

Find Your Tribe: Use Social Media to Build Audience Around Your Mission

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Guiding Questions

How does social media function in an overarching communications & marketing strategy/why is it important?

What is an effective social media content calendar & cadence for your audience?

How can you collaborate on social media to build audience/support your mission?

Social Media Channels to Know

Facebook: One of largest two channels (only FB and YT are used by more than 40% of Americans); 68% of American adults; 75% of users visit more than once a day; used by 80% of 18-49 yo; 55% of 50+

Twitter: News oriented, celebrity/personality oriented; used by 45% of 18-24 yo; ~30% of 25-49 yo; 14% of 50+

LinkedIn: Business oriented, especially popular among college grads and high-income households; 50% of Americans with a college degree use LI

Instagram: 71% of 18-24 yo

Pinterest: Heavily women-oriented; focus on crafts, recipes, ideas

YouTube: One of the largest two channels; 75% of U.S. adults and 94% of 18-24 yo

Snapchat: Young people; 78% of 18-24 yo

Google+: Smaller channel

Medium: Longer format; growing popularity

Reddit: More like an old-fashioned chat room; popular for specific niche topics

Social Media Glossary:

A/B Testing: Testing two versions of a message (many versions possible)

Boosted post: Paying to promote a post on your page to more people (in feed)

Cadence: The number of times per day/number of days per week you post

Clickbait: Low-quality, sensationalized articles designed to make you click

Conversions: Sales or other specific actions linked to posts

DM: Direct messages

Dark posts/targeted posts/sponsored posts: Paid posts that don't show up in your feed

Engagement (engagement rate): The total number of people who saw or interacted with your post in any way

Social Media Glossary 2:

Facebook Live: A live video happening directly through FB

Facebook Offers: Sales offered directly through FB

Feed: The sequence of posts on your social media page

Follow/follower: To select to have a group or individual's posts show up in your social media feed; someone who has selected to see your post

GIF: A short social media video (usually 5-15 seconds)

Handle: Your name on social media, esp. Twitter, starts with @

Hashtag: A phrase after a hashtag that enables users to search for information related to your post or event #opp

Impressions: Number of times an ad/update/promoted post is displayed (to all people, not unique impressions AKA reach)

Instagram stories: Photos and videos shared to IG that disappear after 24 hours (similar to Snapchat)

Meme: Images with text, text boxes, often humorous or powerful

Social Media Glossary 3:

Like/share buttons: Icons added to content to invite people to follow you on social media

Likes/claps/+1 etc.: Ways people indicate they like a post on various social media channels

Organic reach: # of unique people who saw content

Paid reach: # of unique people who saw content because you paid

Pin: Attach a post to the top of your page until you unpin it

Post: A single item shared on any social media channel

Shares/retweets etc.: How many people have selected to share your post with their own audiences

Tag: Mentioning a person or individual in your own post, starting with @

Content Funnel

CONTENT: Read a story; see a post (social media); give us the ability to raise awareness and introduce other ways to engage

FOLLOW: Like the story, so like the page, follow our accounts; give us ability to promote to them online

SIGN UP: Receive newsletters; give us their email to promote via their inbox

PURCHASE: Buy a product or service

ATTEND: go to an event; volunteer

CHAMPION/FAN

Where are you finding new audience members to feed the funnel?

- Cheapest way is networking
- Paid way is paid social
- Hardest/rarest way is earned media/PR

Basics of social media cadence & language

Social media cadence: Minimal, 1x per day per channel: you can schedule it!

If you have more connections, 3-5x per day per channel (include a mix of promotions and content types—meme, video, etc.; you don't have to create all of this content; look for overarching message/brand alignment)

Language:

What is branding? Branding is saying the same thing over and over again to different audiences on different platforms—DO NOT CHANGE YOUR BRANDING MESSAGES

Social media language should be: Direct, compelling, urgent, fun, funny, entertaining, want to read it in a casual conversation (don't use dense terms/jargon)

Test everything: social media is an easy/cheap way to test messaging

Audience

- Who is your audience, specifically? We want a name, job, town: Develop your archetypal audience member (Sharee, 42 year old mom, northern California)
- Why is this specificity important? We can only speak conversationally to ONE person at a time (hey, Sharee)
- What social media channels is this person on? (ID best media channels to find Sharee)

Audience exercise: Name and create your audience persona; name, age, interests outside your org, why interested in your org, preferred social media channels, etc.

Name:

Age:

Job:

Where does s/he live:

What activities:

What social media channels:

Social Media Stories

Ask yourself these questions. Match the answers up with your audience identity.

What type of stories are you telling?

What are the best ways to tell those stories (article, infographic, meme, image, video, live event etc.)?

What storytelling capacity do you have?

Which channels should you be on and at what cadence?

How are you matching the way you tell these stories to your social media audience member?

Content exercise: Come up with three stories that make sense/are interesting for your organization and your audience. Describe the story angle, and how you'll tell it.

Networking

Why build networks on social media? We want to engage our audience regularly, but we also want to drive new likes/follows, enlarge the top of our funnel to in turn enlarge the bottom of our funnel.

What other organizations might your audience member have interest in that would also share some of your mission/POV?

Networking builds your content-creation ability w/o additional work/resources.

Networking exercise: Consider your audience archetype. What are three other organizations this person would enjoy. It's good if you have shared points of view, but you don't have to overlap entirely (for example, a land conservation nonprofit, a local trails enthusiast group, and a local bike shop)

Networking

Ways to share content:

Weekly content trade on social media

Monthly story or event share in newsletters or emails

Shared Q&A type stories on a particular topic

Etc....

Sample networking email: Hi Steve, I work with Sunflower Bike Shop, and we share stories about local bike trails and events on our social media channels and in our newsletter each week. We love your content about trail activities in our town, and we think your audience would appreciate our content, too. Would you have interest in sharing each other's content on social media once a week? If you're up for it, we can just email each other each Monday with a post to share. Of course all shares are pending your interest and approval. Let us know and we can talk more about the details.

Thank you.

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