

SOCIAL MEDIA OUTREACH

STARTS WITH
A PLAN!

APROSAE *Marketing*
APRIL Conference Oct. 2020



Agenda

- 1 What is social media?
- 2 What goes into a social media plan?

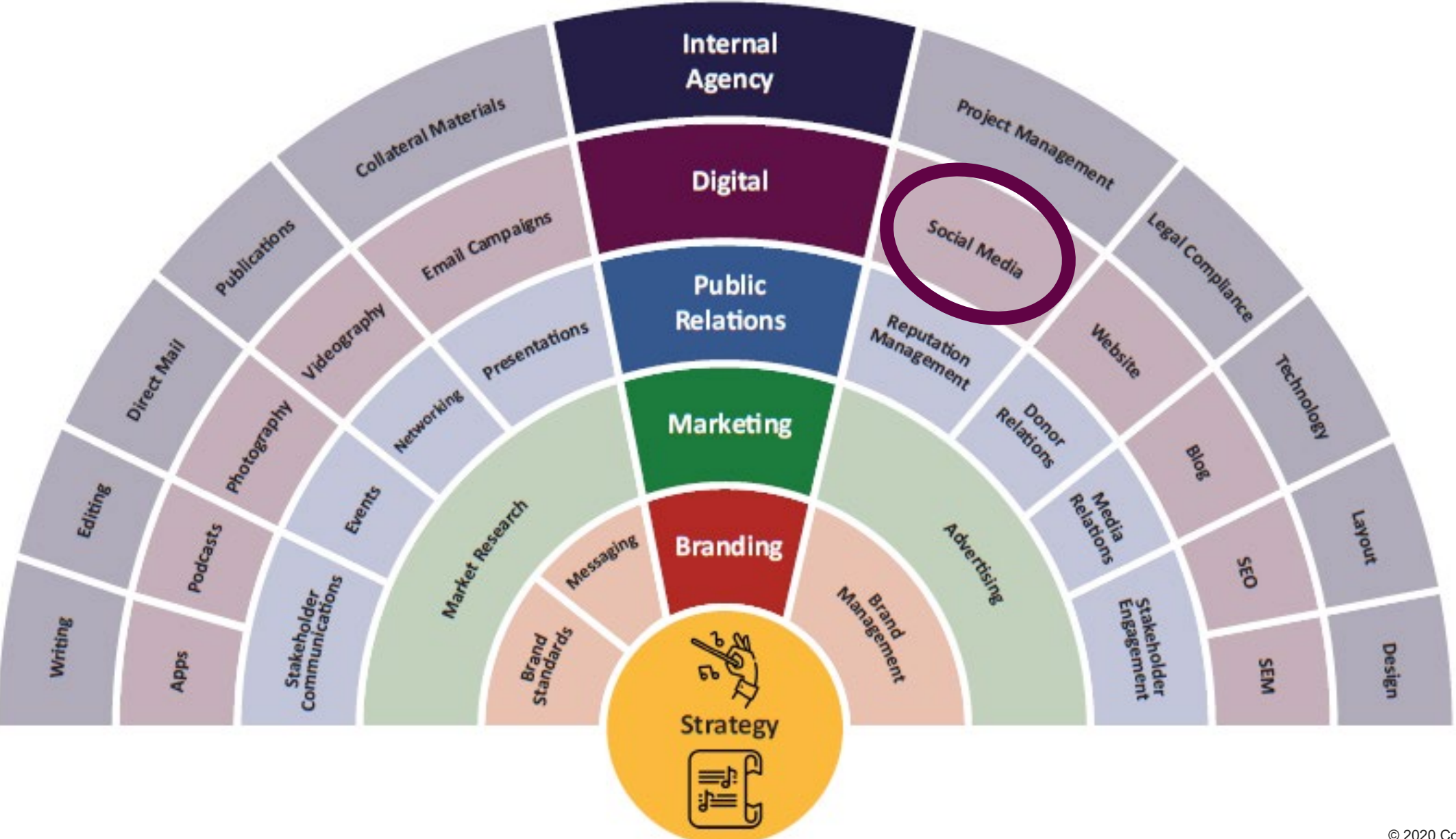


WHAT IS SOCIAL MEDIA?

Interactive computer-based technologies that facilitate the sharing of content through virtual networks and communities.

BUT IT'S PART OF A LARGER PICTURE

SOCIAL MEDIA IS PART OF THE LARGER PICTURE OF MARKETING COMMUNICATIONS



WHAT ARE THE TOP 5 SOCIAL MEDIA PLATFORMS FOR CILS?



Facebook



Instagram



Twitter



YouTube

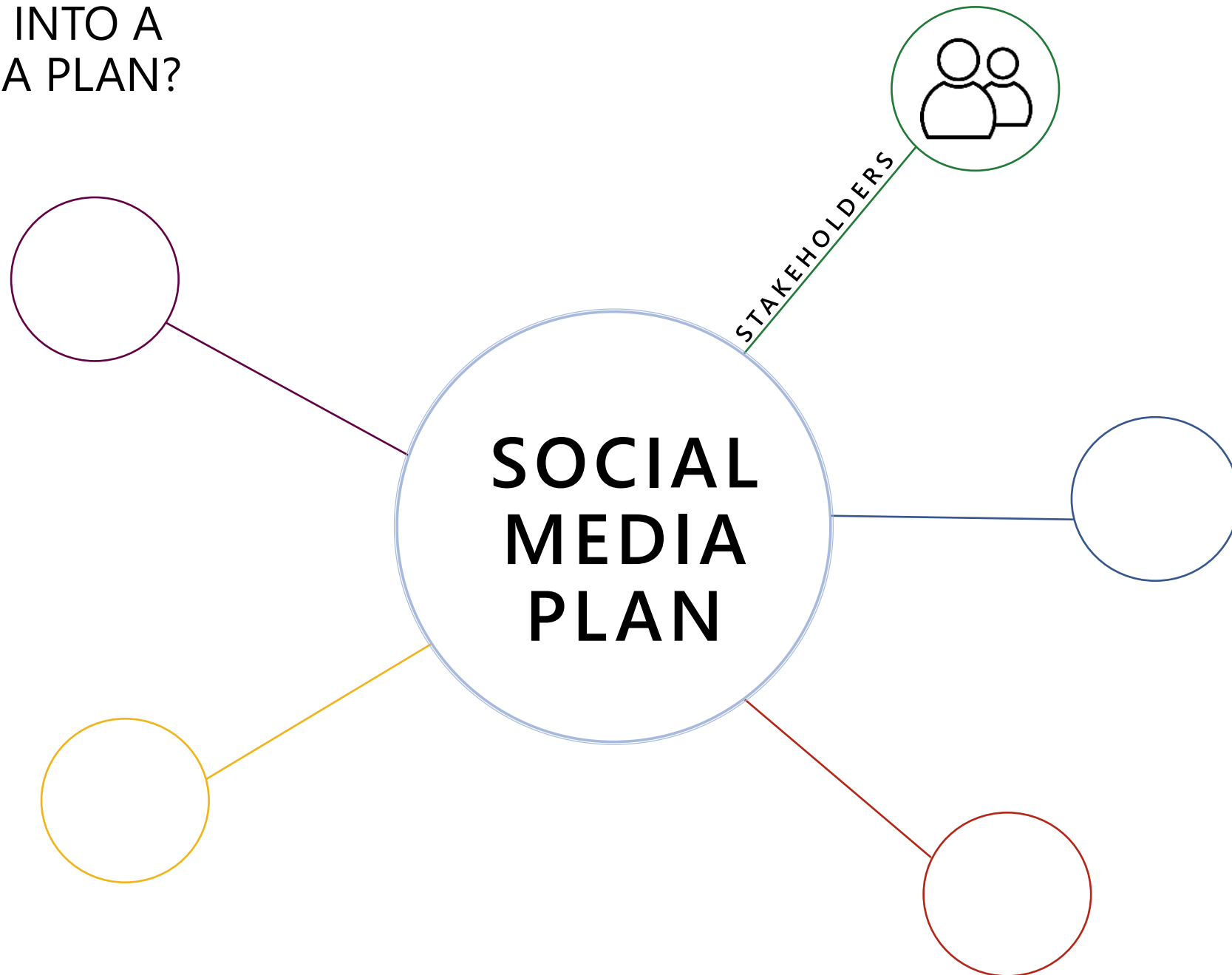


LinkedIn

WHAT GOES INTO A SOCIAL MEDIA PLAN?

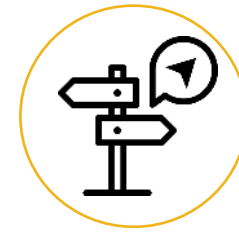
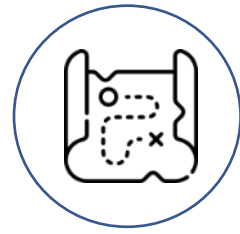


WHAT GOES INTO A SOCIAL MEDIA PLAN?





STAKEHOLDERS



WHO ARE THEY?

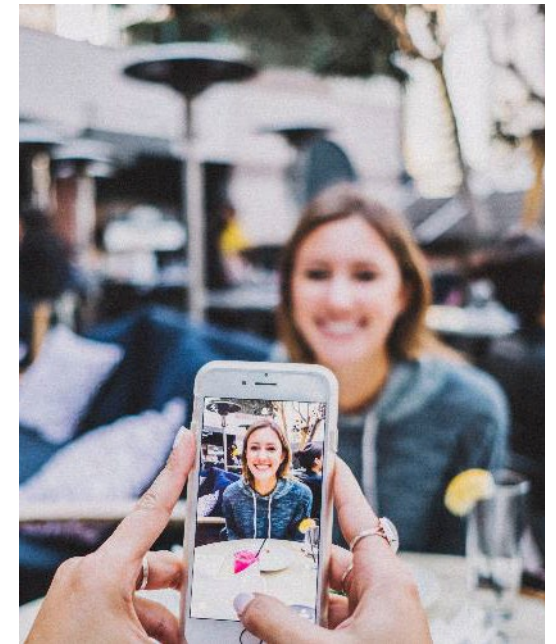
WHAT ARE THEIR NEEDS?



Consumers



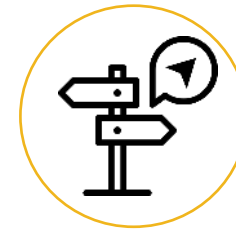
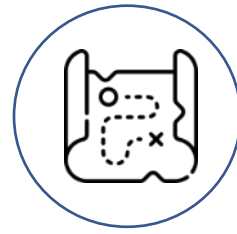
Partners





Influencers



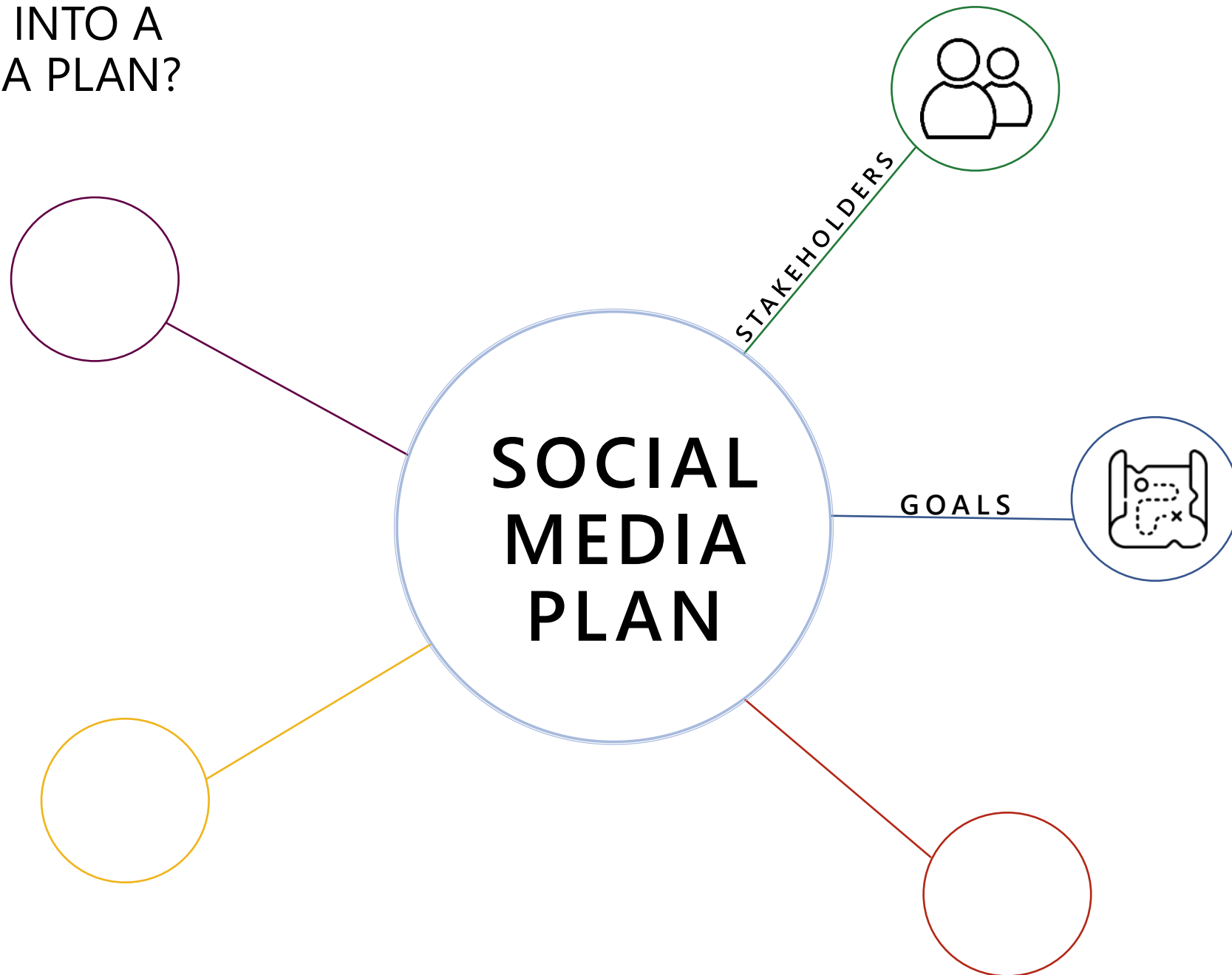
STAKEHOLDERS EXAMPLES



Type	Sub-type	Need
 Consumer	TBI	Peer support Skills classes
 Consumer	Hard of Hearing	Advocacy for health care Assistive Technology

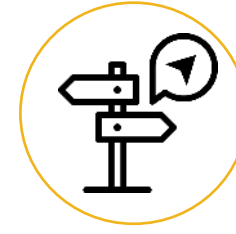
THIS SHOULD COME FROM YOUR MARKETING STRATEGY!

WHAT GOES INTO A SOCIAL MEDIA PLAN?





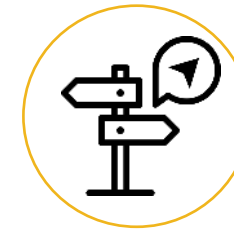
GOALS





- What do your stakeholders want?
- What do you want them to do?
- How are you going to accomplish both?

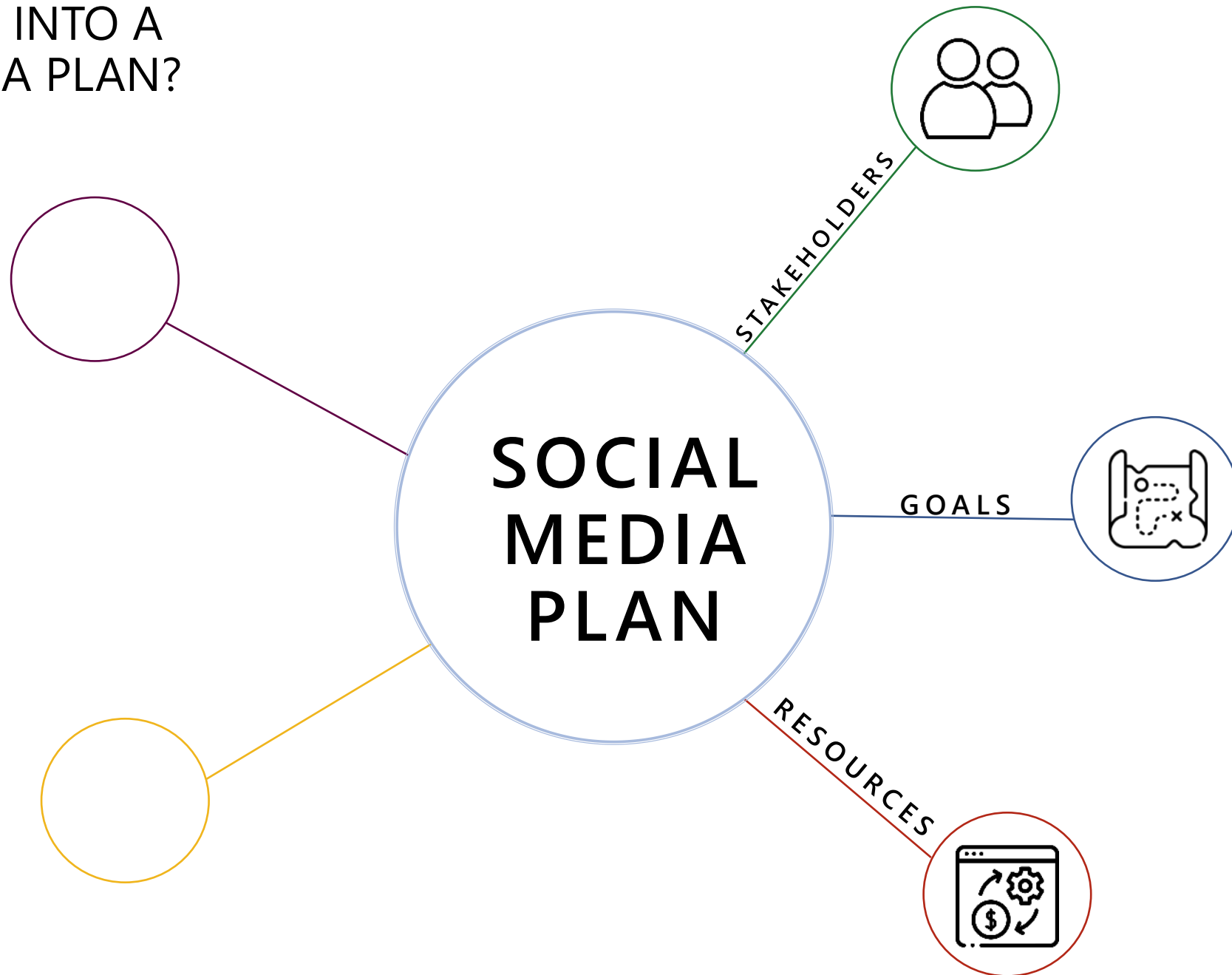


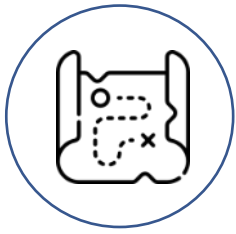
GOALS EXAMPLES



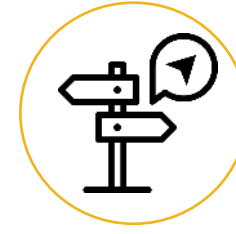
	Stakeholder's Need	CIL's mission/goal furthered	Social media to accomplish both
	Cope with newly-acquired physical disability	5 Core Services: Peer Support	Facilitate a cross-disability Facebook group and promote events in group
	Barriers accessing health care due to being Hard of Hearing	Assistive technology	Produce a social media campaign with HLAA and health care providers about available AT for HoH

WHAT GOES INTO A SOCIAL MEDIA PLAN?



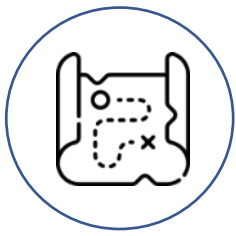


RESOURCES

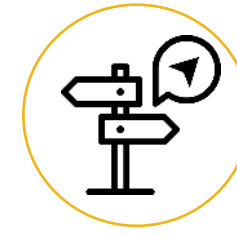


WHAT CAN YOU SUSTAIN LONG-TERM?

- Time
- Talent
- Money
- Platforms
- Assets
- Marketing
- Measure



RESOURCES EXAMPLE

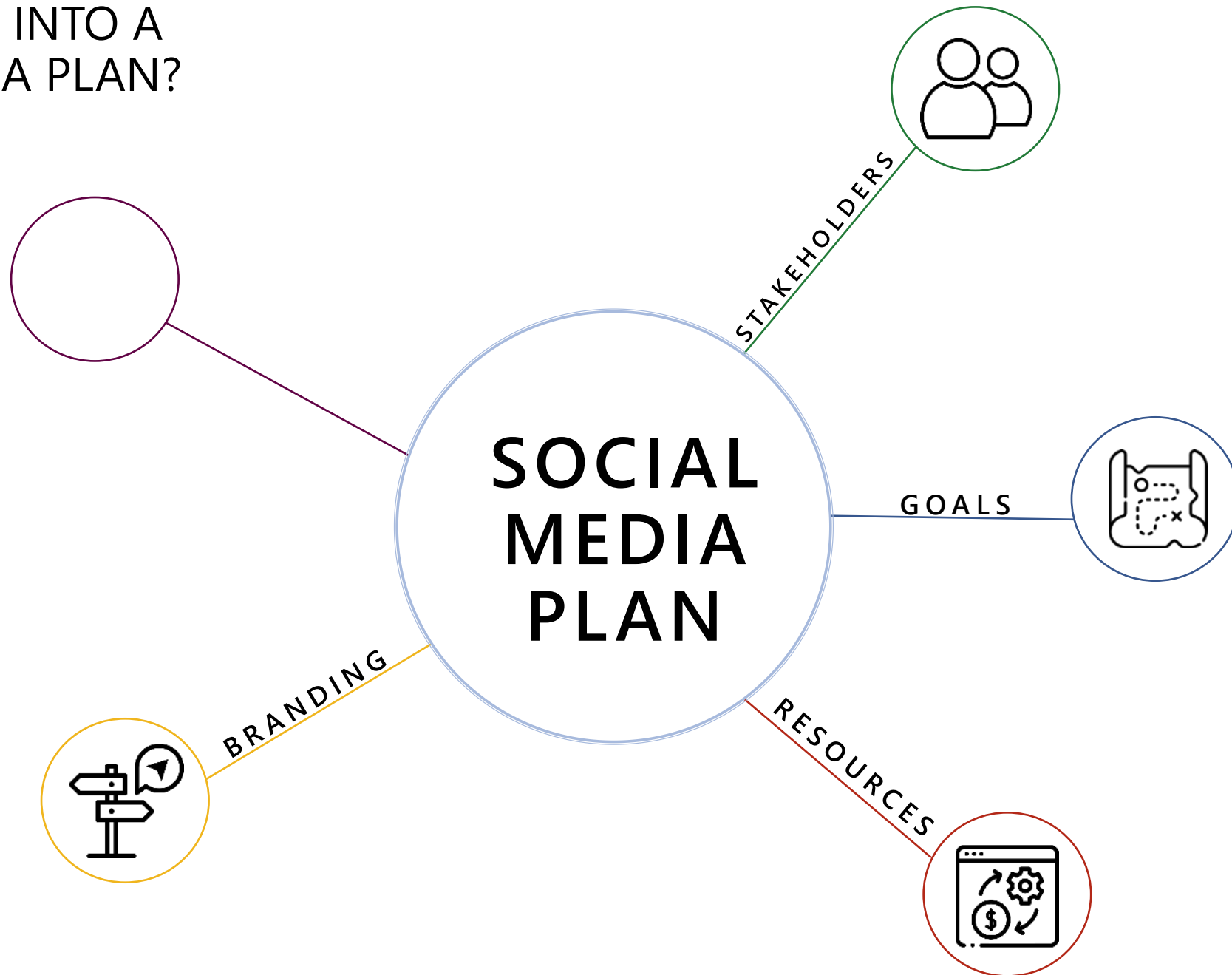


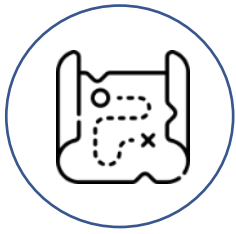
Time – Talent – Money – Platforms – Assets – Marketing - Measure



Social Media Goal	Resources Needed	Resources Availability	Status
Facilitate a cross-disability Facebook group and promote events in group	Time for qualified staff to facilitate	Peer support staff maxed out	No
	Facebook group with live streaming	Hardware with internet at office for staff; not all consumers have one or both	?
	Staff to promote events on Facebook	Knowledge set doesn't exist among CIL staff	?
	Promote via email, flyers, and papers	Staff has skills and resources to complete all	Yes
	Measure effectiveness of group and event attendance	Staff knowledgeable and hardware available for online and paper surveys	Yes

WHAT GOES INTO A SOCIAL MEDIA PLAN?





BRANDING



- Common handles and URL
- Common contact information
- Consistent visual style

 **The Independence Center**
1,886 Tweets

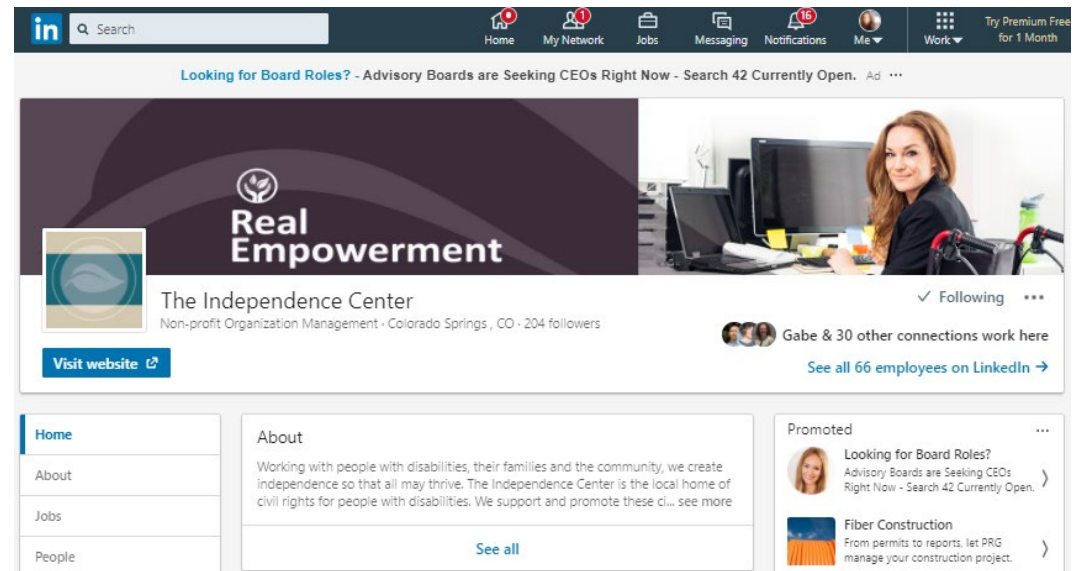


The Independence Center
@RealEmpowerment

To empower persons with disabilities, maximize their independence within the community, and remove barriers which prevent integration and equal opportunity.

Colorado Springs, CO theindependencecenter.org Joined August 2012

833 Following 523 Followers



Looking for Board Roles? - Advisory Boards are Seeking CEOs Right Now - Search 42 Currently Open. Ad ...

The Independence Center
Non-profit Organization Management · Colorado Springs, CO · 204 followers

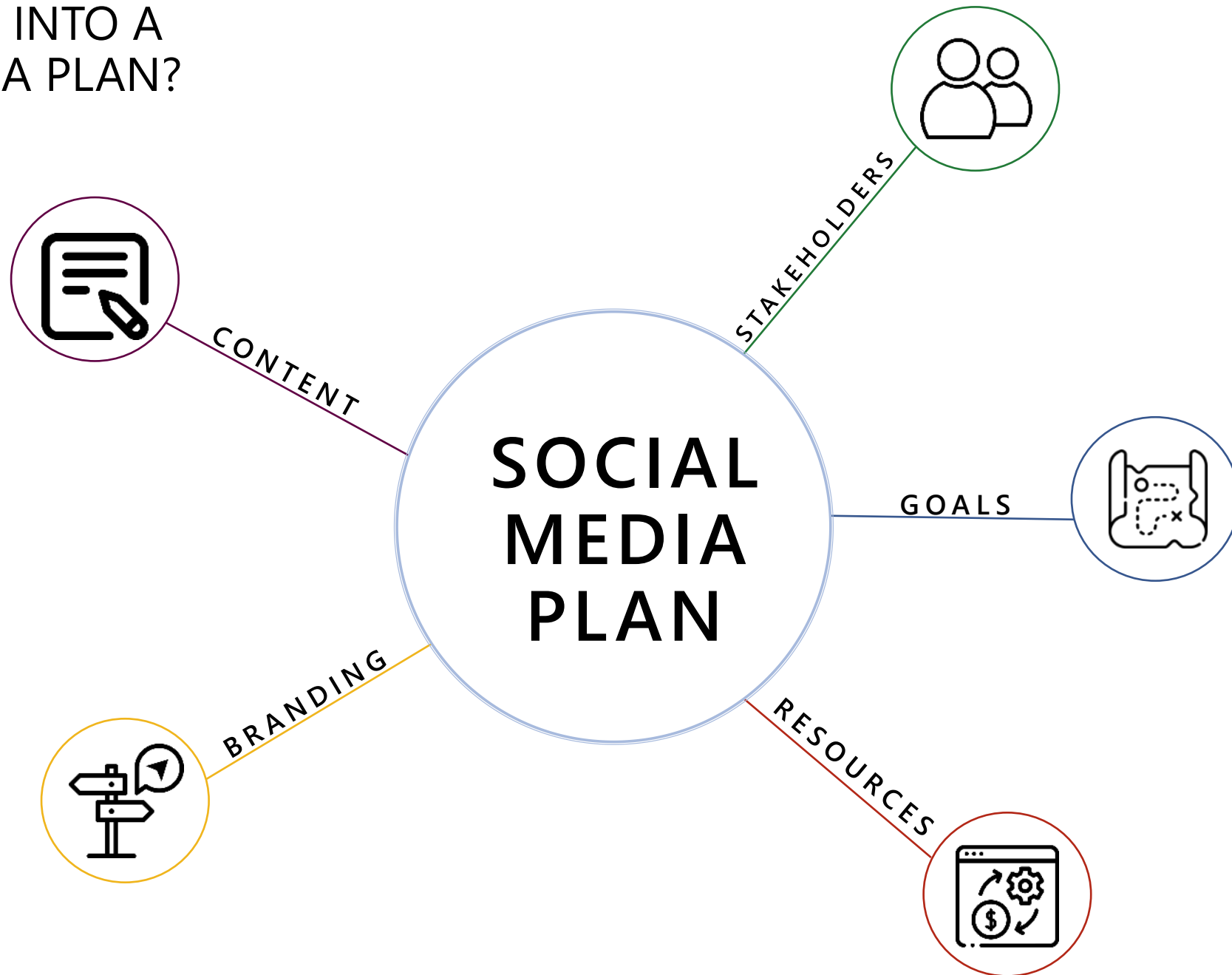
Visit website

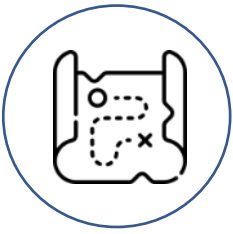
Home About Jobs People

About
Working with people with disabilities, their families and the community, we create independence so that all may thrive. The Independence Center is the local home of civil rights for people with disabilities. We support and promote these ci... see more

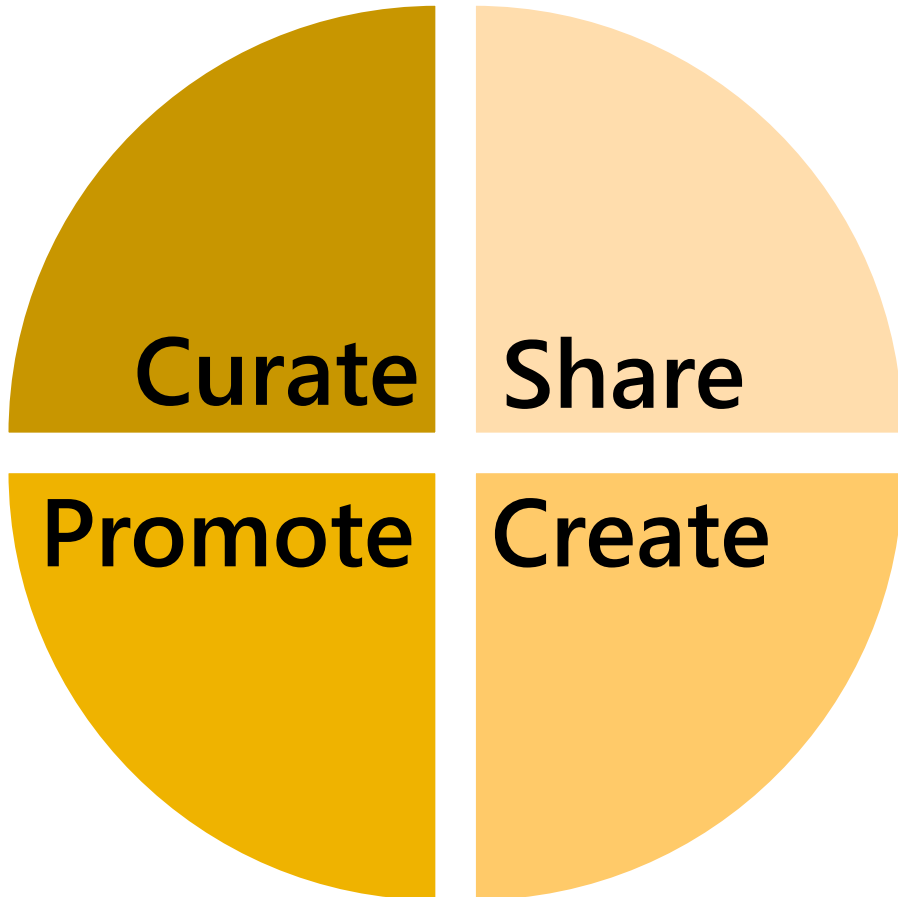
Promoted
Looking for Board Roles? Advisory Boards are Seeking CEOs Right Now - Search 42 Currently Open.
Fiber Construction From permits to reports, let PRG manage your construction project.

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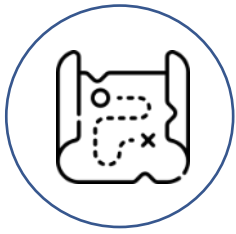




CONTENT



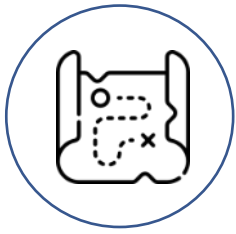
- Posts
 - Types



CONTENT

Date	Post	Type
9/1/2020	Write the post and put the content and link here, including hashtags; alt-text and image can go in a comment	Create
9/4/2020	Write the post and put the content and link here, including hashtags; alt-text and image can go in a comment	Share - Marketing
9/7/2020	Write the post and put the content and link here, including hashtags; alt-text and image can go in a comment	Promote
9/8/2020	Write the post and put the content and link here, including hashtags; alt-text and image can go in a comment	Curate - Motivational
9/11/2020	Write the post and put the content and link here, including hashtags; alt-text and image can go in a comment	Share - Marketing
9/14/2020	Write the post and put the content and link here, including hashtags; alt-text and image can go in a comment	Promote
9/15/2020	Write the post and put the content and link here, including hashtags; alt-text and image can go in a comment	Create - Video
9/18/2020	Write the post and put the content and link here, including hashtags; alt-text and image can go in a comment	Share - Marketing
9/21/2020	Write the post and put the content and link here, including hashtags; alt-text and image can go in a comment	Promote
9/22/2020	Write the post and put the content and link here, including hashtags; alt-text and image can go in a comment	Create - Downloadable
9/25/2020	Write the post and put the content and link here, including hashtags; alt-text and image can go in a comment	Curate - Informational
9/29/2020	Write the post and put the content and link here, including hashtags; alt-text and image can go in a comment	Promote

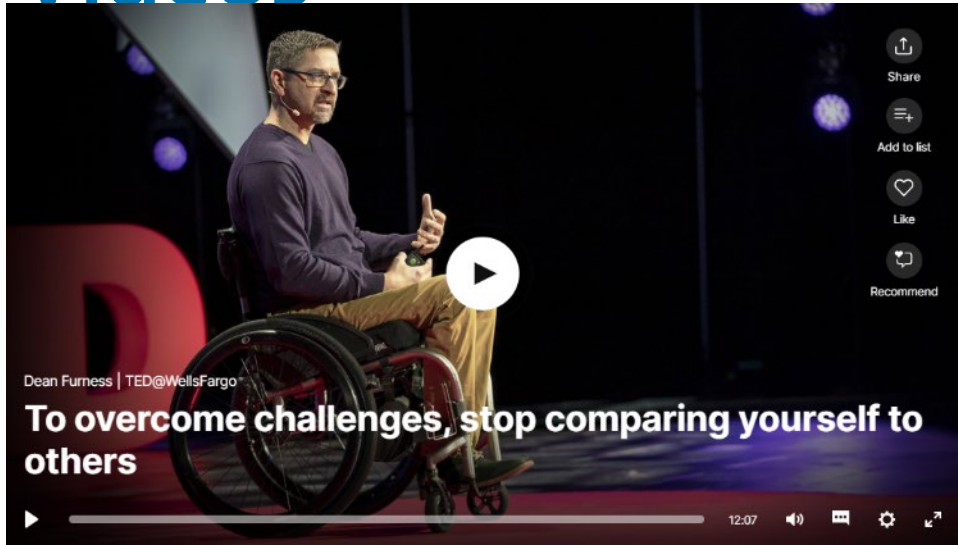
- Posts
 - Types
 - Frequency
 - Calendar



CONTENT

- Posts
 - Types
 - Frequency
 - Calendar
 - Visual
 - Alt-text
 - Image Description

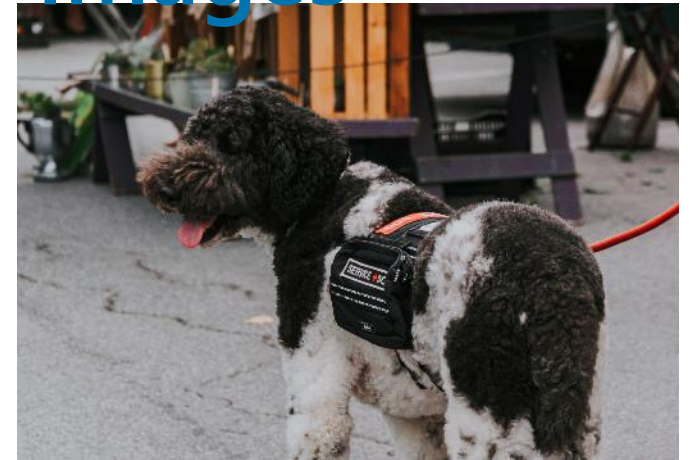
Videos



Infographics



Images



Quotes (& Memes)

IN HONOR OF THE ADA'S 30TH ANNIVERSARY

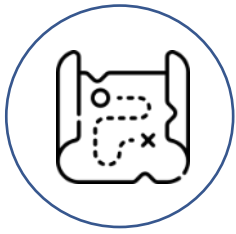


“The other issue is to stop being afraid of discussing disability. People just need to get over it and just need to recognize that the Center for Disease Control says that one in four adults in the United States live with a disability.”

Judith Heumann
World-Renowned Disability Rights Activist

WWW.CILSF.ORG





CONTENT

- Posts
 - Types
 - Frequency
 - Calendar
 - Visual
- Other Options

Groups

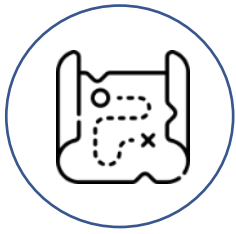


Stories



Live Streaming





CONTENT

- Posts
 - Types
 - Visual
 - Frequency
 - Calendar
- Other Options
- Measure & Modify

SOCIAL MEDIA ANALYTICS



Facebook Page



Instagram Account



Twitter Profile



YouTube Channel



LinkedIn Page

DESKTOP INSIGHTS/PAGES MANAGER APP/APP

Actions on Page
Page Views
Page Likes
Post Reach
Post Engagement
Page Followers
Top Posts
Lowest Posts
Pages to Watch
Stories

MANAGER APP/APP

Accounts Reached
Content Interactions
Total Followers
Profile Visits
Reach
Post Likes
Post Comments
Post Shares
Posts Saved
Stories

analytics.twitter.com

Tweet Impressions
Profile Visits
Mentions
Followers
Replies
Impressions
Engagements (clicks,
comments, likes, replies)
Top Tweets
Lowest Tweets

YOUTUBE STUDIO

Views
Impressions
View Duration
Subscribers
Audience Retention
Likes
End Screen Clicks
Audience Demographics
Traffic Source Types
Top Videos
Lowest Videos

Admin View: Analytics

Impressions
Page Views
Unique Visitors
Clicks
Source
Visitor Demographics
Reactions
Comments
Shares
Followers
Top Post
Lowest Posts

SOCIAL MEDIA DASHBOARD – FOCUS ON ENGAGEMENT



Facebook Page



Instagram Account



Twitter Profile



YouTube Channel



LinkedIn Page

DESKTOP INSIGHTS/PAGES MANAGER APP/APP

Actions on Page

Page Views

Page Likes

Post Reach

Post Engagement

Page Followers

Top Posts

Lowest Posts

Pages to Watch

Stories

Accounts Reached

Content Interactions

Total Followers

Profile Visits

Reach

Post Likes

Post Comments

Post Shares

Posts Saved

Stories

analytics.twitter.com

Tweet Impressions

Profile Visits

Mentions

Followers

Replies

Impressions

Engagements (clicks,
comments, likes, replies)

Top Tweets

Lowest Tweets

YOUTUBE STUDIO

Views

Impressions

View Duration

Subscribers

Audience Retention

Likes

End Screen Clicks

Audience Demographics

Traffic Source Types

Top Videos

Lowest Videos

Admin View: Analytics

Impressions

Page Views

Unique Visitors

Clicks

Source

Visitor Demographics

Reactions

Comments

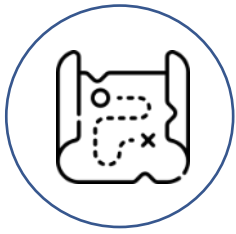
Shares

Followers

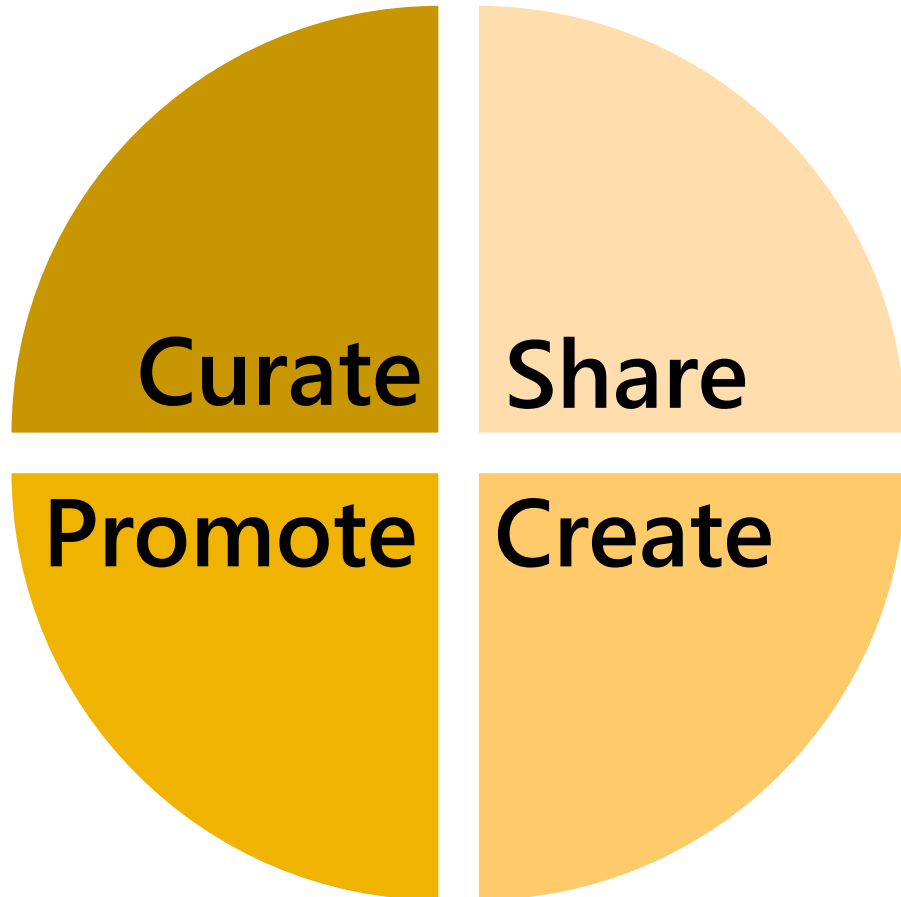
Top Posts

Lowest Posts

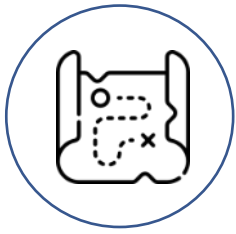
GIVEN FINDINGS, MODIFY YOUR SOCIAL MEDIA PLAN!



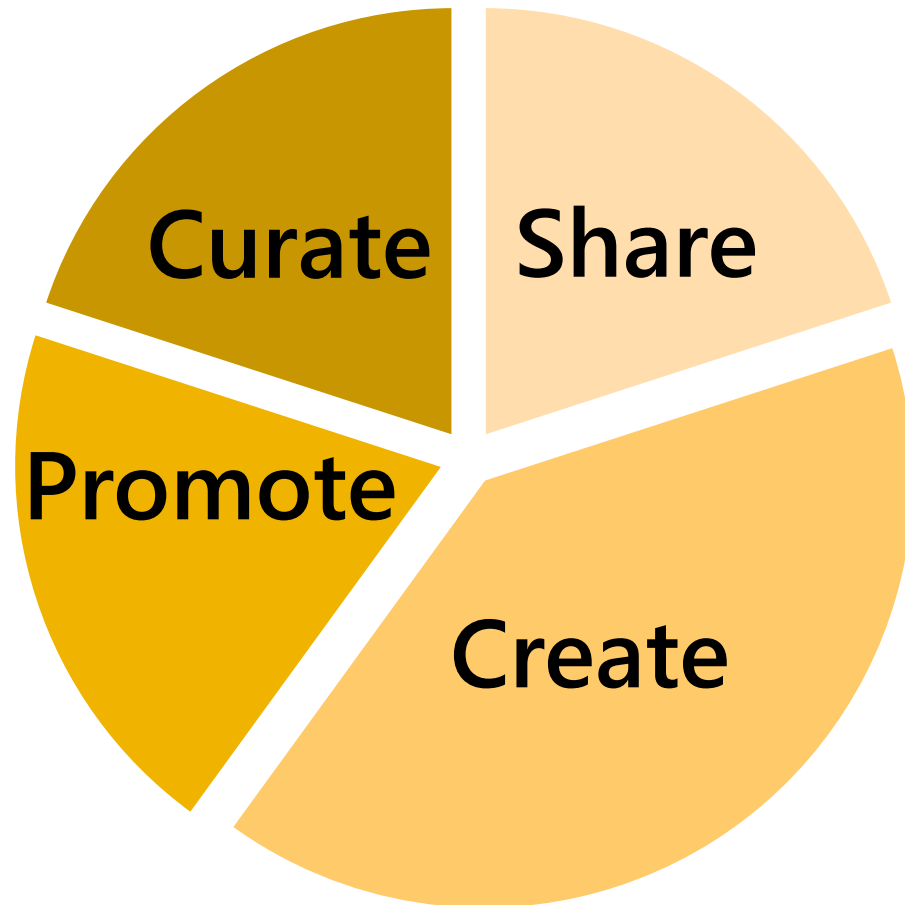
CONTENT



- Posts
 - Types
 - Visual
 - Frequency
 - Calendar
- Other Options
- Measure & **Modify**



CONTENT

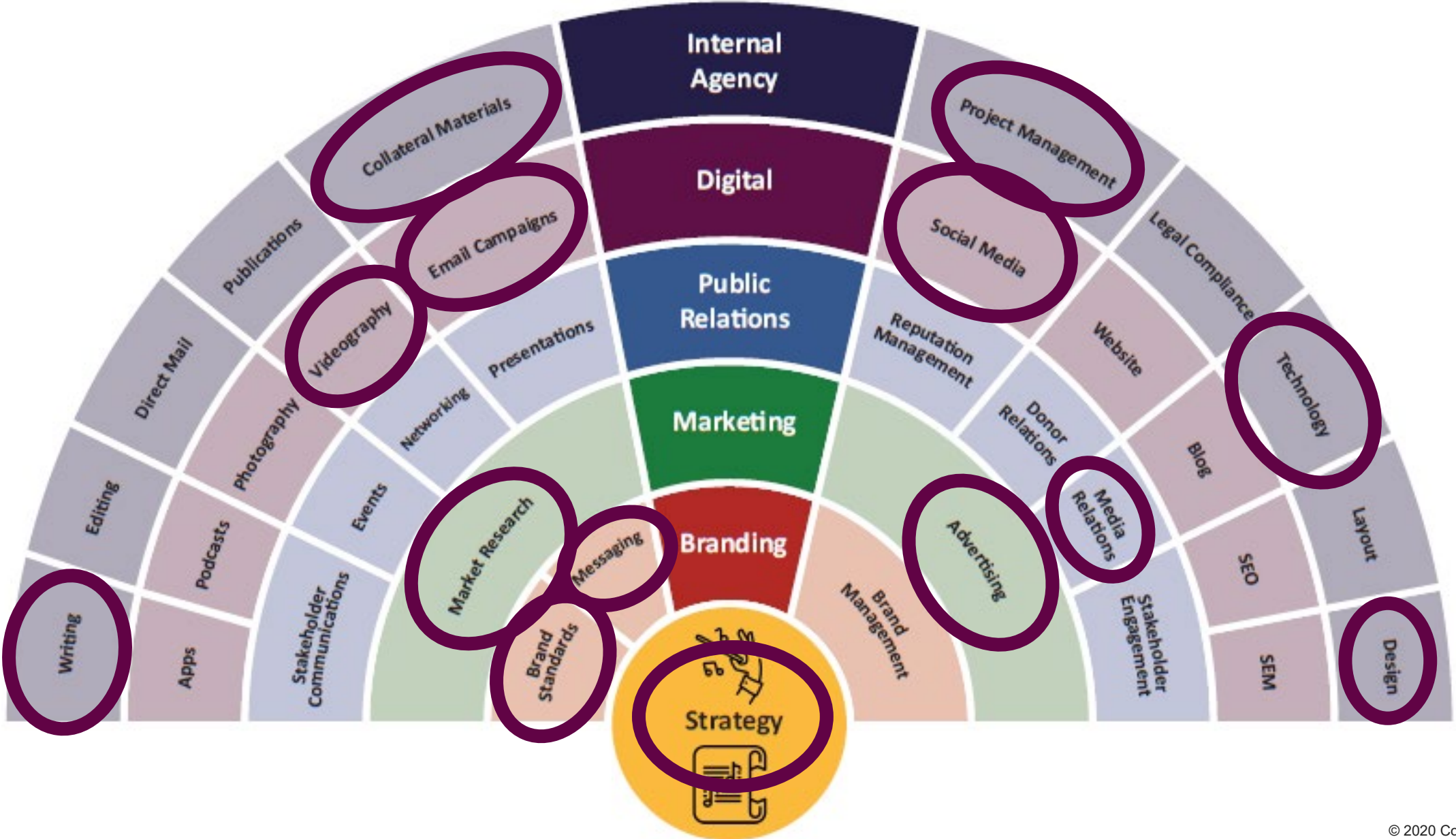


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CONTACT:

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