SPECTACULAR SOCIAL MEDIA STRATEGIES

2018 MISSOURI PTA CONVENTION

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ANDREA BATTAGLIA
PRESENTER INFORMATION

- Work full-time in **Fundraising, Marketing & Strategy**, helping groups effectively manage communication and brand
- **Manage 19 social media sites**, for professional organizations, volunteer groups and my personal brand www.andreabcreative.com
- **Organization Expert, Communication Professional and Wellness Advocate**, communicate consistent message
- **Professional Trainer & Facilitator** for groups of all sizes and competency levels – develop effective strategy and action plans

KRISTINA WILMOTH PRESENTER INFORMATION

- Work full-time in **Program Management and Recruitment**, helping families move from poverty
- **Manage 18 social media sites**, for PTA units, non-profit organizations and Missouri PTA.
- **Child Abuse Prevention, poverty-reduction, and Health and Wellness Advocate**
- **Professional Facilitator** for volunteer teams and train the trainer programs

UNDERSTANDING THE VALUE OF SOCIAL MEDIA

- **90%** of young adults use social media, with nearly **two-thirds** of all people using social media (Pew Research)
- The average person has **five social media** accounts and spends around **1 hour and 40 minutes** browsing these **networks** every day, accounting for **28%** of the total **time spent** on the internet Social media sites are used more than any other type of site
- **What does this mean for your PTA? How can you use social media to communicate your message?**
- **If you are unfamiliar with Social Media and trying to learn, you should:**
  - Plan to spend **1-2 hours per week** devoted to social media
  - After you've got a basic idea – ask a student or young professional to train you – and listen to what they say.
  - You will not learn everything in one day – stay positive as you're learning.

SOCIAL MEDIA BENEFITS

- **People are using social media** for
  - Word-of-mouth recommendations
  - Learning about other's experiences
  - Complimenting brands
  - Product information
  - Sharing Incentives
  - Customer service
- **How can your PTA provide relevant information to stakeholders?**
- **Is Social Media what you should use?**

YOUR SOCIAL MEDIA BRAND

- **Enhancing or Developing your social media brand:** Keep it simple – use 1-2 platforms
    - **Facebook** (start here)
    - **Twitter**
    - **Blog (WordPress), can be used as your website**
    - Pinterest
    - Instagram
    - YouTube
- **Just because it's available doesn't mean you need to use it** – only choose what is relevant for your stakeholders and **what you can manage**

TEAM WORK MAKES THE DREAM WORK

- **Create Social Media Team**
  - The team should be as small as possible – but all relevant stakeholders should be represented
    - **We recommend 3-4 people: Social Media Manager, Post Scheduler, Event Communicator, "Live" Post Person**
  - Set up a system to collect information
  - The Social Media team will
    - Establish goals, guidelines and direction
    - Determine target audience and appropriate message
    - Review and approve content

SOCIAL MEDIA MANGER

- You should have one person ultimately responsible for social media content coordination.
- This person should be detail-oriented, trustworthy, socially adept, have strong written/verbal communication skills, technical skills and social media experience are a plus
- **Your Social Media Manager does not need to be a seasoned professional, often new & younger members have great social media expertise – if you don't have this person, recruit this person** (make this your first goal for social media)
- This person develops social media calendar, schedules/publishes content to social media accounts, monitors accounts, interacts with followers and fans, provides reporting on progress vs. goals

SOCIAL MEDIA GOALS

- **Document social media goals** for each platform using the SMART goals format
  - Specific
  - Measurable
  - Agreed To
  - Realistic/Relevant
  - Timed
- **Early in the process, your social media goals need to be few in number, modest and easily understood**

BRAND & COMMUNICATION STRATEGY

- Use basic **Brand Strategy** for social media
  - **Branding includes distinctive characteristics that make you extraordinary**
  - **Communication is how you convey your message**
- **Understand Your Message**, including tone and content
  - What are you trying to communicate and how can you keep the message consistent, no matter which member/officer is presenting information
- **Determine Your Visuals**: Logos, custom graphics, font, pictures and color choices
  - What are your messages going to look like?
- **Use Available Resources – PTA Communication Branding Kit**

A SOCIAL MEDIA SCHEDULING CALENDAR WILL SAVE YOUR LIFE

- Establish and document **repeatable, efficient social media processes** and standards regarding how content is **developed, approved**
  - Who will develop and review social media calendar?
  - Who will review and how many revisions are acceptable?
  - Who is the final approval for all social media content?
- <u>Don't bog content down in the approval process</u> – content should be relevant, responsive and timely
  - Recommended monthly social media calendar developed by Social Media Manager

ESTABLISH SUCCESSFUL SOCIAL MEDIA PROCESS

Establish and document **repeatable, efficient social media processes** and standards regarding how content is **published, monitored**

- How often will content be published – **Pareto Rule 80/20 split**
- Who will publish the content – all Social Media Manger or group with approval?
- What are posting expectations?
- What are response expectations?
- Who is the back-up if the Social Media Manager is unavailable?
- What are expectations for responses to negative comments?
- When are posts deleted?
- When are stakeholders banned from the page?
- In the event of a PR disaster, who will be in charge of social media accounts and when will they be used?

WHAT YOU SHOULD POST FACEBOOK

- Socialize and inform, don't advertise – think sharing with friends
- Quality over quantity – focus on your goals, audience and message.
- **Only write posts that fit in the message – this isn't a novel, it's a quick bit of information.**
- **Pictures are important.**
- Authentic over automated – be personal, authentic and approachable
- Be responsive – respond, listen
- Don't conceal mistakes during a crisis

WHAT YOU SHOULD POST TWITTER

- Clever and interesting posts appreciated in this platform
- **Concise messages are essential. You only have 280 characters.**
- Hashtags are huge. **#BeCreative**
- Quantity is fine in this platform – focus on your goals, audience and message, provide thought and quality for posts
- Authentic over automated – be personal, authentic and approachable
- Twitter isn't where you share tons of information – but you can link to other sites when needed. **Do not post a link for more information with every post.**

THE BEST & WORST TIMES TO POST

Post to Facebook:

- Goal should be 2-3 posts per week – only post if you have relevant information
- More posts allowed for special events
- Post when your stakeholders are listening

Post to Twitter:

- Multiple posts per day are acceptable, a different stakeholder group is on Twitter at 10 am, noon and 7 pm
- Multiple posts for same information are fine, consider varying message to increase interest.

PLANNING POSTS MATTERS FOR **FACEBOOK**

When you develop **interesting** content and accurately **time it**, your posts have greater reach – meaning **more people see them** and your message is more effectively communicated.

PLANNING POSTS FOR TWITTER

When you develop **clever/interesting content** and **share it effectively**, your posts have greater reach – meaning more people **share them** and your message reaches a larger audience.

MEASURE & EVALUATE

Check key metrics, you need to know what is working and what isn't.

Evaluate plan and adjust based on successes and opportunities

Keep trying new things – change is guaranteed and productive

WE CAN HELP YOU WITH YOUR COMMUNICATION

- Contact us for assistance with Branding, Communication, PR, Advertising, Social Media
- Andrea Battaglia, MoPTA Contact Editor
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