Get Your Information Out There!

Coalition Communication and the Expanding Influence of Social Media

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Introduction

How does your organization already use social media?

- Which services do you use?
- How often do you post?
- What do you share with your audience?

What Exactly IS Social Media?

“Forms of electronic communication (as Web sites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (as videos).” – Merriam Webster

“Obviously, this isn’t going to work as a definition for us!”

What Exactly IS Social Media?

So, how about we find a definition that's actually useable?

"Social Media is the name we give to a set of platforms that allow you to broadcast yourself to the world."

- Low barriers to entry
- Generally centered around communities with similar interests

What Exactly IS Social Media?

"Great. So, what are our options, then?"

We'll come back to this.

“What are our options?”

The Big Services

- Facebook
- Twitter
- Pinterest
- Instagram
- LinkedIn

Specialized Services

- Google+
- YouTube
- Snapchat
- Tumblr
- Dating Apps

“But which service should we use?”

- Don’t stop at one!
- Different services have different user bases

What Exactly IS Social Media?

Before we can answer the question of what networks you need, we need to answer a few questions about the way you want to use it!

There are challenges connected to running a community organization

- Specialized audiences
- Specialized information
- Keeping up with emerging trends

Specialized Audiences

Every community is different, and therefore every community group is different and so are their audiences.

Whether it's the difference between New York and Denver or groups that work with African-Americans versus groups that work with Latinos, this dictates how a group uses their messaging.

Specialized Information

Drug prevention is complicated.
Community policing is complicated.
Lobbying is complicated.

Social media makes it easier to simplify your communication and provide the context that goes around your programs.

Specialized Information

In other words, Social Media can help you “Win the argument” and get that all-important community engagement.

And it can make that happen faster than ever before.

Keeping Up with Emerging Trends

Every community has different specific needs and different situations. This leads to different trends in different communities

It’s also important to know not only where these trends come from, but where you – as a community group – are learning about them.

So that means the questions we need to answer are:

- Who is your audience?
- What specialized information do you need to communicate?
- What trends do you need to keep up with and where do you learn about them?

“But which service should we use?”

- Don’t stop at one!
- Different services have different user bases
- **Key:** ***Finding a combination of SM that matches a user base with your client base***

Facebook

The one we're all familiar with!

- 1.59 **Billion** active users worldwide
- 72% of adult U.S. internet users have an account
  - 82% of adults age 18-29
  - 79% of adults age 30-49
- 167 Million daily active users in the U.S.

Twitter

Probably the 2nd most known social network on Earth.

- 302 Million active users worldwide
- Only 23% of adult U.S. internet users have an account
  - 25% of internet users who make $50-75k per year
  - 28% of Black and 28% of Hispanic internet users
  - 20% of White internet users
- 80% of active users are on mobile

YouTube

The video site owned by Google.

- Extremely great for conveying complex information
- A Billion users, according to YouTube
- More than half of YouTube views come from mobile devices
- YouTube mobile reaches more 18-49 year olds than any U.S. cable network

There are lots of other, more specialized sites to keep in mind as well.

- LinkedIn (Professional networking)
- Snapchat (Short, ephemeral messages)
- Google+ (Communities)
- Periscope (Live video streaming)

“But which service should we use?”

- Don’t stop at one!
- Different services have different user bases
- Key #1: Finding a combination of SM that matches a user base with your client base
- **Key #2: *Match the services you use with the message you want to put out into the world.***

Matching the Type of Message

Services

- Facebook
- Twitter
- YouTube
- Instagram
- LinkedIn
- Google+

Type of Message

- Announcements/Links
- Engagement/Links
- Videos
- Pictures/Engagement
- Professional Network
- Communities

There are some services that are used more internationally than in the U.S.

- Weibo and QQ (China)
- Whatsapp (Worldwide)
- LINE (Japan)
- VK (Russia)
- Orkut (Brazil)

“Advanced Concepts”

- Deciding what services should have what information on them
- Recognizing where engagement matters and where it doesn’t
- Recognizing WHAT engagement matters and what doesn’t
- How timing your posts can ensure your message reaches the right people

What information are you pushing out?

Type of Message

- Announcements/Links
- Engagement/Links
- Videos
- Pictures/Engagement
- Professional Network
- Communities

Services

- Facebook
- Twitter
- YouTube
- Instagram
- LinkedIn
- Google+

Engagement

“What exactly *is* ‘Engagement’?”

- “Engagement” is simple: Anytime someone interacts with your post. Be it clicking the link, responding in a comment, or saving it to read and share later.

- Engagement is the goal, but remember that not all engagement is the same!

Engagement

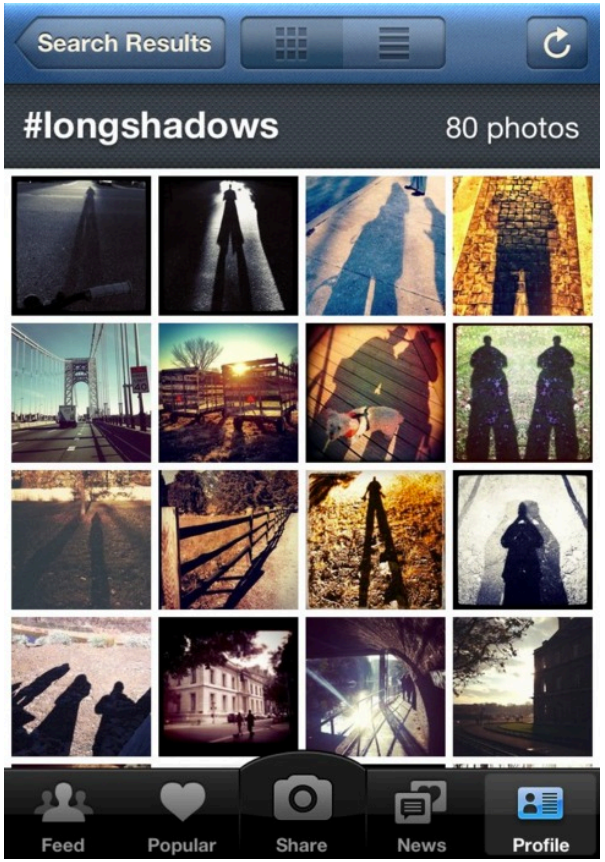
- Clickthroughs matter for links and pictures or infographics, but they matter a lot less for short messages like date reminders.

- Comments/replies might be important or might not.

Tags and Organization

- Tags (Hashtags) are used to organize content

- Connect yourself to a discussion or help people find your posts



Tags and Organization

Trending Topics

What people are talking about on Twitter. Facebook and Instagram have similar features.

Use it to keep on the pulse of your community.

Tags and Organization

Accounts View all

Follow

Seattle Mariners

@Mariners

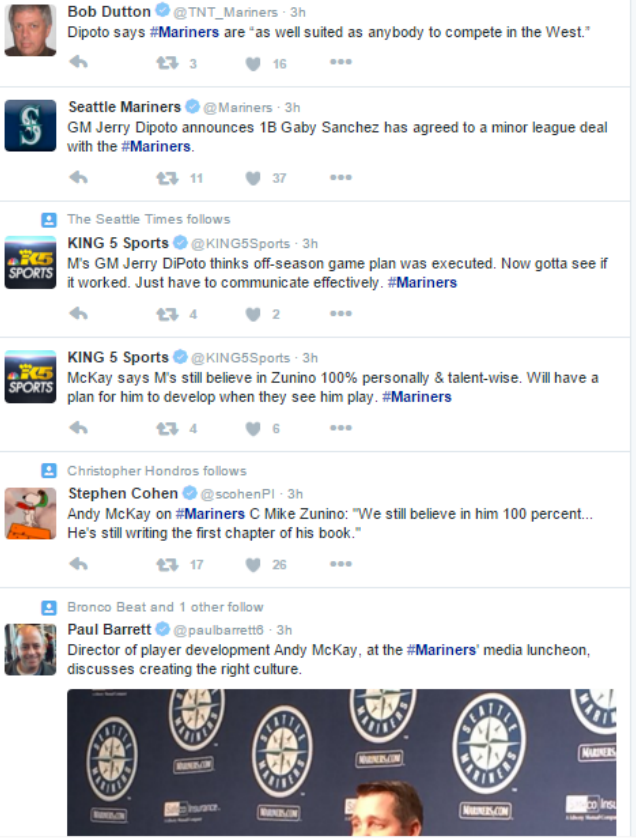
Official Twitter of the Seattle Mariners.

Follow

Bob Dutton

@TNT_Mariners

#Mariners beat writer for @TheNewsTribune (The Tacoma News Tribune).



Bob Dutton @TNT_Mariners · 3h
Dipoto says #Mariners are "as well suited as anybody to compete in the West."
3 16

Seattle Mariners @Mariners · 3h
GM Jerry Dipoto announces 1B Gaby Sanchez has agreed to a minor league deal with the #Mariners.
11 37

The Seattle Times follows

KING 5 Sports @KING5Sports · 3h
M's GM Jerry DiPoto thinks off-season game plan was executed. Now gotta see if it worked. Just have to communicate effectively. #Mariners
4 2

KING 5 Sports @KING5Sports · 3h
McKay says M's still believe in Zunino 100% personally & talent-wise. Will have a plan for him to develop when they see him play. #Mariners
4 6

Christopher Hondros follows

Stephen Cohen @scohenPI · 3h
Andy McKay on #Mariners C Mike Zunino: "We still believe in him 100 percent... He's still writing the first chapter of his book."
17 26

Bronco Beat and 1 other follow

Paul Barrett @paulbarrett6 · 3h
Director of player development Andy McKay, at the #Mariners' media luncheon, discusses creating the right culture.

Analytics

Analytics Home Tweets Audiences Twitter Cards Videos (beta) Events Tools Jonathan Lawson Sign up for Twitter Ads

Nov 2015 • 30 days

TWEET HIGHLIGHTS

Top Tweet earned 5,953 impressions

@Adam_Jacobi His IMDB page includes several credits as "self" for "Monday Night Football", which is the greatest thing I've seen today.

1 2

View Tweet activity

View all Tweet activity

Top mention earned 35 engagements

LUNAL
@BSUtrumpet11 · Nov 21

@reflectivity @JonLawson32 @SirGingerBeard4 whenever you need a laugh, just look at this beauty pic.twitter.com/ovTWdeCsAX

1 1

View Tweet

Top media Tweet earned 370 impressions

@SirGingerBeard4 They already remade it, gave it six sequels & the greatest movie

NOV 2015 SUMMARY

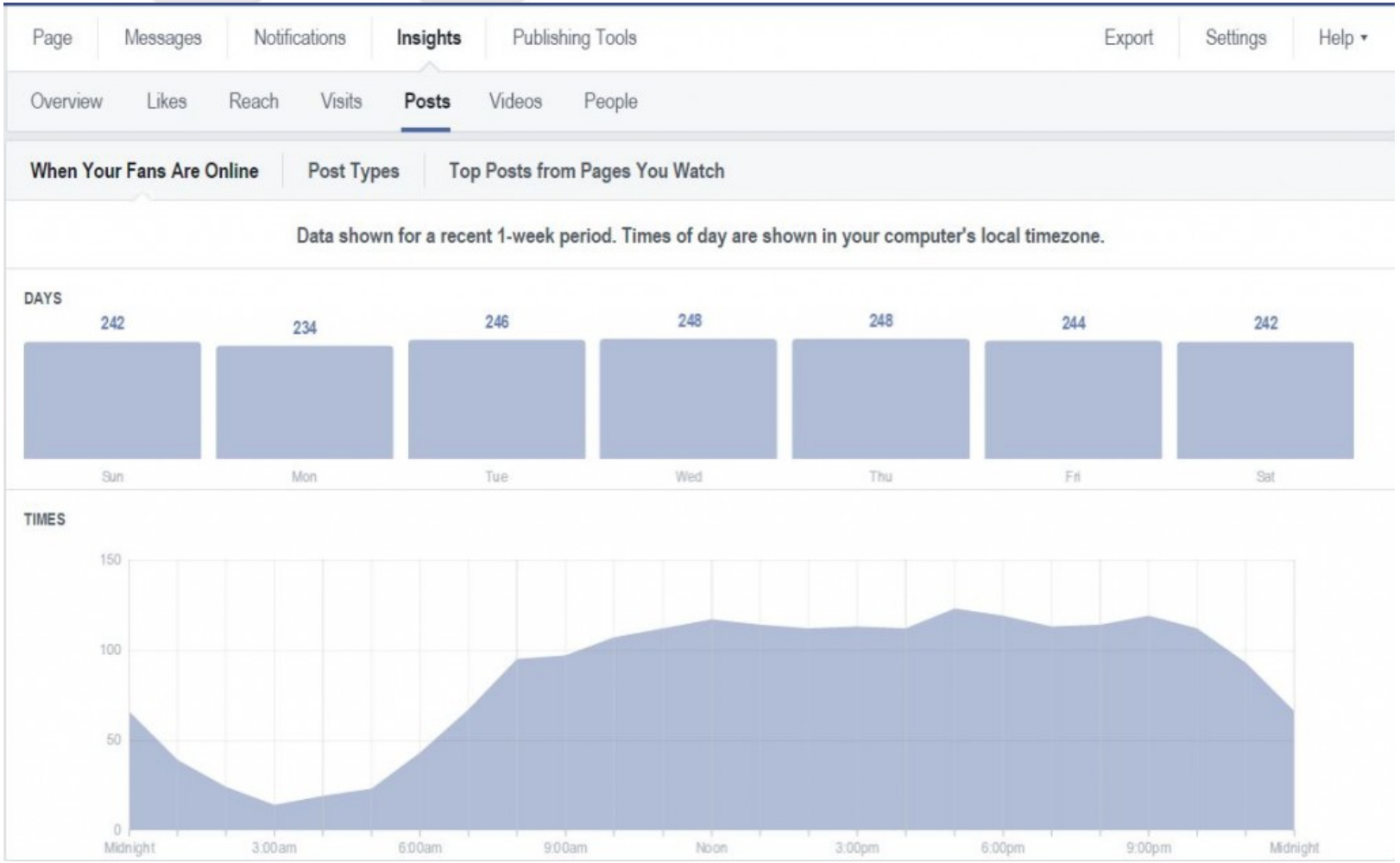
Tweets	Tweet impressions
907	72.3K
Profile visits	Mentions
657	493
New followers	
22	

Data Timing

“Do we *need* to deal with these analytics?”

No! But, you *can* harness these analytic tools to make sure your message gets out to the right audience at the right time. This can make a huge difference in engagement!

Data Timing


Page
Messages
Notifications
Insights
Publishing Tools
Export
Settings
Help
Overview
Likes
Reach
Visits
Posts
Videos
People
When Your Fans Are Online
Post Types
Top Posts from Pages You Watch
Data shown for a recent 1-week period. Times of day are shown in your computer's local timezone.
DAYS
242
234
246
248
248
244
242
Sun
Mon
Tue
Wed
Thu
Fri
Sat
TIMES
150
100
50
0
Midnight
3:00am
6:00am
9:00am
Noon
3:00pm
6:00pm
9:00pm
Midnight

Thanks for Coming!

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