Social Media Strategy
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AGENDA

01 Introduction
02 Preparing your strategy
03 Activity
04 Questions
Compared with 2018, a larger share of social media users in the U.S. now say their views about an issue changed because of something they saw online

% of U.S. adult social media users who say they have changed their views about a political or social issue because of something they saw on social media in the past year

<table>
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<tr>
<th></th>
<th>'18</th>
<th>'20</th>
</tr>
</thead>
<tbody>
<tr>
<td>All social media users</td>
<td>15</td>
<td>23</td>
</tr>
<tr>
<td>Rep/Lean Rep</td>
<td>9</td>
<td>21</td>
</tr>
<tr>
<td>Dem/Lean Dem</td>
<td>19</td>
<td>25</td>
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Note: Those who did not give an answer are not shown. Source: Survey of U.S. adults conducted July 13-19, 2020.

PEW RESEARCH CENTER
What people think strategy is
Preparing a social media strategy

01 Set a goal
What are you trying to achieve?

02 Choose an audience
Who do you need to reach to realize those goals?

03 Listen and engage
How will you hear what your audience is saying and enter into conversation with them?

04 Make a plan
What does the timeline to achieve your goals look like?

05 Post and reflect
What data are you keeping an eye on to help you refine your strategy?
GOALS
Path to communications success
Understanding your audience
I have a hard time keeping track of which contacts use which chat systems.
Understanding your audience
We do not find policies worth debating if they don’t touch on the emotional implications for ourselves, our families, or things we hold dear.

Drew Westen

The Political Brain: The Role of Emotion in Deciding the Fate of the Nation
LISTEN & ENGAGE
Questions

01 Where is my audience?
   What platforms are they on?

02 How are they communicating?
   Tone? Style? Messengers? Timing?

03 Who can I imitate?
   Similar orgs? People your audience admires?
**US Governors** by Twitter Government

Principal Accounts of State Governors in the U.S. (mix of campaign/govt accounts)

50 Members

**US Cabinet** by Twitter Government

Principal Accounts of U.S. Cabinet Level Federal Agencies and Executives

41 Members

**US Senate** by Twitter Government

Principal Accounts of Members of the U.S. Senate (a mix of campaign and government accounts)

99 Members

**US House** by Twitter Government

Principal Accounts of Members of the U.S. House of Representatives (mix of campaign/govt accounts)

422 Members
MAKE A PLAN
<table>
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<tr>
<th>GOAL</th>
<th>PLAN</th>
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<tr>
<td>Capture the attention of local elected officials</td>
<td>Hold a Twitter town hall with local reporters</td>
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<tr>
<td>Boost attendance at an upcoming rally</td>
<td>Create and promote a Facebook event</td>
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<tr>
<td>Increase the media profile of staff or volunteers</td>
<td>Start conversations with reporters on Twitter</td>
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<td>Educate your supporters on a complex policy</td>
<td>Create and share a short explainer video</td>
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<tr>
<td>Collect signatures on a petition</td>
<td>Launch a data-driven Facebook ad campaign</td>
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</table>
POST AND REFLECT
Preparing a social media strategy

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ACTIVITY
With a partner, start working on a social media strategy for 10 minutes.
QUESTIONS
ReThink Media builds capacity across movements.

We work to minimize competition, maximize resources, and raise the voices of underrepresented spokespeople. We provide in-depth media, messaging, and opinion research; train advocates to level up their media skills; connect experts to the top reporters and outlets; and drive collaboration and innovation through shared data and learning.

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