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WHAT IS SOCIAL MEDIA?

Social media is...

“forms of electronic communication (such as Web sites for social networking and micro blogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos).”

Merriam-Webster Dictionary

Social media is...

“a shift in how we get our information. It used to be that we would wait for the paperboy to throw our news on the doorstep (or into the flowers) and we’d read the paper, front to back, with our morning coffee before going to work. Now we get information, 24/7 and on the fly, from anywhere. In the more traditional senses, online, on our phones, and through the social platforms. Social media allows us to network, to find people with like interests, and to meet people who can become friends or customers. It flattens out the world and gives us access to people we never would have been able to meet otherwise.”

Gini Dietrich, of Arment Dietrich, Inc.

Social media is...

“digital content and interaction that is created by and between people.”

Sam Decker, Mass Relevance
THE STATS

- 67% of Americans were active on Social Media in 2014.

- 28% of people check their social media accounts several times a day.

- With over 1.4 billion people using the platform, Facebook has more users than any other network.
LISTENING

Listen to what your audience is talking about & make your organization’s social media a two-way conversation.

WHAT IS SOCIAL MEDIA LISTENING?

“Social media listening is the process of identifying and assessing what is being said about a company, individual, product or brand on the Internet.” TechTarget

Much like interpersonal conversations, it is easier to jump in and know what to say when you stop and listen first. Because the goal of social media management is followers engaging in conversation, good listening is a way to strengthen your relationship with them.

HOW DO I LISTEN?

“How can you possibly know what to talk about in any conversation until you listen, at least a little bit?” Dave Kerpen, Author of Likeable Social Media

Search internet for your organization’s name, similar organizations/competitors, and phrases or key words related to your organization.

Use these resources to listen for free:

- Hootsuite Keywords
- Hashtag search
- Mentions on social platforms
- Twitter search
- Facebook search
- Youtube search
WHY LISTEN?

- You get a better understanding of how customers use your products which can help you make changes
- Discover new content ideas and opportunities to build relationships with your audience
- Know what your audience is responding to on social media (this can help with promotion and brainstorming ways to expand reach)
- Listening gives the opportunity to test strategies and get quick feedback on what is succeeding/failing

NOW WHAT?

1. Search your organization’s name, competitors, and words associated with your organization on social networks. What are people talking about?
2. Schedule social listening into your calendar on a regular basis.
3. Write down words and phrases that people could use on social media that might make them a part of your audience. Conduct a search and see what you find!
4. Examine your findings. Based on what you discover, brainstorm ways to tailor your posts to your audience.
5. Better define your audience. Write down a specific description of what you think your audience. Then search social media platforms for this person. See if you can discover the things this person is posting about.
YOUR GAME PLAN

Inform, Inspire, & Be Transparent

“Content Marketing is the marketing and business process for creating and distributing relevant and valuable content to attract, acquire, and engage a clearly defined and understood target audience – with the objective of driving profitable customer action.”

The Content Marketing Institute

With all of the types of content on social media, deciding what content is best to post is another overwhelming task. The three types of posts that create the most engagement are in informational, inspirational, and transparent.

INFORMATIONAL

Simply inform your audience of what you know they will need/want to know. These posts can also draw people to your organization’s website or blog.

Examples of informational posts:
- Answer your frequently asked questions before they have a chance to be asked
- Create campaigns to promote events, fundraising, or programming.
- Links to updates on your organization’s website.

INSPIRATIONAL

Inspirational posts are the most popular, with 50 percent of churches’ social reach coming from this category of posts. This is to be expected, considering that people attend church so their faith can be inspired. This data proves that people are looking at churches’ social media accounts to inspire and encourage them every day, not just Sunday.

A key aspect in creating social media content is creating something that people will want to share. People won’t necessarily share content about church events and calendars, but they will share posts that inspire them. They will also share and engage in content that helps them in some way or inspires them. While brainstorming inspirational content, think of stories you can tell through social media that will impact your audiences’ lives.

Examples of inspirational posts:
- Scripture
- Sermon Quote/Quote from organization leaders
- Stories from lives of congregation members
- Baptism stories
TRANSPARENT

Transparent posts were the second most popular, with a 34 percent engagement rate on Facebook. They are a great way to bring the aspect of community and togetherness that occurs in a church family to social media. Transparent posts keep your followers in the loop about what is going on at your church.

Examples of transparent posts:
- Sharing a sermon videos
- Blog posts from organizational leaders
- Stories about volunteers
- A behind the scenes look at the planning of an event
- Posts about employees about the organization
- Stories from trips or retreats

Categories of Posts
NOW WHAT?

1. Make a list of your organization’s goals and challenges. How can your strategy accomplish these goals or help fix these challenges?
2. Make a list of things you want your audience to know or what you predict they will want to know in the future.
3. What question does your audience frequently ask your organization? How can you answer these questions on social media?
4. What inspires your audience? Talk to employees at your organization to see if they have inspiring content to share.
5. Make a list of upcoming events and programming. How can you give your audience a behind the scenes look?
6. Have any exciting thing happened lately for your organization (such as volunteer stories, trips, successful events)? How can you be transparent with your audience about these things?
GOOD SOCIAL CONTENT

GOOD SOCIAL CONTENT IS VISUAL

Research has shown that visual posts result in the most engagement on social networks: 50% of the engagement from posts on Facebook come from photo posts, while 38% of engagement comes from video posts.

Consequently, status updates with no image, link, or video were the least popular, with only 3%. According to Hubspot, 87% of an average Facebook pages engagement happens on photo posts.

GOOD SOCIAL CONTENT IS CONSISTENT

An organization can only be posting valuable content, but if they aren't posting consistently, they aren't going to create a social media following.

Social media management tools (Hootsuite, Sprout Social, Google Analytics) help managers maintain consistency. The program’s scheduling tools help you keep track of how often and when you post.
NOW WHAT?

1. Go back to your game plan answers. How can you take the posts you brainstormed and make them visual?
2. Make a list of events and programming you could take pictures of for your organization in the future.
3. Create an editorial calendar to ensure that you post consistently.
4. Practice scheduling your posts in advance. If you aren’t already using one, sign up for a social media management tool (like Hootsuite), practice
ENGAGEMENT

More engagement, less problems.

SAY GOODBYE TO TRADITIONAL ADVERTISING

More engagement should be one of the social media manager’s top goals. Engagement is when people like, comment, click, or share your posts. The focus of your marketing efforts is not just talking at the consumer, it is now about building a relationship and initiating a conversation. This is one of main reasons why social media marketing is different than traditional advertising.

“Social media works when you create engagement through conversations and sharing”
(Reach, 2015).

ENGAGEMENT & NON PROFITS

Engagement is even more important for non-profits.

“Social media is tailor-made for such organizations, and the success of a nonprofit in fulfilling its mission, or a government organization in launching an initiative, is entirely dependent on an engaged constituent base.”

Dave Kerpen, Likeable Social Media

HOW TO MAKE THEM “LIKE” YOU

Before social media, website links used to be the best way to increase your consumer following. Gaining Facebook likes now has much more value than driving people to your website through links.

A social media manager can lead people to liking their page by communicating the value of the posts to the Facebook user. Getting as many likes as possible is important for smaller organizations and businesses because it generates free word of mouth marketing.

TELL YOUR AUDIENCE TO LIKE YOU OFTEN AND CONSISTENTLY BY:

- Placing your social media handles and URLs on all of your advertising materials
- Create contests involving people winning by liking or following your page.
- Place your social media handles and URLs on staff email signatures and digital signage
RELATIONSHIP ADVICE

“To be engaged means to be genuinely interested in what your customers have to say. You have to want, even crave, feedback of all kinds because you know it gives you important data to build a better organization.”

Dave Kerpen, Likable Social Media

By using social media to create conversation between consumer/consumer and consumer/organization, engagement rates can greatly increase. In order for social media efforts to be successful, the manager must truly believe that their work will create beneficial relationships with the public.

BE RIGHT ON TIME

Analyzing your audience helps you figure out what times of day you should post. For example, high school students typically check their social accounts before and after school, while working individuals will get online first thing every morning, during their lunch break, and after work.

Statistically, the most engagement is received on Facebook is content is posted towards the end of the week, in the early afternoon.

Social media managers should still consistently post content, but important message will be more successful on Thursday or Friday (Reach, 2015).

THE NEWSFEED

When planning social strategy for Facebook, it is necessary that the manager understands how the Newsfeed works.

According to the book Likeable Social Media, Facebook bases what content it places on each individual users’ Newsfeed on three things:

- How recently the content occurred or was created
- The strength of your relationship with the person or organization who shared the content
- How much engagement (likes and comments) it received.

How much engagement a post receives is the biggest aspect that determines how prominent the post is in the Newsfeed.

Strategically thinking about the best times of day to post content, how to get users to like a page, and what types of content the audience typically engages with, can help posts gain more engagement.
STEP INTO CONFLICT

Just like real interpersonal relationship, it is best to step into conflict with your followers instead of just ignoring it. While it is easy to respond to positive praises, it is also important to respond to the negative comments on an organization’s social account. Many organizations have lost favor by ignoring or deleting negative feedback.

CREATE A COMMUNITY

A sense of community is created when a Facebook page becomes a place where followers feel comfortable asking and answering questions. Followers will notice your commitment to answering your questions.

CREATE ENGAGEMENT BY MEASURING SUCCESS

After a social media manager implements their strategies, it is important for them to then measure their success. Many social media management tools allow you to easily analyze and measure the success of your posts.

Social Media Management Tools:
- Hootsuite
- Sprout Social
- Google Analytics
- Facebook analytics

Looking back and seeing what has created engagement and what hasn’t helps a manager have a clear understanding of what they should continue posting and what they should change.

NOW WHAT?

1. What do you think your audience would like to talk to you about? Make a list of ways you can start a conversation with them.
2. Think about ways you can share your social media URLs and handles to drive people to your accounts. Think of a creative contest or add this information to your other print or digital advertising.
3. Do some social listening and take into account the feedback you are getting from your audience. How can you address both the positive and negative feedback?
4. What time of day does your audience get online? Check your Facebook analytics to get this information and then post during these times.
5. Create a safe place for your audience. Create good “customer service” by encouraging them to ask questions.
6. One month after implementing your new strategy, analyze and measure your success. Give yourself a pat on the back for the posts that worked and make changes based off the posts that get the least amount of engagement.