



Participatory ICT Tools and Approaches Workshop

Caribbean Natural Resources Institute (CANARI)
December 2022



Contact Info

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On tap for today...

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

- Developing an organisational voice/tone for your social media
- Building and growing a community on social media platforms:
 - Engaging your community for a social media campaign
 - Effective calls to action
 - Leveraging the "LIVE" function
 - Leveraging email newsletters
 - Driving subscribers to social media channels
 - Newsletters as social media content
 - Responding to comments



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.

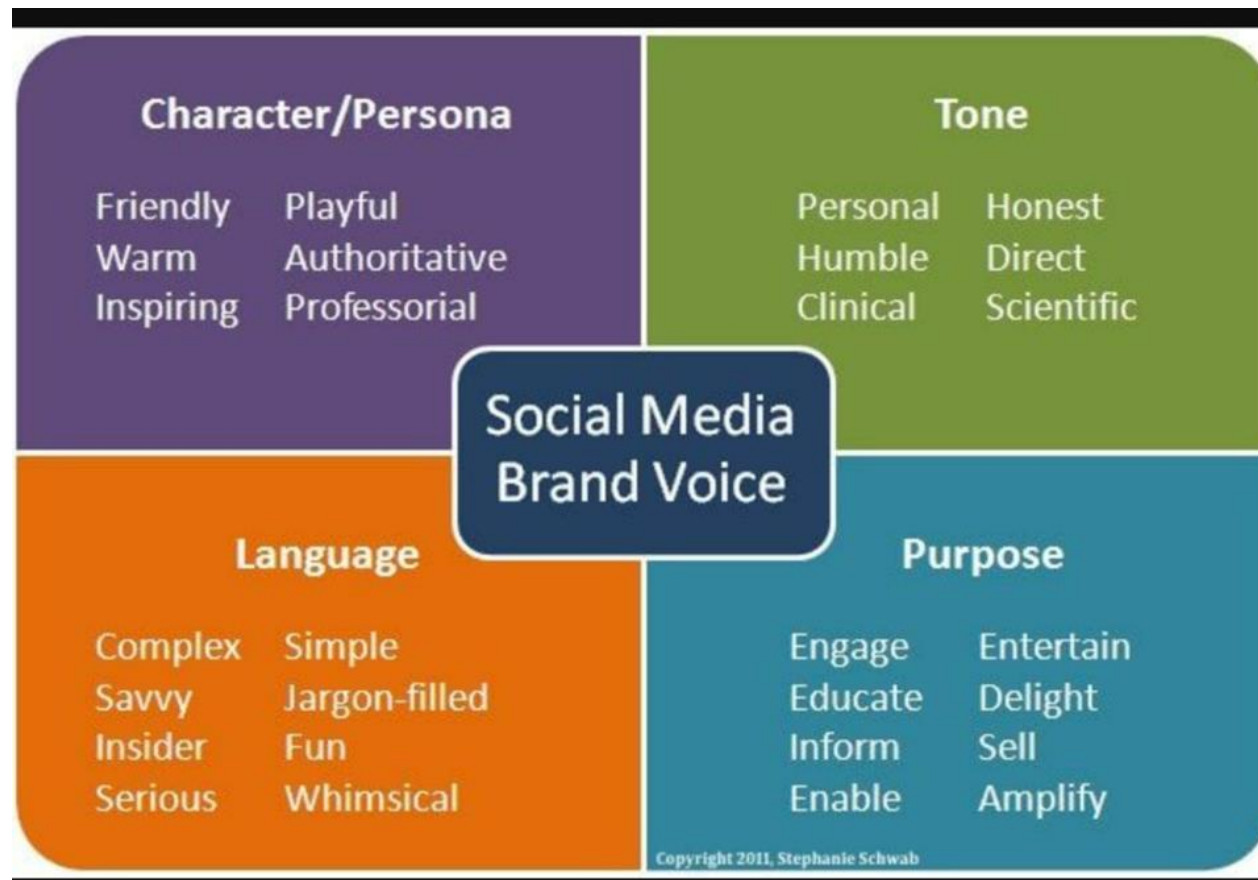
Tone: A subset of your brand's voice. Tone adds specific flavor to your voice based on factors like audience, situation, and channel.

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.



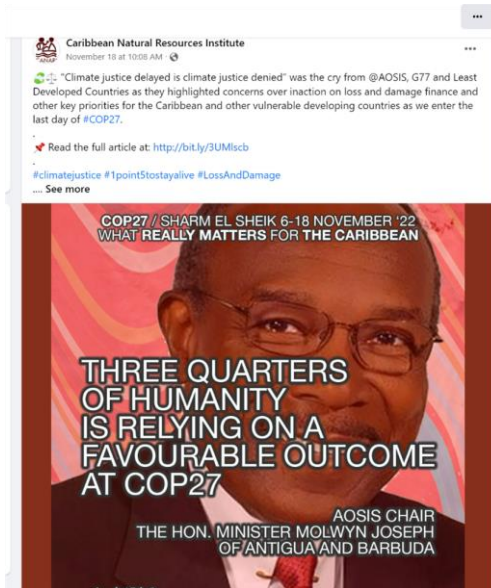
Voice and Tone of Our Orgs on Social Media





Looking at our case study: examining CANARI's general voice on social media...

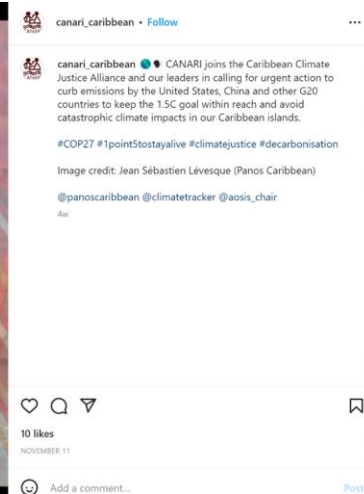
- **Character/Persona**
 - Professional
 - Technical
 - Authoritative





Looking at our case study: examining CANARI's general voice on social media...

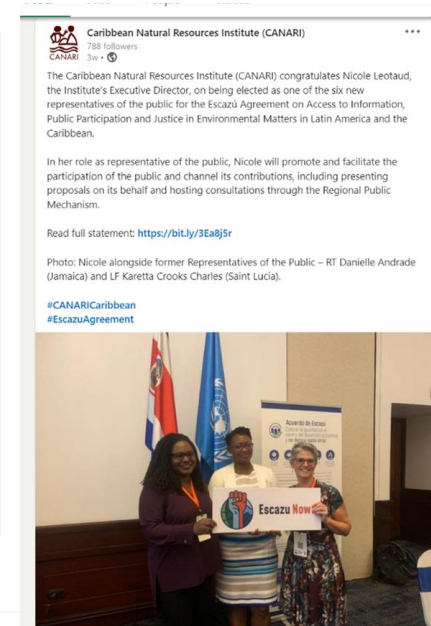
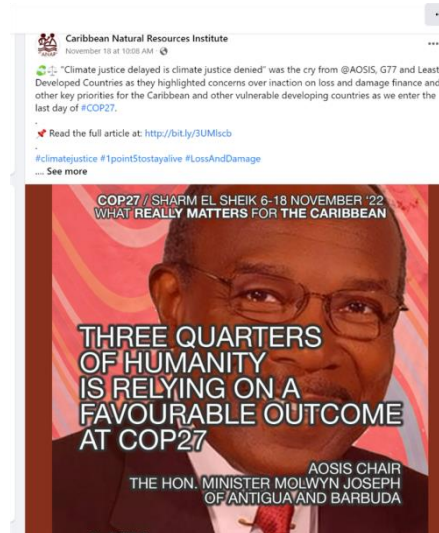
- **Tone**
 - Direct
 - Scientific
 - Clinical





Looking at our case study: examining CANARI's general voice on social media...

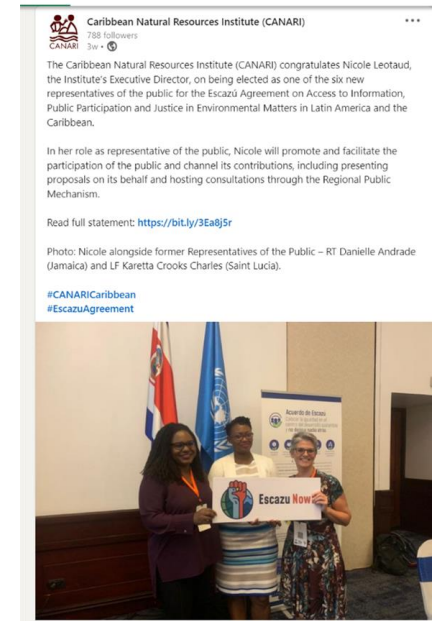
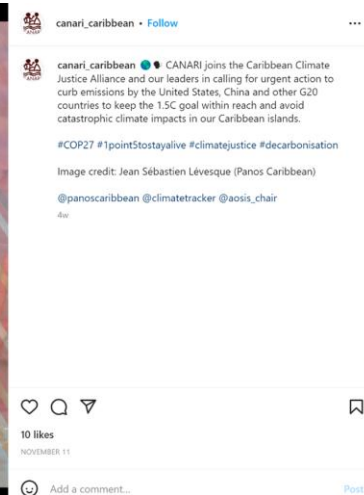
- Language
 - Jargon-filled
 - Serious
 - Insider





Looking at our case study: examining CANARI's general voice on social media...

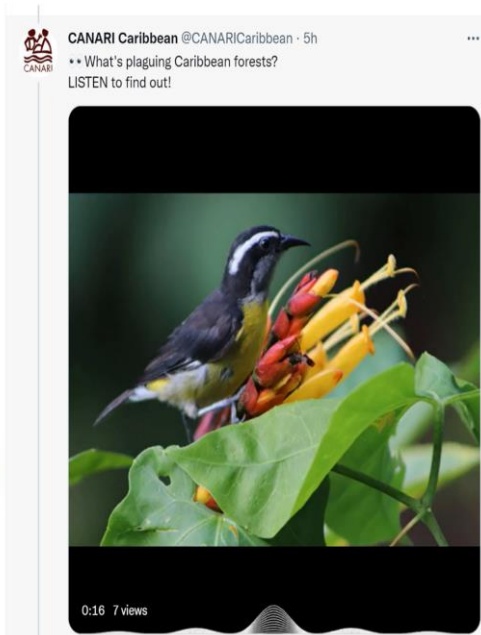
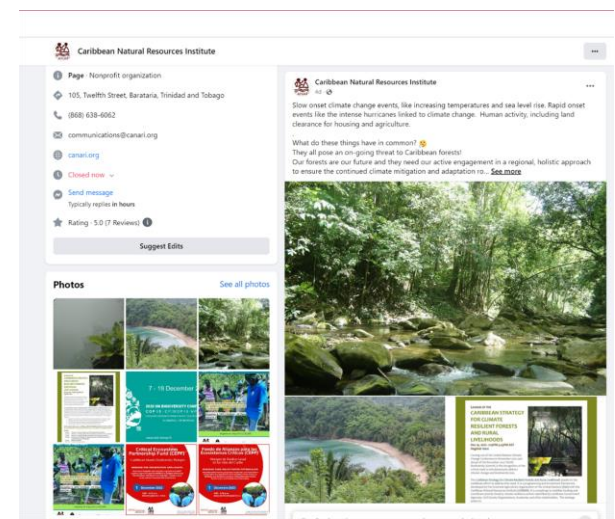
- Purpose
 - Educate
 - Inform
 - Amplify





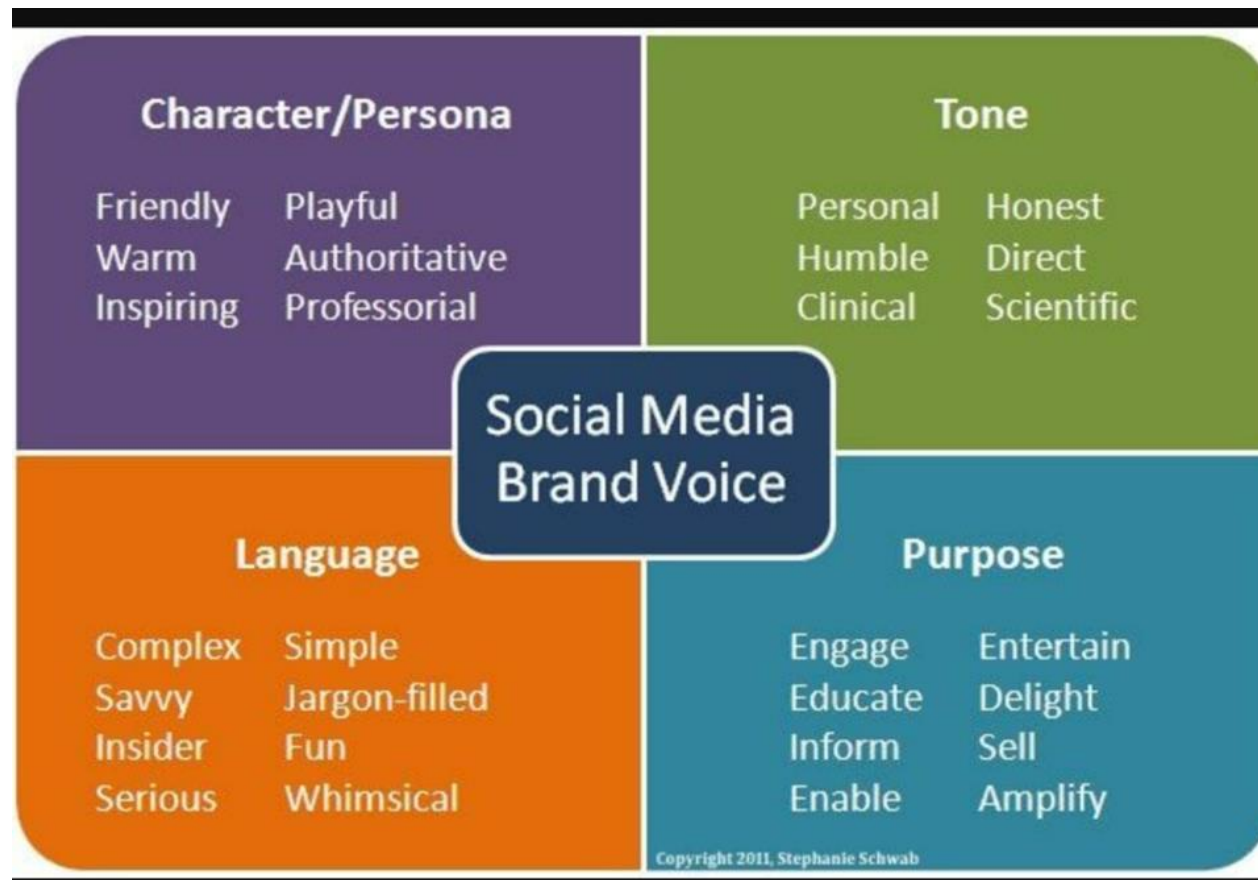
Looking at our case study: examining the FAO launch social media campaign...

- Have we stayed true to CANARI's voice and tone in our FAO launch campaign?





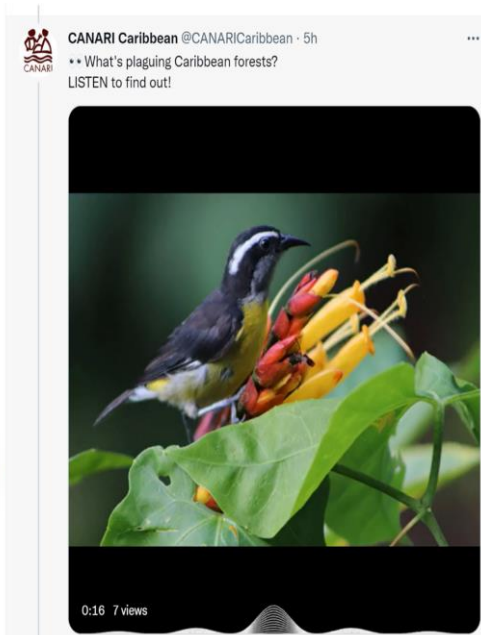
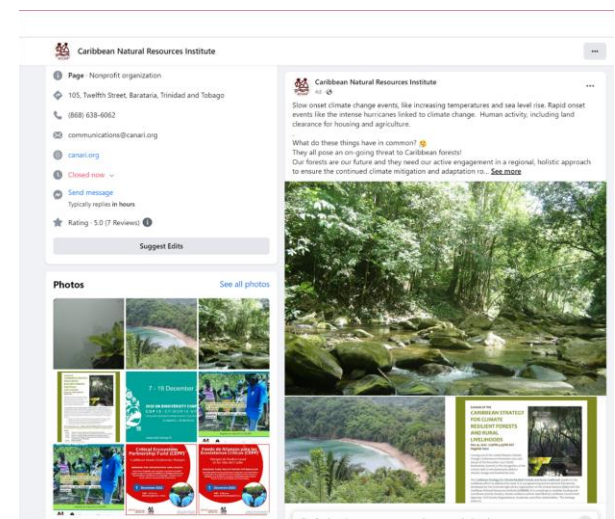
Voice and Tone of Our Orgs on Social Media



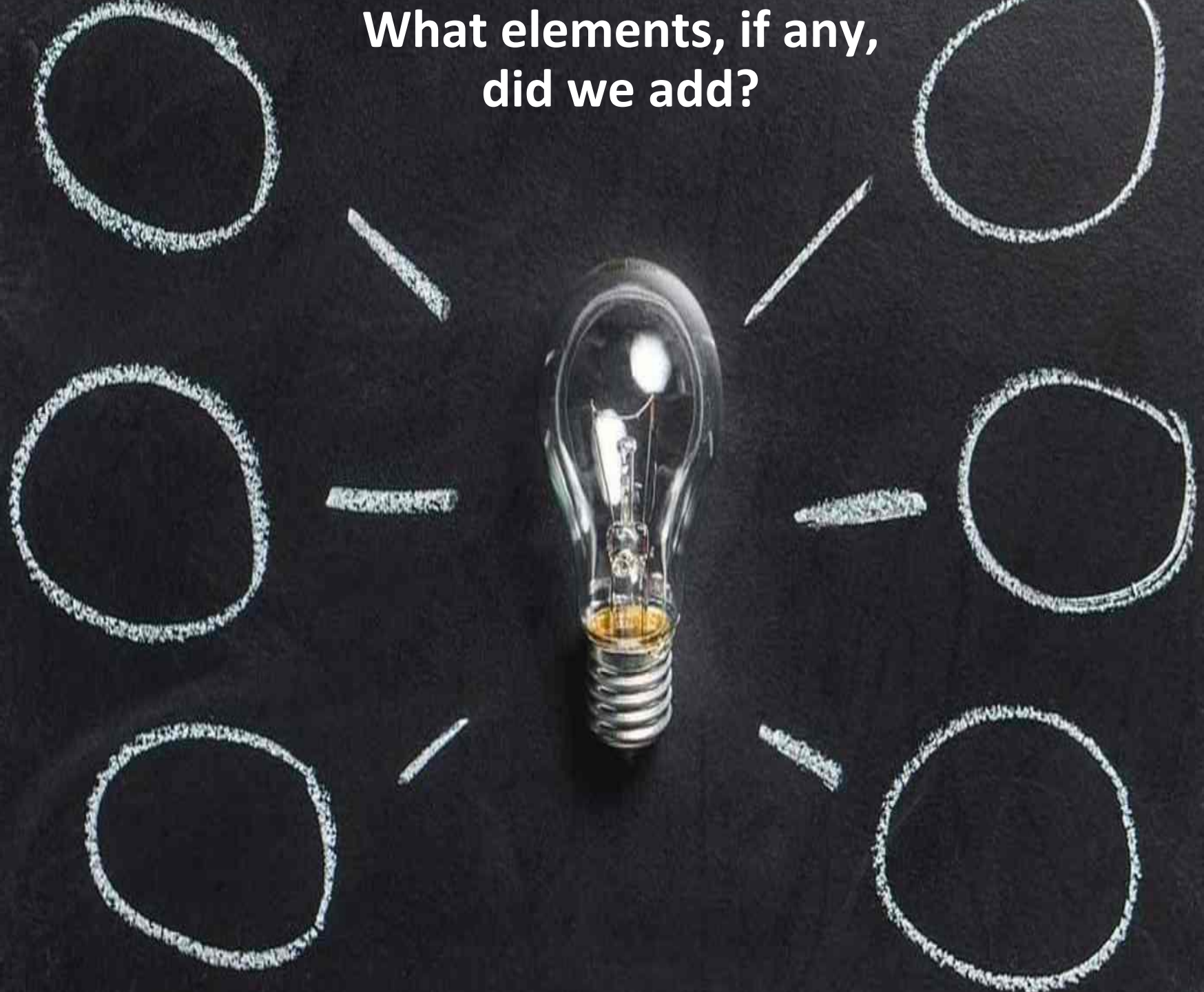


Looking at our case study: examining the FAO launch social media campaign...

- Have we introduced any other qualities/attributes that slightly differ from CANARI's norm?
 - **Language?**
 - **Tone?**
 - **Purpose?**
 - **Character/Persona?**



What elements, if any,
did we add?



What elements, if any,
did we add?





Looking at our case study: examining the FAO launch social media campaign...

- Why is/was it important that we alter/add some differing elements to the voice, tone and purpose of this campaign?



Looking at our case study: examining the FAO launch social media campaign...

- To enrol champions/advocates/influencers
- To increase **CONNECTION**
- To get buy-in to ask people to act (help us create effective calls to action), eg:
 - register for our launch event
 - **share our posts**
 - **comment, etc.**





What can change the world?

- One tweet.
- **One Facebook post.**
- **One IG post.**
- One LinkedIn post.

...but how?! What were your takeaways from the video?



A fool-proof guide to build an effective online community in THREE (3) simple steps!

Step #1. Work with influencers!

IMPORTANT NOTE: You can leverage an influencer's community without having to hire them. NICHE AND MICRO-INFLUENCERS ARE OUR BEST ALLIES!

Here's how:

- *Tag an influencer on a social media post (but not blindly – give them the chance to be involved before-hand)*
- ***Write about an influencer and link back to them***
- ***Interview an influencer about their successes and failures***
- *Ask the influencer to share your post and where to share your post*



A fool-proof guide to build an effective online community in THREE (3) simple steps!

Step #1. Work with influencers!

Pro-Tip/Insider's Hack: *LinkedIn is becoming more and more effective for marketers and brand community building. Like and comment on posts of like-minded people with many followers, particularly those with whom you share your target audience. Every time you do, thousands of their followers will see you and click on your profile. Ask people to like and comment on your profile. The LinkedIn algorithm will automatically display your content to more people and get more traction. Engaging with high-traffic profiles gets your more traffic.*



A fool-proof guide to build an effective online community in THREE (3) simple steps!

Step #2. Create and Join Groups (FB and LinkedIn)!

Pro-Tip/Insider's Hack: *Join existing groups about your cause/area of interest while starting and growing your own group. Actively participate in those groups and build meaningful relationships with them and their members by:*

- *Always @mentioning people you reference in your social media posts*
- *Answering questions people ask*
- *Replying when people @mention you or share your content*
- *Don't just Retweet and like other people's content; reply with a comment to start a conversation*



A fool-proof guide to build an effective online community in THREE (3) simple steps!

Step #3: Make your mark/leave your 2¢ (on Instagram and Twitter)!

- Comment/leave your two cents on the top 9 Instagram posts for ten popular hashtags within your sphere of influence/interest.
- Research the top ten popular hashtags on Twitter in your area of interest and join those threads, start/participate in related tweet chats.

Note: *If you leave quality feedback, words of encouragement, and positivity, you will naturally attract like-minded people. This way, you will surely get a bunch of followers every month and will be able to build an engaged online community.*



Go LIVE on social media platforms!





Go LIVE on social media platforms!

Lives can be used to:

1. Educate (short discussions, webinars, q&a sessions, and intimate interview sessions)
2. Engage and gather data: (focus groups, make important announcements, stream related content, fundraising--shopping events, live auctions, etc.)
3. Impact measurement (conduct surveys, and/or polls)



Go LIVE on social media platforms!

Other reasons LIVES/going LIVE is important...

1. It helps build trust and rapport with your burgeoning online community (via vulnerability; it is not easy to turn the camera on yourself).
2. It lends credibility and authenticity to your efforts—people come to understand the people behind the cause, better relate to it and want to connect with and share in the cause/movement.
3. In a day and age where almost everything is automated and one-on-one or one-on-group facetime with others is limited, it allows like-minded people to link up with/connect to you, a real person, IN REAL TIME.



Go LIVE on social media platforms!

How will we leverage LIVES for our case study?
We're considering...

1. A quick IG Live pre-event show sharing/answering FAQs about the launch.
2. Facebook Live stream of the launch
3. Live-tweeting some of the launch
4. A LinkedIn LIVE post-event interview about outputs from the launch and next steps.



Respond to comments, quickly and honestly!

When/how to respond:

1. On Instagram, the algorithm favours posts when we respond w/in 15 minutes of a comment/reply. Other platforms like to see a response within 1-4 hours.
2. Be genuine/authentic and honest in our responses; say thank you to compliments, share information when questions are asked/people make unfounded claims/accusations.
3. **DELETE** spam comments, lude comments, libelous/defaming/disrespectful/hateful comments.