



Participatory ICT Tools and Approaches Workshop

Caribbean Natural Resources Institute (CANARI)
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Contact Info

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On tap for today...

In today's session, we will cover...

- Social media platforms and what makes them unique.
- Designing attractive social media assets/the anatomy of a compelling post.
- Determining who your audience is and what they are looking for/responding to on each platform.
- Using social media metrics to inform what, when and how you post
- Developing an organisational voice/tone for your social media

**What social media
platforms are we
familiar with/are we
using?**



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using?**

YOUTUBE

LINKEDIN

FACEBOOK

INSTAGRAM

TIKTOK

TWITTER





What do we know about the platforms...

- **YouTube?**
- **Facebook?**
- **Instagram?**
- **TikTok?**
- **LinkedIn?**
- **Others?**



USER DATA

PROS

CONS



FACEBOOK

The largest social media platform in the world used for staying connected with friends and family. Posting engaging content such as polls, live streams, and eye-catching images with bold headlines are most likely to gain attention.

- 2.5 billion monthly users
- 44% female, 56% male
- 51% of adults are active users especially those above the age of 40

Because Facebook has the largest user base, there is a higher opportunity for your content to reach a larger audience even on a global scale. For small businesses, Facebook ads has the tools to target a smaller scale of audiences that are more local.

Despite having the greatest number of users, Facebook is becoming less favorable amongst the younger audience due to its polarizing content and being congested with click-bait and unreliable news. Facebook ads can also become costly if you really want your content to be visible on news feeds and yield favorable traffic.



INSTAGRAM

A popular platform for influencers, high-profile brands, and small businesses to share more creative content such as photos, videos, and story updates. Well curated profiles with high-quality and unique visuals garner more engagement on top of brand awareness.

- 1 billion monthly active users
- Even distribution of users between men and women
- 71% of users are under the age of 35

Instagram provides you with meaningful information about your demographic which can be helpful in posting more appealing content in the future. Stories is another feature that can be used to have more personal engagement with your customers.

A major setback to Instagram is that it can be very time consuming to constantly post good content, especially when you need to be active to stay relevant. Another thing is that it isn't link friendly, meaning you can't put clickable links on your posts which can negatively affect your SEO.



TWITTER

A platform that crowdsources important news and discussion threads, while providing a medium to communicate and voice thoughts/opinions on trending topics. Effective content includes video, images, and witty tweets that are both entertaining and educational.

- 300 million monthly active users
- 40% are active multiple times a day
- 63% are between the ages of 35 and 65, 2/3 are male

Because of a deal that Twitter and Google made, your tweets are most likely to show up at the top of Google search results, making it the holy grail for your business's SEO. Twitter also uses your targeted keywords to attract an audience outside of your followers, which will increase your traffic by a mile.

While Twitter might be great for delivering content at a faster pace, the number of posts that can show up on a user's feed can become overwhelming, leaving your post easily overlooked. Bots and trolls also plague the platform as well, making it harder to have legit engagement.



USER DATA

PROS

CONS



TIKTOK

Newly trending social media app that is used for creating and sharing 15 second videos. Popular content usually include comedic skits or music-style videos with lip-synching and/or dancing to popular songs.

- 800 million monthly active users
- 50% are under the age of 25
- Heavily concentrated between the ages of 16 to 24

Using TikTok gives your business the opportunity to get involved with trending content, giving it exposure to high volume of traffic. The platform provides a more laid back community to make more informal content, which is highly appealing to its young audience.

TikTok's content might not align with the message that your brand tries to deliver. Because of its younger audience, trending content is more appealing rather than sticking with a cohesive theme like you would with other platforms.



YOUTUBE

Second most popular search engine that is used to share videos only. Channels with diverse content spanning across short, long, entertaining and educational videos are more likely to gain subscribers and engagement amongst viewers.

- 2 billion monthly active users
- 73% of adults in the US use it daily
- Heavily concentrated between 15 to 34 year olds

YouTube provides a lot of potential for a large audience reach, due to it being one of the largest used platforms around the world. If creating a YouTube channel for your business isn't really necessary, partnering with influencers who have a lot of subscribers is a great way to utilize a large audience.

Because of content and user saturation, YouTube's algorithm cannot be heavily relied on for making sure your video is exposed to viewers. This makes marketing more complicated due to the competition for exposure, especially if other businesses are using the same tags.



LINKEDIN

A platform used for professional networking where users can upload their resume, look for jobs, and build connections with potential clients, employees, and employers. Due to being the second most used platform for B2B marketing, content such as blog posts, product launches, and short videos have become a favorable tactic for increasing engagement.

- 660 million monthly active users
- 57% male, 43% female
- 37% of US adults are between the ages of 30-49 years old

Because LinkedIn is less personal and more professional, audience reach is a lot higher giving your business more exposure beyond your immediate network. It also targets a very specific audience based on your location and industry.

If you want your business to reach a younger audience, you might be limited. LinkedIn users are mostly professionals rather than teens and young adults.



Anatomy of a Great Social Media Post...

- set a clear objective;
- use a powerful on-brand image;
- write brief and compelling copy, in your audience words (SAY NO TO JARGON!)
- use a link to direct your audience to your event page, website, landing page or blog; and
- keep them relevant.



How does our case study stack up on setting a clear goal and objectives?

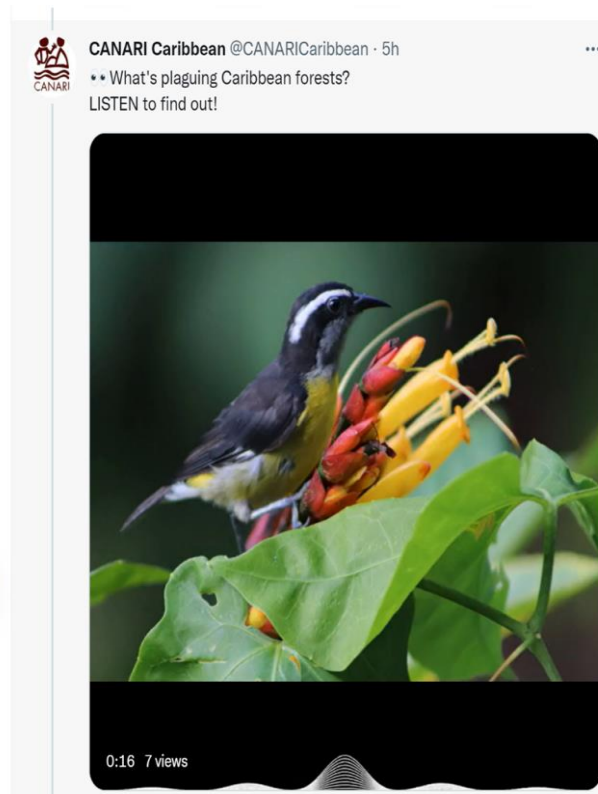
- The overall goal: drive traffic to the event registration page...
 - lesser objectives to help achieve our goal:
 - alert that Caribbean forests are under threat/in need of protection
 - inform on the threats to forests
 - highlight why forests are important to Caribbean daily life and sustainability



How does our case study stack up on all fronts?



- Compelling Copy?
- Powerful Imagery/Video?



- Direct Links?
- Relevant?



Who is our audience/community on social media and what do they want from you?

1. Create personas to identify unique segments your target audience. (Ideal community members)
2. Use the native audience insight tools on your preferred platforms.
3. Send surveys or ask for preferences through email campaigns.

Question: How have you been doing this to date?



What should we be tracking?

- **Engagement: Likes, comments, shares and clicks**
 - a. **Likes, Comments, Retweets, etc.:** Individual engagement metrics like a Share or a Retweet add up. In a Twitter report, you'll see a total number of engagements per post or profile.
 - b. **Post engagement rate:** The number of engagements divided by impressions or reach. A high rate means the people who see the post find it interesting.
 - c. **Account mentions: Organic mentions,** like @mentions that aren't part of a reply, or tagging a brand in an Instagram story without prompting, indicate good brand awareness.



What should we be tracking?

- **Awareness: Impressions & reach**
 - **Impressions** are how many times a post shows up in someone's timeline
 - **Reach** is the potential unique viewers a post could have (usually your follower count plus accounts that shared the post's follower counts).



What should we be tracking?

- **Share of voice: Volume and sentiment**
- **ROI: Referrals & conversions**
 - **Referrals** are how a user lands on your website. In web analytics, you'll see them broken down into sources. "Social" is usually the source/medium you'll be monitoring, and then it's broken down by network.
 - **Conversions** is when someone purchases something from your site. A social conversion means they visited via a social media channel and then purchased something in that same visit.



What should we be tracking?

Hand in hand with referrals and conversions is the **click-through rate (CTR)** in ads and posts. CTRs compare the number of times someone clicks on your content, to the number of impressions you get (i.e., how many times the ad was viewed). A high CTR means an effective ad. Note that CTRs differ wildly across industries, networks and content types. Some common examples of areas where CTR is measured include:

- Email links and call-to-action buttons
- PPC advertisements
- Links on landing pages
- Social media advertising
- On-site elements (buttons, image, etc)



Voice and Tone of Our Orgs on Social Media

Voice: Your brand personality described in an adjective. For instance, brands can be lively, positive, cynical, or professional.

Tone: A subset of your brand's voice. Tone adds specific flavor to your voice based on factors like audience, situation, and channel.

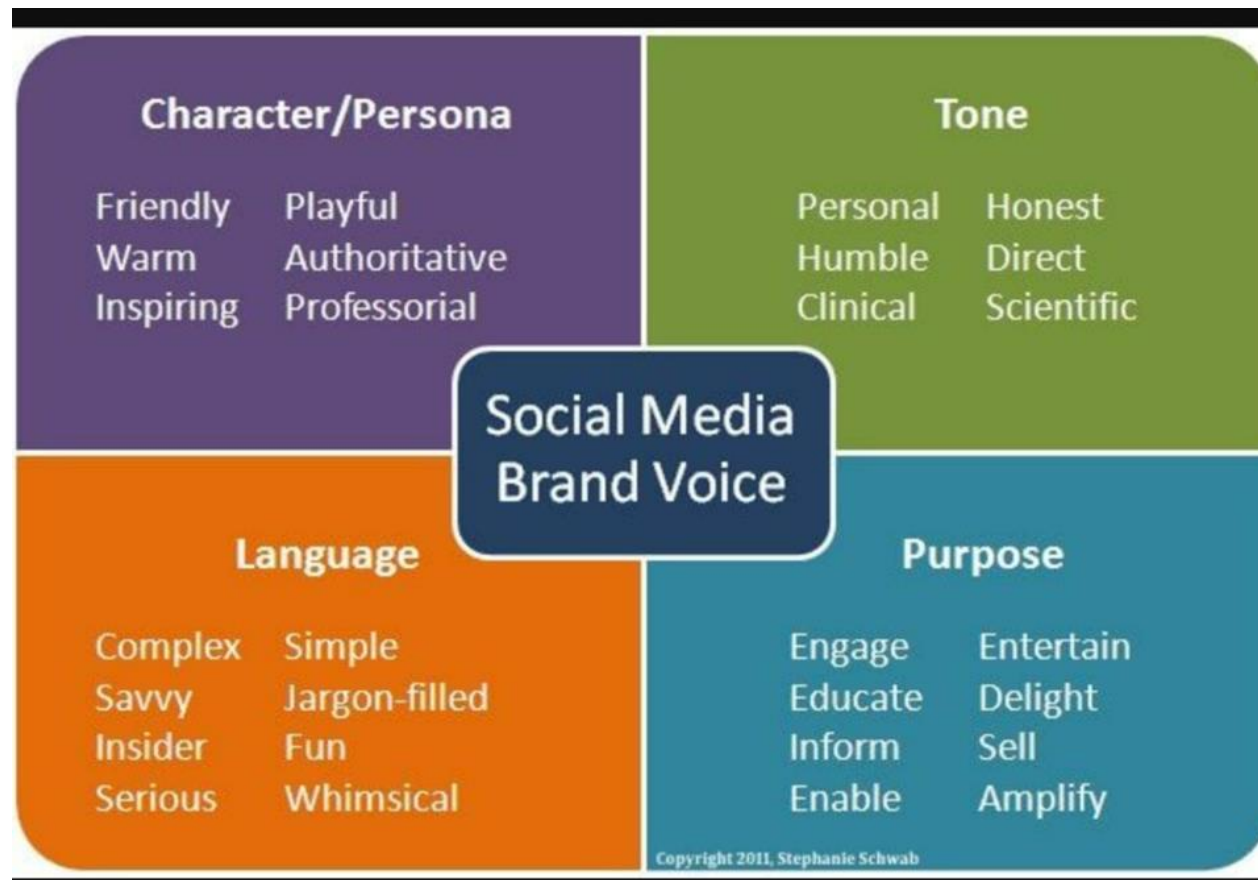
Essentially, there is one voice for your brand and many tones that refine that voice.

Voice is a mission statement. Tone is the application of that mission.

Another way of looking at voice is through a four-part formula suggested by Stephanie Schwab, writing for Social Media Explorer. She takes the general topic of voice and breaks it down into not only tone but also character, language, and purpose. In the graphic below, she uses adjectives to define each different area of the overall brand voice.



Voice and Tone of Our Orgs on Social Media





In Thursday's Class...

We'll be covering...

- Building and growing a community on social media platforms:
- Engaging your community for a social media campaign
 - Effective calls to action
 - Influencing your community to champion your cause
- Leveraging email newsletters
 - Driving subscribers to social media channels
 - Newsletters as social media content
- Leveraging the "LIVE" function
 - Responding to comments