

# Social Media Bootcamp

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# Social Media Bootcamp

- Establishing Social Media Goals
- Reaching Target Audiences
- Get to Know the Platforms
- Social Media Strategy
  - Creating a Strategy
  - Maintaining a Strategy

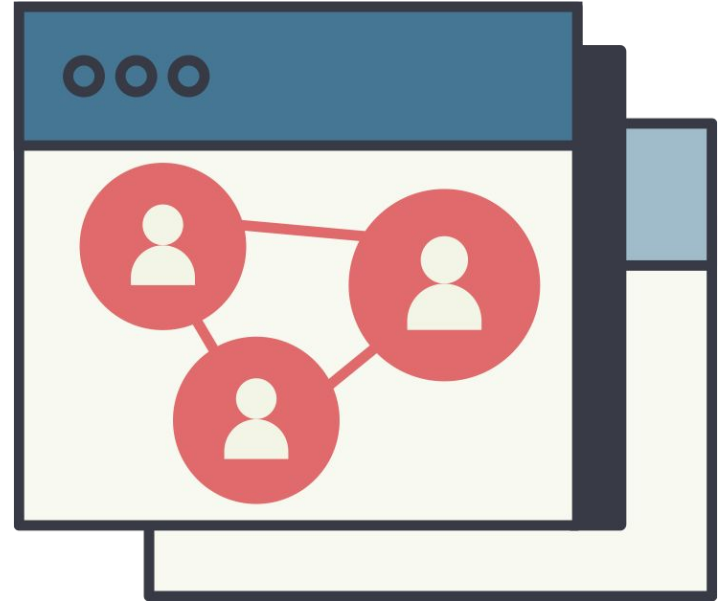




# Establishing Social Media Goals

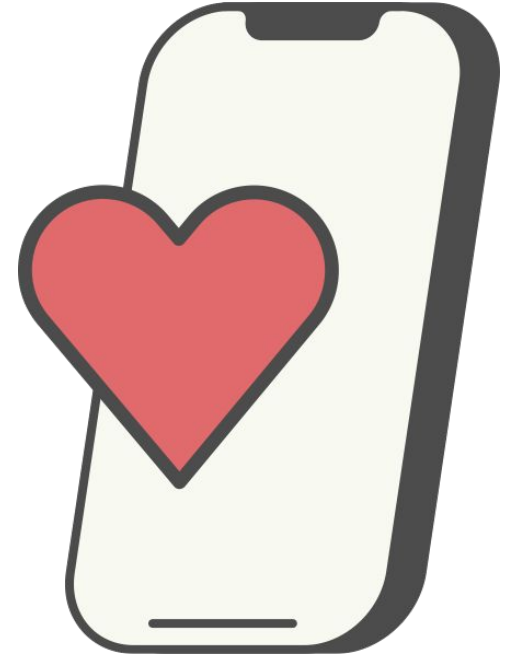
# Organizational Considerations

- Is your organization ready to engage in social media?
- Using social media means:
  - Openness & transparency
  - Making mistakes
  - Losing control of your messaging
  - Opening yourself up to trolls and spam
- How to encourage participation?



# Social Media Strategy First!

- Social media use is constantly growing and evolving
  - In 2021, over 50% of people across the world and it is projected that over 6 billion people worldwide will use social media by 2027
- More important than using the hottest new social media mechanism is establishing a programmatic purpose and then making plans to strategically support your goals.



# POST Method



## People

Who are you trying to reach?



## Objectives

What do you want to accomplish?



## Strategy

How will you accomplish this?

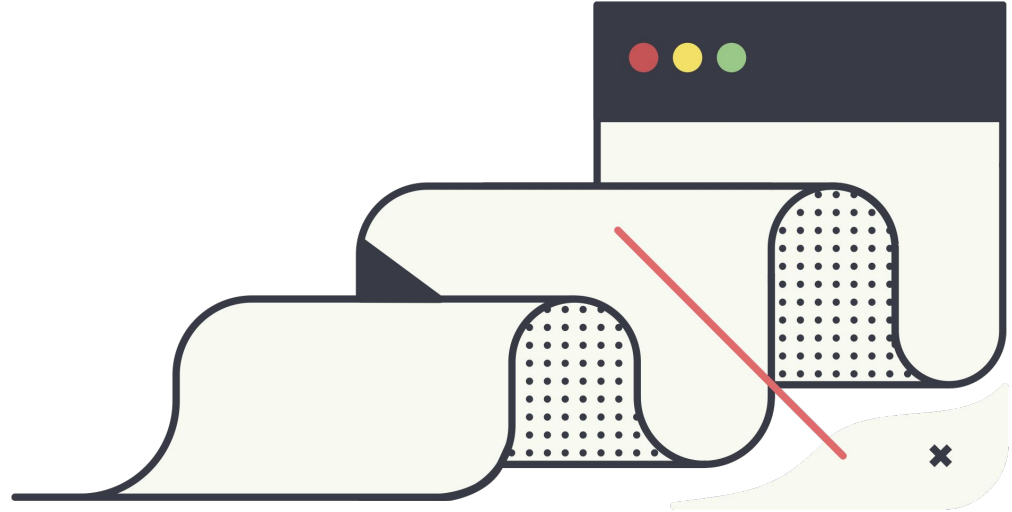


## Technology

What tools will we use?

# SMART Goals

- Specific
- Measurable
- Achievable
- Relevant
- Time-Based



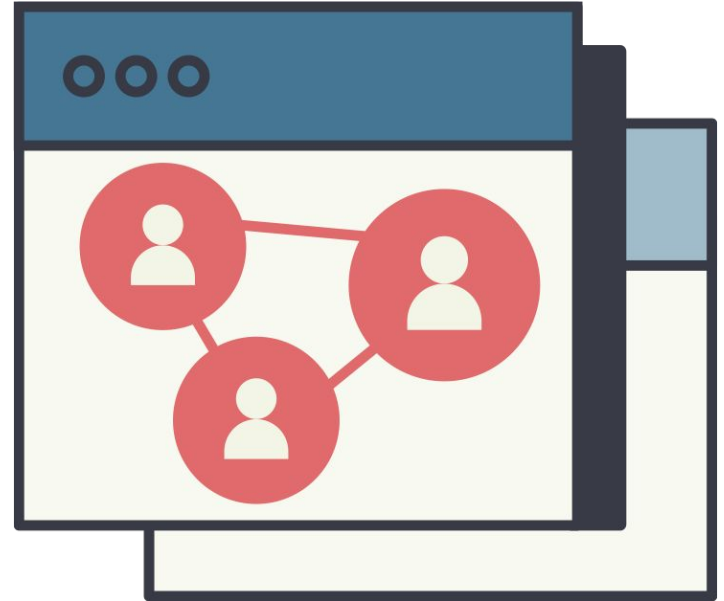
## **Breakout Group Activity: SMART Goals**

Identify three SMART goals for your organization's social media strategy.



# Social Media Policies

- Define how employees can and should use social media in the workplace
- Protects employees, clients, and the organization
- Social media policy templates are available online

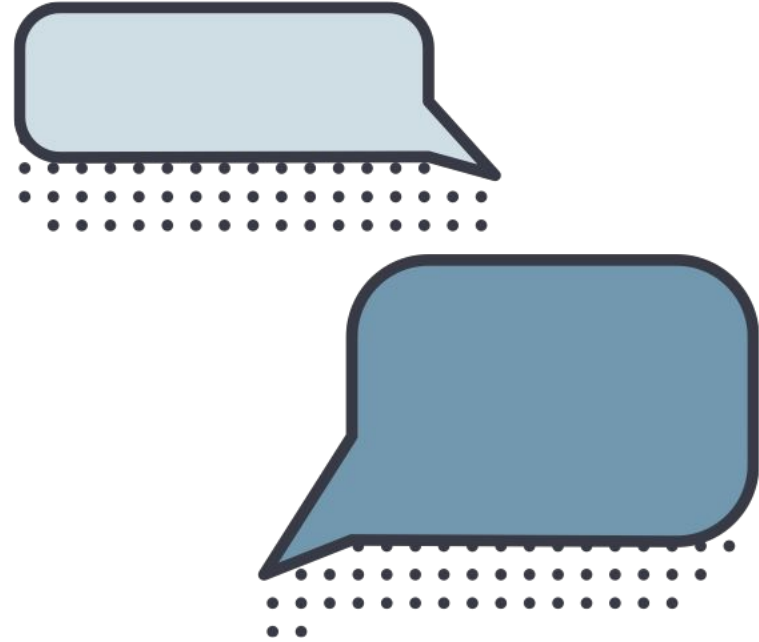




# Reaching Target Audiences

# Identifying Target Audiences

- **Geographic**- where
- **Demographic**- examples include gender, age, marital status, income level
- **Psychographic**- attitudes, aspirations, what emotionally drives them (what message will they connect with)
- **Behavioral**- social interaction, how do they communicate, what systems are they comfortable with.



# Example: Local College's Flu Vaccination Program

## Audience 1:

- Students
- Faculty
- Staff

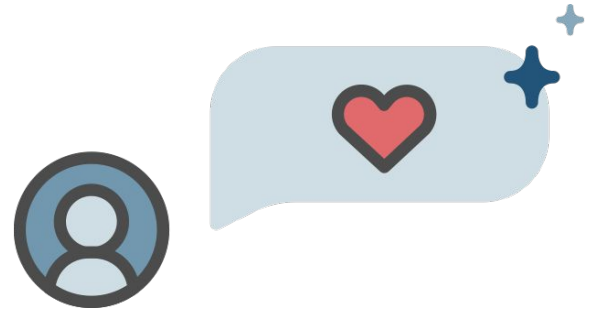
## Audience 2:

- Alumni
- Families of students
- Donors
- Partners



# Your Target Audiences

- Let's think about your project/organization's top 2-3 priority audiences.
- What are the unique qualities and needs of each?
- Is there a different message for each audience? Or is it the same?
- If it is the same, maybe the way to deliver the message needs to change to best fit the audience... we will cover this next, but start thinking about it!



## **Breakout Group Activity: Target Audiences**

Identify 2-3 priority audiences and the unique qualities and needs of each.



# Platforms 101

# Platform Overview: LinkedIn



- Largest professional social media platform- 875 million users in more than 200 countries.
- Growing in popularity and use.
- Ability to post longer pieces of content (“write article” feature)
- Useful in connecting with the professional community, similar organizations, partners/sponsors, etc.

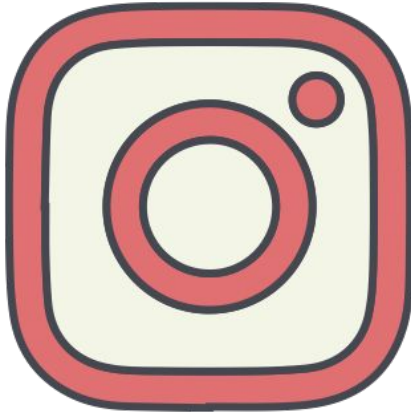


# Platform Overview: Facebook



- Facebook is the world's biggest social media platform with 2.85 billion active users as of late 2022.
- Versatile for all forms of marketing including local marketing for local businesses, building community and relationships within Facebook groups, sharing news articles and blogs, and promoting events.
- Good for photos, video, links, posts of any length.

# Platform Overview: Instagram



- Owned by Facebook (Meta), Instagram has at least 1.4 billion users.
- Primarily for sharing photos and videos.
- A great place for highly visual content, good quality photos, infographics and more.
- Instagram Reels can be useful for reaching a younger audience. Instagram as a whole is strong for younger audiences.
- Limiting for link sharing.

# Platform Overview: Twitter/X



- Over 238 million people use Twitter as of 2022.
- Twitter allows users to discover stories regarding today's biggest news and events, follow people or companies that post content they enjoy consuming, or simply communicate with friends.
- Easy to follow hashtags to stay connected to topics of value for your organization.
- Best for shorter messages (280 character length).  
Twitter Threads are an option to lengthen content.

## **Breakout Group Activity: Platforms**

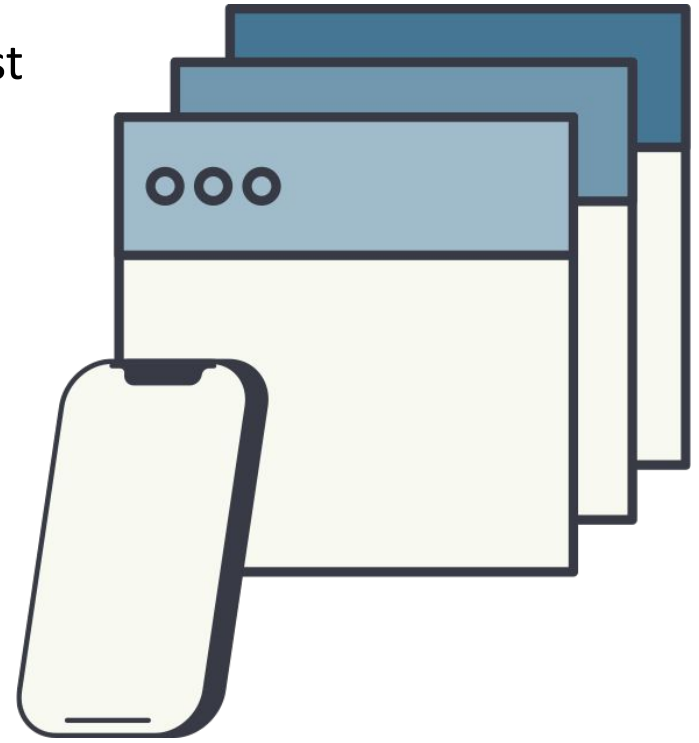
Identify the social media platforms best suited for reaching your 2-3 priority audiences.



# Social Media Strategy

# Managing Time

- Prioritize the social platform(s) that work best for your message and audience.
  - **You do not need to be on all platforms!**
  - It is more valuable to have a strong presence on 1-2 platforms than a weak presence on 3-4 platforms.
- Social strategy creates a pathway to success
  - Plan, draft, edit, finalize, and schedule ahead of time.

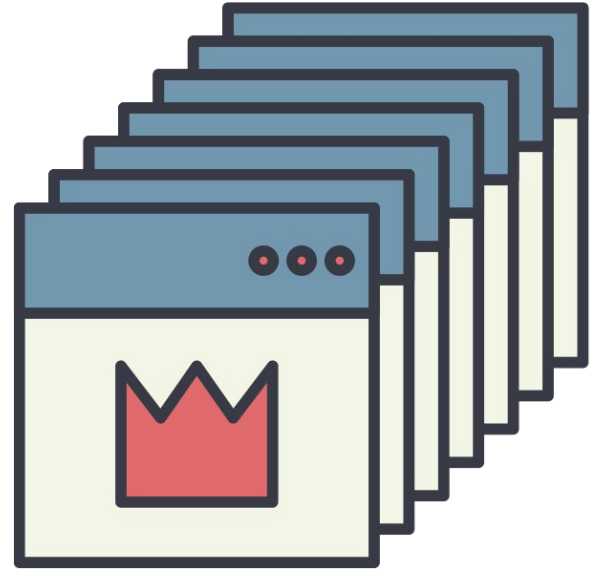


# Scheduling Systems

	<u>HOOTSUITE</u>	<u>BUFFER</u>	<u>SPROUT SOCIAL</u>	<u>COSCHEDULE</u>	<u>HUBSPOT</u>	<u>LOOMLY</u>
Free version available	✓	✓				
Free trial available	✓	✓	✓	✓	✓	✓
Number of social media profiles	10	8	5	10	Unlimited	10-50
Number of scheduled posts	Unlimited	100	Unlimited	Unlimited	Unlimited	Unlimited
Campaign tracking, tagging and reporting	✓	✓	✓	✓	✓	✓
Includes analytics and reporting	✓	Requires additional package	✓	✓	✓	Requires standard package or above

# Repurposing Content

- One piece of content can turn into multiple posts across multiple platforms
- This enables you to share your work with the broadest audience possible
- When working on something, **think ahead**-how can this be utilized on social media?  
What can I do along the way to utilize this on social media?





# Example: Local College's Flu Vaccination Program

## Audience 1 Content



Graphic:  
X, Instagram, Facebook



Video of Student Influencers:  
Instagram, Facebook



### BLOG

#### Health Center to offer flu vaccine every Tuesday and Thursday this month



Last year the University of Make Believe saw an unprecedented amount of flu cases, affecting students, faculty, and staff. This year, in an effort to reduce the amount of sick individuals, the University Health Clinic will offer free flu vaccinations every Tuesday and Thursday...

Blog/News Piece:  
X, Facebook

# Example: University of Make Believe

## Audience 2 Content



Photos of Successful Clinic (with caption on numbers/impact):  
Instagram, Facebook, LinkedIn



BLOG

**70% of University of Make Believe Students,  
Faculty, and Staff Vaccinated Against Flu**

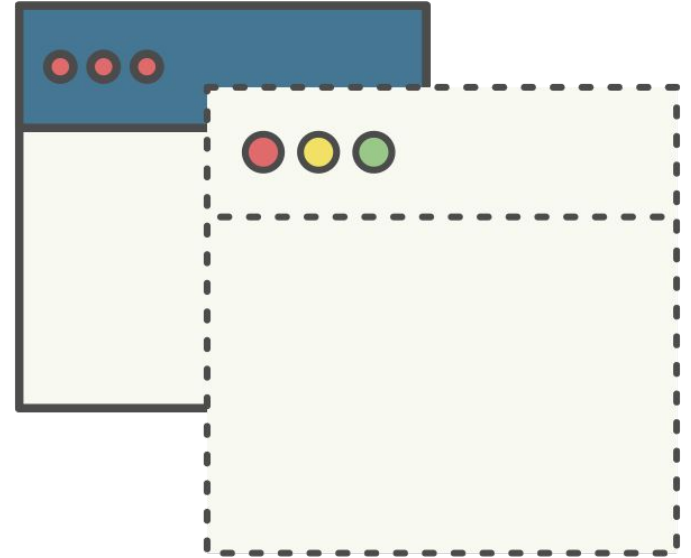


Last month, the University of Make Believe Health Clinic offered free flu vaccinations every Tuesday and Thursday. As a result, 70% of the student body, faculty, and staff members received a flu vaccine. This was in response to high counts of flu cases in 2021...

Blog/News Piece:  
X, Facebook, LinkedIn

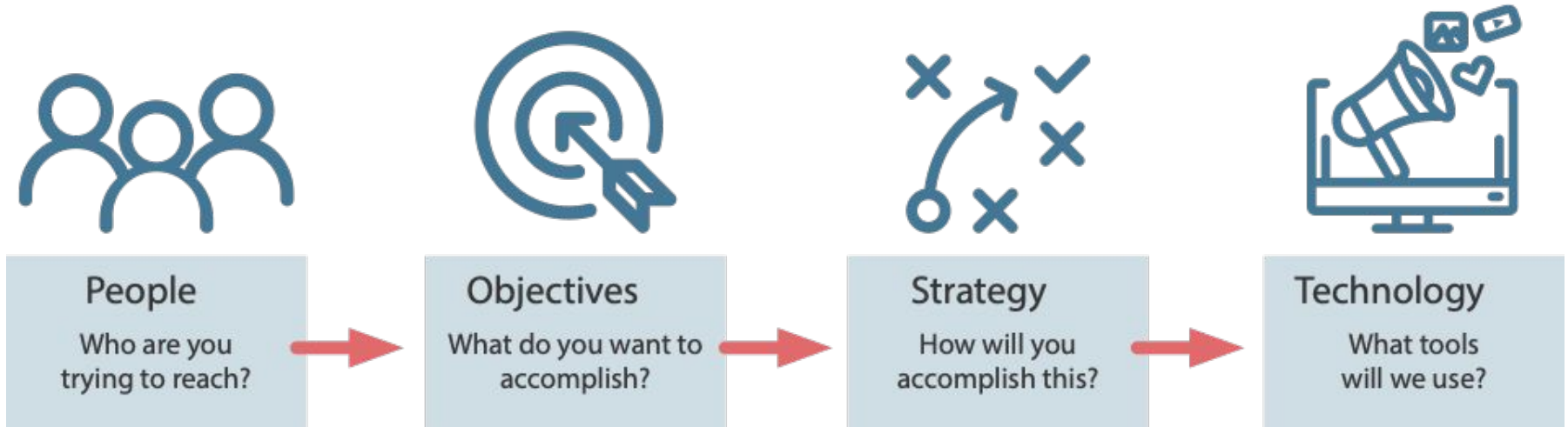
# So... What Should You Post?

- **Everything is content!**
- Project/program updates
- Success stories
- Evergreen content- who you are and what you do
- Events
- About the staff
- Blog pieces about relevant topics in the news/media
- Utilize the workbook appendixes (link at end of presentation!)



# Breakout Group Activity: POST Method

Let's put this all together. Go back into your small groups and talk through the POST method for your project/organization using what we have covered and the previous group discussions you had.





# Using Social Media to Advance Public Health Programs Workbook

[jsi.com/SBCCworkbook](https://jsi.com/SBCCworkbook)

# Thank you!

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