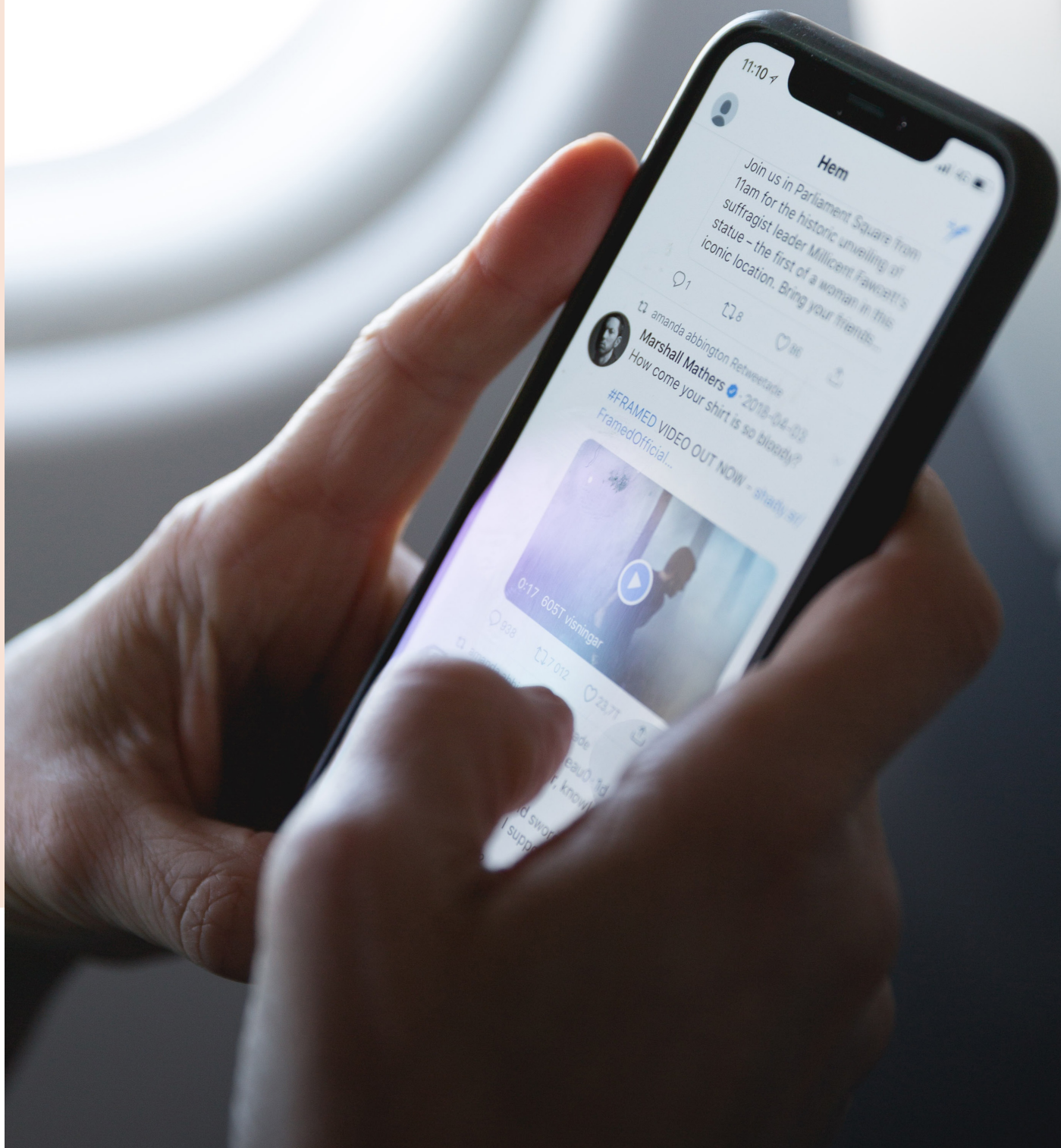
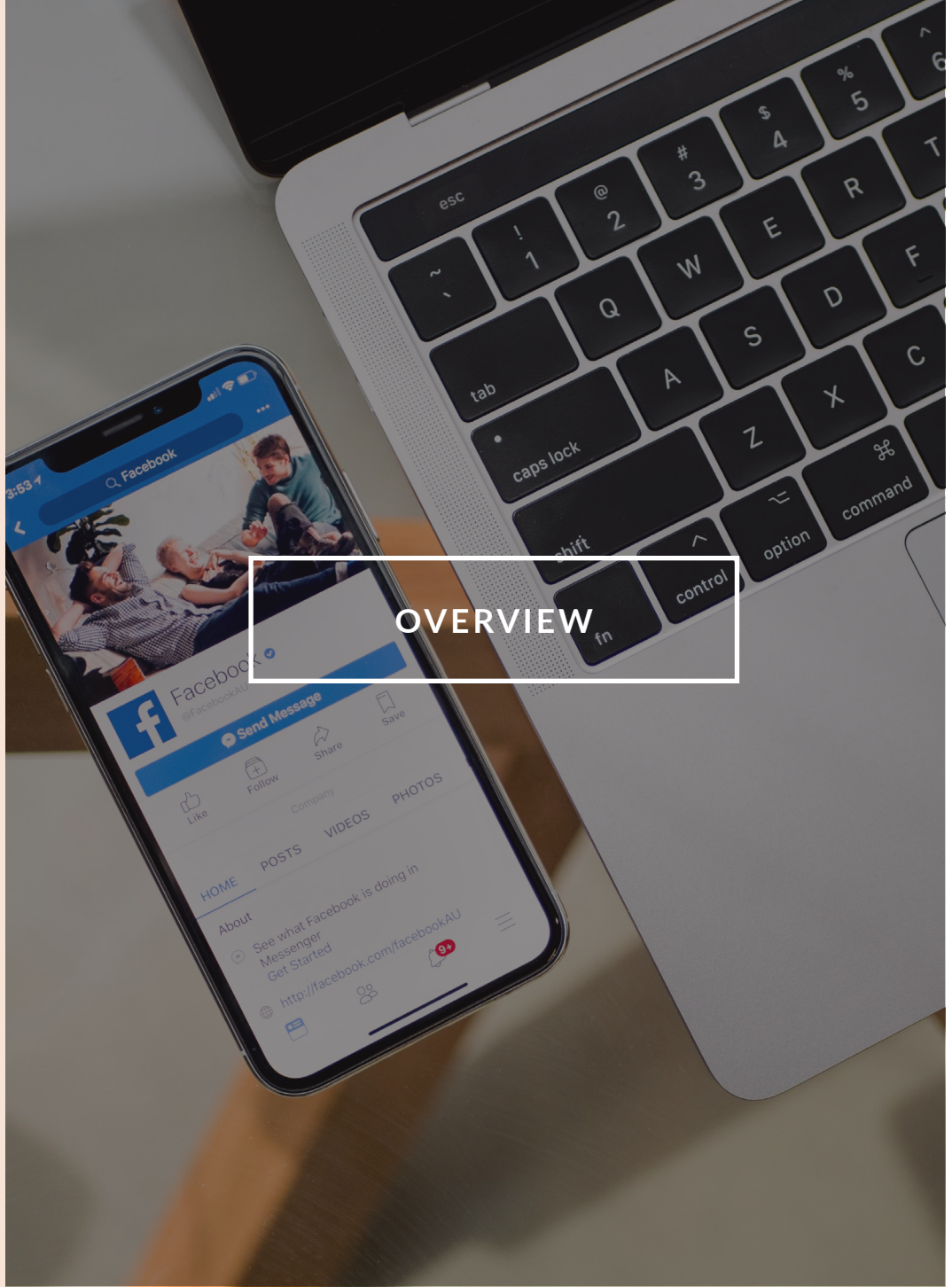


EFFECTIVE USAGE
OF SOCIAL MEDIA



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In today's world, it seems impossible to escape the grasp of social media. From grandparents to grandchildren, it seems everyone has a smart device in hand, eager to not only browse the endless stream of content that awaits them online, but also to contribute their own voice to the masses.

But how?

This presentation covers a variety of topics that factor into effective social media usage, including: methods and strategies for scheduling content, examples of successful content, the difference in paid advertising vs. organic reach (“going viral”), and more.

While the majority of the discussion will focus on Facebook, other platforms such as Twitter and Instagram will be briefly mentioned.

The intent of this presentation is for users of all skill levels to walk away with useful advice for long-term social media planning, as well as to possess new information they can immediately implement into their daily workflow.

YOUR PRESENTER

Raphael Bastek is the Communication Specialist for the Diocese of Manchester. Among other duties, Raphael designs graphics and content for both web and print; assists with editing and advertising for the diocesan magazine, *Parable*; coordinates numerous print projects, such as diocesan and national collections; and assists with the routine management and updating of the diocesan website, catholicnh.org, and social media channels.

Previously, Raphael focused his efforts on the diocesan Facebook and Twitter accounts, leading an effort to revitalize the channels. During this time, the audience for both channels grew by more than 10% in less than a year.

CONTACT

Questions? Feel free to contact Raphael after the presentation.

W: (603) 663-0185
E: rbastek@rcbm.org

WHO USES
SOCIAL MEDIA?



01



02



03



04



05



06

| | |
|----|----------|
| 01 | FACEBOOK |
|----|----------|

2 billion monthly users¹

- 68% of U.S. adults use Facebook as of January 2018²
- Supports text, photos, and videos
- Recommended post frequency: 1/day³

| | |
|----|---------|
| 02 | TWITTER |
|----|---------|

317 million monthly users¹

- 24% of U.S. adults use Twitter as of January 2018²
- Supports text, photos, videos, and GIFs
- Recommended post frequency: up to 15/day³

| | |
|----|-----------|
| 03 | PINTEREST |
|----|-----------|

200 million monthly users¹

- 29% of U.S. adults use Pinterest as of January 2018²
- Supports text and photos
- Recommended post frequency: up to 11/day³

| | |
|----|-----------|
| 04 | INSTAGRAM |
|----|-----------|

800 million monthly users¹

- 35% of U.S. adults use Instagram as of January 2018²
- Supports photos and videos
- Recommended post frequency: 2/day³, but consistency matters most

| | |
|----|----------|
| 05 | SNAPCHAT |
|----|----------|

300 million monthly users¹

- 27% of U.S. adults use Snapchat as of January 2018²
- Supports temporary photos and videos
- Recommended post frequency: -/day³; no upper limit to quantity, but, again, consistency matters

| | |
|----|---------|
| 06 | YOUTUBE |
|----|---------|

1 billion monthly users¹

- 73% of U.S. adults use YouTube as of January 2018²
- Supports videos
- Recommended post frequency: -/day³; posts can be less frequent, but consistent activity is important

¹ Data courtesy of Pew Research Center (2012-2018)

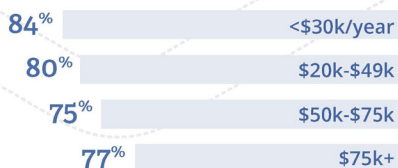
² Spreadfast | 2018 Social Audience Guide

³ Inc.com | How Often You Should Post on Social Media, According to 10 Studies

2 Billion
Monthly Active Users²¹

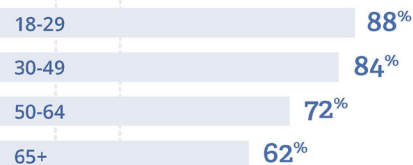


Income of internet users who use Facebook²



30% of retail shoppers who recently made a purchase discovered a new product on Facebook²³

Age of internet users who use Facebook²



Network where millennials and Gen X are most likely to share content¹⁸

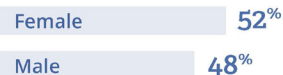
“YOUTH DON'T USE FACEBOOK ANYMORE...”

People often approach me and say, “Did you hear? Facebook isn’t doing too well lately.” Either this, or a similar variant.

In general, people pay attention when they hear of negative press related to a service, or when they learn that youth are migrating away from it.

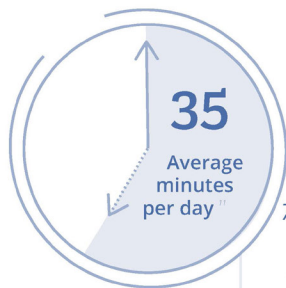
If you know someone on Facebook, then it’s still part of your intended audience.

Gender²²



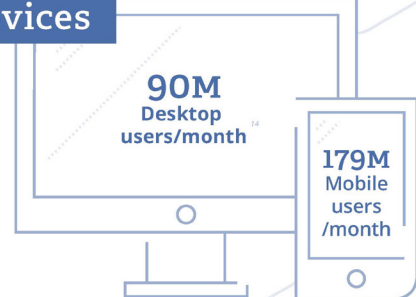
Users spend an average of 2.5 seconds with a piece of content on desktop

Time



75% of users spend over 20 minutes per day on Facebook¹

Devices



Users spend an average of 1.7 seconds with a piece of content on mobile¹



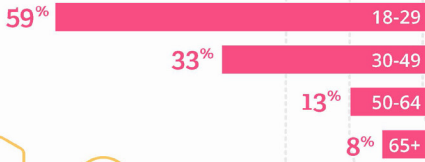
800 Million

Monthly Active Users¹⁸

500 Million

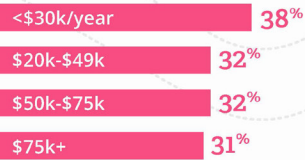
Daily Active Users

Age of internet users who use Instagram¹⁷



53% of teens say Instagram is the best platform to tell them about new products¹⁹

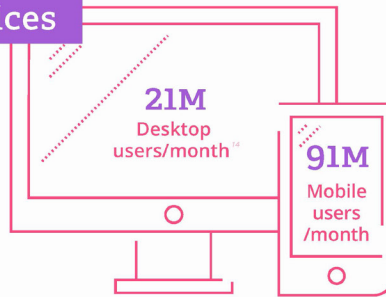
Income of internet users who use Instagram¹⁷



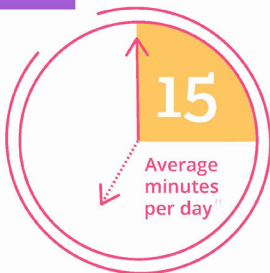
Gender



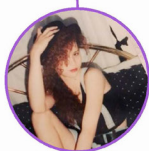
Devices



Time



Most Followed Accounts¹⁸



Selena Gomez
130M



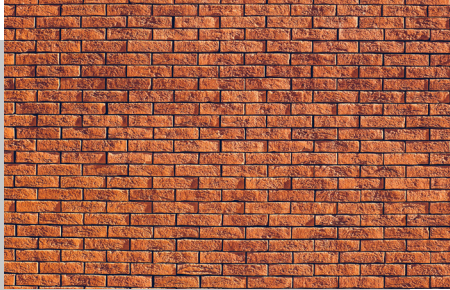
Cristiano Ronaldo
116M



Ariana Grande
115M

53% of users follow brands¹

THREE FACTORS FOR SUCCESS



CONSISTENCY

The “recommended post frequency” is merely a guideline. Different strategies work for different organizations. What’s more important than frequency is consistency, especially with platforms such as Facebook and Instagram. Users want to see a consistent content output. Strive for something manageable with your work schedule – if you know you won’t be able to do a post every day, do one every other day. Don’t post four times in one day and then stay radio silent for a week.



QUALITY

To further eschew the frequency statistic, don’t post simply for the sake of posting, even if it means missing your “quota.” Quality trumps quantity every time. It’s much better to have 1-2 high quality tweets than a dozen instances of spam.



PURPOSE

Think: what message are you trying to send? What is your end goal? We’ll explore the larger picture at the end of this discussion, but each of your posts should be meaningful.

If ever in doubt, consider your organization’s mission statement - how does your content reinforce that mission?

CONSISTENCY: SCHEDULING CONTENT



POST AWAY FROM THE DESK

In order to help with consistency, *Organization A* uses Hootsuite, a third-party platform, to schedule their social media content. Hootsuite is a service that integrates various other networks into one central location. This means the employee(s) at *Organization A* are able to schedule posts for their Facebook, Twitter, Pinterest, and Instagram accounts all in one place, simultaneously, and multiple months in advance. A basic subscription allows one user to link up to 10 social profiles, schedule as many posts as they want, and receive analytics on our posts.

This is valuable because some platforms, such as Twitter, do not have a built-in scheduling function. Depending on what your team wishes to focus on, other options may be better suited for your needs. For example, TweetDeck is a free alternative that lets you schedule Twitter posts ahead of time. However, it does not have any other social media channel integration. Consider your individual needs and approach in order to determine what will work best for you. Many of these services offer 30-day trials, so don't be afraid to experiment.

EFFECTIVE CONTENT: TEXT

AaBbCc

The text limit for Facebook posts is 63,206 characters. For reference, you can fit the first 20 chapters of the Book of Genesis, including verse numbers, into a single Facebook post¹. That's certainly an improvement over Twitter's 240-character limit, right?

Not quite. Despite the high cap, research proves that less is more. How much less, you may wonder?

The ideal Facebook post is 40 characters or fewer. On average, posts with 40 characters or fewer earn an 86% higher engagement rate. The second highest-performing limit comes at 80 characters, which on average receive 66% more engagement than longer posts.²

EFFECTIVE CONTENT: PHOTOS

Regardless of whether you're posting on Facebook, Twitter, Instagram, or elsewhere, I highly advise you include an accompanying image or video rather than limiting your post to just text.

Audiences respond more positively to visual content. However, don't share a photo simply by itself. Use photos along with snippets of text to tell a story. Successful image posts tell a narrative that supports your "brand" – in this case, this relates back to the third factor of effective social media, **purpose**.

If you need more text in order to effectively tell the story, try incorporating it within the image itself.



¹ Mashable | 10 Things You Can Fit Into Your 63,206-Character Facebook Status

² MarketingProfs | The Ideal Word Counts for Social Media Posts

EFFECTIVE CONTENT: VIDEO



On average, people spend only 2.5 seconds with a piece of content when using Facebook on their desktop computer³. That's why 40-character Facebook posts are successful, and that's why easily-digestible images are popular.

Videos, on the other hand, are more time-consuming. In order to have successful video posts, you have to know your audience and have engaging content. By nature, videos are passive. People watch (until they get bored) and then they move on.

To counteract this, it's important to ask something of your audience. Use short video clips and present something – a challenge, a game, a question – and look for the audience's response.

FACEBOOK LIVE

Facebook has a built-in video tool allowing you to stream live footage directly from your phone and onto your page's feed. At its core, social media isn't about marketing or accruing followers – it's about people and their experiences. By sharing live video from your events, you are providing a place for people who can't physically be with you to still share in the experience.

Daily prayers for
clergy and religious

1

Facebook Live
videos at events

2

Shared posts from our
schools and community

3

Stories of experiences:
clergy, religious, students

4

Prayers for each
Saint of the Day

5

5 EXAMPLES OF SUCCESSFUL CONTENT

Based on my experiences with the
Diocese of Manchester

³ Spreadfast | 2018 Social Audience Guide

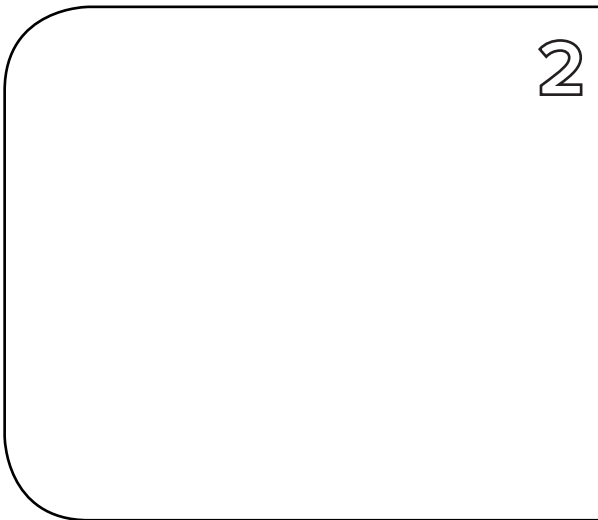
ACTIVITY:
ANALYZE POSTS

These are some examples of recent posts from some of our parishes and schools.

What did these posts do well, and how could they be improved?



1



3

[Redacted]

"Aim High, Soar Higher." So she did.
STUDENT NAME '19 + 1000 Assists = SCHOOL MOTTO
Best equation ever. #SCHOOLPRIDE




59 5 Comments 1 Share

4

[Redacted]

As part of a lesson on cooperation the kids worked together to complete a squiggle mural drawing! The conversations, planning and cooperation were amazing! The first graders were so proud of their work!



32

PAID VS. ORGANIC CONTENT

01

How algorithms affect your audience

Services such as Facebook and Twitter use algorithms that determine what content its users see. For example, Facebook previously sorted content in your feed by showing you which posts were most recent. However, this changed over the past few years, and content is now sorted in terms of how other people on your friends list are interacting with what they see. This means that posts from business pages are more likely to be seen by others based on how many people are commenting on and liking those posts.

As the algorithms continue to change, “organic” content reaches a far smaller audience than it once did. Organic content refers to content you post or share that does not have any money spent on additional promotion. On average, organic tweets only reach about 10% of followers, whereas, statistically speaking, a Facebook page with over a million likes only averages 2.27% organic engagement per post¹.

02

The nonprofit difference

Fortunately, these values mainly apply for businesses. In the nonprofit sector, we’ve seen significantly better engagement rates. In some cases, this can be attributed to the fact that they’re not selling a product, but spreading a message. That’s something that resonates better with people than, say, a Nike ad campaign. While it’s true that nonprofits have our own challenges, we’ve seen our core audience still desires to be engaged.

Let’s look at the Diocese of Manchester Facebook page for this example. As of September 10, we have 3,812 likes and 3,736 followers. Over the past week, our most successful organic post reached 2,300 people and had 367 clicks or actions. Meanwhile, our least successful post only reached 238 people with 21 interactions. On average, our posts reached 1,150 people (31% of our followers) with 120 interactions (3.2% of our followers). This is without spending a single dollar on additional advertising.

03

The importance of scheduling

As you can see, the organic reach and engagement for a religious page fares better than the average business. Furthermore, the low-performing post can be explained by its scheduling. Over the course of the summer, we typically had between two and three posts a day. These would go live around 9:00 a.m., 2:00 p.m., and 7:00 p.m.

This recent low-performing post went live around 7:00 p.m. on Sunday, September 2nd. Not only was this a holiday weekend, but families were also preparing for the start of school. From our data, we’ve seen evening posts to be less successful during the school year, and so we’ve since adjusted our content schedule.

As you can see, it’s still possible to reach your target audiences effectively without spending money on marketing. However, let’s look at the difference that paid promotion can make.

¹ Bitly | Paid Social 101: Understanding Ads, Engagement, and ROI (2018)

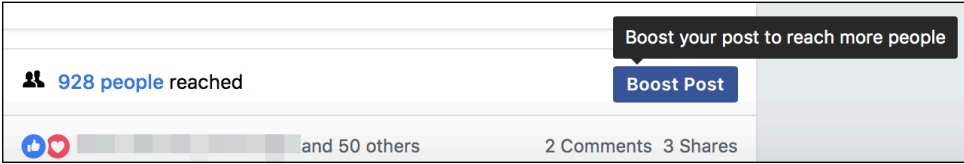
PAID ADVERTISING

AVENUES FOR ADVERTISING

Each social media channel has its own options for advertising, each with their unique advantages and disadvantages. For today’s demonstration, we’re going to focus on Facebook advertising. There are two dominant methods of advertising on Facebook: “Boosting” posts and the Ads Manager.

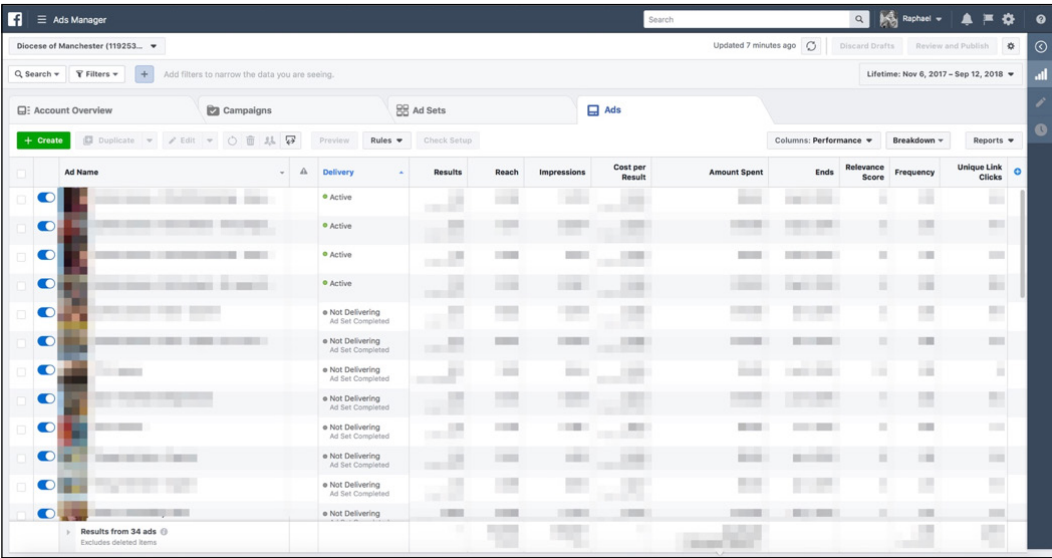
Boosting a post

Boosting is a quick and easy way to increase your audience reach; budget starts at \$1/day.



Facebook Ads Manager

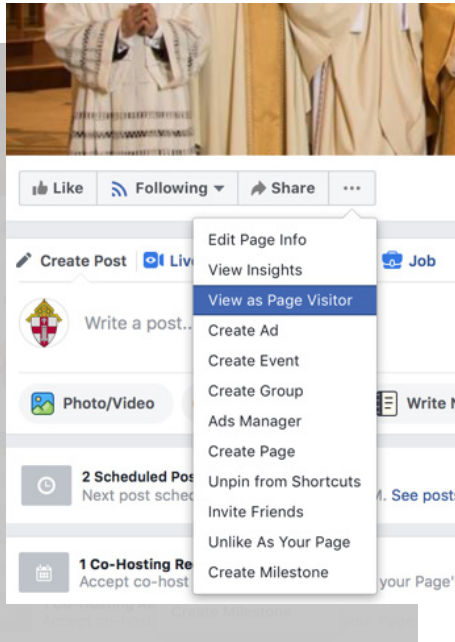
Allows you to create targeted ads and in-depth campaigns.



PLAN AHEAD

Due to the propagation of misleading news over the course of the past few years, social media companies have adjusted the way that people are allowed to advertise on their networks. One notable example involves Facebook. As of Fall 2017, certain organizations, including those with religious affiliation, that seek to advertise on Facebook are now subject to a 24-hour period of review prior to their advertisements going live. Though it rarely takes the full 24 hours (our posts are typically approved within a few hours), this is an important factor to consider if you plan to advertise a time-sensitive event.

**IN PRACTICE:
WHAT CAN YOU DO TODAY?**



COMPLETE YOUR FACEBOOK PAGE

The first thing you should do is ensure that your organization's Facebook page is complete. Does it look inviting? If needed, update the header image with a more recent picture of your team or building, or perhaps a photo from a recent event. Take a look at your "About" section – are hours of operation listed? Is the staff listing included, if necessary, along with ways to contact each member?

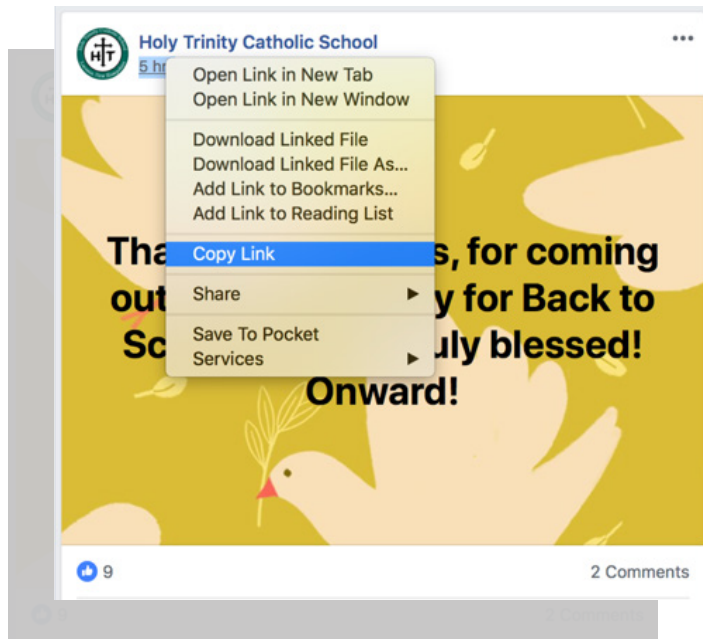
Facebook allows you to view your page as a "page visitor," so you can ensure you're seeing exactly what others see when they come to your page. Click on the option shown to enable this feature. Does anything new stand out?

SHARE CONTENT FROM OTHERS

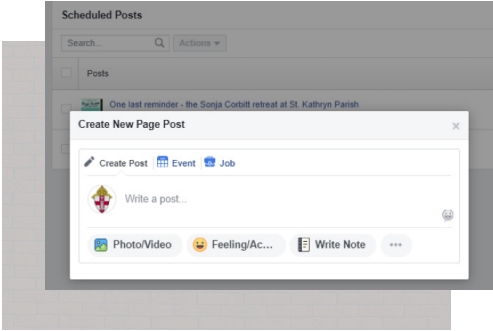
As mentioned earlier, sharing content from other pages is critically important toward building an effective social media presence. Studies suggest that 85% of users trust user-generated content more than brands.

However, there are a couple things to keep in mind:

- a. Diversify your sources – the three P's: parishes, parishioners, and pastors
- b. Diversify the content types – share a mixture of images and videos; of this content, diversify the tone and subject matter. Share posts that reaffirm Catholic identity, but don't be afraid to share lighthearted or feel good "fun" content



IN PRACTICE: WHAT CAN YOU DO TODAY?



SCHEDULE YOUR POSTS

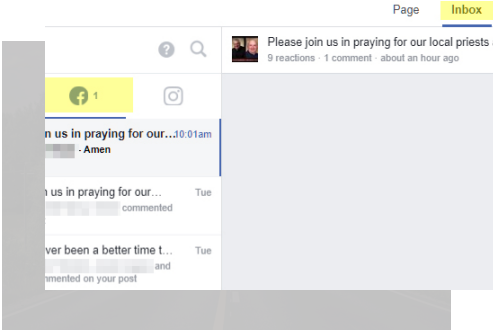
As mentioned earlier, one of the most important aspects of social media is consistency. To help maintain this, start scheduling posts. Set aside a block of time one day a week to queue up content for the rest of the week. That way, even if you're busy with other duties, your page is still continuing its presence. Even if you don't have a tool such as Hootsuite, Facebook has a built-in scheduling system for you to use.

Turn this:
<https://www.andreavahl.com/facebook/facebook-posts-9-examples-that-work-vs-4-examples-that-dont.php>

Into this:
<http://bit.ly/FB-9Examples>

SHORTEN LONG LINKS

Use a service such as Bit.ly to see which of your links people are actually using. Bit.ly is one example of a "URL shortener." Short URLs are more useful when incorporating into flyers or bulletins, and takes up less space when posted on social media, too. Furthermore, most of these services also offer analytics. Bit.ly, for example, allows you to see how many people clicked the link, how they found it, their location, and on which dates they accessed it.

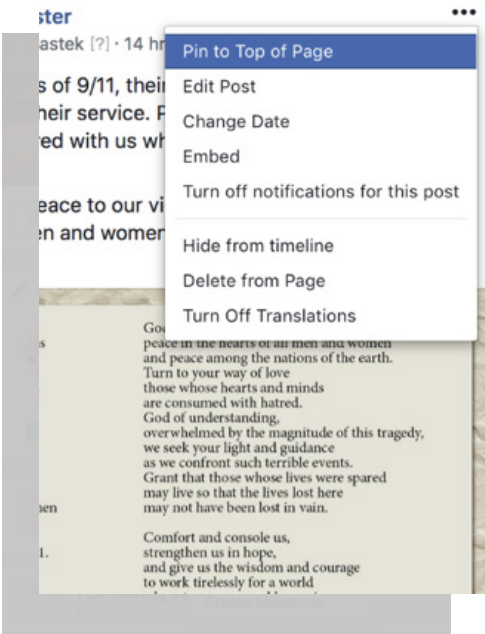


INTERACT WITH FOLLOWERS

People are what make social media, well, social. As a page representing an organization, it's important to appear human rather than like an automated machine. This is especially important if you rely on scheduling your posts, since it's easy to "set it and forget it."

Be sure to interact with people who comment, whether you're "liking" their posts as the page, or if you're replying directly to their comments – positive or negative.

**IN PRACTICE:
WHAT CAN YOU DO TODAY?**



PIN POSTS

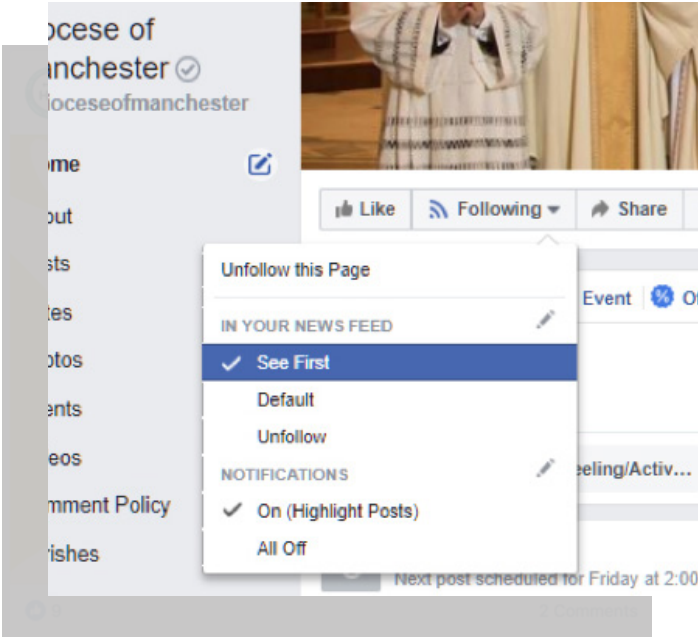
Despite all our discussion of paid advertising, there are a few tricks you can implement to make the most of the free tools Facebook offers. If you would like to give a post more visibility, consider “pinning” it. Pages can have one “pinned” post a time, and this post will appear at the top of your feed whenever someone visits your page.

This is useful if you would like to call specific attention to a post for a certain period of time or if you want to share general information that you are frequently asked about.

“SEE FIRST”

On Facebook, encourage your users to not only follow your page, but to see you first. The Facebook algorithm allows users to prioritize updates from up to 30 different pages or users. However, many people don’t realize this functionality exists, and instead their feed is sorted by default.

Create a simple infographic outlining the steps for how someone can follow your page. Then, highlight the “See First” option. This can be found on your page’s Home tab. Click the dropdown arrow next to the “Following” icon – it’s here that you’ll see the option on how the page should be sorted in your news feed. Facebook will prioritize your page’s posts for people who do this, resulting in a more consistent reach and, in turn, post interactions.



What's our goal using social media?

What I'll say next may come as a bit of a surprise: As valuable as Facebook followers are, they're not your end goal. You don't want 100,000 followers – you want 100,000 emails in your database¹. That's because you don't "own" followers. Facebook, and other social media channels, do.

These websites continue to change their algorithms and business models the more they grow. As seen with Facebook, and as we will likely see with Instagram in the future (Facebook owns Instagram), companies that use these platforms are expected to pay to reach their customers. In 2012, only 16% of your followers would see your organic content. This number decreased to 6.5% in 2014, and as mentioned earlier, is as low as 2% today².

How can I get my users "off" Facebook?

There are numerous ways to engage your users outside of social media. For example, email platforms such as Constant Contact and MailChimp integrate directly with Facebook. This means that you can add a "Join My List" tab or button to your Facebook page which, when clicked, will allow you to gather user's email data. This is more useful as you can now reach them directly, rather than relying on paid promotions or the mercy of Facebook's algorithm.

Encourage your users to engage with your page on social media, but provide other avenues for participation. Incentivize people to join your mailing list or to share content that they've created. Businesses often do this by advertising coupons or other deals – how many times have you seen something along the lines of, "Join our mailing list for 20% off your next order?" Those campaigns are intended to lure the audience away from social media and into a direct connection with the business or organization.

^{1,2} (W)right on Communications: 8 Smart Ways Your Brand Can adapt to Facebook Changes in 2018 (2018)