

How, When and Why to Use Social Media

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AGENDA

Social Media Training



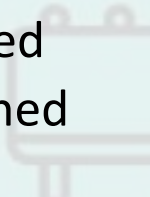
- What is social media
- Types of social media
- Why use social media
- How to use social media

What is social media?

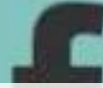
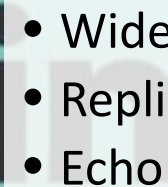



- Content sharing
- Relationship building
- Influencing and Engaging

Traditional Media vs Social Media

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- 
- Establishes the story or news
 - Vetted
 - Resourced
 - Researched
 - Credible

VS

- 
- 
- 
- Free
 - Open Access to anyone
 - Wide reach
 - Replicates
 - Echo Chamber

Social Media

The Good and the Bad



Types of social media



- Social networking sites
- Social review sites
- Image sharing sites
- Video hosting sites
- Community blogs
- Discussion sites
- Sharing economy networks



Social networking sites

- Connect with friends, family, communities and brands
- Encourage knowledge sharing
- Personal human interaction
- Built around the user, what's important to them and their social circles



Social Review Sites



- Research
- Understand consumer perspectives
- Solve problems
- Promotion / Retaliation



Image Sharing Sites

- Capture the hearts, eyes and imaginations
- Spark conversations
- Encourages user-generated content
- Create inspiration

Video Hosting Sites



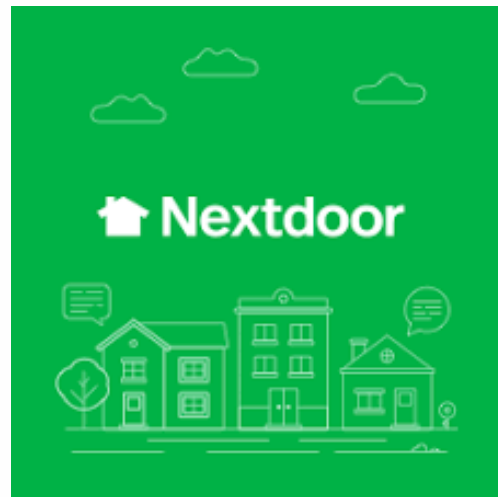
vimeo

- Content sharing optimized for streaming
- Used to share phenomenal content
- Engagement
- Education and Persuasion

The logo for Medium, featuring three black circles of decreasing size to the right of the word "Medium" in a bold, black, serif font.

Community blogs

- Shared blogging platforms
- Space for expression without running a blog from a self-hosted site
- Develop your voice
- Syndicate content



Discussion sites

- Designed to spark a conversation
- Exchange information or persuade
- Research
- Answer questions

Why use social media?



- Great way to share information
- Means of monitoring public opinion
- Build networks, trust
- Create relationships
- Inspired direct action
- Become a news source
- Importance of education and inspiration
- NEW! Combat misinformation

How to use social media



1. Know your audience
2. Choose your platform/network
3. Have a plan or goal
4. Keep an eye on competition or similar interests, organizations
5. Monitor conversations
6. Establish your voice and tone
7. Be active!

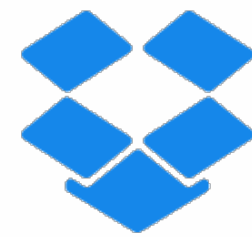
Know your audience

Who are you trying to connect with?

- Age
- Location
- Interest
- Challenges
- Stages of life



Choose your network



Facebook



Has the largest market share

- More active monthly users than any one country's population
- 1.4 billion daily users, and 2.13 billion monthly ones
- 25-34 year olds are the biggest segment for U.S. users
- 75% of U.S. adults make more \$75,000+

- Best for information sharing
- Direct communication to broadest audience
- Allows for direct calls to action
 - Visit website
 - Call us
 - Send a letter
 - Share with a friend
 - Go to event
 - Donate
 - Fill out a poll
- **CON: Must overcome algorithm to reach audience**

Facebook



Facebook best practices

- 1 post per day maximum
- Be concise. 5-75 words. If longer, must have punchy message “above the fold”
- Always include a link out or call to action
- Take advantage of visual elements:
 - Links with image previews
 - Photos
 - Videos



- 330 million active monthly users
- 45% of users have college degrees
- Allows for direct communication to influential, action-oriented audience
- Encourages conversation between community leaders, elected officials and journalist
- Can insert oneself into relevant topics through direct responses to accounts with your CPF hat
- **CON:** Requires frequent postings to reach followers

Twitter



Twitter best practices

- 1 post per day minimum for consistency.
- Be concise. 5-240 characters.
- Links, actions and visuals are preferable
- Use 1-2 popular #hashtags to reach new audiences
- Have conversations with people/orgs with larger followings



TIP: Use HootSuite to schedule tweets

Instagram

- A billion users
- 71% of Americans between 18 and 24
- 43% African Americans, 38% Hispanic, 32% white
- Direct communication through direct message
- Encourages participation in experience, via post tagging, story sharing, video reels, IG live
- Reach new followers through use of #hashtags
- **CONS: Requires high-quality images and designed posts to capture attention**

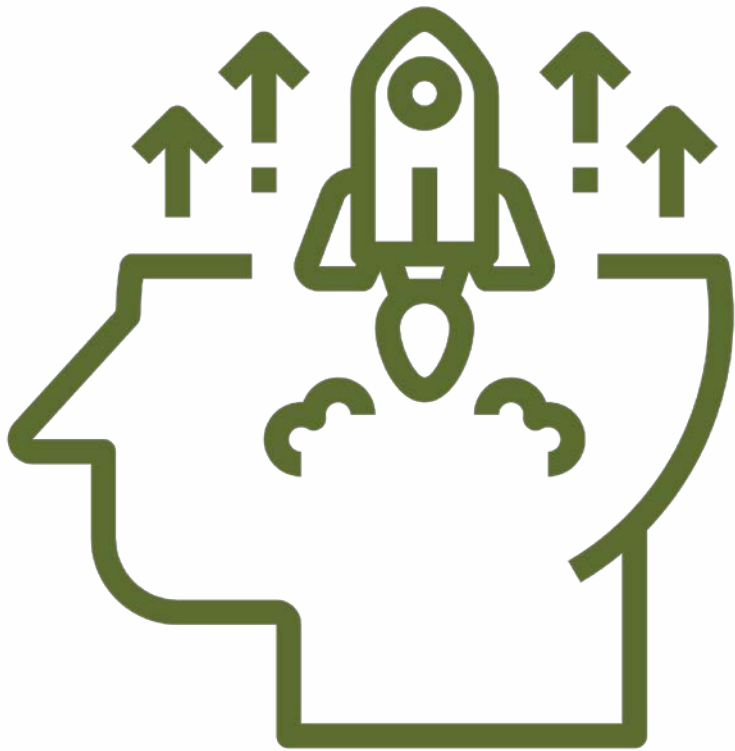


Have a plan



- Set goals
- Do your research
- Monitor what other people or organizations are doing
 - Why reinvent when you can circumvent?
- #Hashtags

Two Ways to Engage



CREATE



COMMENT



Creating Powerful Posts

- When drafting messages, think about the *why* and the *benefit* to the person.
- Any time your draft says “*you*”, think about how you can turn that around to “*we*”. For example, “what is your issue?” can be “how can we help?”
- Stay away from passive voice... “was” and “were” with an “-ing” verb.
- Don’t be preachy! Strive to be supportive, educational and informative.
- Cite & Link to respected sources

When and How to Comment



- Comment to correct, inform, educate or inspire
- Avoid spitting matches. Opinion-based arguments in Social Media are deadly
- Cite and link to existing scientific information
- Messages should sound like there's a person behind them.
 - Use name of person you're responding to
 - Strive to show compassion
- Comment and step back. You don't need to reiterate, retaliate if you made your statement correctly

Establish your social media voice and tone

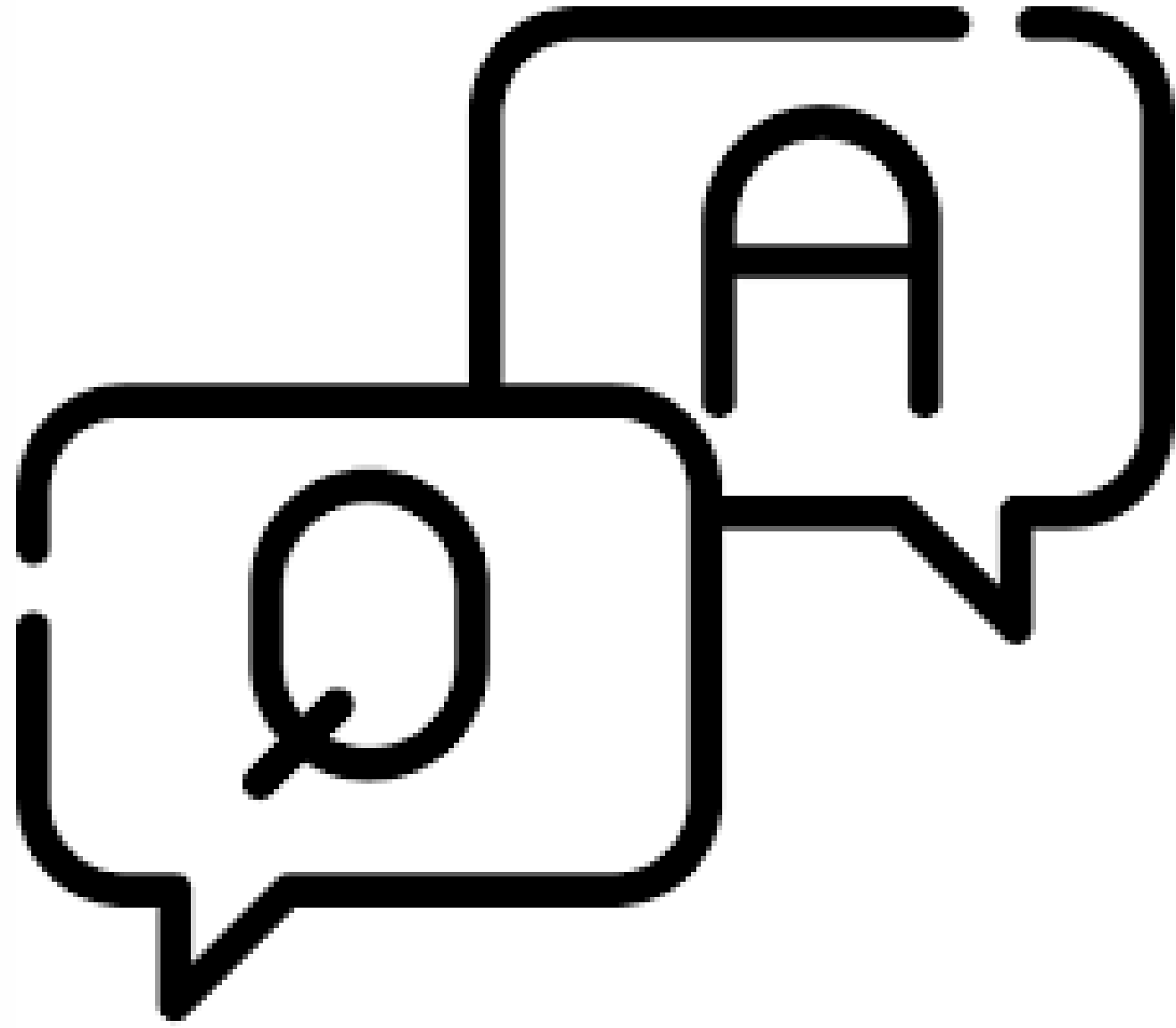


- Find your adjectives to develop the voice and vibe for your personality
- Write like you talk by avoiding jargon
- Write from the reader's perspective, to make them, not you, the hero in the story.
- Better to be clear than clever

Use Good Judgement



- Would CDC or CDPH post this?
Definitely safe!
- Would a reasonable person understand and appreciate your message without being offended?
Likely safe
- Not sure? Get a second opinion



Resources

Hootsuite

<https://www.hootsuite.com/>

Canva

<https://www.canva.com/>

Adobe Spark

<https://spark.adobe.com/>

Keep the Conversation Going

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Thank you



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