Using Social Media to Promote Community Programming

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Overview

- Branding and Storytelling
- Social Media Patterns and Trends as it relates to audience use
- Social Media Platforms
- Getting a Strategy Started
- Knowing your Audience
- Awareness vs. Engagement vs. Conversion
- Getting Started on Campaign Planning
- Promoting Events and Program Recruitment
- Highlights of a few Best Practices
- Social Media Toolbox
What is Branding?

More than a logo.
Determines voice, style, and content guidelines.
Why Storytelling Matters

• Mechanisms that make people care
• Move people to act
  • Participate in an event
  • Engage with a social media post
  • Donate to a cause
Elevator Pitch

A short story or bio

- Who
- What
- Why
- Call to Action
Patterns and Trends

Age doesn’t reduce reach

According to Pew Research Center, 2021

Social media use by age

% of U.S. adults who use at least one social media site, by age

Patterns and Trends

- **2.08 hours per day** on social media by the average adult
- **100 minutes per day** consuming video by the average American
- **97% of Americans are online every day**
- **73%**, including **half of adults 65+** are on social media regularly

*According to the latest research from Statista, 2021*
Social Media Platforms
Facebook/Meta

- Connects people
- Most popular network in the world
- 7 in 10 Facebook users admit to visiting the site multiple times per day
- Largest growing age segment is 35-54
- Content types- photo, video, links, offers, carousel
  - Always use images or videos, even with article posts
    - Upload a relevant image if the article does not auto-populate with one
    - No more than 20% of the image should have text on it
  - Video – shorter content is more attention-grabbing
    - :15 is better than :30 with subtext and a strong call to action
  - Carousel and video ads perform better than single image ads
TikTok

- Fun, brings joy
- Mobile videos
- Up to 3 minutes long
- Over 1B users
- Younger audience, 18-24
- Most downloaded app on the Apple store
- 1 in 5 adults are actively on TikTok
Instagram

• Image-based platform
  • Visual graphics, photos, video, gifs
• 1/3 of global audience is between 25-34
• Video and stories feature
• Highly engaging content to boost brand personality
• Content types (same as Facebook)
  • Video
  • Single Image/Photos
  • Carousel (2-3 images, listings, items to purchase)
YouTube

• Video sharing website
• Don’t know how to do something “YouTube It”
• Biggest video sharing site in the world
• Over 2B logged-in monthly users
• 81% of adults 18+ spend time on YouTube
• Holds strong among all age groups
• 80% of children 11 and under watch

*Hootsuite, 2021 blog
Twitter

- News platform
- Largest age segment is 25-34 followed by 35-49
- Use hashtags (ex. #MSUPublicHealth, #Flint, #MentalHealth)
- Tag relevant users
- Tweet with engaging images
- Write concise copy
  - 280-character limit
- Retweet related content
- Use language that a general audience can understand
- Content Types: Video, Photos, Slide Share, News Summaries, Links
LinkedIn

- Primarily business networking
- Professional audience
- Content types
  - Job openings
  - Connect with potential employees/employers
  - Stories and news related to or happening in your business
Strategy

• Determining which platforms to use
  • Facebook and TikTok have very different audiences that respond in very different ways

• Look at other campaigns like the one you are planning
  • What do you like and dislike

• Plan ahead for the reporting you need after your campaign ends to recap the results
  • Use the platform and content/ad type that will allow you the data you need
Behavior: Knowing Your Audience

• Who is your ideal community partner, patron, donor, audience, etc.

• How do the people you need to reach best act on messaging?
  • Do they click ads, comment, fill out forms, call you?

• Consider multiple ways to find your audience
  • The pages they like, content they read, items they intend to purchase, demographics, etc.

• What type of lifestyle, habits do your prospective patients, community members, or donors have?
  • Do they run because they enjoy it, or maybe they just like to wear athleisure clothing? Very different messaging to these two.
  • Do they donate to organizations like yours? Why?

• How does your target audience respond to advertising?
  • Are they more likely click an ad, post a comment, google you and make a phone call or fill out a form?
Awareness, Engagement, and Conversion

• Awareness is represented with reach, or how many people were exposed to your content
• Engagement is represented with likes, comments, shares, response to your events - community builders
• Conversion is represented with clicks, form fills, purchases, swipe ups (snap chat), etc.
Getting Started/Campaign Planning:

• What are the goals of this campaign (or key performance indicators/KPI)?
  • Awareness, engagement, or conversion?
  • What evidence will be needed to know how the campaign performed?
• Example of a strategy – getting people to attend a virtual event
  • Create advertisement with a call to action (CTA)
    • Register online
    • Click on CTA that goes to a landing page
    • Learn more information about event the event
Promoting Events and Program Recruitment

• In this how-to exercise, share best practices using a social media worksheet to create an advertisement
Best Practices

- Develop an editorial calendar
- Utilize a scheduler
- Repurpose content
- Boost high-performing content
- Tag relevant accounts to widen engagement
- Utilize relevant hashtags
- Find a partner to help
Social Media Toolbox

- Writing an Elevator Pitch by businessplantemplate.com
- Social Media Fact Sheet by Pew Research Center
- Call to Action Examples by HubSpot
- Social Media Calendar by HubSpot
- 15 Social Media Scheduling Tools list compiled by Social Pilot
- National Days of 2022 by Calendarr.com
- Creating a Social Media Advertisement from Townsquare Media
  - Send in email
- How to Use Hashtags Reference Guide by Social Pilot
  - Downloads: Hashtag eBook and Calendar for 2022
Questions?

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