

SOCIAL MEDIA 202:

USING SOCIAL MEDIA TO INCREASE YOUTH ENGAGEMENT

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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?

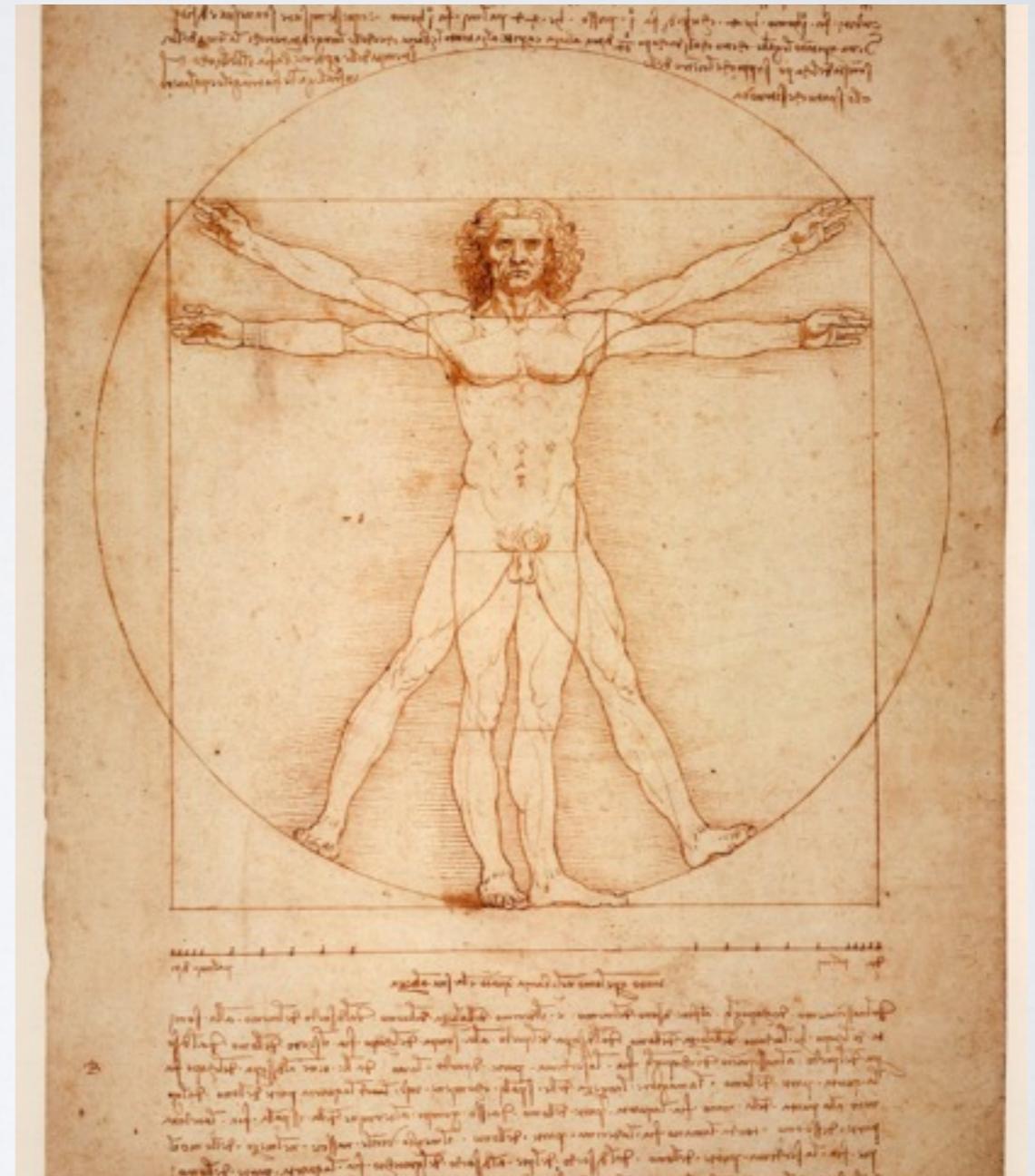
ASSESS

How can you know where to go and how to get there, unless you first know where you are?



CUSTOMER PROFILE

- “A successful social-media strategy is all about targeting the right people with the right messages.”¹
- Think beyond demographics: TED Talk²
- **Practice:** Customer Profile Template³

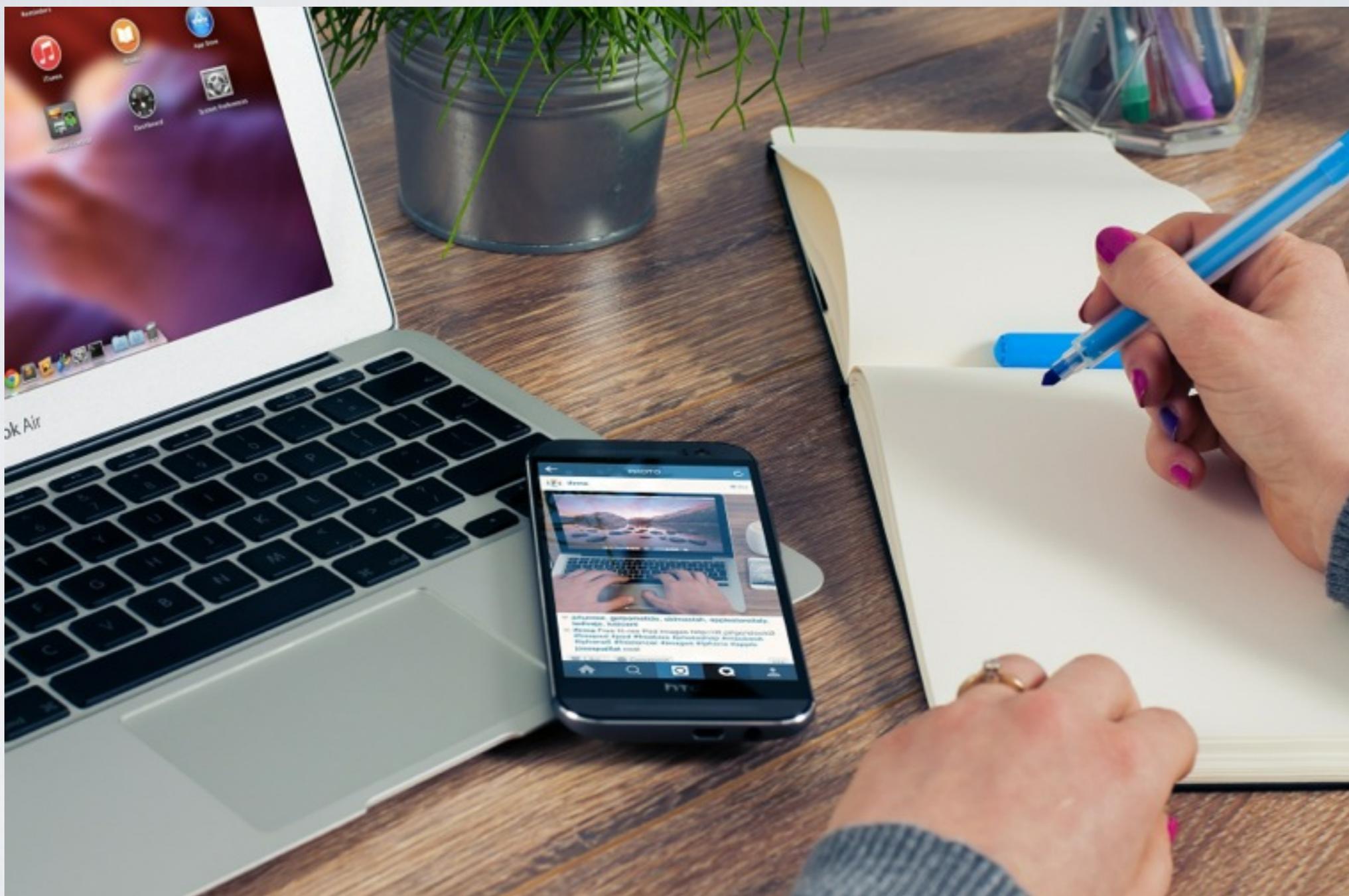


SOCIAL MEDIA LISTENING



- “The process of finding and assessing what is being said about a company, topic, brand, or person on social media channels.”⁴
- Social listening vs. Social monitoring⁵
- Tools:
 - Twitter’s location search
 - Hootsuite
 - Google Alerts

SOCIAL MEDIA AUDIT



Audit Template⁶



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 STATEMENTS⁷

- Create a unique statement for each network remembering each network's relative strengths.
 - Cheat Sheet⁸
- **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

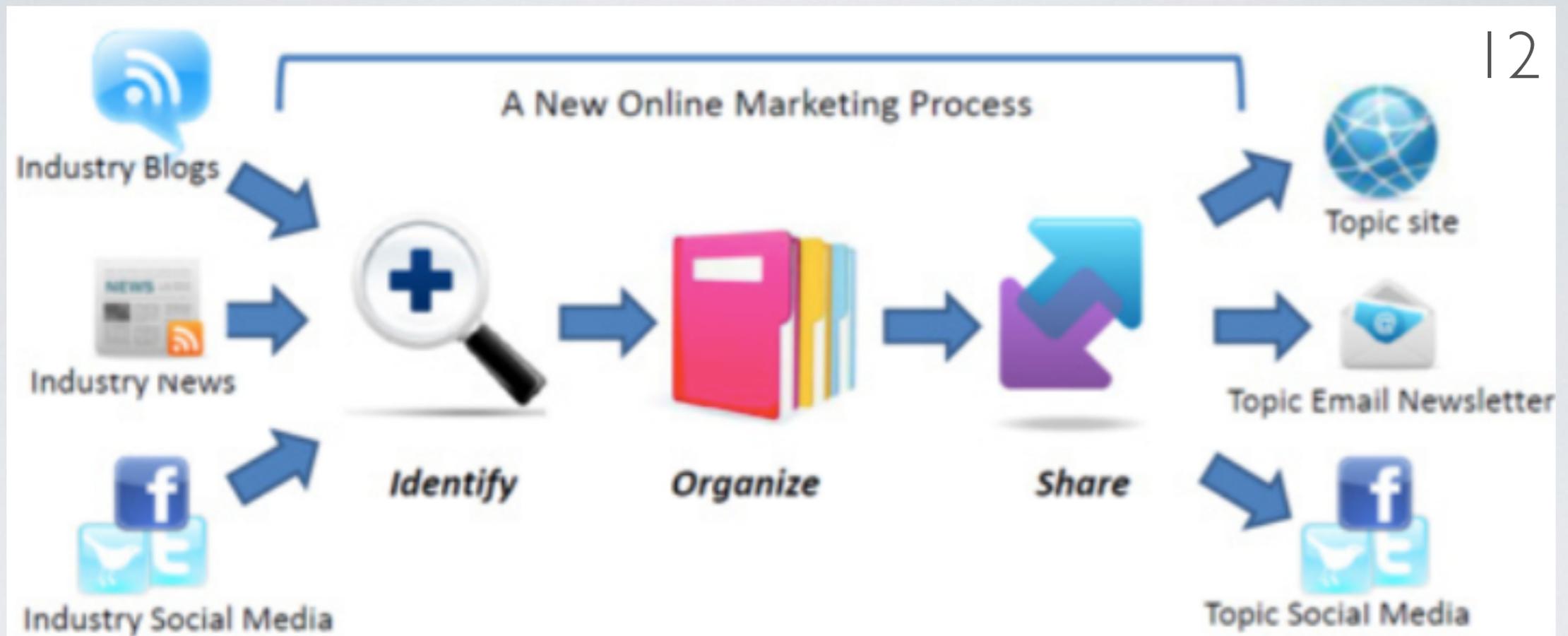


- What's the story you're trying to tell? To what audience?
- Used what you learned while listening.
- What to learn from Clickbait⁹:
 - Headlines matter
 - People love numbered lists
 - Pique their curiosity
- Have stakeholders help generate content.
- Create content you can "Recycle"¹⁰.

20TH CENTURY HEADLINES

REWRITTEN TO GET MORE CLICKS

-
- HOW A SHOCKING NEW THEORY, DISCOVERED BY A DAD, PROVES SCIENTISTS ARE WRONG ABOUT *EVERYTHING!* — 1905
 - 17 THINGS THAT WILL BE OUTLAWED NOW THAT WOMEN CAN VOTE — 1920
 - MOST EMBARRASSING REACTIONS TO THE STOCK MARKET CRASH [GIFS] — 1928 — 1929
 - 5 INSANE PLANS FOR FEEDING WEST BERLIN YOU WON'T BELIEVE ARE REAL — 1945 — 1948
 - 12 NIP SLIPS POTENTIALLY VISIBLE TO SPUTNIK — 1955 — 1957
 - THIS IS THE MOST IMPORTANT PHOTO OF AN ASTRONAUT YOU'LL SEE ALL DAY — 1968 — 1969
 - YOU WON'T BELIEVE WHAT THESE PEOPLE DID TO THE BERLIN WALL! [VIDEO] — 1986 — 1989
 - JAN 1, 1990 — 500 SIGNS YOU'RE A 90s KID
 - 6 TITANIC SURVIVORS WHO SHOULD HAVE DIED
 - THIS ONE WEIRD MOLD KILLS ALL GERMS
 - THESE 9 NAZI ATROCITIES WILL MAKE YOU LOSE FAITH IN HUMANITY
 - AVOID POLIO WITH THIS ONE WEIRD TRICK
 - THIS YEAR'S ASSASSINATIONS RANKED FROM MOST TO LEAST TRAGIC
 - THIS VIDEO OF A TERMINALLY ILL CHILD WATCHING THE CHALLENGER LAUNCH WILL BREAK YOUR HEART



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. GOALS¹⁴ FOR YOUR CAMPAIGN

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

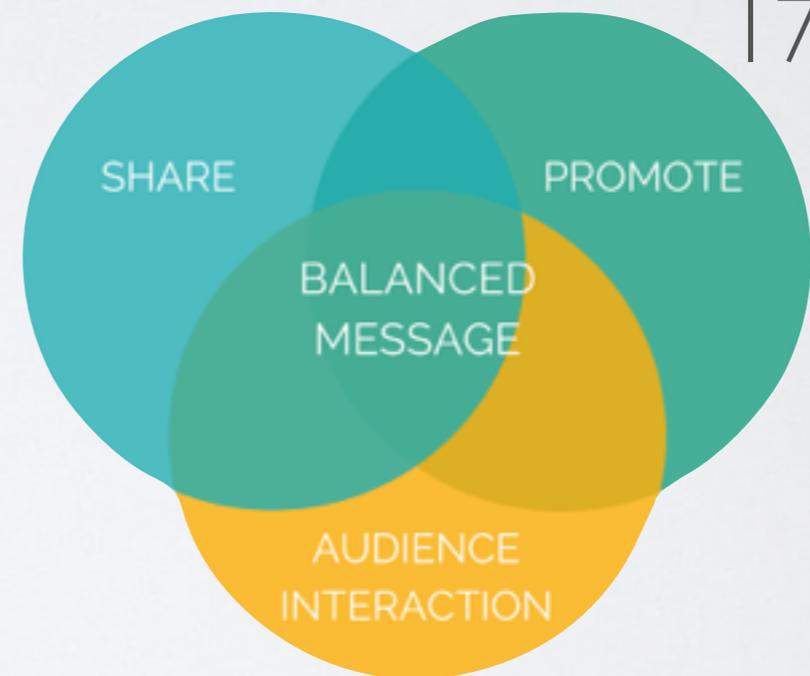


- S: Specific
 - M: Measurable
 - A: Achievable
 - R: Relevant
 - T: Time bound
- Template¹⁵
 - **Practice**

RULE OF THIRDS¹⁶

- 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.

The Rule of Thirds:



CONTENT CALENDARS¹⁸



- **Editorial Calendar:**

- Helps you organize and/or delegate tasks across your platforms.

- Template¹⁹

- **Content Calendar:**

- Helps you develop and organize specific content for each of your platforms.

- Template²⁰

“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

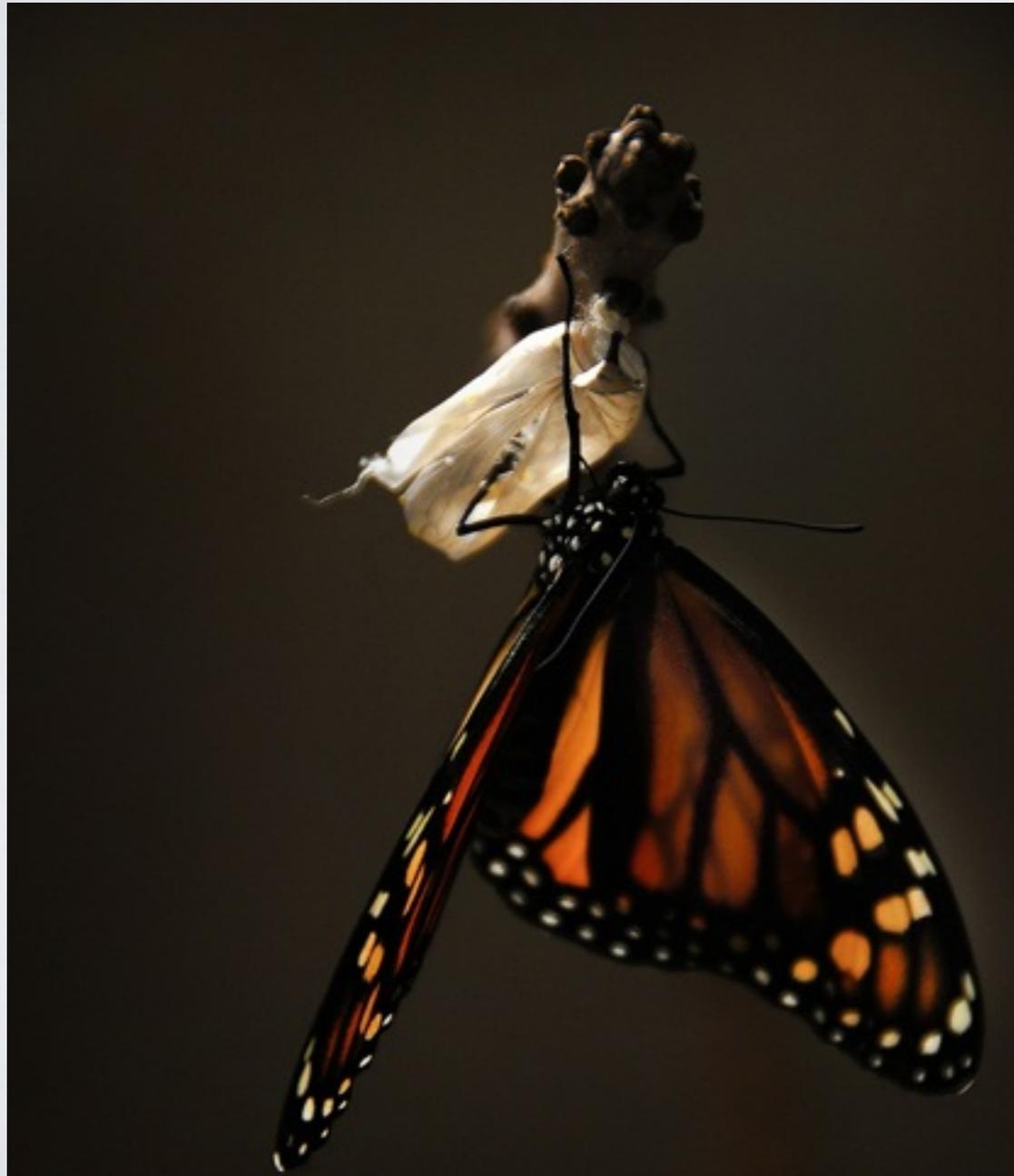
IMPLEMENT

Do what you say you're going to do...

Until it stops working, then do something else.



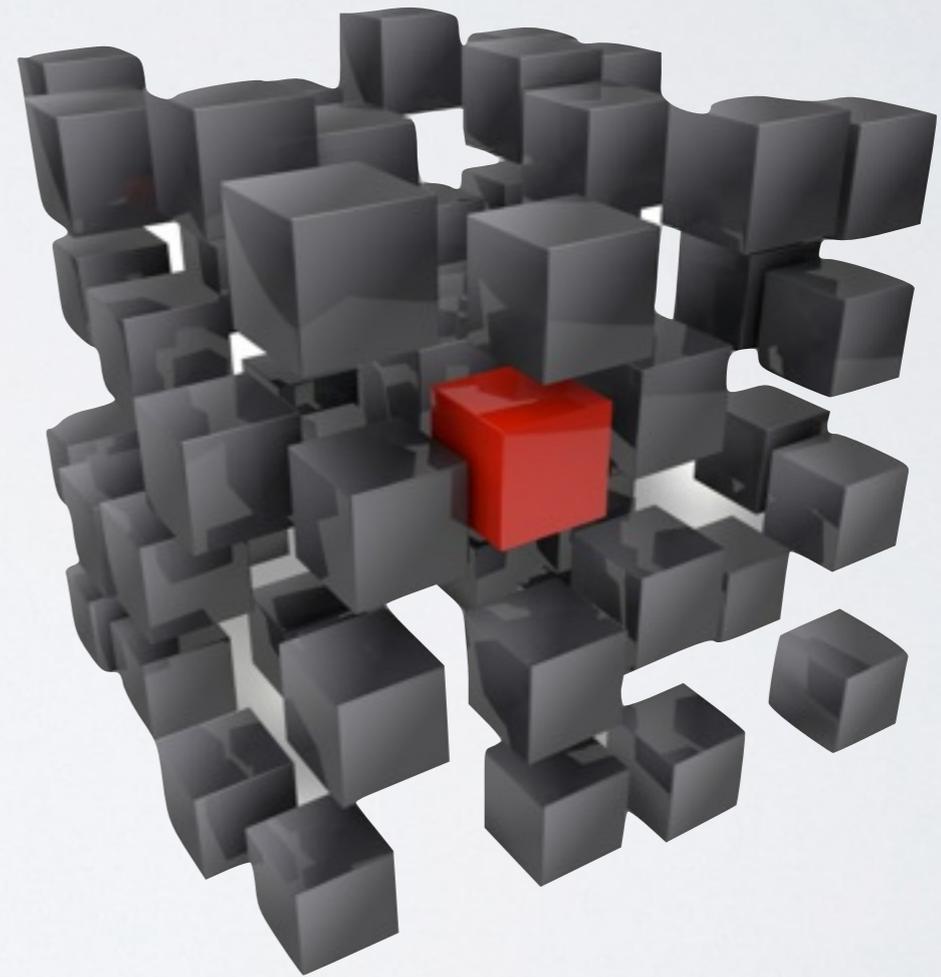
NIAT_x CHANGE MODEL²¹



- **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!!!

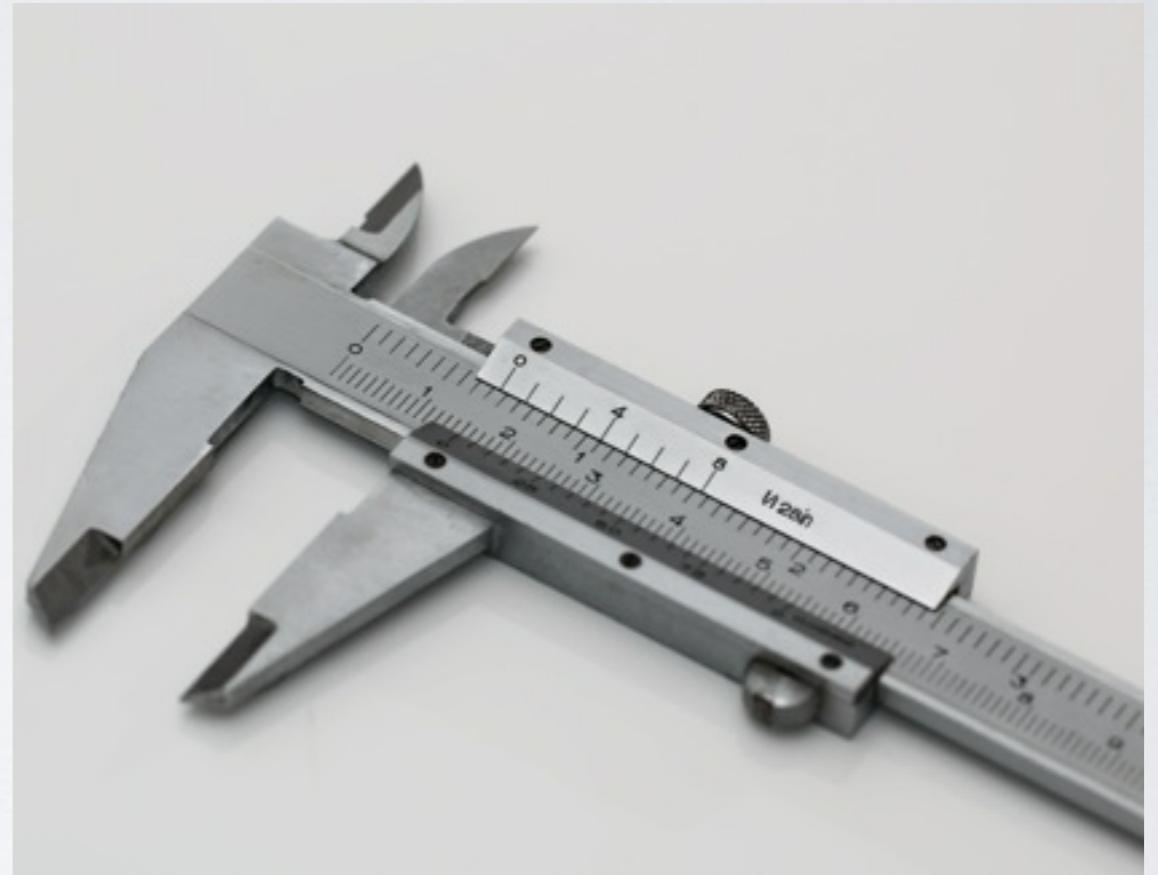
USE ANALYTICS TO REFINE YOUR STRATEGY

- 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 formula²³:
 - $((\text{Gain} - \text{Cost}) / \text{Cost}) * 100$
- 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 OF²³ ...

- **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](#)²⁴
- [How to set up Every Major Social Media Profile](#)²⁵
- [Social Media Template Guide](#)²⁶
- [Social Media Optimization Periodic Table](#)²⁷



QUESTIONS

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