FINDING YOUR SOCIAL COMFORT ZONE

MATT SCHULTZ

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HI, I'M MATT.

Caption this.

SOCIAL COMMUNITIES MANAGED:
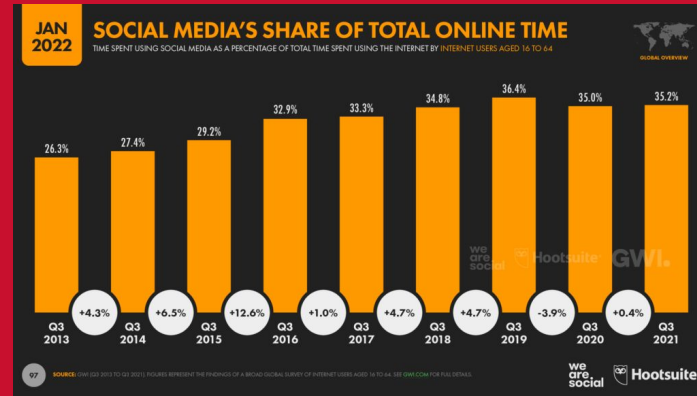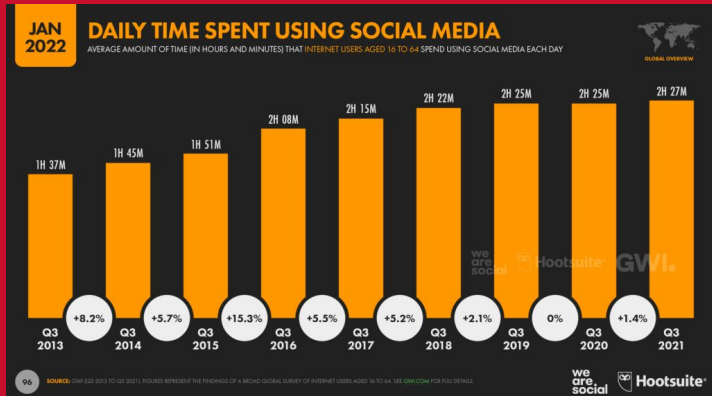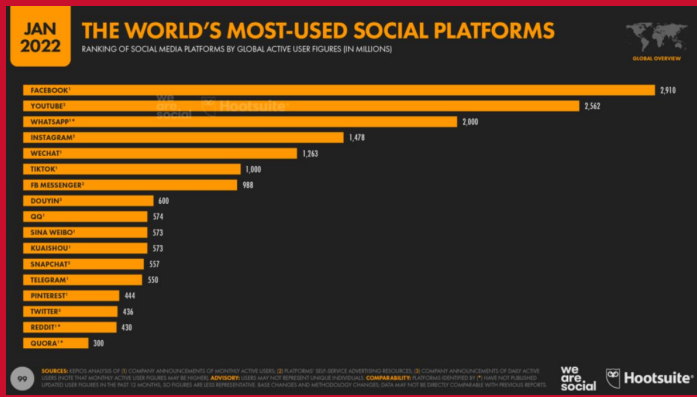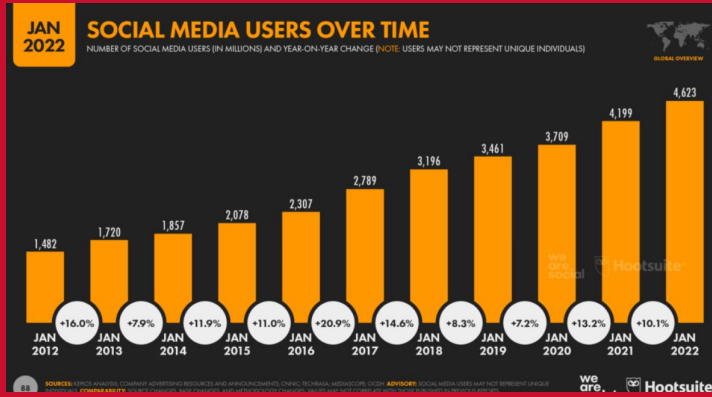
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OHIO STATE

LEGO

PURINA TIDY CATS

DIGIORNO

YOU'RE SEEING THIS

Today's total of 4.62 billion social media users is *3.1 times* higher than 10 years ago.

BUT COMPETING FOR ATTENTION WITH THIS
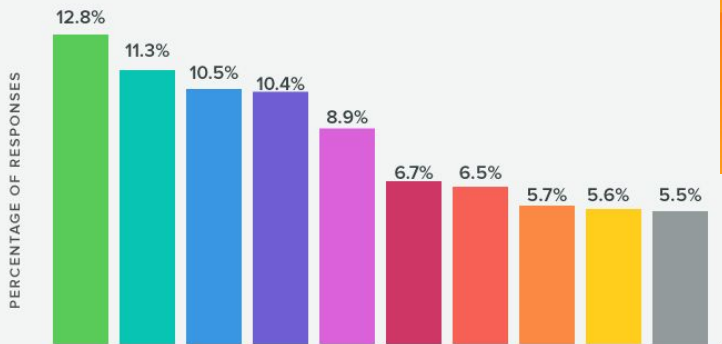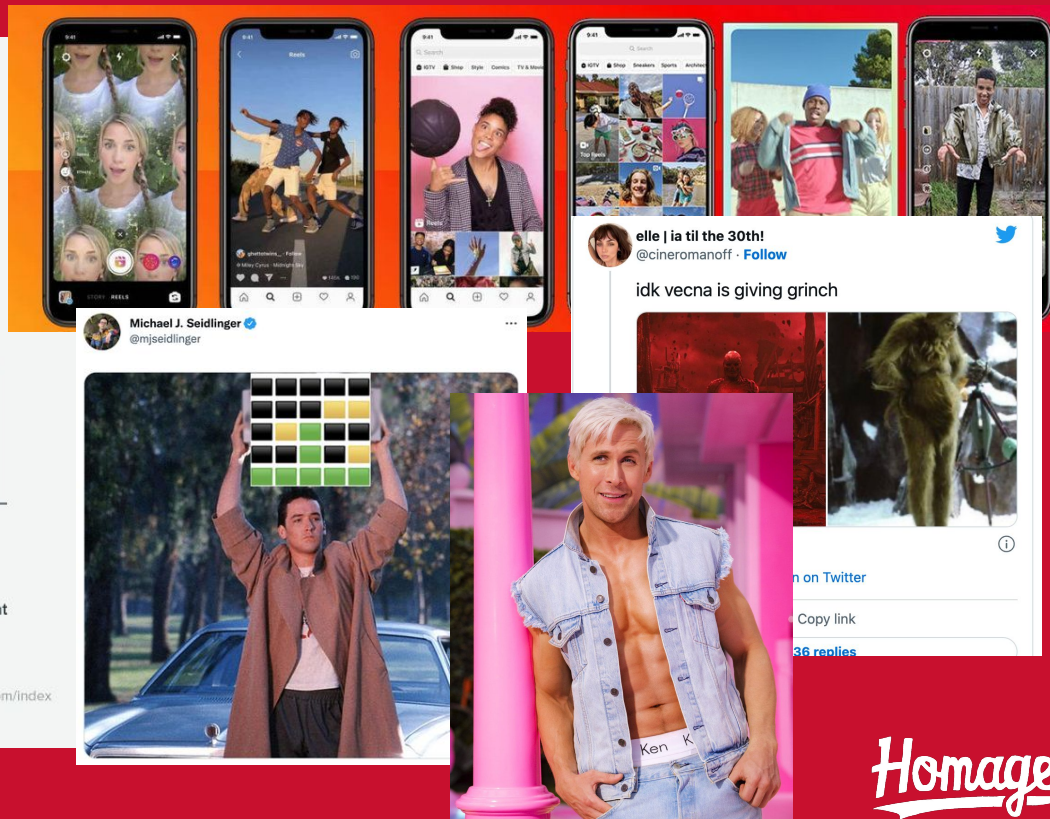
ESTABLISH YOUR SOCIAL APPROACH

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LISTEN AND LEARN.

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LISTEN AND LEARN.

- **WHERE** IS YOUR COMMUNITY ALREADY?

- **WHAT** DOES YOUR COMMUNITY CARE ABOUT?

- **HOW** DOES YOUR COMMUNITY CURRENTLY FEEL?

- **WHY** ARE SIMILAR COMMUNITIES SEEING SUCCESS?

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CRAFT YOUR STORY.

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CRAFT YOUR STORY.

- **WHAT** ROLE DO YOU WANT TO PLAY FOR THE COMMUNITY?

- **HOW** DOES MESSAGING DELIVER ON KEY NEEDS AND INTERESTS OF THE COMMUNITY?

- **WHAT** RESPONSE OR ACTION ARE YOU SEEKING FROM YOUR COMMUNITY?

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ENGAGE YOUR COMMUNITY.

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ENGAGE YOUR COMMUNITY.

- **HOW** CAN YOU TRANSLATE KEY MESSAGING INTO SOCIAL-FIRST CONTENT?

- **HOW** CAN YOU CREATE A TRANSPARENT, RESPONSIVE AND ENGAGING COMMUNITY EXPERIENCE?

- **HOW** CAN YOU CONNECT *AUTHENTICALLY* TO RELEVANT CULTURE AND TRENDING CONVERSATION?

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DEVELOP AN ACTIVATION PLAN

1. **Prioritize topics** around pre-planned and trending moments where conversation would be most active
2. Outline **consistent posting cadence** per channel
3. **Outline creative needs** in order to optimize for each social platform

SUGGESTED POSTING CADENCE BY CHANNEL

Bare Minimum: Once a week
Better: 3 times a week
Optimal: Once a day

Avoid: Sharing posts in quick succession. Allow at least 3 hours between posts. "Too many updates" is why people unfollow Fan Pages.

Bare Minimum: Once a week
Better: 3 times a week
Optimal: Once or twice a day

Avoid: Sharing a bunch of posts in quick succession, *or* disappearing for weeks at a time.

Bare Minimum: Once a day
Better: 3 -6 tweets a day
Optimal: 10-15 tweets a day

Avoid: Disappearing from Twitter for weeks or months – you'll lose followers.

Bare Minimum: Several times a week
Better: Once a day
Optimal: 3 times per day

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CREATE *SHAREABLE* SOCIAL-FIRST CONTENT

- Prioritize **engaging and interesting (platform-optimized) content** that **serves your community's needs** (education, entertainment, transparency) or gives them **"social currency"** (community pride, advice):
  - For example: Important News & Alerts, Tips and Recommendations, Entertainment, Community Celebrations, Human-Interest Stories
  - When applicable, leverage social listening to connect to trending topics or seasonal themes
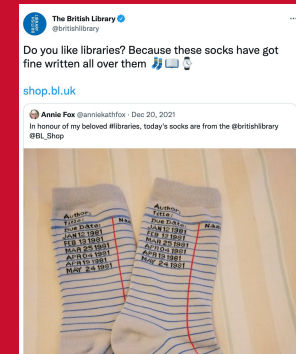

- Video (:30+ sec)
- Shareable Infographics
- "Lifestyle" Images/Galleries
- Social Memes/Trends
- News Articles

- Reels Video
- "Lifestyle" Images/Galleries
- Social Prompts/Memes

- News Articles
- Organization Updates
- UGC and Retweets
- Social Trending Topics
- Networking & PR

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CONTENT THOUGHT-STARTERS

- Leverage **Stories** for quick community updates, UGC and regular link-based resource reminders

- Leverage **Story Polls** and **Question** widgets to collect feedback or deliver messaging in new way

- Connect your organization to larger conversations and content streams via relevant **trending Reels/TikTok** sounds, songs and edits

- Leverage **open-ended prompts and conversation starters** in copy to spark engagement
  - Ask for community "visitor" advice
  - Source feedback
  - Share memories
  - Source UGC

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SEEK QUESTIONS AND FEEDBACK

Social media can be its own sort of public forum and a valuable place for conversation with the community. Serving as a timelier alternative to email, phone calls or face-to-face meetings, platforms such as Twitter, Facebook and Instagram make government officials and community leaders more accessible than ever.
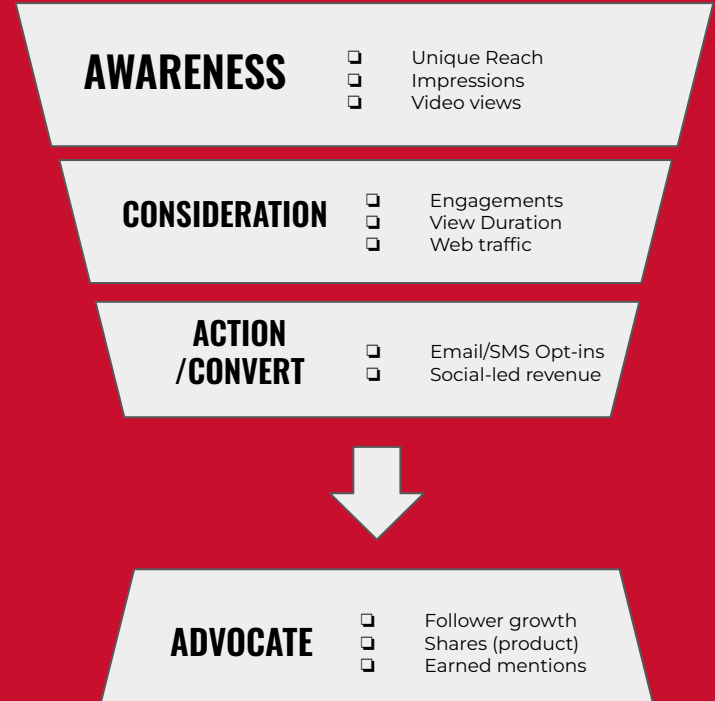

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UNDERSTAND IMPACT.

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UNDERSTAND IMPACT.

- **WHAT** ARE YOUR PERFORMANCE BENCHMARKS?

- **WHAT** DROVE THE BEST IMPACT AND WHY?

- **HOW** DOES THE MESSAGING APPROACH NEED TO EVOLVE?

EXAMPLE KPI FRAMEWORK

AWARENESS
- ❏ Unique Reach
- ❏ Impressions
- ❏ Video views

CONSIDERATION
- ❏ Engagements
- ❏ View Duration
- ❏ Web traffic

ACTION /CONVERT
- ❏ Email/SMS Opt-ins
- ❏ Social-led revenue

ADVOCATE
- ❏ Follower growth
- ❏ Shares (product)
- ❏ Earned mentions

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HELPFUL RESOURCES & TOOLS

Hootsuite®

TweetDeck Later

emplifi
Empathy, amplified.

Canva

Inexpensive social media management software designed to help you create more engaging content, get more followers, and enable more advanced social listening.

Canva is a free-to-use online graphic design tool. Use it to create social media posts, presentations, posters, videos, logos and more.

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THANK YOU.

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