



Welcome to

Planning a Social Media Campaign for your Project



Slides: goo.gl/USLOPT

Dial: 888-483-1644

Passcode: 2184934

Today's Speaker



Lexie Kwiek

VISTA Alum, Former Leader

Volunteer & Community Engagement Coordinator

Syracuse Northeast Community Center and the North East Hawley Development Association

Session Goals

By the end of the webinar, you will be able to:

- Define realistic goals for your social media campaign
- Decide which type of outreach will help you meet your goals
- Build a social media campaigns that includes six essential components

Today's Agenda

- Setting Goals
- Cost and Benefits of Social Media
- Plan Components
- Developing a Campaign

What is a “Social Media Campaign?”



Example: UNICEF

**Like us on
Facebook,
and we will
vaccinate
zero children
against polio.**

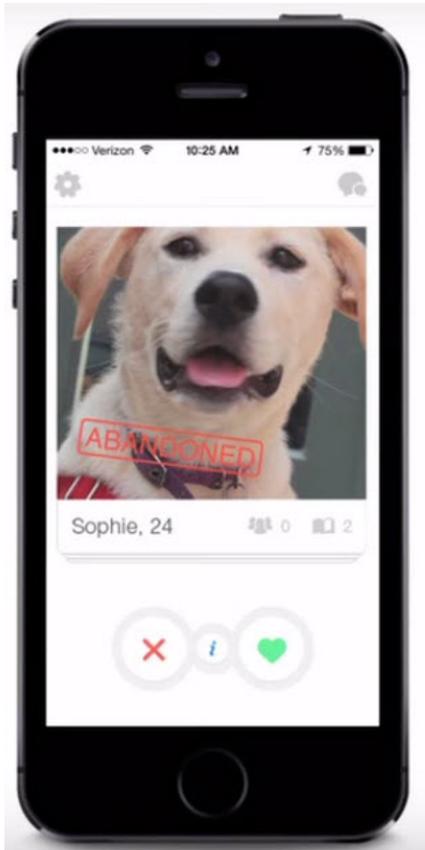


We have nothing against likes, but vaccine costs money. Please buy polio vaccine at unicef.se. It will only cost you 4 €, but will save the lives of 12 children.



- Asking followers for more than just 'likes'
- Giving a direct call-to-action

Example: Social Tees Animal Rescue



- Increasing attention around animal rescue
- Relevant to pop culture
- Unique blend of social media

Goal Setting:

“For Instagram we will share photos that communicate our organization’s culture. We will do this by posting three photos a week. The target for each is at least 30 likes and 5 comments.”



What do you want to accomplish?

- There are endless reasons to use social media!
- Define the goal of your campaign.
 - Use your project goals to define your social media goals.



Chat Question

- What are some things related to your VISTA project that social media could help you accomplish?

Click this button if you don't see the chat panel.

The screenshot shows the VISTA interface with the following elements:

- Top navigation bar: Participants, Chat (circled in green), Q&A, Media Viewer.
- Participants list: Participants (2), Chat (circled in green).
- Chat input area: Send to: All Participants (circled in green), Send button.
- Bottom navigation bar: Q&A (circled in red with a diagonal line through it).

Are your goals realistic?

- What are similar organizations doing?
 - Compare your social media numbers
 - Look at successful campaigns
 - Ask other social media managers!

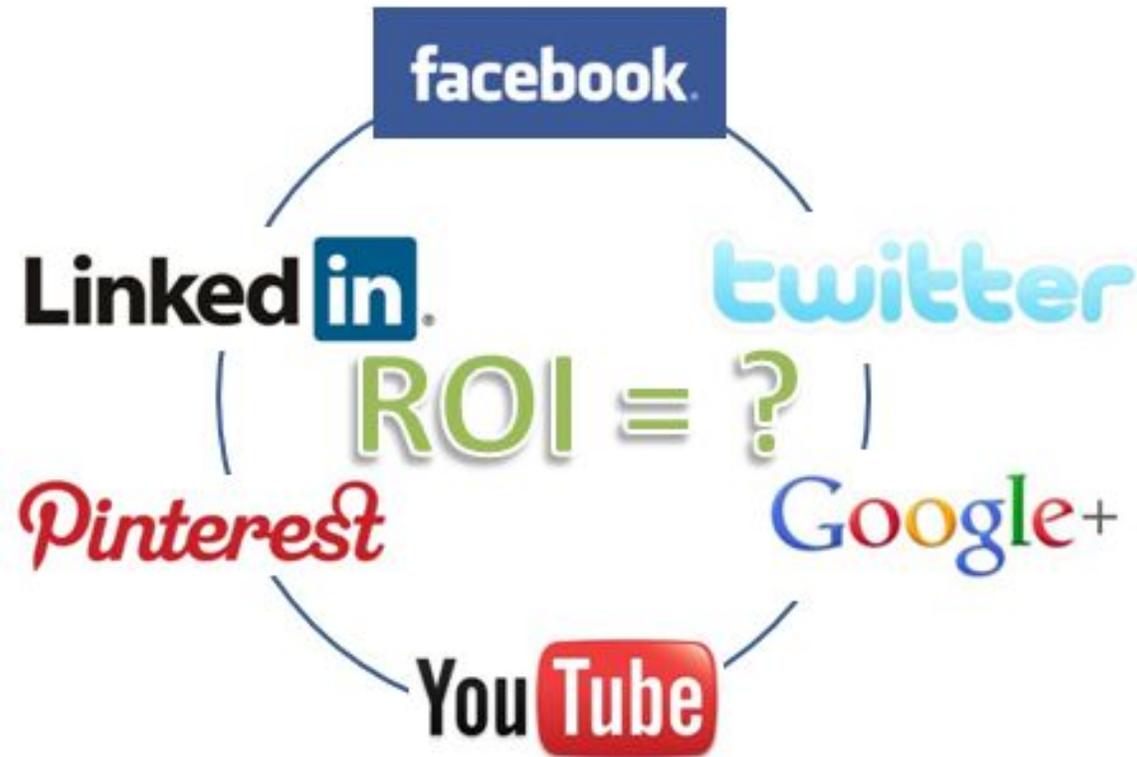


Example: Lights on the Northside



- Holiday decorating contest
- Goals:
 - Drive traffic to NEHDA's Facebook
 - Increase page likes
 - Show connection between NEHDA and the Northside Business Partnership (NBP)

Return on Investment of Social Media



Is Social Media right for you?

- It takes a lot of resources to make social media successful
- Weigh the costs vs. benefits
- Example: Volunteer Recruitment



ROI: *Lights on the Northside*



- Costs:
 - Time taking photos
 - Arranging collages
 - Weekly posts
 - Daily interactions
- Benefits:
 - +100 page likes
 - NBP Connection

Components of a Social Media Campaign

1. Audience
2. Desired Outcomes
3. Defining Metrics
4. Outreach Methods
5. Content
6. Scheduling



1. Audience

- Identify your ideal follower.
- Determine your audience size.
- Survey your fans.
- Research online behavior.
- Help your audience find you.

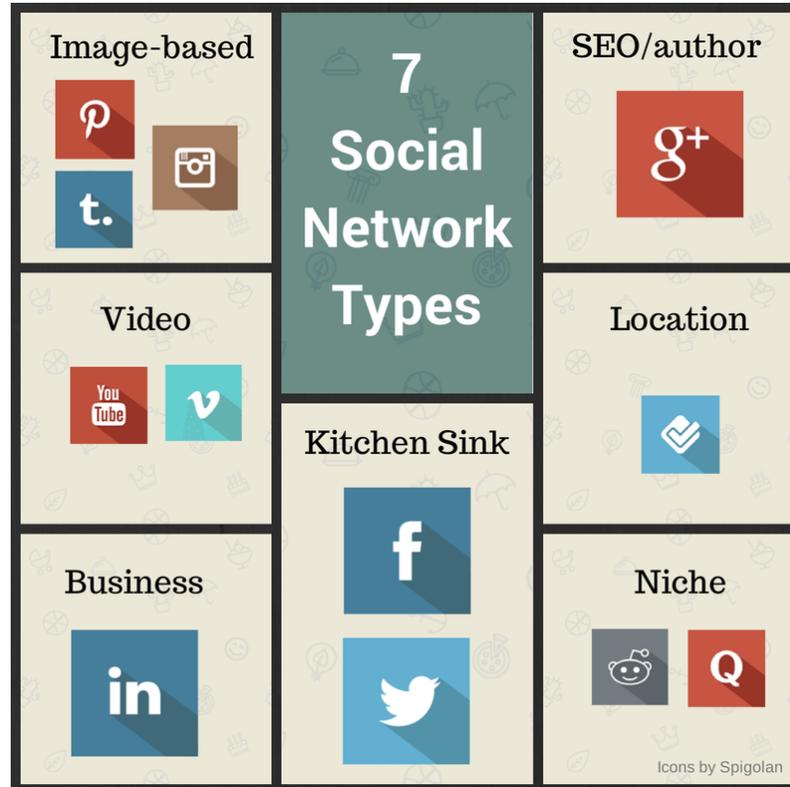


2. Desired Outcomes

- Set SMART goals
- What will success look like?
 - Increase volunteers
 - In-kind or monetary donations
 - Raising awareness
- Make taking action easy



4. Outreach Methods



- Image Based
- Video Networks
- “Kitchen Sink”
- Traditional Media
 - Press Release
 - Radio Outreach
 - Newsletters

Chat Question

- What outreach methods does your site currently use?

Click this button
if you don't see
the chat panel.

The screenshot shows the Zoom meeting interface. At the top, there are four buttons: 'Participants', 'Chat', 'Q&A', and 'Media Viewer'. The 'Chat' button is circled in green, and an arrow points to it from the text above. Below these buttons, there is a list of panels: 'Participants (2)' and 'Chat'. The 'Chat' panel is circled in green. At the bottom of the chat panel, there is a 'Send to' dropdown menu with 'All Participants' selected, also circled in green. Below the dropdown menu, there is a text input field with the placeholder text 'Select a participant in the Send to menu first, type chat message, and send...' and a 'Send' button. At the bottom of the interface, there is a 'Q&A' panel circled in red with a red 'X' over it.

4. Outreach Methods *(continued)*

- Use a combination of traditional and social media.
- Identify your community multipliers.
 - Find who *should* be helping to spread your message.

THU JUL 07 Thanos Import Market: New Location, Same Flavor
Written by Lexie Kwiek • July 7, 2016



Editor's Note: Lexie is a proud AmeriCorps VISTA alum with a master's degree in Communications & New Media Marketing from Southern New Hampshire University. She currently works as the Volunteer & Community Engagement Coordinator for NEHDA and the Syracuse Northeast Community Center. As part of our collaboration with NEHDA, we've asked her to write guest posts for us each month, taking a deeper look into the Northside, its businesses and residents. All of her posts can be found under the "NEHDA" category. To learn more about NEHDA, visit their [website](#) and [Facebook](#).



Thanos' current location next to their new home in Hawley-Green.

5. Content



1. Research trending topics
2. Make sharing easy
3. Visually interesting content
 - Piktochart
 - Canva

6. Scheduling: Timing



- Post during peak hours
 - Facebook:
 - Sat./Sun., 12- 1 pm
 - Wed., 3- 4 pm
 - Thurs./Fri., 1- 4 pm
 - Twitter:
 - Mon.- Fri., 12- 3 pm
 - Wed., 5- 6 pm
 - *Check your analytics!*

6. Scheduling: Frequency



- Frequency
 - Facebook: 1- 2 times a day
 - Twitter: 5 times a day
 - LinkedIn: 1 time a day
 - Instagram: 1- 2 times a day
 - Snapchat: only when you have engaging content

6. Scheduling: Timeline

Time	Type	Topic	Post	Link
Day 1 - Monday				
BLOG POST				
8:00 AM	NEW BLOG		Top 5 Vegan Paleo Dishes You Have To Try (You Too, Carnivores)	
TWITTER				
6:15	Club Info	Daily Class Schedule	Monday is for #MuscleMass. Get your kettlebell swing game on point.	PHOTO
11:15	Blog Promo - Paleo	Top 5 Vegan Paleo Dishes You Have To Try (You Too, Carnivores)	Vegan Paleo? It's Possible. Get the recipes here:	ow.ly/sample1
11:45	Promo	#HolidayHealth	Winter is coming... share a photo of your favourite exercise for a chance to win a 10 class pass! Add #HolidayHealth to enter.	PHOTO
17:45	Blog Snippet - Paleo	Proteins	"By combining incomplete proteins, you can get complete proteins"	PHOTO
18:35	Food Tips		Dinner time! Harvest Salad with Chicken:	PHOTO
20:00	Exercise Tips	Strength Training	Moderation is key with leg extensions + Picture	PHOTO
FACEBOOK				
6:00	Club Info	Daily Class Schedule	Monday is for Muscle Mass.	PHOTO
11:15	Blog Promo - Paleo	Top 5 Vegan Paleo Dishes You Have To Try (You Too, Carnivores)	Vegan Paleo? It's Possible. Get the recipes here:	ow.ly/sample1
INSTAGRAM				
6:00	Club Info	Daily Class Schedule	Monday is for Muscle Mass.	PHOTO
14:00	Community	Member of the Month	Extra gold stars for @Casey, our member of the month. She hasn't missed a spin class since she joined!	PHOTO
Day 2 - Tuesday				
TWITTER				
6:15	Club Info	Daily Class Schedule	The Tuesday fitness menu	PHOTO
8:15	Food Tips	Coffee	Grassfed butter, coconut oil, coffee, blend. Have you tried bulletproof coffee yet? Thoughts?	PHOTO
11:15	Exercise Tips	Strength Training	Have you visited the squat rack lately? + Picture	PHOTO
16:15	Community	#TransformationTues	"Half the battle is just showing up when you said you will." Dave is a huge inspiration to us all! #TransformationTuesday	PHOTO

- Create a template that works for you.
 - Weekly vs. Monthly
 - General Topic vs. Scheduled Post
- Assign content
- Stick to your schedule!
- Use scheduling tools

Example: Hawley-Green House Tour



Hawley-Green House Tour

1. Audience
2. Desired Outcomes
3. Metrics
4. Outreach Methods
5. Content
6. Scheduling



What are your first steps?

1. Does your organization have a Social Media Strategy and Communication Plan?
2. What goals from your VAD can social media support?
3. What tools do you already have available?



Resources

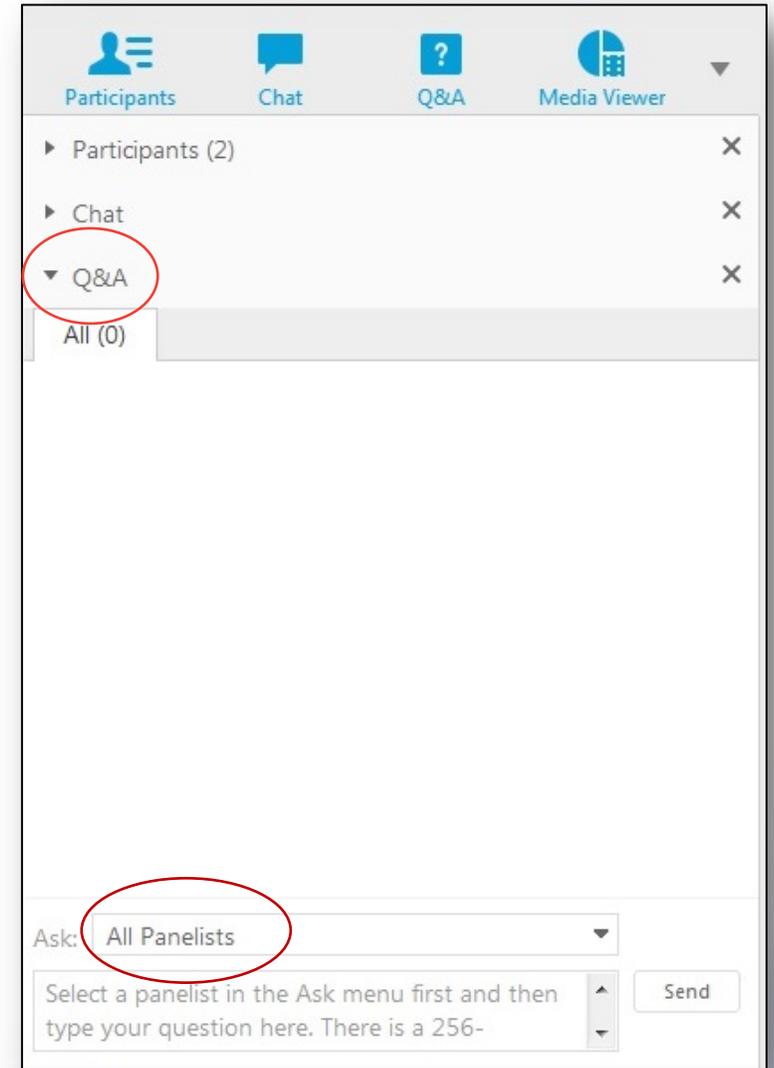
- Hootsuite blogs: blog.hootsuite.com/
- Pew Research Center: www.pewresearch.org/
- MarketingCharts: www.marketingcharts.com/
- Facebook for nonprofits: <https://nonprofits.fb.com/>
- Social Media Examiner: <http://www.socialmediaexaminer.com/>
- Nonprofit Tech for Good: www.nptechforgood.com
- Nonprofit Hub: www.nonprofithub.org
- HubSpot: <https://blog.hubspot.com/>
- [7 Social Network Types](#) (*Content Infographic*)

Evaluation

- Please take a few moments to share your feedback through the quick poll on the right side of the screen.
- How can we improve these sessions? What topics should we include in future webinars?
- Thank you very much for your time and participation!

Questions ?

- To ask a question verbally, call in using the number on this slide and press *1
- To ask a question electronically, use the Q&A feature located in the bottom right corner of the screen. Please ask “All Panelists”



Thank You for Your Participation!

If you have further questions or for more information, contact us: VISTAwebinars@cns.gov

Our next webinar:

Managing Up: Navigating the VISTA-Supervisor Relationship

October 19, 2016

2:00pm Eastern

Visit the Webinars for VISTAs page on the VISTA Campus for a complete schedule of VISTA webinars