

Social Media Strategies



Best Practices

Communications and Marketing Division



04.20.20

Video is Taking Center Stage



- Social video content generates 1200% more shares than text and images combined.
- Viewers retain 95% of a message in video compared to 10% in text only.
- Video accounts for nearly 80% of all consumer traffic.



Videos



- Pre-recorded
- Live
- Animations
- Slideshows
- Shared
- #RelevantHashtags



Video Do's and Don'ts

Do

- Build a good YouTube channel
- Consider live video like Instagram/Facebook
- Tell a story to entertain and inform

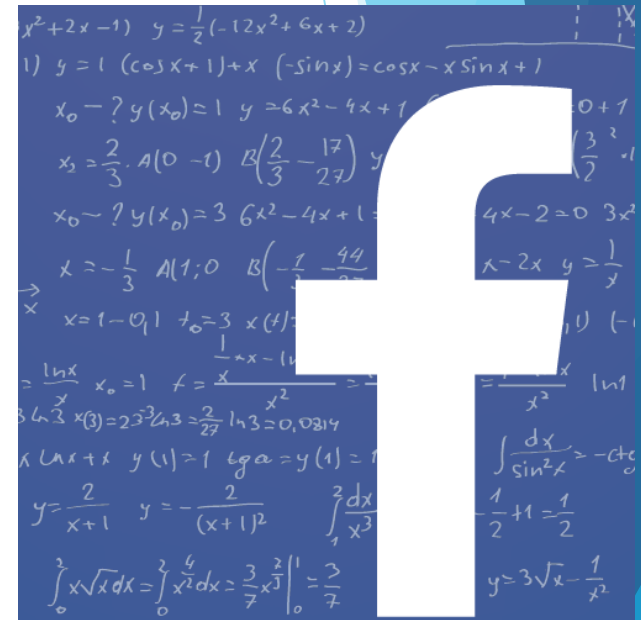
Don't

- Use only one platform
- Treat your social media site as a final stop – link to websites
- Create long videos that lose viewers



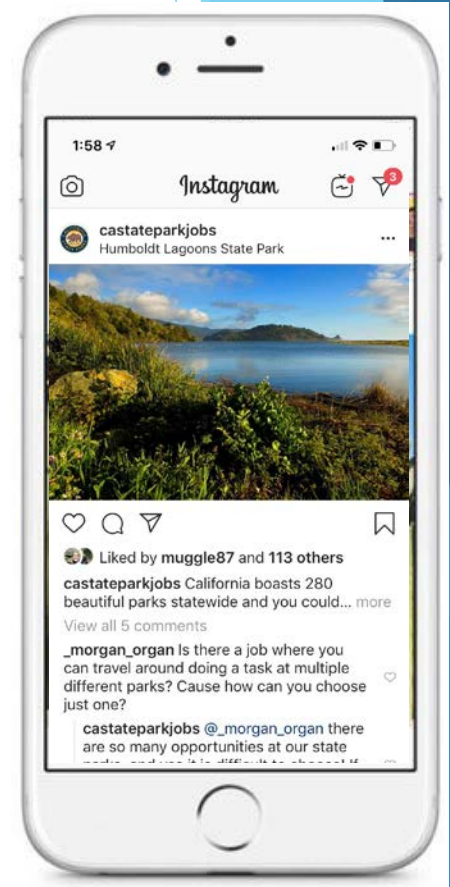
Facebook: Algorithm Change

- Facebook is now focusing news feeds to show personal content over business content.
- All followers may not see posts
- What can you do to be seen?
 - Tag Trending Topics
 - Timing and Engagement
 - Influencer Marketing Partnerships
 - Paid Ads vs. Organic Posts



Instagram: Stories

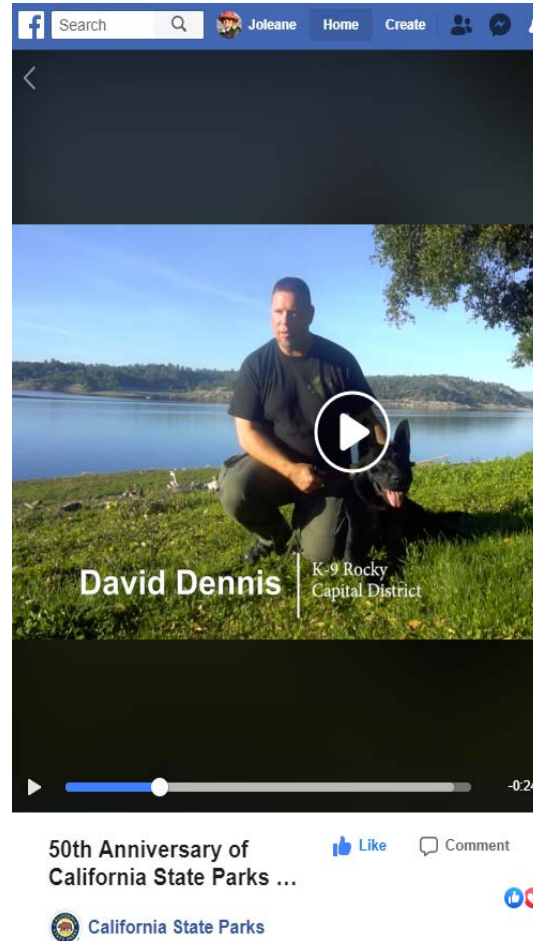
- Instagram Stories surpassed Snapchat by acquiring 250 million daily active users within a year of its launch
- How can you use Instagram Stories?
 - Announce upcoming events and classes
 - Lead followers to your website
 - Live video
 - Conduct simple user polls



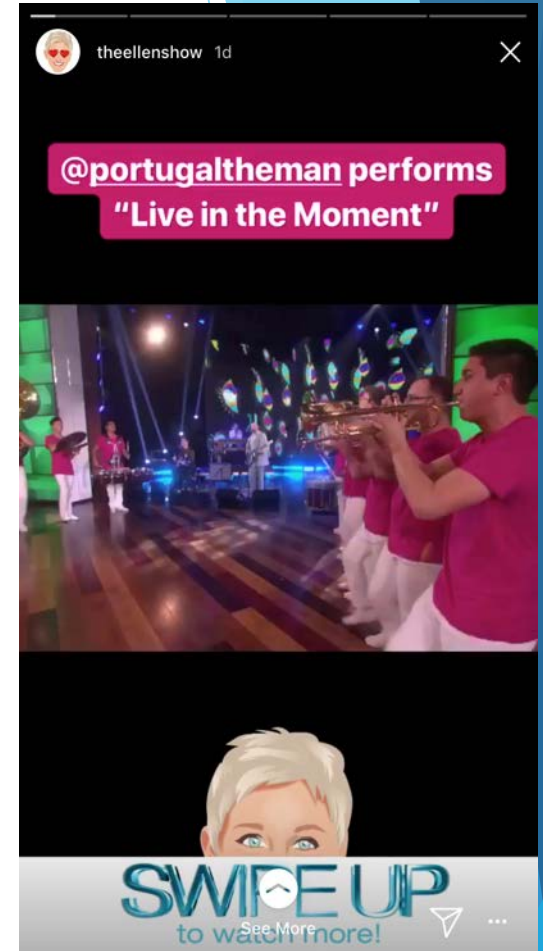
Types of Instagram Stories



Events



Live Video



Click to Website

Using Instagram Stories

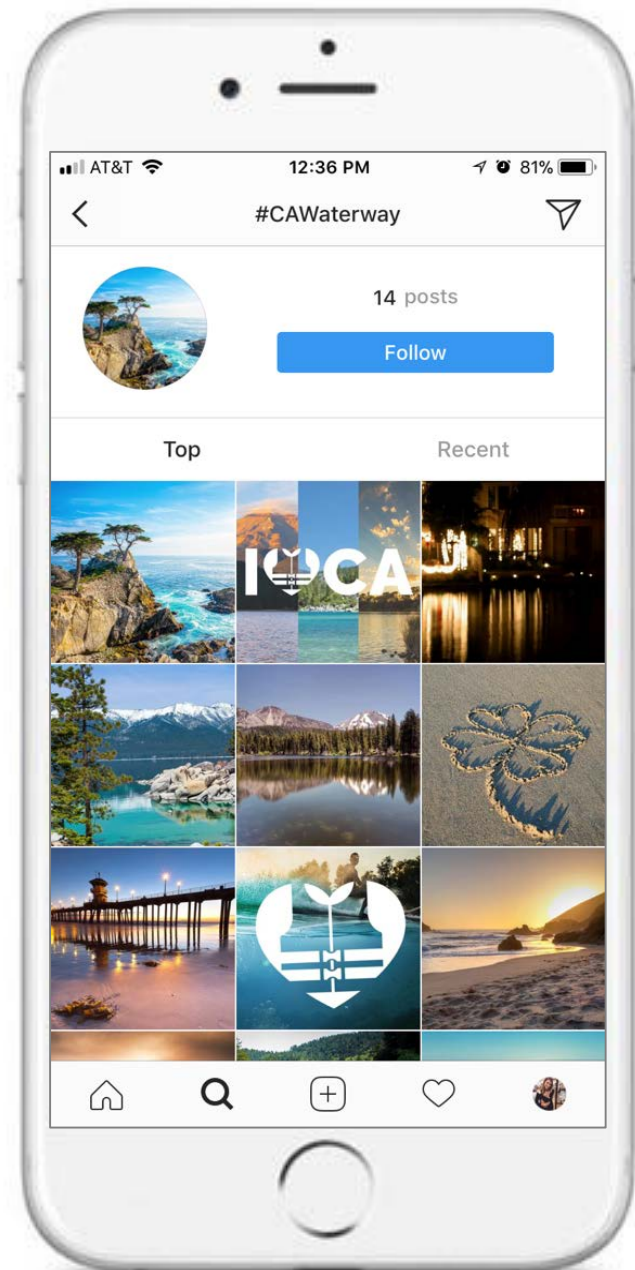
- ▶ Instagram can help increase visits to your website with the “Click to Website” links
- ▶ The Instagram Story feature increases engagement, followers receive notifications, and can click to see what’s going on.
- ▶ How to Write Good Instagram Captions?
 - ▶ <https://blog.hootsuite.com/instagram-captions-drive-engagement/>

Writing Good Captions

- Know your audience needs/expectations
- Use appropriate “voice” or “tone”
- Keep captions short to avoid tapping for “more”
- Pose a question
- Invite people to comment (call to action)
- Use important words first
- Keep hashtags and @mentions at the end

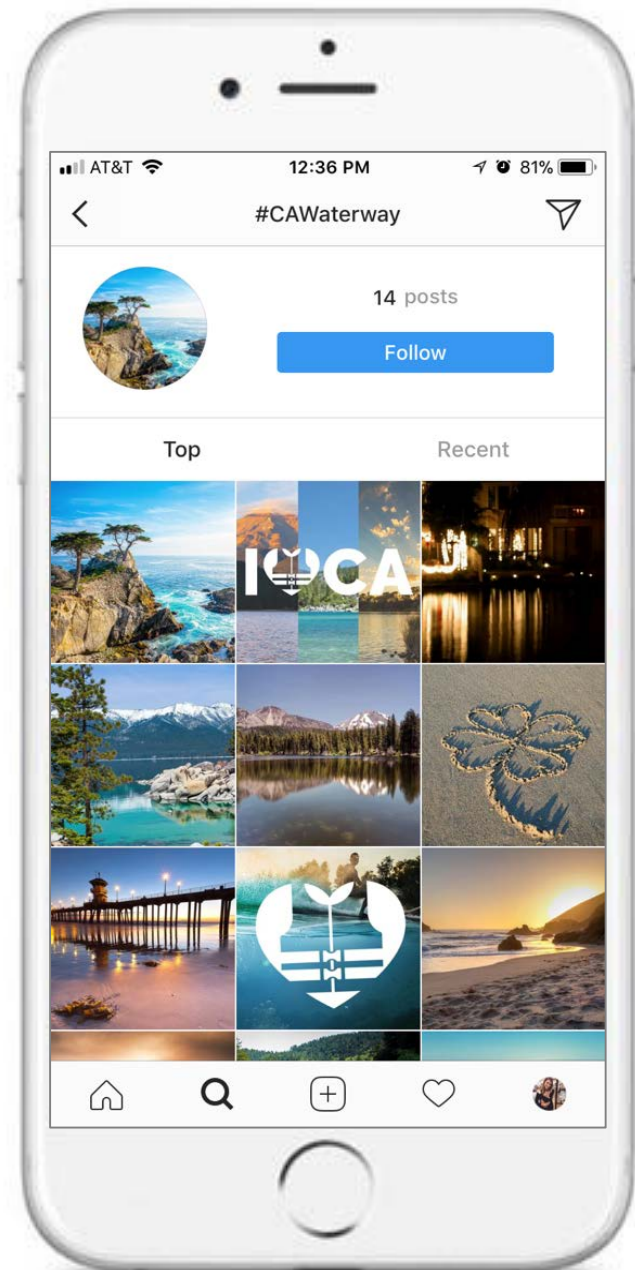
#Hashtags -1

- Users can see your posts even if they don't follow you.
- It's not about the number of hashtags you use, but the **quality** and **relevance** of the hashtags and content
- Posts with at least one relevant hashtag average 12.6% more engagement.



#Hashtags - 2

- Different platforms – different Hashtags
- <https://blog.hootsuite.com/instagram-hashtags/>
- <https://blog.hootsuite.com/instagram-hashtags/#tips>
- Use **Hashtagify.me** to find the best Twitter or Instagram tags for your brand,



#Hashtags Do's and Don'ts

Do

- Use specific, relevant hashtags
- Research to see who else is using a tag
- Create simple, catchy hashtags
- Use brand-specific hashtags
- Partner with influencers
- Look for trending #'s

Don't

- Use common tags
- Use vague tags
- Use banned tags



Social Media Management

Building an Editorial Calendar

- Create a monthly social media editorial calendar to organize content, to receive approvals and reach target goals.
- Goals can include:
 - Drive viewers to your website
 - Provide and share news
 - Class sign-ups
 - Educate the public
 - App or info downloads
 - Gain followership
 - Increase event attendance



Post Frequency

Daily posting can bring viewer fatigue!

Platforms	Frequency	Timing	Use
Facebook	3x/Week	Thursday/Friday Afternoon	<ul style="list-style-type: none">• Events• Branding• Education• Video
Instagram	3x/Week	Weekdays Morning/Evening	<ul style="list-style-type: none">• Beautiful Imagery• Short Video
Instagram Stories	2x-4x/Week	Weekdays Morning/Evening	<ul style="list-style-type: none">• Education• Polls• Inspiration• Announcements• Tips
Twitter	1x/Day	Weekdays 12pm-3pm	<ul style="list-style-type: none">• Announcements• News• Information• Outreach




Building an Editorial Calendar

Use an Excel Spreadsheet and/or Hootsuite



DBW Social Media Content Calendar
September 2019

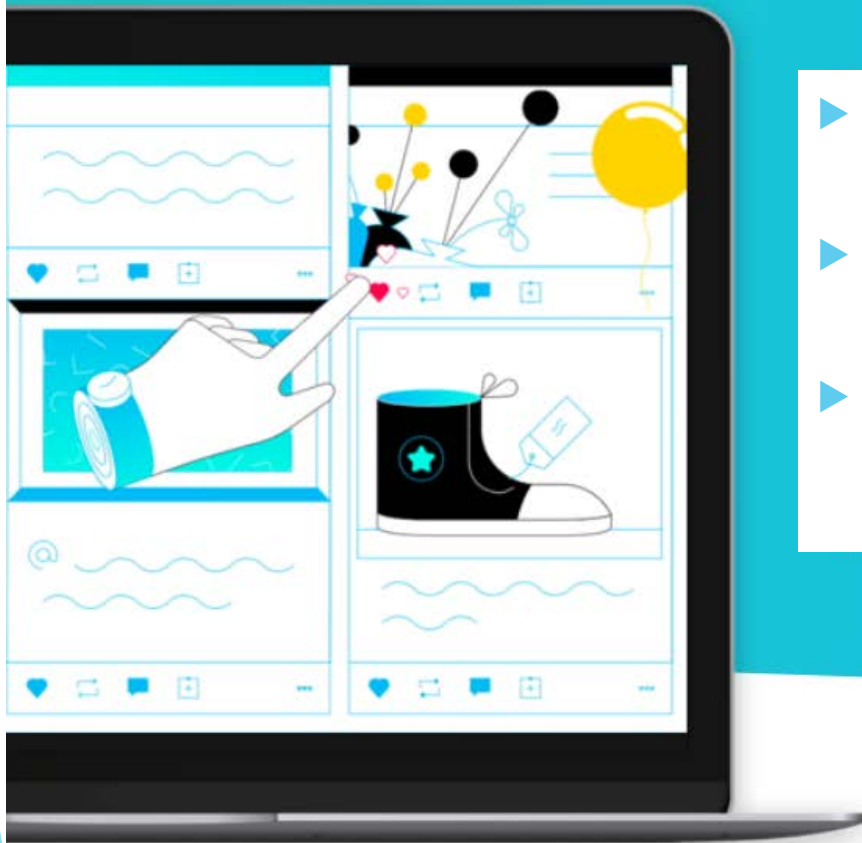
TW: 280 no link
& 257 with link

DAY	CHANNEL	POST TOPIC	POST COPY	CHARACTERS	ASSET TYPE	ASSET DETAILS	PREVIEW OF IMAGES	DBW FEEDBACK	INTERNAL NOTES	SCHEDULE NOTES
1-Sep-19				0						
2-Sep-19	Facebook	Labor Day	The unofficial end of summer is here. Be sure to soak it all in safely! #LaborDay #BoatBuzzFree	95	IMAGE			APPROVED		
	Twitter	Labor Day	The unofficial end of summer is here. Be sure to soak it all in safely! #LaborDay #BoatBuzzFree	95	IMAGE			APPROVED		
	Instagram	Labor Day	The unofficial end of summer is here. Be sure to soak it all in safely! #LaborDay #BoatBuzzFree	95	IMAGE			APPROVED		
3-Sep-19				0						
4-Sep-19	Facebook	EVENT POST CA Day of Preparedness Sept 14th	Make plans to have a plan. Join us this Saturday for live music, food, drinks and important information on how to keep you and your family safe in the case of an emergency.	172	LINK	https://www.facebook.com/events/2044458125900498/		APPROVED	*We promoted this last year, do we want to promote again this year?	*Geo-targeted to Sacramento + 50mile radius
	Twitter	EVENT POST CA Day of Preparedness Sept 14th	Make plans to have a plan. Join us this Saturday for live music, food, drinks and important information on how to keep you and your family safe in the case of an emergency.	172	LINK	www.caloes.ca.gov/caprepsday		APPROVED		
5-Sep-19				0			Link Image			
6-Sep-19	Facebook	EVENT POST: Tulare County Fair Sept 11-15	We will be at the Tulare County Fair Sept 11-15. If you love boating, you'll want to be there. Swing by the Boating and Waterway's booth to learn about boating safety courses, the BoatCA app, and more!	201				APPROVED		*Geo-targeted to Tulare + 50mile radius.
	Twitter	EVENT POST: Tulare County Fair Sept 11-15	We will be at the Tulare County Fair Sept 11-15. Swing by Boating and Waterway's booth to learn about boating safety courses, the BoatCA app, and more!	151				APPROVED		
7-Sep-19				0						
8-Sep-19				0						

*Image from last years Tulare County Fair

Hootsuite

Free Limited Use or Low Cost, Unlimited Use



- ▶ How Hootsuite works
- ▶ Hootsuite resources
- ▶ Other alternatives

Hootsuite Dashboard

Hootsuite Publisher | Planner | Content | Promote

Intro Guide | Feedback | New Post

Planner << All Posts < > Nov 18 - 24, 2018 TODAY EXPANDED

GMT -08:00	Sun 18	Mon 19	Tue 20	Wed 21	Thu 22	Fri 23	Sat 24
12 AM							
1 AM							
2 AM							
3 AM							
4 AM							
5 AM							
6 AM							
7 AM	<p>🐦 CStateParks 7:00am · Road closures and Thanksgiving holiday traffic may impact your drive times. Please give yourself ample time to arrive to your destination and check road conditions and closures</p>					<p>🐦 CStateParks 7:00am · California is blessed with</p>	
8 AM					<p>🐦 CStateParks 8:00am · We're thankful for all the</p>		
9 AM							
10 AM	<p>🐦 CStateParks 10:00am · Our hearts go out to all</p>						

NETWORKS

- California State Parks
- CStateParks
- castateparks

Large Owl Icon: A stylized owl with large eyes and a yellow beak, set against a blue background.

Hootsuite Dashboard

Auto Schedule and Monitoring

The screenshot displays the Hootsuite Dashboard interface, which is designed for monitoring and managing social media content across multiple platforms. The interface is organized into several key sections:

- Top Bar:** Includes a search bar, a "Compose message..." button, and a "New Post" button. The user's profile is visible in the top right corner.
- Left Sidebar:** Contains navigation icons for Home, Mentions, My Tweets, and a "Add Stream" button.
- Main Content Area:** Divided into three columns:
 - Home:** Displays a list of tweets from the user's feed. The first tweet is from @merrillgarbus, discussing a discussion on radical ideas in art. The second tweet is from @KTVU, reporting on George W. Bush handing a piece of candy to Michelle Obama.
 - Mentions:** Displays tweets mentioning the user. The first tweet is from @OillyOlyinFree, mentioning @CStateParks and @Campfire. The second tweet is from @SLOCoastSP, mentioning @SkypeClassroom and @HearstCastleSHM.
 - My Tweets:** Displays tweets from the user's account. The first tweet is from @TheCaliforniaCoast, mentioning @SFPark and @Boat_California. The second tweet is from @TheCaliforniaCoast, mentioning @SFPark and @Boat_California.
- Right Sidebar:** Contains a "Add a stream" button and a list of social media networks and apps, including Twitter, Facebook, and LinkedIn.

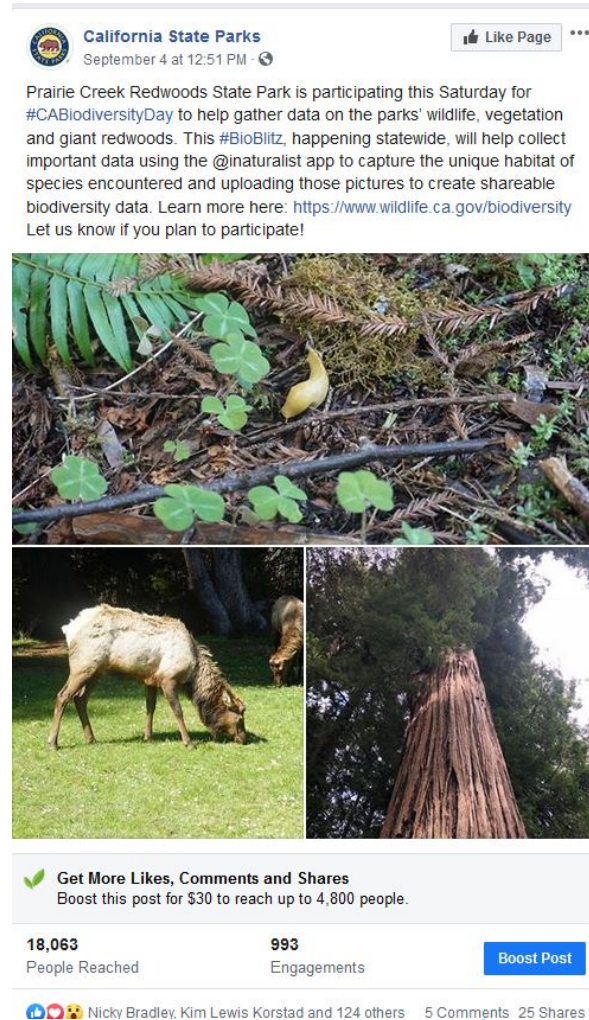
Why use Hootsuite?

- Monitor multiple streams in one place
- Program posts to publish automatically
- Allows more than one person to manage
- Get activity reports including popular links and top followers



Organic Posts

- A post with no advertising money behind it
- Can be seen by people who already like your page/profile and by chance see it in their feed
- Use tags and hashtags to amplify your post
- Ask partners to share and retweet



Performance for Your Post

18,063

People Reached

408

Reactions, Comments & Shares

319

Like

107

On Post

212

On Shares

45

Love

16

On Post

29

On Shares

1

Haha

0

On Post

1

On Shares

5

Wow

3

On Post

2

On Shares

13

Comments

8

On Post

5

On Shares

25

Shares

25

On Post

0

On Shares

585

Post Clicks

236

Photo Views

15

Link Clicks

334

Other Clicks

NEGATIVE FEEDBACK

19

Hide Post

0

Hide All Posts

0

Report as Spam

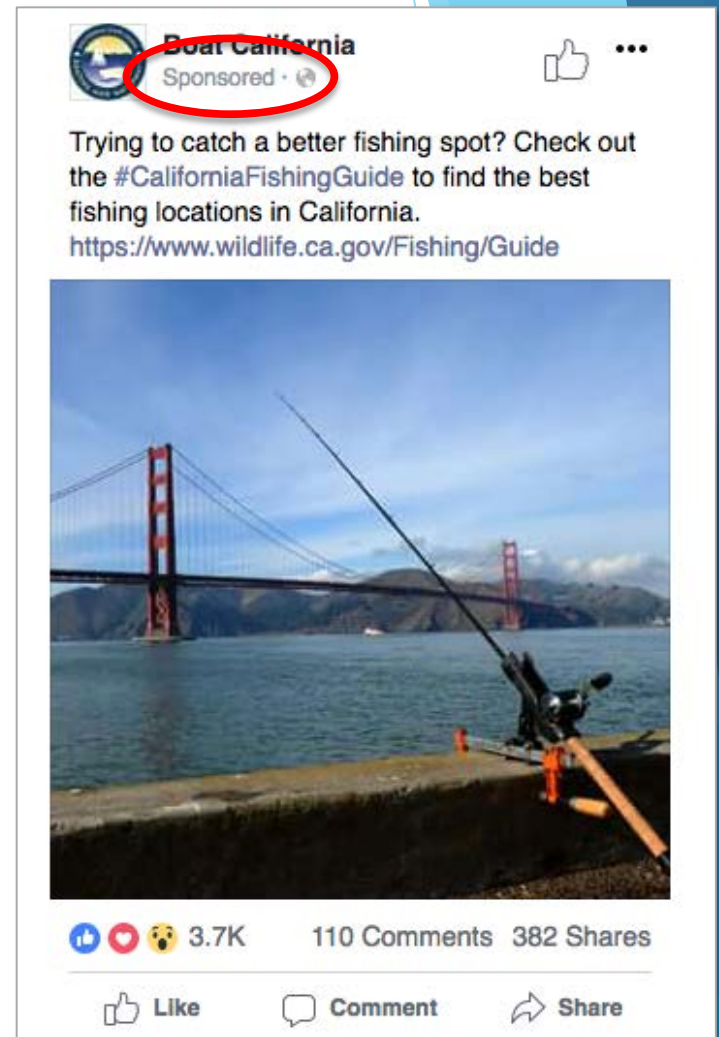
0

Unlike Page

Reported stats may be delayed from what appears on posts

Promoted Posts

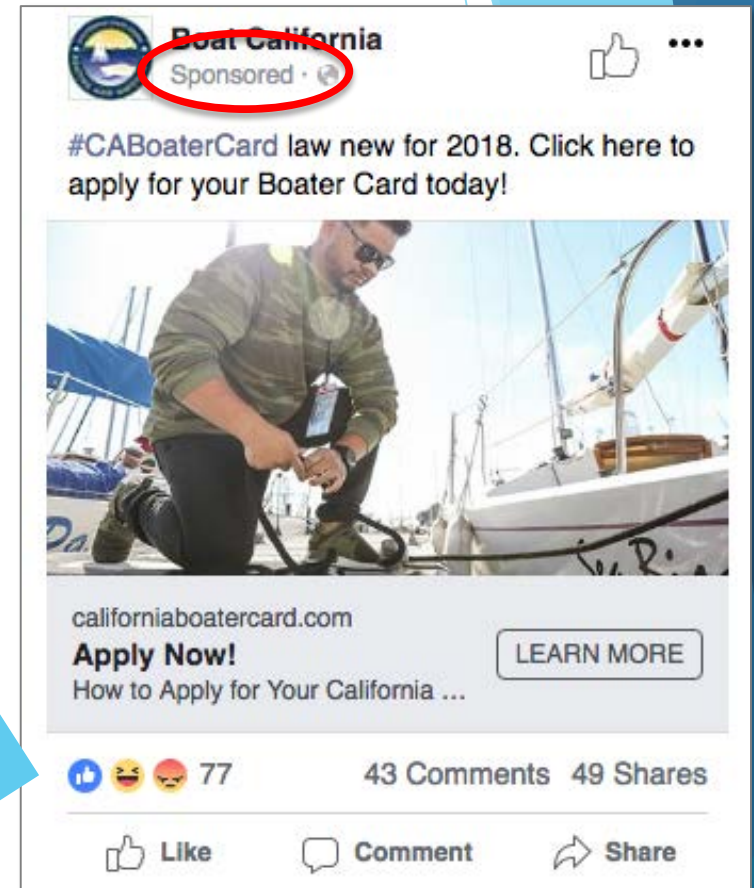
- A post with advertising money behind it (as little as \$10)
- Can be seen by your fans, but also by non-fans
- Add targeting to enhance your post's reach:
 - Geographic
 - Demographics: Gender, Age, Interests



Ad Units/Sponsored

Social Media “Boosts”

- Click to website
- Page likes
- App downloads
- Instagram Stories
- Results can vary



Content Design



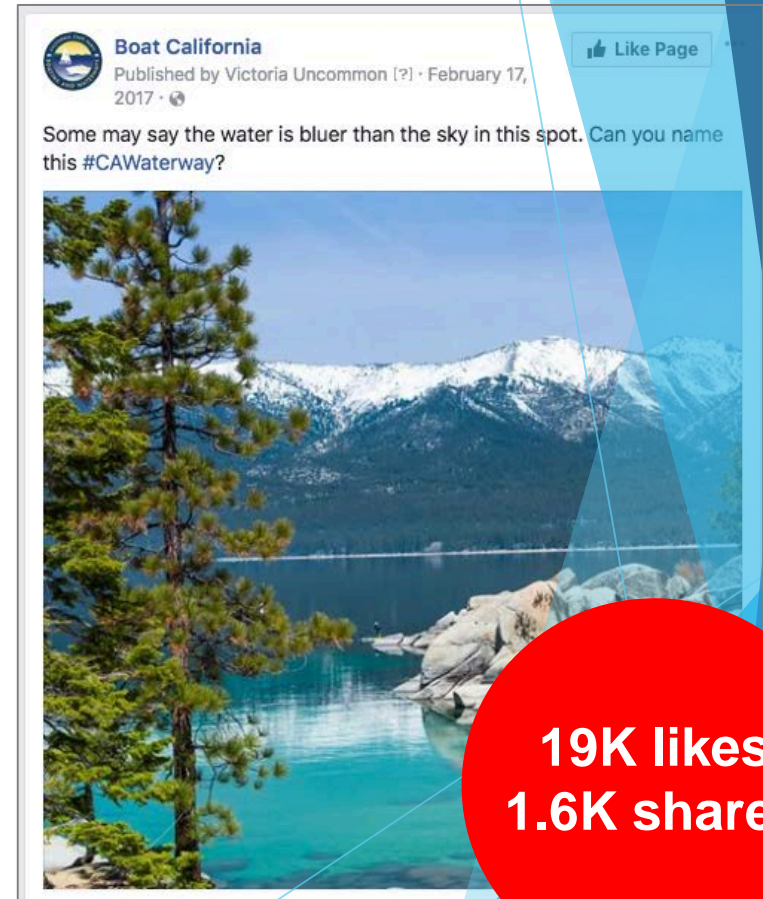
High Performing Organic Facebook Posts

Educational



10K likes
5.9K shares

Visually Appealing



19K likes
1.6K shares

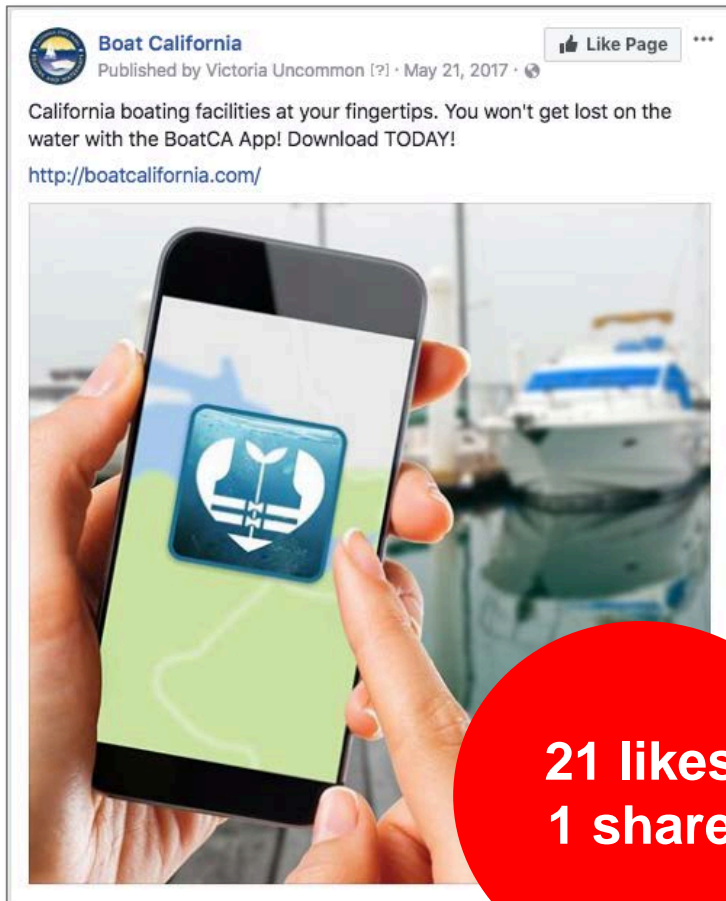
High Performing Organic Facebook Posts

- **Educational**
- **Timely (Current Events)**
- **Visually Appealing**
- **Encourage Interaction:**
 - **Comments**
 - **Polls**
 - **Questions**

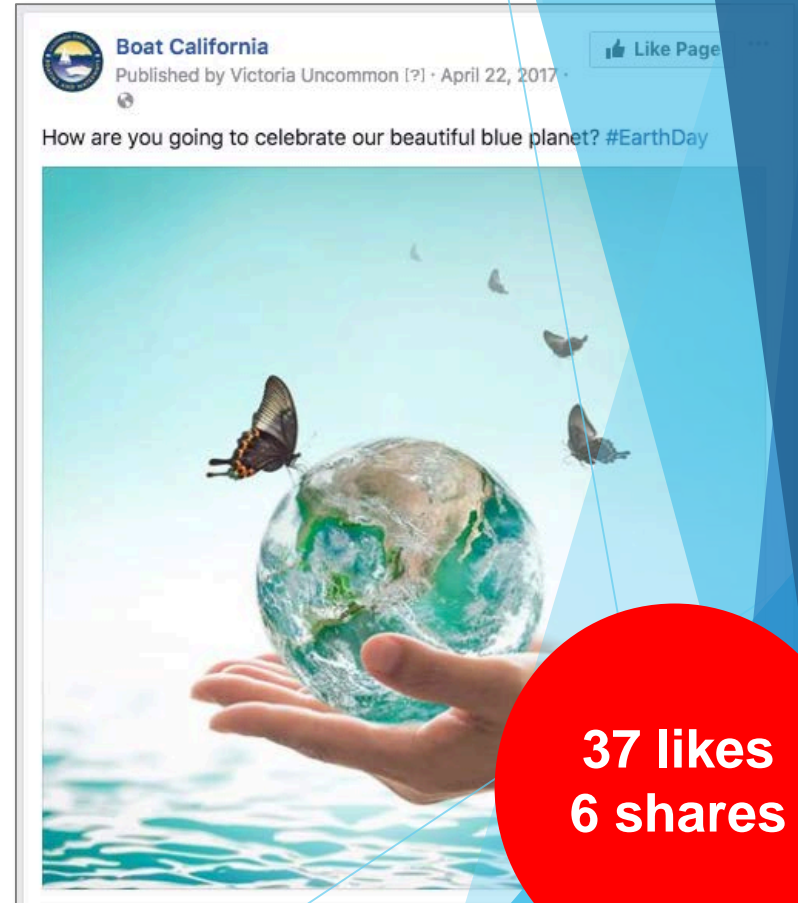


Lower Performing Facebook Posts

Poor / Manipulated Imagery



Inauthentic



Types of Images/Graphics

(Always Obtain Photo Releases for Owned or Shared Images)

**Owned
Image**



**Designed
Graphic**



**Stock
Image**



**User
Generated
Content**



Photo Release Forms

- Copyright License Agreement (If using a shared image)
- Media Release Form (From persons shown in photo)

Don't need forms for

- Employees or volunteers

Need forms for:

- Non-employees
- Partner volunteers
- Recognizable visitor faces



Form not needed



Form needed

Post Do's and Don'ts For Public Engagement



Do

- Keep it authentic and correct
- Keep sentences short
- Use relevant keywords/hashtags
- Match your copy to the images you use
- Take conversation off-line



Don't

- Delete or hide comments*
- Use abbreviations
- Copy text (plagiarism)
- Use jargon
- Over post or become tiresome

***Report rule violations to the social media platform being used.**

It's Your Turn!



Always work as a team to create and build successful social media messaging.

THANK YOU!

