



Social Media -What, Why & Best Practices-

D6360 Rotary Michigan
Leadership Training
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What is Social Media?

This may seem obvious to many but probably not to all.

Social Media Platforms abound.....

Facebook

Instagram

Twitter

LinkedIn

Pinterest

Snapchat

WhatsApp

Reddit

Tumblr

Tik Tok

Each Social
Media
Platform
has its own
distinct
stamp.....

FACEBOOK/MESSENGER: 1) Message friends/family; 2) Post/share photos or videos; and 3) Keep up-to-date with news/the world

INSTAGRAM: 1) Post/share photos or videos; 2) Find funny/entertaining content; and 3) Follow/find information about products/brands

Twitter: 1) Keep up-to-date with news/the world; 2) Find funny/entertaining content; and 3) Follow/find information about products/brands

Pinterest: 1) Follow/find information about products/brands; 2) Find funny/entertaining content; and 3) Post/share photos or videos

Snapchat: 1) Post/share photos or videos; 2) Find funny/entertaining content; and 3) Message friends/family

*courtesy of GWI Core Q4 2020 / 167,125 social networkers aged 16-64

Use of Social Media

Platforms varies by age group, geographic location & need.....first, let's look at age as it relates to who or what influences each age group when accessing platforms.....

Gen Z: Aged 16 -23 (33% brands / 28% influencers/experts)

Millennials: Aged 24 – 37 (36% brands / 23% influencers/experts)

Gen X: Aged 38 – 56 (31% brands / 16% influencers/experts)

Baby Boomers: Aged 57 – 64 (23% brands / 9% influencers/experts)

Pre-Baby Boomers: Aged 64 & older

Note: Gen Z follow influencers almost as much as brands

*courtesy GWI Core Q4 2020 - 180,862 internet users and 38,049 influencers followers aged 16-64

What Social
Media Platform
or Service does
each age group
view as their
favorite?.....

- Gen Z (16-23): Instagram (24%)
 - Millennials (24-37): WhatsApp (17%)
 - Gen X (38-56): WhatsApp (20%)
 - Baby Boomers (57-64): Facebook (21%)
- *courtesy of GWI Core Q4 2020 – 180,852
internet users aged 16-64




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Use of Social Media Platforms by interest or need.....by percentage of influencer followers.....

- Travel: 62%
- Personal Healthcare: 58%
- Fitness & Exercise: 52%
- Wildlife/Nature: 49%
- DIY/Home Improvements: 47%
- Fashion: 46%
- Beauty/Cosmetics: 45%
- Charities/Volunteering: 33%

*courtesy of GWI Core Q4 2020 – 180,862 internet users and 38,049 influencer followers aged 16-64

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Every
Geographic
Market has a
favorite/go-to
Social Media
Platform.....by
nation.....some
examples.....


- Argentina: WhatsApp
- China: WeChat
- Japan: LINE
- Morocco: Instagram
- Russia: VK
- South Korea: Kakao Talk
- UK: Facebook
- USA: Facebook [Note: Facebook remains resilient, and continues to be the world's most popular social network. *courtesy of GWI Core Q4 2020 – 156,747 outside China aged 16-64)]

What about YouTube, you may ask?.....

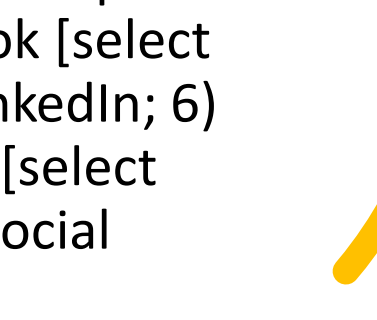
51% of USA/UK consumers use YouTube to research or find products to buy....outside of China, GWI Core Q4 2020 research shows that “YouTube comes before every other TV, video or film service we (i.e., GWI) track when it comes to monthly engagement.”



Why Social
Media?

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Social Media
is hot and
has nowhere
to go but
up.....

- The pandemic brought with it an unprecedented increase in the use of Zoom, Google Meet, Microsoft Teams, Skype and other remote meeting, chat and messenger services.....using technology and online search and research is evermore present in the mindset of consumers and those looking to connect and belong.
 - The Social Commerce race is speeding up: “Alongside Facebook, Tik Tok and Instagram users come out on top when it comes to following brands and seeking information about products on social media.” *GWI Core Q4 2020
 - The top channels for clicking on sponsored or promoted posts: 1) Instagram; 2) Facebook; 3) Tik Tok [select markets]; 4) Reddit [select markets]; 5) LinkedIn; 6) Twitter [select markets]; and 7) SnapChat [select markets]. *GWI Core Q4 2020 – 160,125 social networkers aged 16-64
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- A series of yellow dashed lines in the bottom right corner, forming a curved shape.

When Social Media Content and Commerce collide.....

- Social Selling is bolstered by Content: 13% of social networkers most inspired to make purchase by a “buy” button
- Social networkers “prioritize other incentives like free delivery, not that many wouldn’t be tempted to make unplanned purchases from brands telling compelling stories on social media....”
- The main “vibes” on leading Social Media Platforms:
 - 1) Facebook users want/expect brands to be “Smart”;
 - 2) Instagram users want/expect brands to be “Trendy”;
 - 3) Twitter users want/expect brands to be “Exclusive”, while
 - 4) Tik Tok users want/expect brands to be “Young”.

*courtesy of GWI Core Q4 2020 research involving 121,244 social networkers aged 16-64; 41,188 social livestreamers; 38,049 influencer followers; 9,474 gaming livestreamers; 40,913 IGTV /Reels users; and 89,376 Story users



Social Media

Best Practices

*courtesy Rebecca Paredes, posted online on Classy

Create a Social Calendar
(for consistent posting
on Social Media).....



Create a Social Calendar (for consistent posting on Social Media).....

- 1) As a general rule, 2/3 of content should be “informational” with 1/3 of the content being “promotional”
- 2) It’s OK to recycle or refresh older content
- 3) Use Social Media Tools (i.e., Hootsuite, Buffer, TweetDeck, Tailwind, Sprout Social.....



Use Metrics,
and the right
metrics, to
keep track of
and gauge the
success of your
Social Media
Campaign.....

- 1) Engagement
- 2) Awareness
- 3) Referral Traffic





Get Visual.....

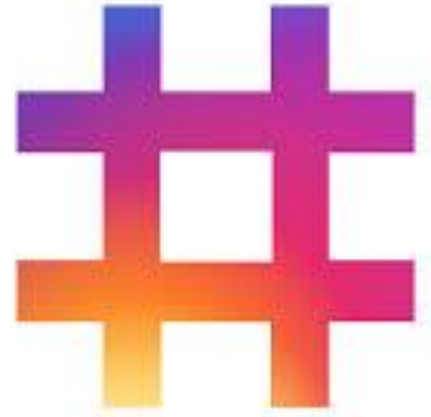
- 1) Use images, photos, videos
- 2) GIFs and Giphy
- 3) Free tools are available to help you (i.e., Canva, Stencil, BeFunky)
- 4) Infogram and Piktochart for creating printables and charts

Tag and Mention other
NPOs, Brands, People.....



Use Hashtags to boost
your Social Media
visibility and to help
people find your
account.....

- 1) Test hashtags and be sure they are still active
- 2) See what other Social Media Platforms are using





Keep the Social Media Conversation going.....

- 1) Respond to comments
- 2) Share a story about what you've posted
- 3) Give detail and encourage people to use hashtags with their posts



Schedule Holidays into
your Calendar in
advance.....

Along with the holiday try
connecting that holiday with
an awareness day or a day
with a similar mission as you
have with your organization
or club.....



Run polls.....

Facebook, Instagram, Twitter



Host an “Ask Me” experience
Your audience asks questions and you
answer them.....(e.g., Reddit)

Go Live
Facebook users are likely to comment 10x
more often during live videos.....

Showcase Volunteers or organization
Members
Builds community and humanizes your
organization.....



Use Instagram Stories to test new content

Instagram Stories have a relatively short shelf-life of about 24 hours.....

These Stories can showcase the lives and work of various related organizations or projects that your organization supports and/or funds.....

Such Stories translate differently than other posts to your organization's standard Social Media feeds and accounts.....



#119467603

Test everything that you create on your Social Media Platform feeds, for accuracy and to see if the feed actually works.....

Overall, your Social Media campaign should serve to:

- 1) Promote Awareness
- 2) Build Communities
- 3) Inspire Action
- 4) Share Your Impact

*courtesy of Hootsuite <<https://blog.hootsuite.com/social-media-for-nonprofits/amp/>>

