SOCIAL MEDIA 202:
USING SOCIAL MEDIA TO INCREASE YOUTH ENGAGEMENT

Alex Brown, J.D.
OVERVIEW

• **ASSESS**: What do we want to do?

• **BUILDING CAPACITY**: What’s needed to get it done?

• **PLAN**: How do we do it?

• **IMPLEMENT**: How did we differ from our plan?

• **EVALUATE**: How did we do?
ASSESS

How can you know where to go and how to get there, unless you first know where you are?
“A successful social-media strategy is all about targeting the right people with the right messages.”

Think beyond demographics: TED Talk

Practice: Customer Profile Template
SOCIAL MEDIA LISTENING

• “The process of finding and assessing what is being said about a company, topic, brand, or person on social media channels.”

• Social listening vs. Social monitoring

• Tools:
  • Twitter’s location search
  • Hootsuite
  • Google Alerts
SOCIAL MEDIA AUDIT

Audit Template
BUILDING CAPACITY

What human, technical and financial capacities do we already have that can help us?

What capacities do we still need to develop?
SOCIAL MEDIA MISSION STATEMENTS

• Create a unique statement for each network remembering each network’s relative strengths.
  • Cheat Sheet

• Formula:
  • “We will use (social network) for (purpose of this social network) in order to help (business objective).”

• Don’t be afraid to use what you learned while listening to inform your mission statements.

• Practice
CAMPAIGN CREATION

• What’s the story you’re trying to tell? To what audience?
• Used what you learned while listening.
• What to learn from Clickbait⁹:
  • Headlines matter
  • People love numbered lists
  • Pique their curiosity
• Have stakeholders help generate content.
• Create content you can “Recycle”¹⁰.
20th CENTURY HEADLINES
REWITTEN TO GET MORE CLICKS

HOW A SHOCKING NEW THEORY, DISCOVERED BY A DAD, PROVES SCIENTISTS ARE WRONG ABOUT EVERYTHING! — 1905

6 TITANIC SURVIVORS WHO SHOULD HAVE DIED — 1912

17 THINGS THAT WILL BE OUTLAWED NOW THAT WOMEN CAN VOTE — 1920

THIS ONE WEIRD MOLD KILLS ALL GERMS — 1928

MOST EMBARRASSING REACTIONS TO THE STOCK MARKET CRASH [GIFS] — 1929

5 INSANE PLANS FOR FEEDING WEST BERLIN YOU WON’T BELIEVE ARE REAL — 1945

THESE 9 NAZI ATROCITIES WILL MAKE YOU LOSE FAITH IN HUMANITY — 1948

12 NIP SLIPS POTENTIALLY VISIBLE TO SPUTNIK — 1955

AVOID POLIO WITH THIS ONE WEIRD TRICK — 1957

THIS IS THE MOST IMPORTANT PHOTO OF AN ASTRONAUT YOU’LL SEE ALL DAY — 1968

THIS YEAR’S ASSASSINATIONS RANKED FROM MOST TO LEAST TRAGIC — 1969

YOU WON’T BELIEVE WHAT THESE PEOPLE DID TO THE BERLIN WALL! [VIDEO] — 1986

THIS VIDEO OF A TERMINALLY ILL CHILD WATCHING THE CHALLENGER LAUNCH WILL BREAK YOUR HEART — 1989

500 SIGNS YOU’RE A 90s KID JAN 1, 1990
CONTENT CURATION

“The act of discovering, compiling, and sharing existing content with your online followers.”

13
PLAN
If you fail to plan then you’re planning to fail.
WRITE S.M.A.R.T. GOALS FOR YOUR CAMPAIGN

- Make sure that your goals align with your platform mission statements.

- S: Specific
- M: Measurable
- A: Achievable
- R: Relevant
- T: Time bound

- Template
- Practice
RULE OF THIRDS

• Spend 1/3 of the time promoting yourself.

• Spend 1/3 of the time engaging with others.

• Spend 1/3 of the time sharing curated content.
CONTENT CALENDARS

• Editorial Calendar:
  • Helps you organize and/or delegate tasks across your platforms.
  • Template

• Content Calendar:
  • Helps you develop and organize specific content for each of your platforms.
  • Template
“It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is most adaptable to change.”

–Charles Darwin
IMPLEMENT

Do what you say you’re going to do…

Until it stops working, then do something else.
NIATx CHANGE MODEL

- **WARNING**: Get good baseline data before using this model!!!

- Originally designed for behavioral health systems, but the principles are portable.

- PDSA Cycle:
  - Plan
  - Do
  - Study
  - Act

- Don’t try to change everything at once!!!
USE ANALYTICS TO REFINE YOUR STRATEGY

• Remember that everything you’re good at now you were once really bad at.

• Set checkpoints and benchmarks.

• Be prepared to adjust your goals and expectations based on your initial results.

• Be sure to thoroughly document any changes you make.
EVALUATE
If you don’t measure it, it didn’t happen.
DETERMINE YOUR RETURN ON INVESTMENT (ROI)$^{22}$

- ROI formula$^{23}$:
  \[ \frac{(\text{Gain} - \text{Cost})}{\text{Cost}} \times 100 \]

- Identify “Key Performance Indicators” (KPI)

- Ask yourself: “What am I really trying to measure?”

- Select the analytic that best fits your goals and mission.
METRICS YOU MAY NOT HAVE THOUGHT OF

• **Click through with bounce rate**: Tells you how much website engagement social media drives to your site compared to other sources.
  - **Click through**: Tracks number of clicks on a given link using Bitly (free) or other service.
  - **Bounce rate**: Percentage of users who leave your site using Google Analytics (free) after visiting only one page.
    - [Google Analytics Setup Guide](#)

• **Gated Content**: Requiring users to enter personal information to access content.

• **Share of traffic**: Tells you total traffic coming from a given source using Google Analytics (see Setup Guide above for more info).

• **Conversation Rate**: Tells you how much your audience is compelled to interact with you using Hootsuite Analytics ($) or some other service.
  - Ratio of comments/post to overall followers.

• **Amplification Rate**: Tells you how willing your audience is to associate with your brand by sharing your content.
  - Average number of shares per post/overall followers.

• **Applause Rate**: Tells you how much your audience likes your content.
  - Average number of likes per post/overall followers.
ADDITIONAL TOOLS & RESOURCES

• Social Media Glossary

• How to set up Every Major Social Media Profile

• Social Media Template Guide

• Social Media Optimization Periodic Table
QUESTIONS
REFERENCES

1. https://www.entrepreneur.com/article/246085
REFERENCES

REFERENCES

27. http://blog.marketing.inmotionhosting.com/wp-content/uploads/2012/03/SMO_Periodic_Table.png