



Social Media Training

February 26, 2020

AGENDA

Develop Your Vision

Identify Your Tools

Content Management

Audience Growth

Develop Your Vision



The success of your social media campaign relies on:

- | Vision
- | Strategy
- | Execution






What is Your Vision?

- Who are you trying to reach?
- What goal(s) do you want to accomplish through this one event?
- How does EOM connect with your own organizational mission & existing social media schedule?
- Who in your organization or community circle will lead and support the campaign?

Identify Your Tools



What are the best platforms for your EOM strategy?

Consider the demographics of your target audience



| Facebook



| Instagram



| Twitter



| LinkedIn



Who uses Facebook in 2020?

- 51% of 13–17 year olds
- 76% of 18–24 year olds
- 84% of 25–30 year olds
- 79% of 30–49 year olds
- 68% of 50–64 year olds
- 46% of 65+ year olds
- 73% of those living in an urban area
- 69% those living in a suburban area
- 66% of those living in a rural area
- 61% of those with high school education or less
- 75% of those with some college
- 74% of those with more than college education
- 69% of those making less than \$30k
- 72% of those making \$30k–74,999
- 74% of those making more than \$75k



Who uses Instagram in 2020?

- 75% of 18–24 year olds
- 57% of 25–30 year olds
- 47% of 30–49 year olds
- 23% of 50–64 year olds
- 8% of 65+ year olds
- 33% of those with high school education or less
- 37% of those with some college
- 43% of those with more than college education
- 33% of those living in an urban area
- 37% those living in a suburban area
- 43% of those living in a rural area
- 35% of those making less than \$30k
- 39% of those making \$30k–74,999
- 42% of those making more than \$75k

Who uses Twitter in 2020?



- 44% of 18–24 year olds
- 31% of 25–30 year olds
- 26% of 30–49 year olds
- 17% of 50–64 year olds
- 7% of 65+ year olds
- 26% of those living in an urban area
- 22% those living in a suburban area
- 13% of those living in a rural area
- 13% of those with high school education or less
- 24% of those with some college
- 32% of those with more than college education
- 20% of those making less than \$30k
- 20% of those making \$30k–74,999
- 31% of those making more than \$75k



Who uses LinkedIn in 2020?

- 17% of 18–24 year olds
- 44% of 25–30 year olds
- 37% of 30–49 year olds
- 24% of 50–64 year olds
- 11% of 65+ year olds
- 33% of those living in an urban area
- 30% those living in a suburban area
- 10% of those living in a rural area
- 9% of those with high school education or less
- 26% of those with some college
- 51% of those with more than college education
- 10% of those making less than \$30k
- 26% of those making \$30k–74,999
- 49% of those making more than \$75k



What Does This Information Tell Us?

- Facebook will give me the broadest demographic reach
- Instagram will help me reach younger audiences, and broad geographic/economic demographics
- Twitter will reach 18-50 year olds in more Urban/Suburban areas
- I can use LinkedIn to reach 25-50 year olds who are college educated and making more than \$30K annually

Content Management

Schedule, Brand, Design Your Posts

Scheduling

- 01 | Build a flexible calendar for your original posts
(Include pre-event, live event coverage, review/thank you's)
- 02 | Identify partners/influencers whose posts you will share
- 03 | Follow SJV media outlets and share event coverage/relevant articles
- 04 | Hootsuite / Buffer for scheduling posts/content management



Plan For The Big Day



- | Plan Ahead
- | Set up multiple moderators/admins
- | Notify people you are using photos for social media
- | Caption your photos and post in real time
- | #ValleyRising



Branding

Across all platforms, remember to incorporate branding that is easily recognizable and relates to EOM 2020



1. Colors: Use color palette from logo
2. Images: Feature real people
3. Fonts: Easy to read sans serif fonts
4. Event Logo: High Res/don't crop
5. Hashtag: #ValleyRising
6. Online Voice/Personality: Always use your organization's voice.



Design Your Posts To:

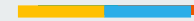
- 1 Incorporate Branding
- 2 Message on Target
- 3 Include Images/Videos/
Infographics
- 4 # @ TAG!
- 5 Engage

Social Media Messaging

Some easy to follow rules when drafting your posts:

- 01 | Stay on Message
- 02 | Be Brief
- 03 | Use Simple Language
- 04 | Provide Call To Action
- 05 | Engage





Encourage Engagement

- | Respond to comments
- | Ask questions
- | Check messages frequently



Effective Images

Include images/videos/infographics
whenever possible

- | On brand
- | Evoke emotional response
- | Use your own photos
whenever possible
- | High quality stock – royalty free
(Do not just use Google Images)
- | Pexels, Pixabay, Unsplash
- | Limit the amount of text used on
images



Perks of Using Online Design Software

1. Access to Royalty Free Stock Images
2. Brand Incorporation
3. Simplicity
4. Minimal Training Needed
5. Quick Production

Popular Options

1. Adobe Spark
2. Canva
3. Gravit Designer



EOM Toolkit

Link to Downloadable Resources and Content will be sent out to participants.

Audience Growth



Follow & Like

- **Follow & Like** new accounts on a regular basis (be sure to seek out your partners and influencers in your target audience)
- **Follow Back** when another organization or business begins to follow your page or feed -- be sure to follow them back



Recruit Your Staff

Organic Growth Is The Most Effective Method.

| **Ask your staff and volunteers to like your social media**

| **Invite your personal friends and colleagues**

| **Don't be afraid to share your organization's posts on your personal page. This encourages organic growth and engagement!**

QUESTIONS?



THANK YOU!

