



Social Tips and Tricks

MarComm Lunch and Learn

Helpful Basics



- **Set your goal** – why do you want to expand your social presence? How can you reach that goal?
- **Humanize your message** – make what you share personal, being vulnerable and open will connect you to more people, share something real with your audience
- **Know your audience** – tailor your content for who you're talking to. You can't build a following without knowing who you're trying to attract.
- **Don't bury the lead** – put the most important content first or at least towards the top
- **Make it meaningful** – whether you're posting just to bring joy or to share some important information make sure your posts have a point
- **Know your platform** – each platform has a different vibe, different mechanics and may even have a different audience, take this into account before posting, tailor to your audience and platform
- **Think holistically** – there are lots of factors to consider if you want to biggest impact with your social, try to slowly train your brain to start thinking about the big picture.

What's your goal?

What do you want to accomplish on social?

Are you looking to grow your following? Do you want to be seen as a thought-leader? Do you want to activate your friends and family so they do more for the environment? Are you looking to become an informed voice to combat the misinformation rampant on platforms? Do you want to connect more with colleagues and legislators?

Identify your goal and work from there to figure out the best social strategy for you!



Humanize your message

Make what you share personal, being open will connect you to more people, share something real with your audience.

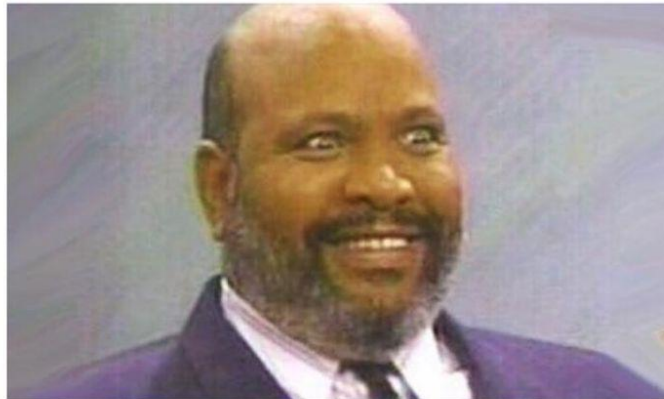


47% of social users say their top reason for being on social media is to connect with friends and family. These connections are a great way to share important info, build relationships and be heard!

Know your audience

Tailor your content for who you're talking to. You can't build a following without knowing who you're trying to attract.

When the weird kid wont stop talking to you and you're trying to be nice



Pro tip: Find the other weird kids and talk to them.

Don't bury the lede

What are ledes?

A lede or lead is the opening sentence of an article. It is an artwork of concise information that captures the gist of an article in one sentence. Good ledes dive headfirst into the topic and bring readers up to speed quickly. Put the most important content first or at least towards the top. Don't make your followers sift through a ton of information just to figure out what you're talking about.



Lede Examples

- Bad Lede

Strong concerns that terrorist teams in Europe have selected their targets, completed their surveillance, eluded capture and are now ready to strike at airports and tourist attractions have prompted the State Department to ready a highly unusual travel advisory for Europe, multiple law enforcement and intelligence sources tell ABC News.

- Good Lede

A highly unusual travel advisory is now in effect for Europe after strong concerns that terrorist teams have selected their targets and are now ready to strike at European airports and tourist attractions.

Make it meaningful

- Whether you're posting just to bring joy or to share some important information make sure your posts have a point. What's the deeper message and is there anything else you can offer your readers, like a news article, video, DIY tutorial, etc. Giving a little goes a long way.



What brings meaning?



Top Uses of Social Media (2023)



Source: DataReportal

OBERLO

Know your platform

Not all social platforms are the same.

- Think about the mechanics of the platform(s) you want to use.
- How can you tailor your content to your platform?
- What are some things you can cross share and how can you make your platforms work for you?





Sprout Social Guide

- Instagram: A visual-first network, Instagram favors photos and videos that are attention-grabbing. As the platform has grown, the types of images have changed. Professional photos aren't the only type that you see now. There are beautiful text graphics, educational content, inspirational messages, memes and even screenshots of Tweets.
- Twitter: While it started with text-only, Twitter has evolved to include link previews, videos, photos and gifs. **Links** work well on this platform and if you can time it right, jump in on the current **memes and trends**.
- LinkedIn: A more professional-oriented network, LinkedIn is great for building yourself up as a thought leader. Talking about your company and sharing posts from your company's leaders are all okay. If you share **links**, add your own commentary to it. If you have some work inspiration to share, a **long text post** isn't unheard of.
- Facebook: Facebook has all of the content types available to it so it's a little difficult to narrow down what works best. **Video** often wins, as well as informative or attention-grabbing **links**. Performance is also affected by the Facebook algorithm as well, so test and observe your post performance.

Think Holistically

There are lots of factors to consider if you want to biggest impact with your social, try to slowly train your brain to start thinking about the big picture.

What's trending on a platform? What's newsworthy? What is your long-term goal? What has worked before or hasn't work? What are other thought leaders sharing? How can you engage more with your peers?

Try your best to zoom out and look at both your platform and your content within that wider lens.



Audiences

Personal & General



2022 General User Demographics

Facebook: largest age group 25-34,
43% Female, 57% male

Instagram: largest age group 25-34,
48.4% female, 51.8% male

Twitter: largest age group 18-29,
38.4% female, 61.6% male

LinkedIn: largest age group 25-34,
48% female, 52% male

Other Stats

Twitter is the most popular social site for news. This is a great place to get into the nitty gritty about your WRA work. In 2021, 51% of Americans reported that they regularly get news from Twitter.

Only 25% of Linked In users are from the USA so it's a great platform if you're targeting folks internationally.

More democrats are on Instagram and Twitter but Facebook is fairly even with 69% of Republicans and 72% of Democrats saying they use FB.



Why Instagram is my favorite!



Hashtags!

Hashtags are awesome for many reasons:

1. They're a great way to add quiet humor to any post.
2. People can use them to find you and get invested in your brand.
3. They are goldmine for knowledge.
4. They're a fun way to connect with others and find new social accounts that are relevant to your likes.
5. You can follow hashtags so that your feed is more tailored to what you enjoy.



Searching a hashtag is like googling except it's all user generated content tied to actual people and it's pretty fascinating.



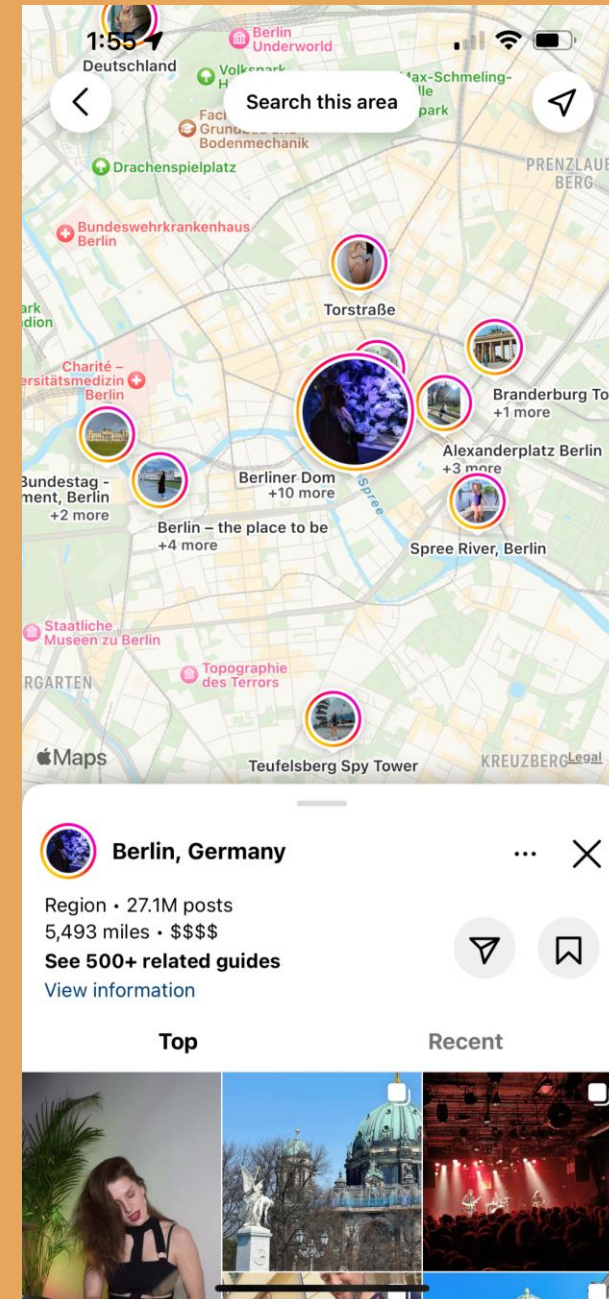
Places

Using the places map on Instagram is one of my absolute favorite things and many folks don't even know it exists.

You can scroll around on a map of a place and it will populate with Instagram posts from that area.

Want to know what people are posting about in Berlin?

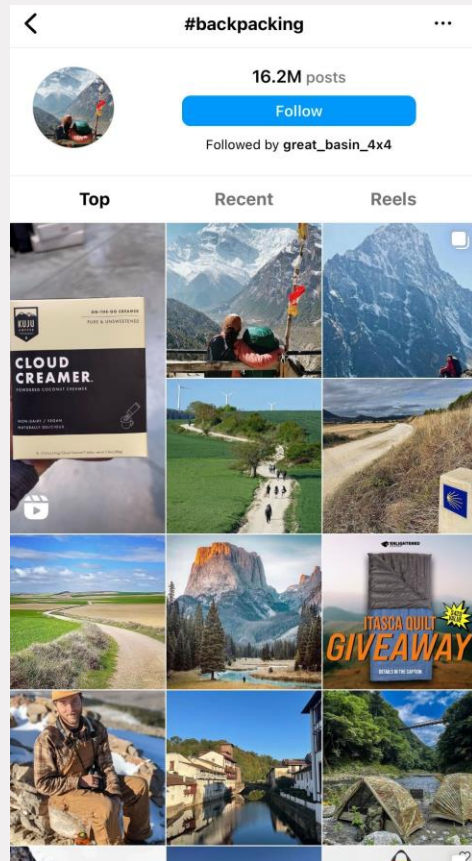
Go to the places view and see!



Top Vs Recent

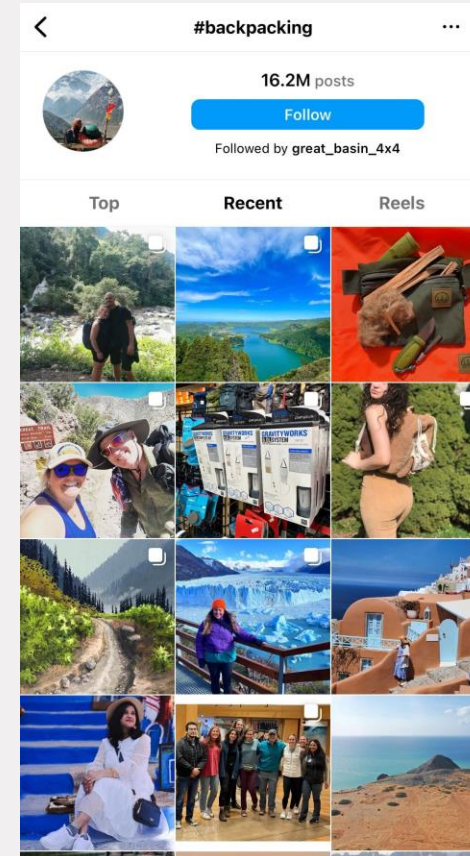


Top – Content with the most likes and comments. Great if you want to know what people are resonating with. And who is the top in a certain field.



Recent- The most recent posts with a certain hashtag. This is usually regular folks.

It's rad because you can see what average folks are doing and into.



Most Important tip:
Have fun!

