. If not directly by offering helpful content about your organization, perhaps you could point that person to a customer, volunteer, brand ambassador of yours.

- B.) **Relevant questions about your**

industry: Being helpful by answering someone's question is a great way to develop credibility with that person. In the event they need a product or service related to one(s) your business provides, they might end up coming to you!

10 MIN: MONITORING - TWITTER

- C.) **Requests for support:** If a customer tweets a request for help (either directly to you or perhaps to their network), it is very important that you notice that tweet and respond accordingly. Happy customers, volunteers, donors are key!
- D.) **Complaints and feedback:** Critics are always out there, and it's important to acknowledge and resolve issues when you can.
- E.) **Praise:** Praise is a wonderful thing to receive! Why not say thank you? Retweet it. Save it to your favorites. It's wise to appreciate those who appreciate you.

Scheduling Posts: HOOTSUITE

HOOTSUITE: STEP 1

- <https://hootsuite.com/>
- Options to start: Login with an existing username/psw or start a new account through email (be aware of "I'd like to receive HootSuite newsletters")

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HOOTSUITE: STEP 2

- Understanding your dashboard
- First: TABS

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HOOTSUITE: STEP 2

- Understanding your dashboard
- Second: +Add a Social Network
- (You are adding a social network to your tab – You will have to grant permission)

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Next action item:

Create a Tab + Add 1 Social Network

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HOOTSUITE: STEP 3

- Third: +Add Stream
- (Streams are the items that are allowed for viewing from the selected social network that was added – Recommendation: +Scheduled Tweets)

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HOOTSUITE: STEP 4

- Fourth: Schedule Posts!
- 1. Compose a Message

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HOOTSUITE: STEP 4

2. Add multiple media items (optional):
- "Add a Link" – copy & paste a link and shrink it (reduce the number of characters)

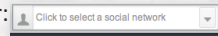
- Add a file/image:



- Add location

HOOTSUITE: STEP 4

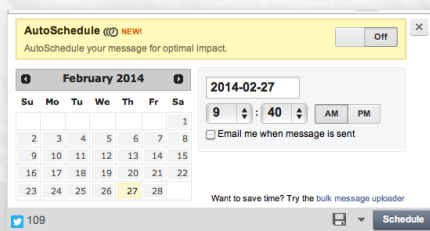
3. Schedule your message!
- Select the network(s) you are scheduling the post for:



- Go back to your message composed, to schedule the date & time:

**HOOTSUITE: STEP 4**

3. Schedule your message!

**HOOTSUITE: Pick Your Routine**

- You now have the power of pre-scheduling posts, months at a time. *(And we know what times work the best!)*
- Pre-schedule a week at a time to start, then move onto a month
- ****Note: pre-scheduling is a time saver, but not necessary a network grower**

Are you ready?: Your New 10 Minute Schedule

10 MINUTES:



- 1 Minutes:** Check out your Twitter Chatter (your organization & competitors/like industries)
- 1 Minutes:** Use an image based social, ie Instagram, and post a picture – use lots of hashtags
- 2 Minutes:** Scan Google News and Blogs Alerts for important articles to re-post.
- 3 Minutes:** Filter and flag relevant industry-related discussions.
- 3 Minutes:** Log in to Facebook to scan your wall and comments.

**Do you have an extra:
5 MINUTES**

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5 EXTRA MINUTES

- Take additional time to react, respond more – Social media is *social*
- Because you have already created a solid plan for staying aware of activity occurring in social media that's important to your business, you can choose to take an extra five minutes to prioritize the best content and react.

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WRAP-UP

- Understand the fundamental of social platforms before starting
- Learn from others: what has worked, what hasn't
- Best success comes from monitoring and responding as needed, follow your 10 minute plan

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**SO WHERE WOULD
YOU LIKE TO START?**

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