

Building a Social Media Strategy

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What is Social Media?

so·cial me·di·a

/,sōSHəl 'mēdēə/

noun: **social media**; plural noun: **social medias**

websites and applications that enable users to create and share content or to participate in social networking.



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Types of Social Media?

- ▶ Social networking: Facebook, Twitter, LinkedIn, Instagram, Snapchat
- ▶ Social Photo & Video Sharing: YouTube, Flickr
- ▶ Social News: Digg, Reddit
- ▶ Social Bookmarking: Del.icio.us, StumbleUpon
- ▶ Social Messaging: WhatsApp, QQ, WeChat
- ▶ Social Blogging: Tumblr,
- ▶ Multi-Spectrum: Google+



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Social Media Platform Reach US only

- ▶ Facebook: 214 million monthly active users
- ▶ Youtube: 180.1 Million users monthly *
- ▶ LinkedIn: 150 million members
- ▶ Pinterest: 125 million monthly active users
- ▶ Instagram: 110 million monthly active users
- ▶ Snapchat: 84 million daily active users
- ▶ Google+: 70 Million monthly active users
- ▶ Twitter: 67 million monthly active users

As of 4Q 2018

* Account holders only, does not include viewers



“
YouTube is now used by nearly
three-quarters of U.S. adults
and 94% of 18- to 24-year-olds.”

Pew Research Center “Social media use in 2018”



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Why Use Social Media?

- ▶ To communicate and engage with your existing members.
- ▶ To raise awareness of your chapter and the HR profession.
- ▶ To recruit new and retain current volunteers.
- ▶ To build grow your membership.
- ▶ To increase event participation.



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Before you Start...

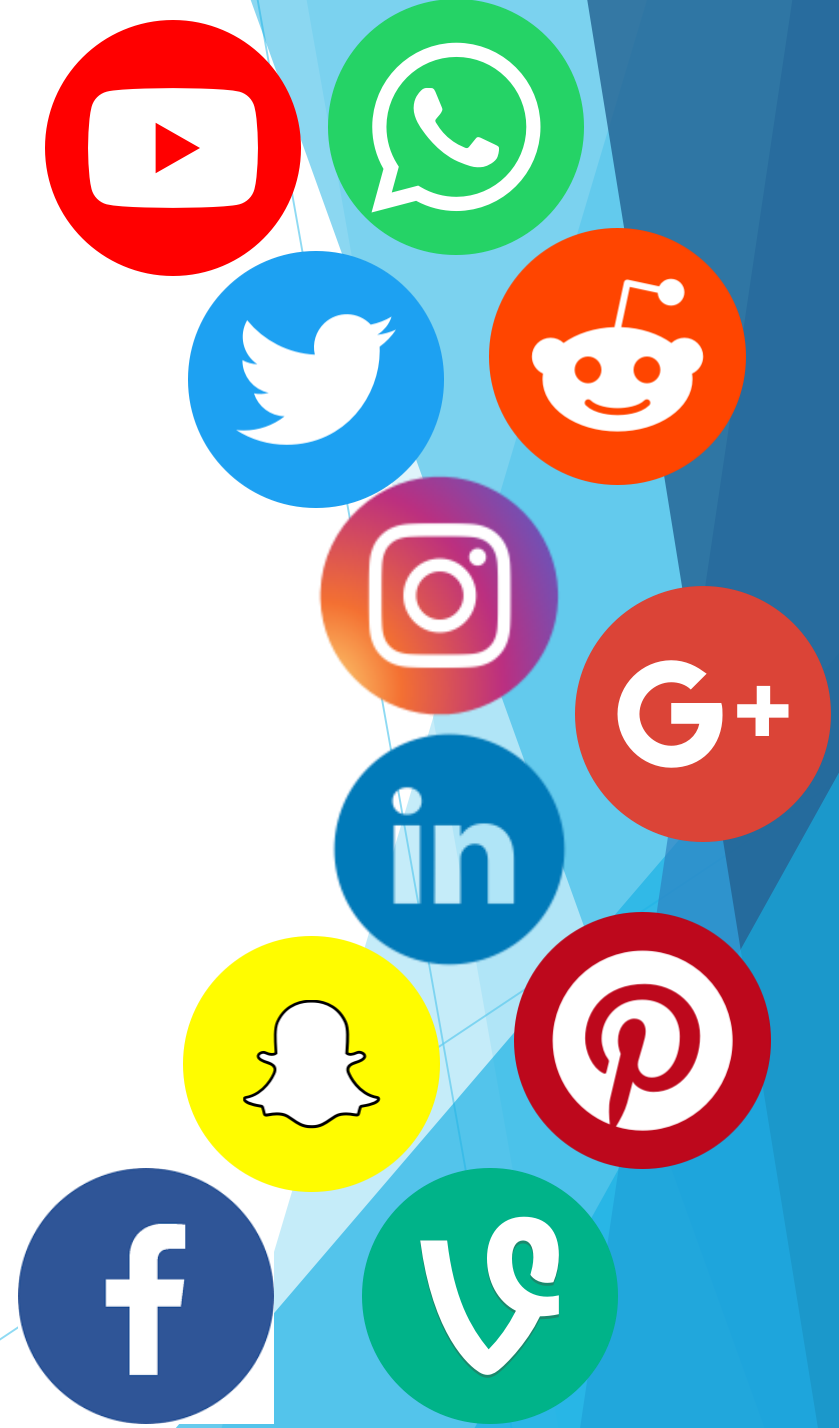
- ▶ Verify you are doing well in other online channels
 - ▶ Website
 - ▶ Blog
 - ▶ E-mail marketing
- ▶ Make sure you have commitment from your board
 - ▶ Social does not mean it is free
- ▶ Recognize that you must be willing to give up some control



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Building a Social Media Strategy



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Outline of Strategy Roadmap

- ▶ Prepare to go Social
- ▶ Create a Content Strategy
- ▶ Gather and Create Great Content
- ▶ Track and Measure Results
- ▶ Tools to Use



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Prepare to go Social!



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Create a Social Media Committee

- ▶ Social Media is a team effort
- ▶ Relies on individuals to voluntarily take action
- ▶ Find different views for your “Social Media Lens”
 - ▶ Social Promoters
 - ▶ Closet Creatives
 - ▶ Tech-lovers (not tech-savvy)
 - ▶ News Hounds
 - ▶ Network Pros
 - ▶ Cheerleaders



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Define Goals & Objectives

- ▶ What do you want to accomplish?
- ▶ How will you know success?
- ▶ Example goals:
 - ▶ We would like to use social media to increase awareness of our meetings and events.
 - ▶ We would like to use social media as a way to increase engagement at our conferences.
 - ▶ We would like to use social media as a way to reach out to prospective members in the area.
- ▶ Objectives can change from campaign to campaign



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Set Social Media Guidelines

- ▶ Internal document for the Chapter Board and Social Committee
- ▶ Questions to ask when creating Social Media Guidelines:
 - ▶ What is the decision and approval process for opening a new social media account?
 - ▶ Who is responsible to take the lead on implementation of social media strategy?
 - ▶ Outline what information should and should not be shared online.
 - ▶ Who are the administrators of the page? Who will take charge when this person is on vacation/out?
 - ▶ Who has the passwords and login information?
 - ▶ What happens in the event of a PR crisis?



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Identify your target audience

- ▶ Audience to reach may differ from those that can join your chapter
 - ▶ HR Professionals
 - ▶ Business Professionals
 - ▶ Early Professionals
 - ▶ Veterans
- ▶ Some audiences may be more reachable via social media than others.
- ▶ By assessing whom you would like to reach, you can determine which platforms may be more effective.



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Choose your Platform







- ▶ You do not need a presence on all social platforms
- ▶ Things to consider:
 - ▶ Who is your target audience?
 - ▶ Where do they congregate?
 - ▶ Ask or survey your chapter members and constituency.
 - ▶ What is the message? Different messages require different platforms



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Message First, then Platform

-  Facebook is the network where millennials and Gen X are most likely to share content.
-  Instagram 53% of users follow brands.
-  Twitter 75% of users check the site daily to get their news.
-  LinkedIn is the most popular social network with Fortune 500 CEO's and individuals who have incomes +\$50,000.
-  YouTube reaches more 18-49 year olds than any cable network in the US.
-  Snapchat is the favorite network for 39% of teens.

[Source: Spredfast.com 2018 Social Audience Guide](#)



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Audience Duplication

Substantial 'reciprocity' across major social media platforms

% of ___ users who also ...

	Use Twitter	Use Instagram	Use Facebook	Use Snapchat	Use YouTube	Use WhatsApp	Use Pinterest	Use LinkedIn
Twitter	–	73%	90%	54%	95%	35%	49%	50%
Instagram	50	–	91	60	95	35	47	41
Facebook	32	47	–	35	87	27	37	33
Snapchat	48	77	89	–	95	33	44	37
YouTube	31	45	81	35	–	28	36	32
WhatsApp	38	55	85	40	92	–	33	40
Pinterest	41	56	89	41	92	25	–	42
LinkedIn	47	57	90	40	94	35	49	–

Source: Survey conducted Jan. 3-10, 2018.
"Social Media Use in 2018"

PEW RESEARCH CENTER

90% of LinkedIn users
also use Facebook



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Create a Content Strategy



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Who, What, Where, When, Why, How

- ▶ Who are you creating the content for? Keep your audience top of mind at all times
- ▶ What format are you going to use?
- ▶ Where will it be posted?
- ▶ When does your audience need to see your message?
- ▶ Why are you creating content? Are you looking to generate leads? Increase your thought leadership? Drive attendance to your events?
- ▶ How will you stand out?



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Get Organized

- ▶ Create a Social Media Planner
 - ▶ Distribution Channels
 - ▶ Content Format (Blog, Video, Podcast, Infographic, Photo, Ad)
 - ▶ Visual Elements
 - ▶ Topics/Categories
 - ▶ Keywords, SEOs
 - ▶ URL's
 - ▶ Call to Action
 - ▶ Dates for distribution



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Gather and Create Great Content



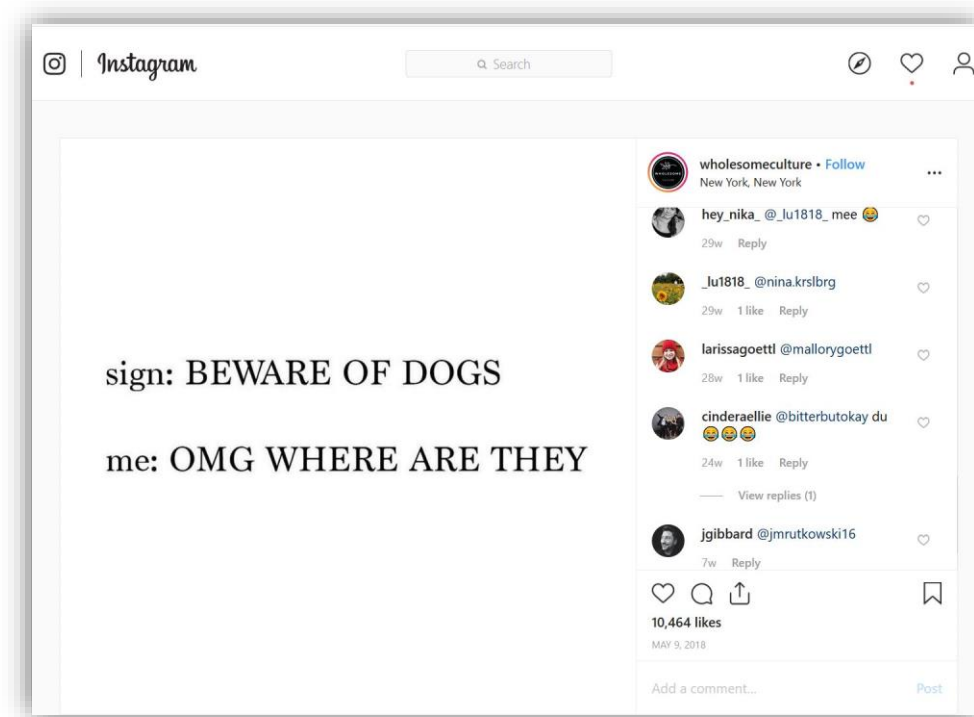
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Create great content

Creating great content that your online community wants to share with others is the key to success on social media.

Content must be compelling whether it be editorial, images, photos, videos, and infographics.



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Create great Images

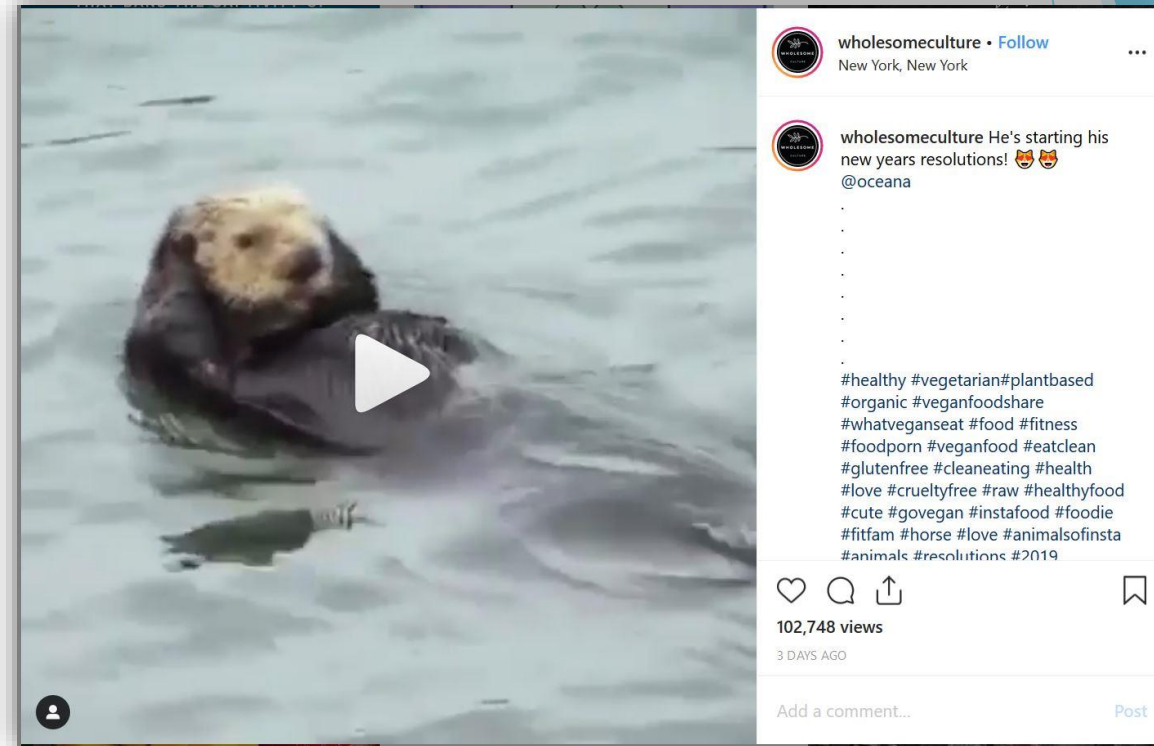
Use the power of images with every post as a picture is worth 1,000 words.



Create great Video

Video is one of the most engaging content types that you can post on social media.

Tip: Upload your video natively to the platform of choice.

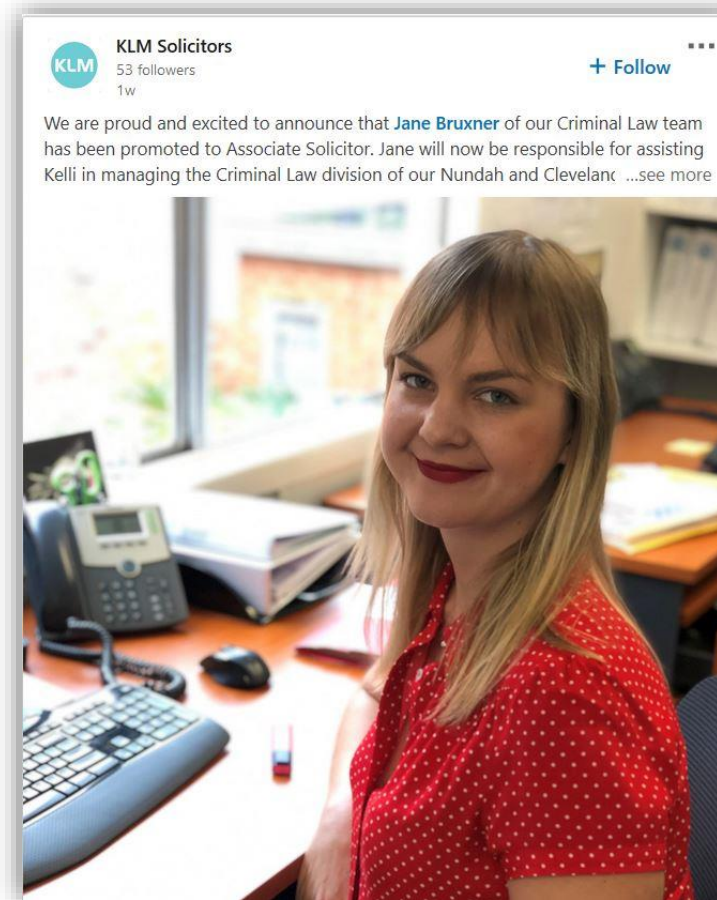


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Content Ideas: Celebrations

- Celebrate social milestones
- Acknowledge member achievements

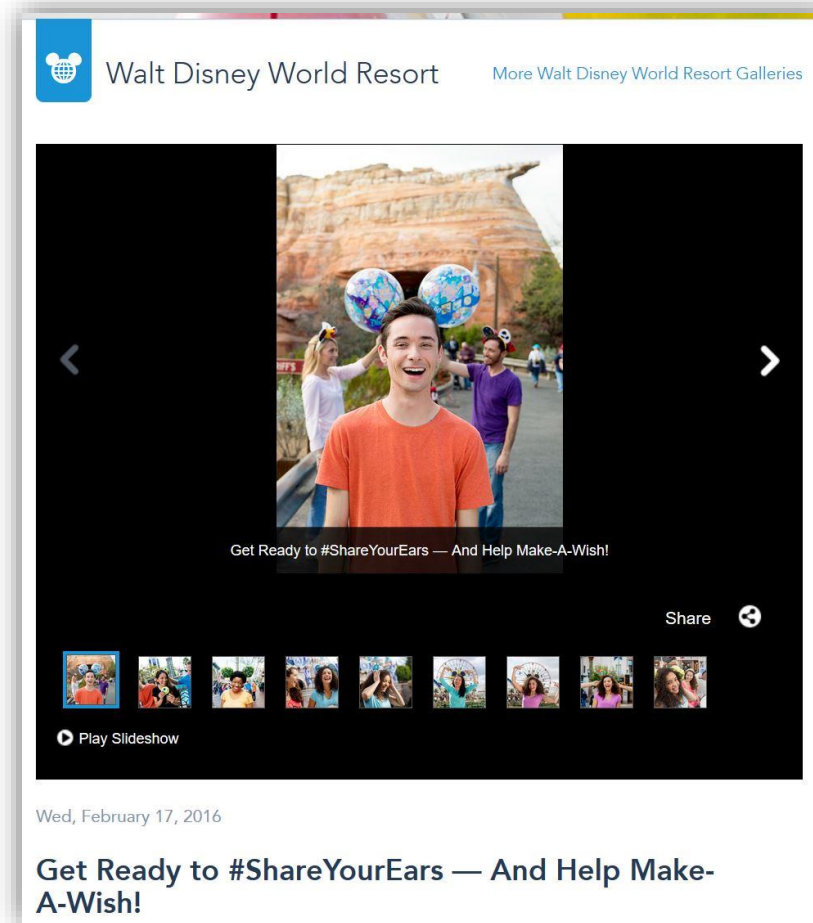


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Content Ideas: Contests

- “Like/Share/Comment” contests
- Photo contest
- Trivia Question
- Fill in the Blank



Content Ideas

News & Stories

- Share news and advocacy alerts
- Tell stories about the people who benefit from chapter efforts



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Content Ideas: Get Personal

- “Fireside Chats” with local HR professionals
- Personal Profiles
- Question & Answer



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Content Ideas:

Use Humor

- Add Humor - share entertaining HR focused memes

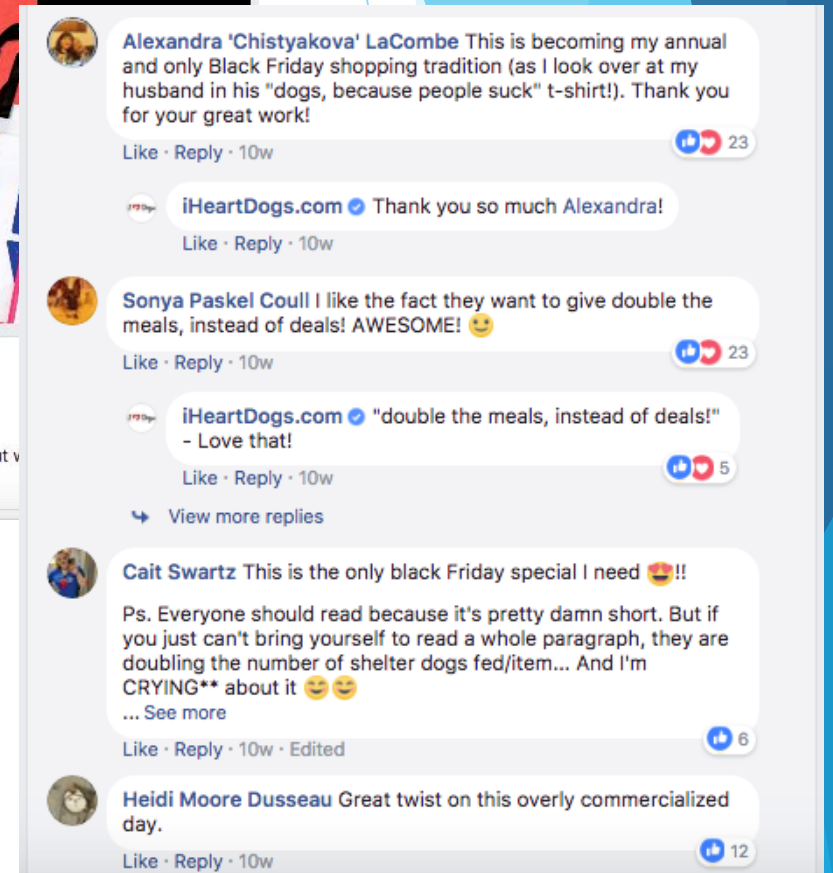
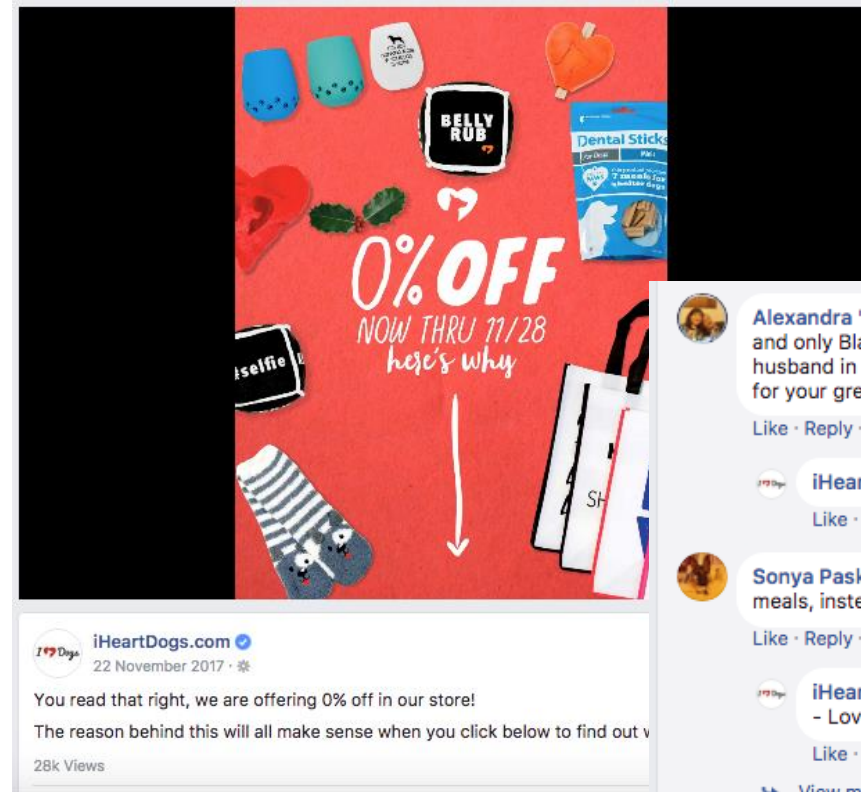


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Engage your followers

- Be responsive to your users
 - 83 percent of your Facebook fans and 71 percent of your Twitter followers expect a response from you the same day they ask a question.
- Publicly recognize people who retweet, favorite, and mention your chapter on your social media.



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Tag and Hashtag

- Encourage followers to tag your chapter or to “Tag a Friend”
- Use hashtags #, review what is currently trending and then post.
 - www.hashtag.org or www.hashtagify.me sources for relevant hashtags

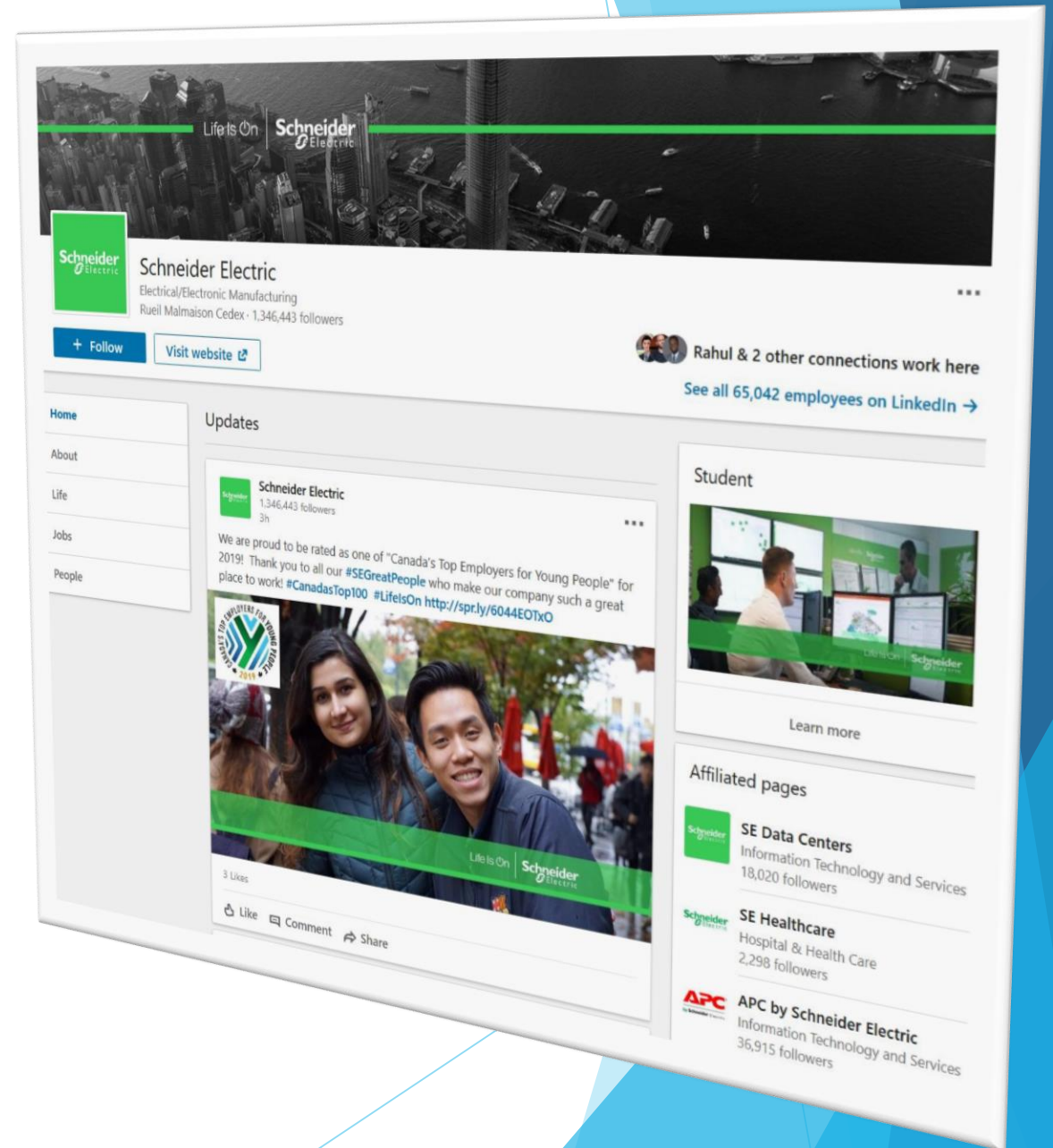


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Change your profile picture and banners

- ▶ Your profile photos and banners are some of your most-viewed social real estate.
- ▶ Change up your cover photo at least once per month and write a great caption.
- ▶ Personalize, humanize, and customize every channel you can with a visual image that speaks volumes.



Track and Measure Results



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How to Measure

- ▶ Use the tools built into the platforms:
 - ▶ Facebook - Instant Post Insights
 - ▶ Twitter - ReTweets, mentions
- ▶ Website analytics and traffic - Google Analytics
- ▶ Email newsletter signups
- ▶ “How did you hear about us?” survey question



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What are we Measuring?

- ▶ How many people are hearing and reacting to your message?
- ▶ How many people are visiting your site when you post something on Facebook, and what do they do on your site?
- ▶ How much information do they read?
- ▶ Are there better ways to get your message out?
- ▶ Do people respond better when they come to your site from various social media, or from email campaigns?
- ▶ Are you increasing attendance at your events and participation on your social sites?



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Tools to Use

Work Smarter Not Harder



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“There are dozens of tools to make social media better but do not give up authenticity for automation!”

Delia Ortiz, CalSHRM Brand Manager



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Tools to Use: Trello

- ▶ www.trello.com
- ▶ Ideal for social media content planning.
- ▶ Easy to use, versatile tool.
- ▶ Can collaborate by adding multiple team members.
- ▶ Limited free plan, minimal cost for basic plan.

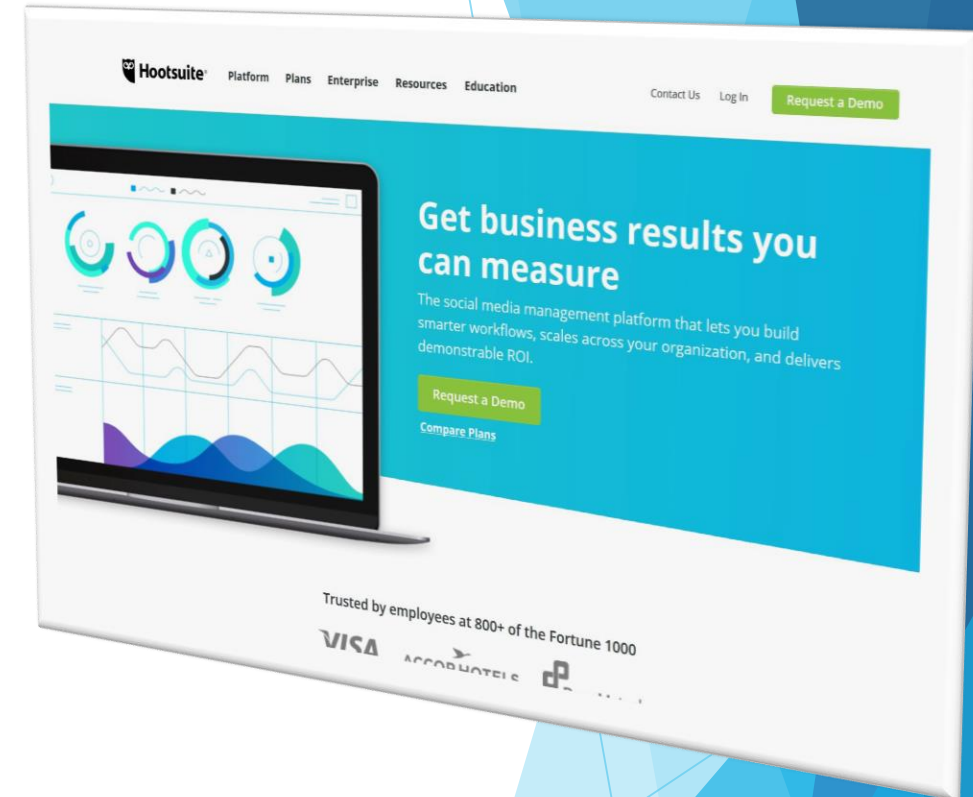


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Tools to Use: Schedulers

- ▶ www.Hootsuite.com
- ▶ www.Buffer.com
- ▶ www.PostPlanner.com
- ▶ www.sproutsocial.com
 - ▶ Manage presence for from all major social networks
 - ▶ Schedule multiple social media posts at once
 - ▶ Many have limited free plans with minimal cost for basic plans



Tools to Use: Google Analytics

- ▶ <https://marketingplatform.google.com/about/analytics/>
- ▶ Identified where visitors came from
 - ▶ Google Search
 - ▶ Email
 - ▶ Social site
 - ▶ Other website
- ▶ Compare origination to registration patterns.
- ▶ Understand the keywords used in Google to locate your chapter.
- ▶ FREE

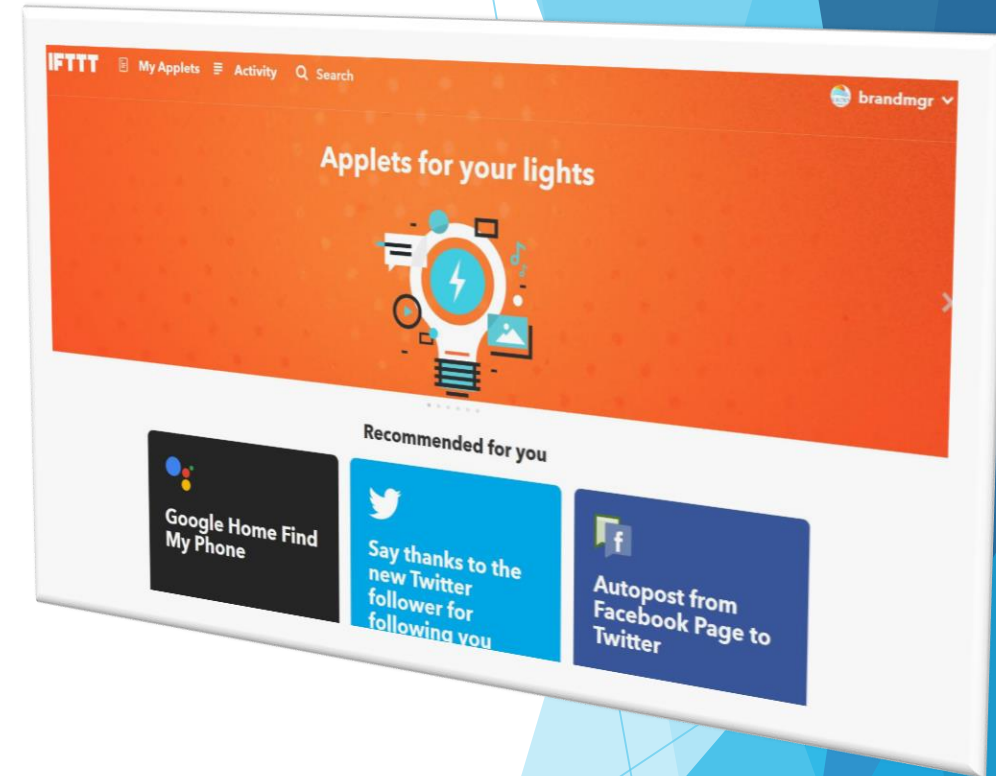


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Tools to Use: IFTTT

- ▶ If This Then That (www.IFTTT.com)
- ▶ Allows you to create “applets” to direct content
 - ▶ Post content on one platform and have it automatically populate another.
 - ▶ Send new followers an automated email of thanks.
 - ▶ Push RSS feed to your sites as content.
- ▶ Free



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Tools to Use: Image Size Cheat sheet

- ▶ <https://makeawebsitehub.com/social-media-image-sizes-cheat-sheet/>
- ▶ Every social website has their own set of sizes for each graphic
- ▶ Provides specification and sizes for each content area for Facebook, Twitter, LinkedIn, YouTube, Google+, Instagram, Pinterest, Snapchat and more!

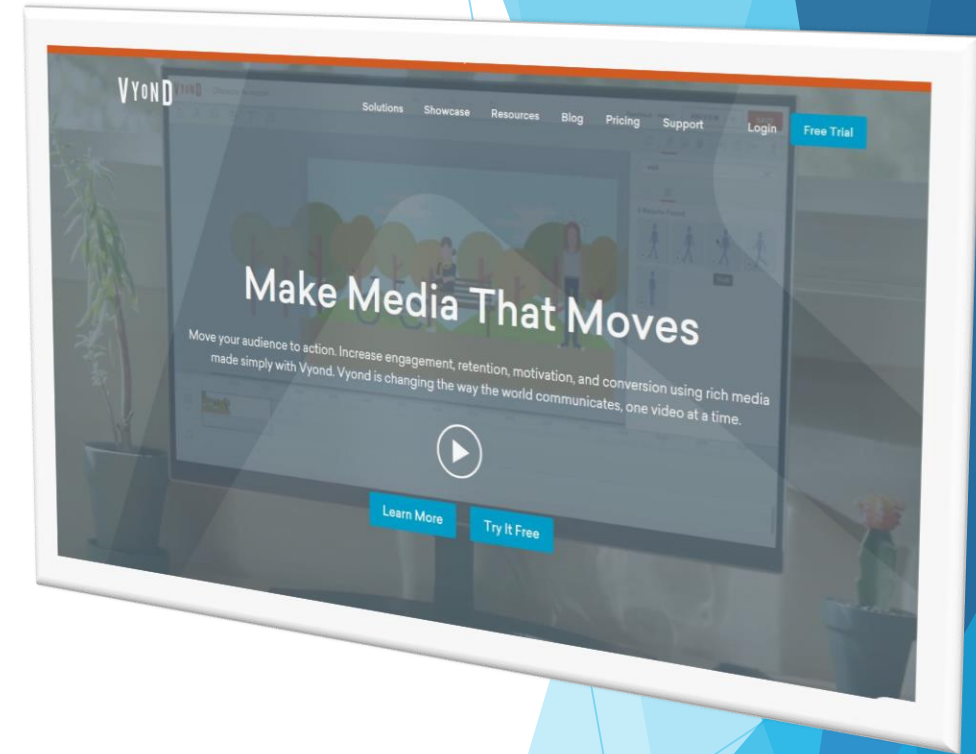


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Tools to Use: Vyond

- ▶ www.vyond.com
- ▶ Video Creation
- ▶ Easy to use with great templates and training material
- ▶ Free version with branding, Minimal cost plan without branding

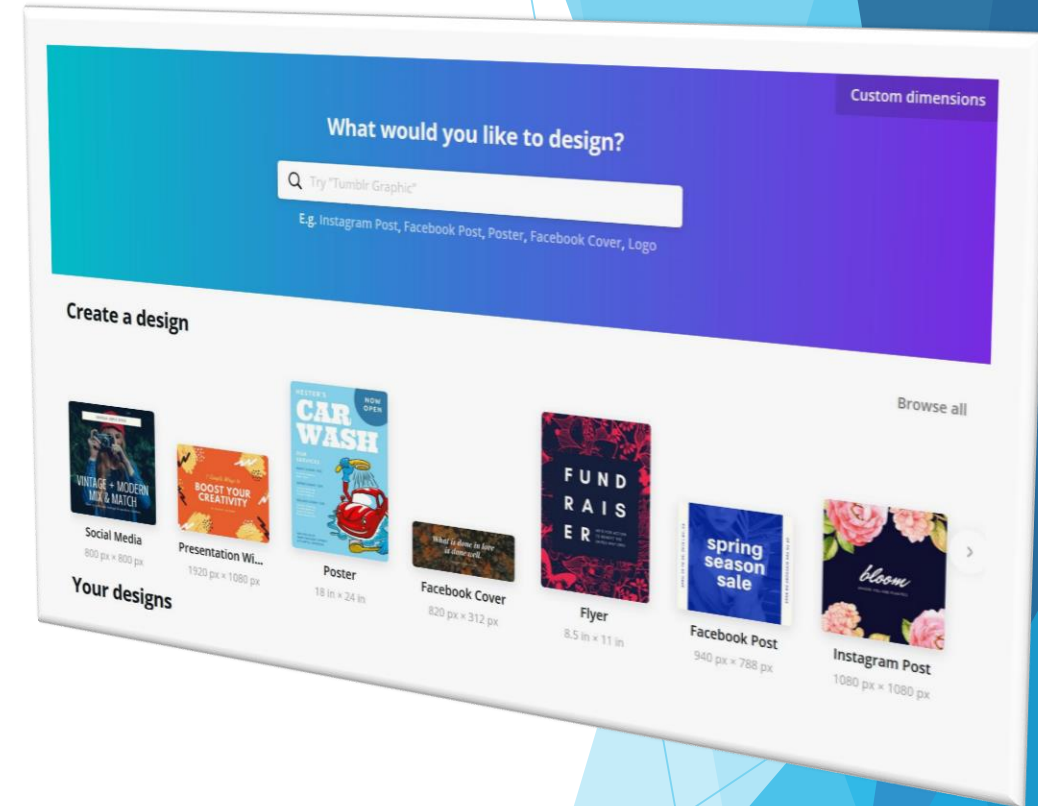


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Tools to Use: Canva

- ▶ www.canva.com
- ▶ Media creation site with ready to go ads.
- ▶ Thousands of free graphics (photos, line art) to use in your designs.
- ▶ Ability to quickly resize artwork to fit different social sites.
- ▶ Limited Free version, Minimal cost for entry plan

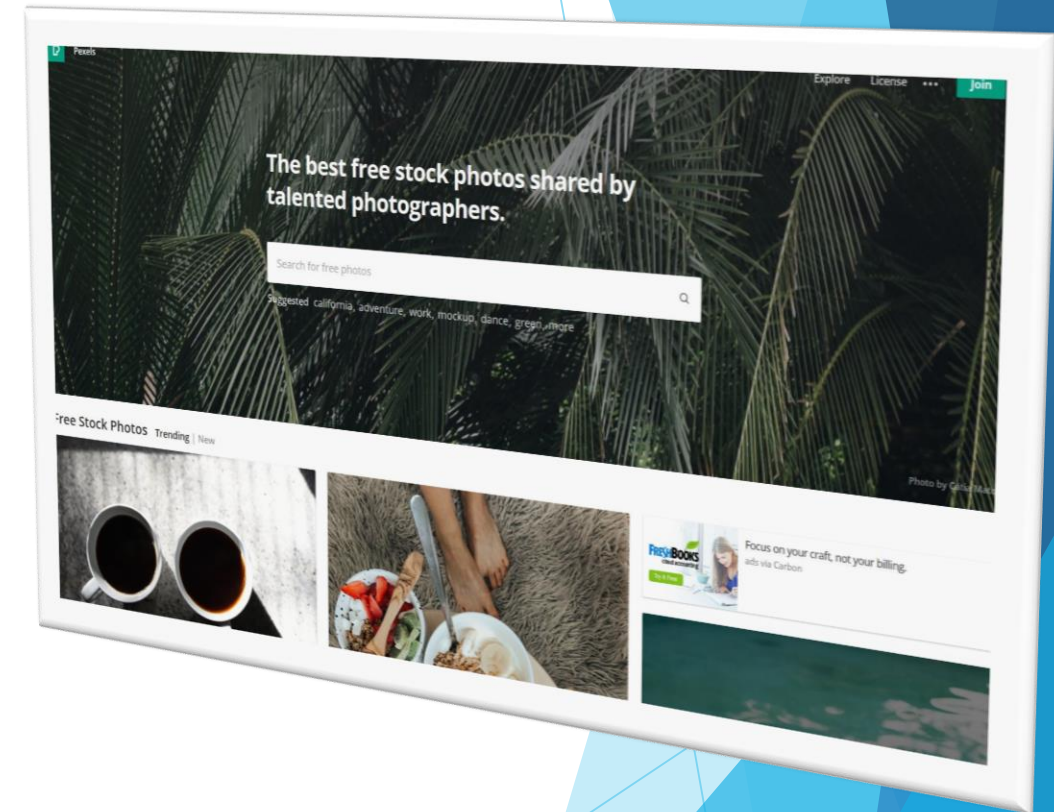


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Tools to Use: Pexels

- ▶ <https://www.pexels.com/>
- ▶ Thousands of great photos free for personal and commercial use
- ▶ No attribution required



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Tools to Use: SHRM & CALSHRM Resources

- ▶ Shrm.org
 - ▶ <https://community.shrm.org/vlrc>
 - ▶ RSS Feed for California Issues
 - ▶ Artwork for SHRM campaigns
- ▶ www.calshrm.org/resources.html
 - ▶ Example Social Media Guidelines
 - ▶ Example Social Media Planning Calendar
 - ▶ PDF Image Size Cheat Sheet
 - ▶ Copy of this presentation
 - ▶ Coming Soon: Artwork for social media campaigns



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Final message

- ▶ Make sure your are ready to enter Social Media
- ▶ Consistency is key
- ▶ Be mindful of your tone
- ▶ Connect with your audience
- ▶ Don't forget a clear Call to Action
- ▶ Measure results and adjust as necessary



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