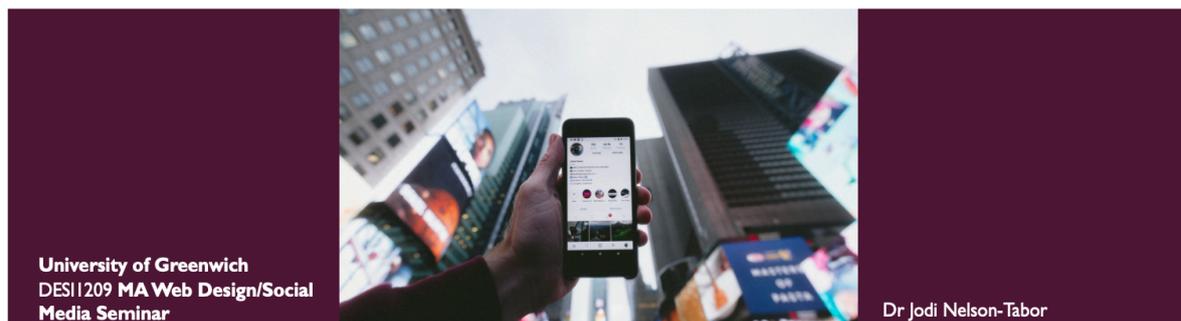

SOCIAL MEDIA SHORTCUTS

COMMUNICATING THE RIGHT MESSAGE WITH THE RIGHT TOOLS



University of Greenwich
DESI | 209 MA Web Design/Social
Media Seminar

Dr Jodi Nelson-Tabor

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MA Web Design/Social Media Seminar
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Social Media Tools Defined – Part I

How many Social Media Channels can you List?

What do you know about social media?

Decide whether each statement below is true or false.

1. Social media is an important technological trend that has big implications for how people communicate and collaborate.	T	F
2. If you build a digital profile, people will automatically read your content.	T	F
3. With over 300 million monthly active users, Twitter is also used by 80% of world leaders.	T	F
4. The more social media channels you are on, the greater impact your content will have.	T	F
5. Social media can change the way in which you communicate your ideas and can open up new forms of communication and collaboration.	T	F
6. Using social media will undermine the integrity of your brand.	T	F
7. LinkedIn has over 350 million users.	T	F
8. It doesn't matter what digital tools you use so long as you are active on social media.	T	F
9. Brands have a lot to gain from engaging with social media in various aspects of their work.	T	F
10. If you post content on social media, someone else will steal your idea/work.	T	F

Why is social media useful for brands?

How would you like to benefit from using social media tools?

In other words, what are your social media needs / goals? List three to five goals in the chart below. Consider also how your social media goals will contribute to your work/projects.

Your social media goals	How social media goals will contribute to your work/projects
1.	
2.	
3.	
4.	
5.	

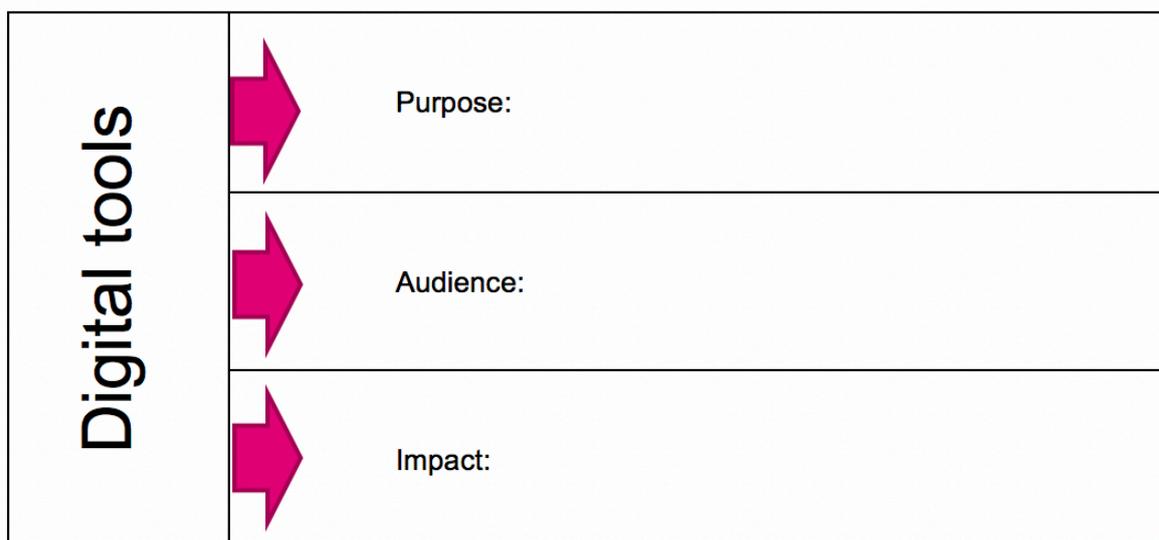
Share your goals with another student. Do you have any goals in common?

Audience, Purpose and Impact – Part II

Before you begin to build a digital presence, it is important to identify three things: purpose, audience and impact. Read the three questions below and decide whether each relates to the purpose, audience or research impact.

- Who do you want to engage with online?
- What are the benefits of your content to individuals, customers and society?
- What do you want to achieve using digital tools?

Reconsider the social media goals you identified earlier to help you identify your purpose. You can write your purpose in the diagram below.



To help you focus on your audience, consider this question:

How is a digital audience different from a traditional audience?

Social Media Etiquette (*Netiquette*)

Write down as many pieces of advice you can remember.

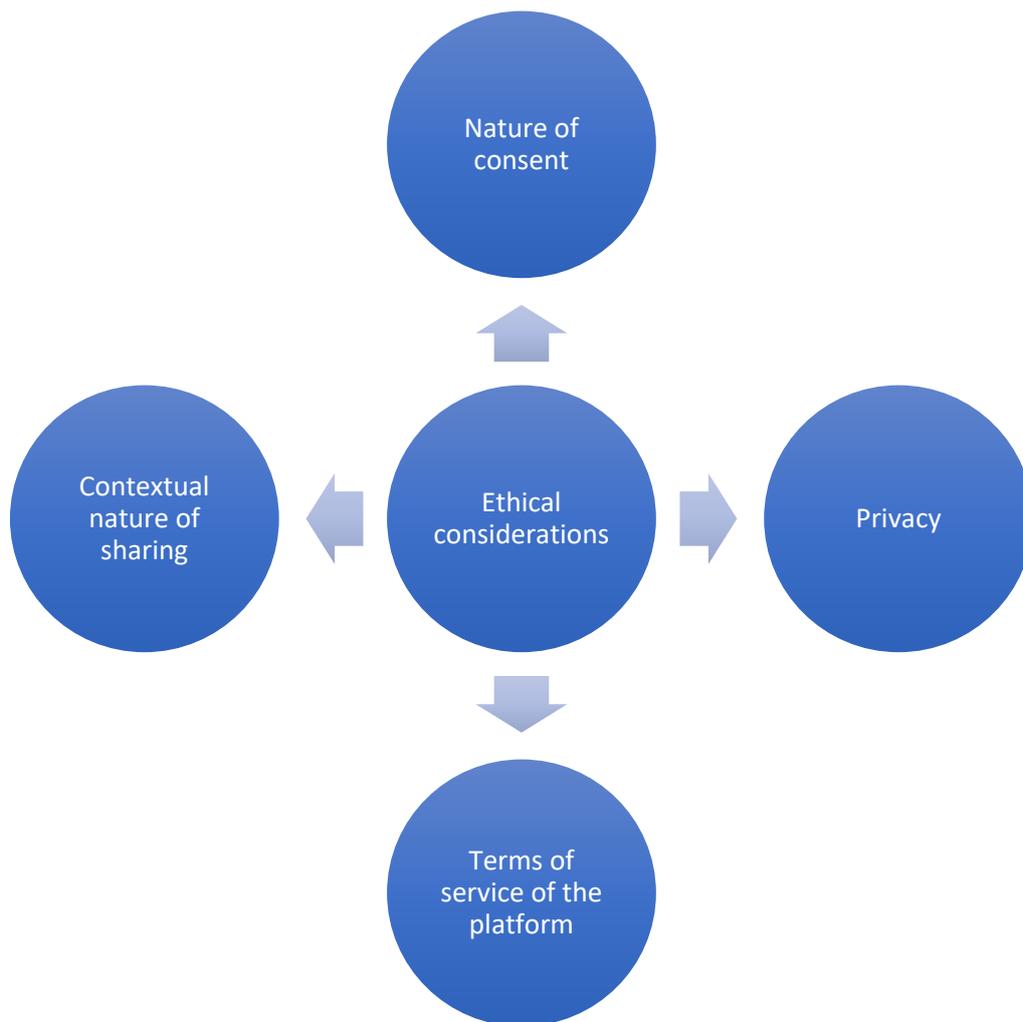
DO's	DON'TS

What are the three most important things to remember about social media etiquette?

Ethics and best practices

Social media collects an astonishing amount of data. If you decide to conduct social media-based research, there are several ethical considerations.

First, let's define our terms. What do we mean by *nature of consent*? *Privacy*? *Terms of service of the platform*? *Contextual nature of sharing*?



Match these definitions to the terms above:

- How have people given permissions? Do they know exactly how the data is going to be used and published?
- Can you keep your/their data anonymous?

- What are the social media channel's rules and policies concerning using their data for research?
- Do the users share the same knowledge when collaborating? Do both parties agree on what content should be shared? How and through what method?

Matching ethical questions to considerations

Read the questions below and decide which ethical consideration they refer to:

nature of consent, privacy, the contextual nature of consent or terms of service of the platform. Some questions can fall under more than one category.

	Consent	Privacy	Sharing	Terms
1. Is it ethical for brands to capture Twitter streams without obtaining specific, informed permission from the participants being observed?				
2. Is it right to assume that if something is shared with 'friends' and is available without a password, then the participant has (implicitly) given consent for that data to be used in campaigns?				
3. What are the participants' expectations of how their tweets are being used?				
4. What if the participant deletes their tweets or changes their privacy settings?				
5. Did you obtain informed permission from a Facebook user to collect their data?				
6. Did you 'deceive' by becoming a 'friend' to collect data and to gain access into an online community?				
7. Can you use excerpts of the blog posts in your data, campaigns and/or publications?				
8. Would these blog excerpts be linked back to the bloggers and to the blog?				

Can you think of any other questions related to ethical considerations?

Building a Brand – Part III

Build a Following on Twitter

Create a mindmap/presentation that aligns with your project/campaign idea on Twitter. Make sure your mindmap/presentation answers these four questions:

1. What does Twitter do?
2. What kind of content is posted on Twitter?
3. How can you join?
4. How can you build a digital presence using Twitter?

Engage on Instagram

Create a mindmap/presentation that aligns with your project/campaign idea on Instagram. Make sure your mindmap/presentation answers these four questions:

1. How does Instagram attract followers?
2. What kind of content can you post visually that will be instantly 'brand recognizable'?

(Look at www.unsplash.com and choose 3-5 images which might represent your brand.)

3. Should you set up a personal or a business profile? (see next page)
4. How can you utilise Instagram Stories to enhance your followers experience?

Maximizing Facebook Reach

Create a mindmap/presentation that aligns with your project/campaign idea on Facebook. Make sure your mindmap/presentation answers these four questions:

1. What is the difference between a Facebook Group and a Facebook Page?
Which one (or both) will you utilise for your branding strategy?
2. With Facebook's ever-changing algorithms, how will you create an engaging campaign that reaches your target audience? (*Page views are going down to reduce News Feed fatigue. How will your brand get around this?*)
3. What kinds of content will you post on Facebook for your brand?
4. What will your Facebook profile design look like?

Would you consider Facebook Live as an integral part of your content campaign?
How and Why?

Your Branded Identity

Your digital profile/online identity is defined in part by the following three key things: First, who you engage with online. Second, what content you choose to post and share. Third, how you present yourself (or your organisation) online.

First: Who should you engage with online? Why? Think about the purpose, audience and impact you identified earlier to help you answer this question.

-
-
-
-
-

Second: What should you choose to post and share?

Just in the way people form judgments about you in person based on your appearance, so too do they form judgments about you online based on the content you post. In general, there are three types of content. Match the content type with the description.

<i>Content Type</i>	<i>Description</i>
1. Original	a. Content created by others; shared by others
2. Curated or repurposed	b. Content that is made by me.
3. Shared	c. Content created by others; shared by me.

Which content type is the most important?

Third: How will you present yourself online?

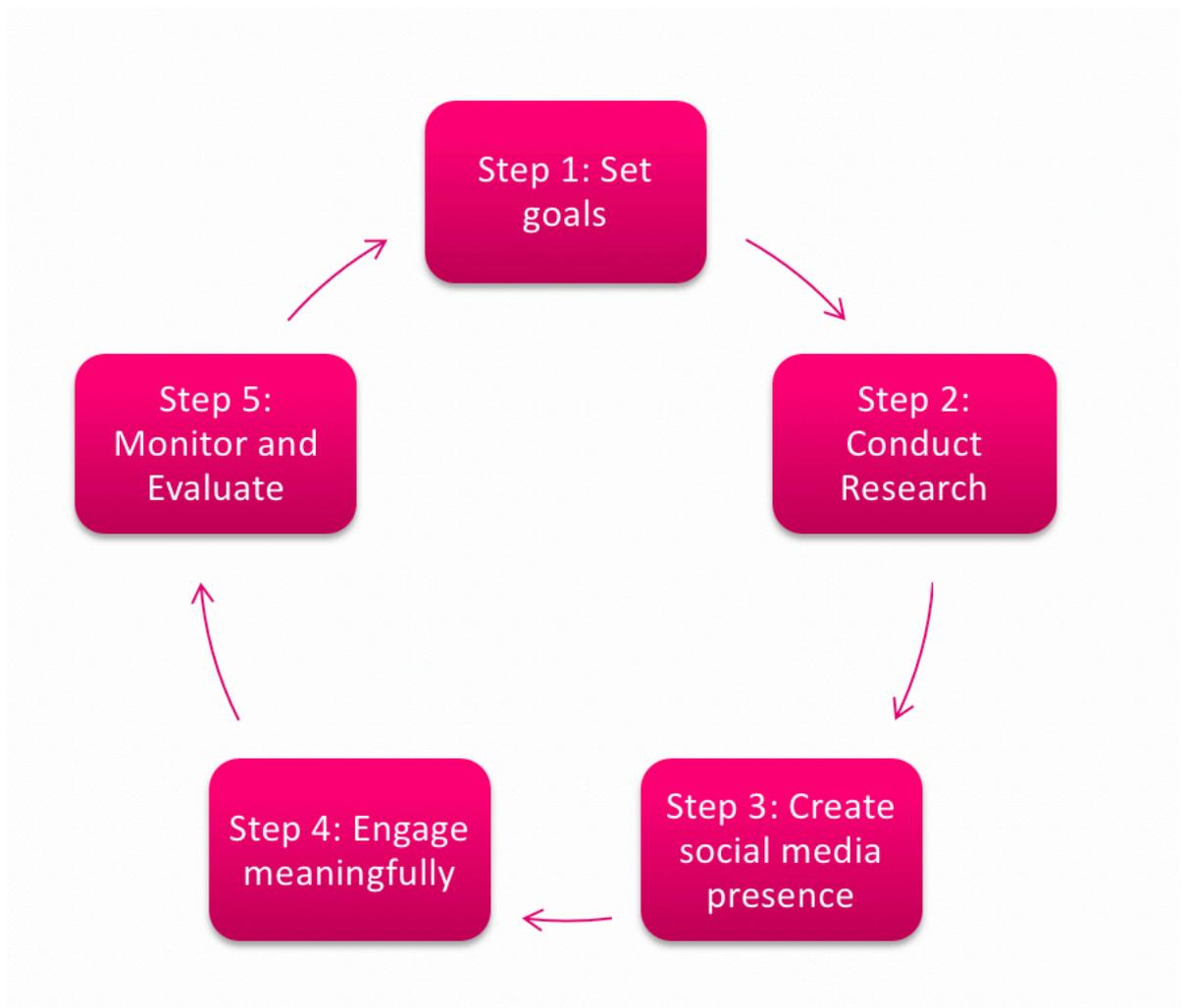
- Images: What picture will you post?
- Words: What kind of language will you use? Formal or informal? Technical or non-specialist?
- How can you maintain consistency of brand across various platforms?

Design a Digital Strategy – Part IV

Why is it important to have a digital strategy?

What are the consequences of not having a digital strategy?

Here is a five-step process to establish a digital strategy. Decide what tasks you should complete in each step. For example, how will you set your goals? (see next page)



Your Digital Strategy

Working on your own project development, use the guide (next page) to choose one strategy from each step that you will commit to task; doing so within the next month to develop your digital presence.

Five-step strategy	Tasks
Step one: Set social media goals	
Step two: Conduct targeted research	
Step three: Create social media presence	
Step four: Engage meaningfully	
Step five: Monitor and evaluate	

Your Digital Strategy

Step One: Set digital strategy goals

- Decide what you want to achieve using social media.
- Decide how much time you can devote to social media.
- Establish timelines for achieving your objectives.
- Make sure your objectives are achievable.
- Make sure your objectives are aligned with your long-term goals.

Step two: Conduct targeted research

- Locate your target audience.
- Assess the social activities of your target audience, such as their posts on key events and happenings as well as their opinions.
- Analyse what is being said in key conversations by influential people.
- Evaluate the posts of influential people for tone and style.
- Make a list of influential people.
- Asses three or four social media channels for content, form and tone.

Step three: Create digital presence

- Subscribe to industry blogs.
- Follow others.
- Choose two social media channels that will help you achieve your goals.
- Create a profile on a social media channel that reflects the kind of brand you want to be.
- Post quality content that is aligned with the social media channel you are using.

Step Four: Engage meaningfully

- Show your interest or agreement by “liking” the posts of others.
- Retweet good content.
- Thank new followers.
- Participate in online communities and forums, rather than simply reading what others have said.

Step Five: Monitor and evaluate

- Ask yourself: are your postings getting results?
- Assess whether your posts are consistent in quality, tone and style.
- Keep track of how much time you spend on social media.
- Evaluate whether the time spent on social media has produced the results you envisioned.
- Use appropriate metrics so that you have quantitative data on your social media use.

Manage Your Digital Activity

To manage your digital activity, you need to have a clear road map of where you are going. One strategy is to create an **editorial calendar** and **daily planner** to schedule tasks around creating, curating and sharing content. This will help you create and disseminate content that is relevant to your audience, stay focused on your digital profile purpose and help you manage time effectively.

Here's an example of an **editorial calendar**.

Day	Theme
Monday	Listen & Learn – share resources
Tuesday	Build relationships and ask questions
Wednesday	Share blog post Highlight relevant / current events
Thursday	Summarize responses to questions
Friday	Curate good reads/likes from the week

What other tasks could you include?

How do you decide which days you should do what tasks?

How often should you post content? Daily? Weekly? Monthly?

2017 STATE OF SOCIAL  tracx.com

Top Network Demographics

Struggling to keep up with the constantly changing world of social media? Don't lose sight of your best advocates, influencers, and adversaries in the shuffle. Here's a peek at the top social media networks with key audience demographics and usage characteristics:

There are a **LOT** of people on social media... **2.8 BILLION** active social media users worldwide as of Jan 2017

37% global penetration

+22% increase in last year

...but they're not all on the same networks.

28% ON 1 SITE

24% ON 2 SITES

16% ON 3 SITES

8% ON 4 SITES

4% ON 5 SITES

Where is your audience hiding out on social media?

SOCIAL MEDIA FACT SHEET

FACEBOOK

Most popular

1.9 BILLION unique monthly users

predominantly female
83% of online women
17% of online men

AGES 18-49 best place to reach Millennials and Generation X
Generation X spends almost 7 hours per week on social media

75% of users spend 20 minutes or more on Facebook every day

YOUTUBE

Better than TV

1 BILLION unique monthly users

predominantly male
67% male
33% female

AGES 18-49 YouTube reaches more 18-34 and 35-49 year olds than any cable network in the U.S.

~2 MILLION video views per minute

INSTAGRAM

Fastest growing

600 MILLION unique monthly users

predominantly female
88% of online women
12% of online men

AGE <35 90% of Instagram users are under 35

53% of Instagram users follow brands

TWITTER

Most oversaturated

317 MILLION unique monthly users

predominantly male
57% of online men
43% of online women

AGES 18-29 mostly 18-29 year-olds

53% of Twitter users never post any updates

2.7 MINUTES users only spend an average of 2.7 minutes on Twitter's mobile app per day

PINTEREST

Most evergreen

317 MILLION unique monthly users

predominantly female
85% of online women vs. 15% of online men

AGES 20-44 fairly evenly distributed amongst 18-44 year olds

+10% people referred by Pinterest are 10% more likely to make a purchase on ecommerce than users of other networks

best longevity — half-life of a pin is **151,200 minutes** (vs. 24 minutes for a tweet or 90 minutes for a Facebook post)

LINKEDIN

Professional and B2B

106 MILLION unique monthly users

slightly male
31% of online men
69% of online women

45% of people making \$75K/year or more use LinkedIn vs. only 20% of \$30K/year or less

LinkedIn users are typically slightly less likely to use other social networks

REDDIT

User-moderated mayhem

85 MILLION unique monthly users

predominantly male
97% male
3% female

AGE <30 64% of Reddit users are under age 30

sales content discouraged
Redditors are savvy and fiercely protective of their community

 tracx.com

Not every social tool gives you access to your full social audience across these seven networks (and many, many more). But Tracx does. Elevate brand spend with the only social listening tool that gives you access to the full picture.

tracx.com

2018 EDITORIAL CALENDAR

FEB / MAR



THE PROJECT ISSUE

Tackle your culinary to-dos: learn new techniques, batch and freeze weeknight meals, and explore global ingredients. Plus, we celebrate our 20th birthday with Hall of Fame recipes from the past two decades.

SEASONAL/SPECIAL DIET EDIT: Chinese New Year, Eating For Energy, Game Day, Valentine's Day

AD CLOSE: 11/14/17 **ON-SALE:** 1/16/18

APRIL / MAY



FRESH FLAVORS

With spring, comes spring's bounty of fresh produce, flavorful ingredients and fun spring entertaining ideas. Get tips on how to cook and bake with fresh herbs from the garden. Indulge your sweet tooth with top trending cake recipes from around the world.

SEASONAL/SPECIAL DIET EDIT: Easter, Ketogenic, Mother's Day

AD CLOSE: 1/23/18 **ON-SALE:** 3/27/18

JUN / JUL



OUTDOOR LIVING

Time to enjoy the great outdoors. Delicious grilled dishes, no-cook easy-peasy salads and party-perfect pitcher drinks. Learn how to organize a big block party or smaller soirée in your backyard. Plus, recipes that respect summer's bounty.

SEASONAL/SPECIAL DIET EDIT: July 4th, Summer Entertaining

AD CLOSE: 4/17/18 **ON-SALE:** 6/5/18

AUG / SEPT



WE LOVE FALL

Falling back into the busy back-to-school routine is easier with our favorite weeknight meal recipes. Eat healthier with vegetable-forward main dishes. Then, serve up some crumbles, cobblers and crisps as seen in our Lazy Pie story.

SEASONAL/SPECIAL DIET EDIT: Back to School, Meat Alternatives

AD CLOSE: 5/29/18 **ON-SALE:** 7/31/18

OCT / NOV



THE THANKSGIVING ISSUE

All the side dish, appetizer, turkey and dessert recipes you need for the biggest cooking day of the year. Boozy baked treats that are all the buzz sourced from five food bloggers. Plus, tips to make it a "no-waste" Thanksgiving.

SEASONAL/SPECIAL DIET EDIT: Day of the Dead, Thanksgiving

AD CLOSE: 8/2/18 **ON-SALE:** 10/9/18

DEC / JAN



HOLIDAYS & HEALTHY WAYS

Easy entertaining ideas including a simple, stress-free New Year's Eve get together. Decadent desserts and healthy head-start breakfast ideas made with whole grains.

SEASONAL/SPECIAL DIET EDIT: Holiday, Healthy, New Year's

AD CLOSE: 9/25/18 **ON-SALE:** 11/27/18

IN EVERY ISSUE

MIXER

Ideas for inspired living – from kitchen design, get-the-look tablescapes, food and product trends, and more

FAVORITES

The most-saved recipes of the season on Allrecipes.com

ALLRECIPETS

Spotlight on a community member's beloved four-legged family member

GOOD4YOU

A real-life focus on healthy eating and cooking

FOODS THAT FUEL

On-the-go food that fuels fitness routines or just a typical active day

4 KIDS

Culinary lessons for the little ones

DINNER SPINNER

Mix-and-match meal plans that include mains, sides, desserts, and wine & beer pairings

COOK 2 FOLLOW

Meet an Allrecipes community member and the loved ones she/he cooks for

#LASTCALL

A cocktail recipe closes out every issue. Cheers!

Edit subject to change.

For more information, contact **VP, Group Publisher Mark Josephson** at 212-455-1344 or mark.josephson@meredith.com.

Week	Network	Time	Content Type	Topic	Copy	Link
WEEK 1					WEEK 1: MONDAY, DATE	
	FACEBOOK	7:00 AM	New Blog Post	Silent Video	Are you optimizing your video for viewing without sound? You should be.	http://ow.ly/NhSC30c577V
		10:00 AM	Curated Content	New Features	Infinite Snaps, loops, and a magic eraser? Woah.	http://ow.ly/DHEx30c549R
		12:00 PM	Video	Music Resources	Don't risk your video being removed or your account killed. Here's the full list of free resources: http://ow.ly/zkKS30bHujZ	(insert video file link)
		3:00 PM	Promotion	Product Launch	Liftmetrix 📺 Hootsuite Impact 🌟 New name and offerings to help you measure and maximize ROI: http://ow.ly/tNx530bKlqN	http://ow.ly/tNx530bKlqN
		5:00 PM	Live Video	News Update	A lot happened of social media updates happened this month. Let us know your reaction to these ones.	(include CTA link)
	LINKEDIN	6:00 AM	New Blog Post	UTM Parameters	You don't need to be a programmer to track key indicators of ROI like website traffic, leads and conversions.	http://ow.ly/G5Kl30c5dLF
		9:30 AM	Curated Content			
		11:45 AM	Video			
		1:30 PM	Promotion			
		4:15 PM	Education			
	TWITTER	5:45 AM	New Blog Post	Instagram Hacks	So, you think you know everything about Instagram? We bet you don't know these 44 hacks: http://ow.ly/aktF30c5d00	http://ow.ly/aktF30c5d00
		7:15 AM	Curated Content			
		10:30 AM	Video			
		1:00 PM	Promotion			
		3:45 PM	Evergreen Blog Post			
	INSTAGRAM	7:30 AM	Original Image	Logo Cookies	Owl we want to do is eat these cookies. How many Owllys do you see? 🐦🐦	(insert image file link)
		9:45 AM	Curated Image	Owly Toronto	Psst... we opened a new nest in Toronto last week (and Owly is having a hoot of a time)! 🐦 @taggio	(insert link to original image)
		12:30 PM	Video			
		2:15 PM	Boomerang			
		5:45 PM	Story			

Action plan

Automation is key to speedy and timely content delivery. Think about ways to streamline your processes to gain a large reach in the shortest amount of time. What strategies could you use?

To maximise the benefits of today's seminar, create a social media action plan using the chart below.

Social Media Goals	Critical success factors	Targets & Timelines
What do I want to achieve?	What tasks will help me achieve my goal?	When will I do these tasks?

Resources

Unsplash for Royalty Free Images <https://unsplash.com/>

Audiences: How to find them https://blog.bufferapp.com/social-media-audience?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+bufferapp+%28Updates+and+tips+from+Buffer%29

Ultimate Twitter <https://sproutsocial.com/insights/twitter-for-small-business/>

Instagram Business Profile <https://later.com/blog/instagram-business-profile/>

Instagram Stories for Business <https://later.com/blog/instagram-stories-for-business/>

Why Instagram Stories? <https://blog.hubspot.com/marketing/instagram-stories#why>

Facebook Groups <https://www.lifewire.com/facebook-groups-4103720>

Facebook Pages <https://www.socialmediaexaminer.com/how-to-build-a-facebook-page-for-business-a-guide-for-beginners/>

Facebook Business Page <https://blog.hubspot.com/marketing/how-to-create-facebook-business-page-ht>

Facebook Live Guide (Hubspot) <https://offers.hubspot.com/facebook-live?hsCtaTracking=50e05b61-09a3-4ce8-8671-e2efbc735218%7C6bea7b6f-c4c0-4d12-b3de-119d6b2616fc> *(requires you to give your email, but you can opt out after)*

Facebook Live <https://www.cnet.com/how-to/how-to-use-facebooks-live-video-feature/>

Brand Identity <https://www.canva.com/learn/brand-identity/>

Ideal image size for Social Media posts <https://blog.bufferapp.com/ideal-image-sizes-social-media-posts>

Best Times to Post on Social Media <https://coschedule.com/blog/best-times-to-post-on-social-media/#time-zones>

Social Media 1 Hour/Day <https://amyhowardsocial.com/social-media-1-hour-a-day-yes-possible/>

Buffer <https://buffer.com/>

Hootsuite <https://hootsuite.com/>

Spoutsocial <https://sproutsocial.com/>

**Please note there are millions of articles and content on this topic on the internet. Do your homework and stick with reliable sources of information. I've provided a few pieces to help you get started.*