

Social Media Strategy





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AGENDA



01 Introduction

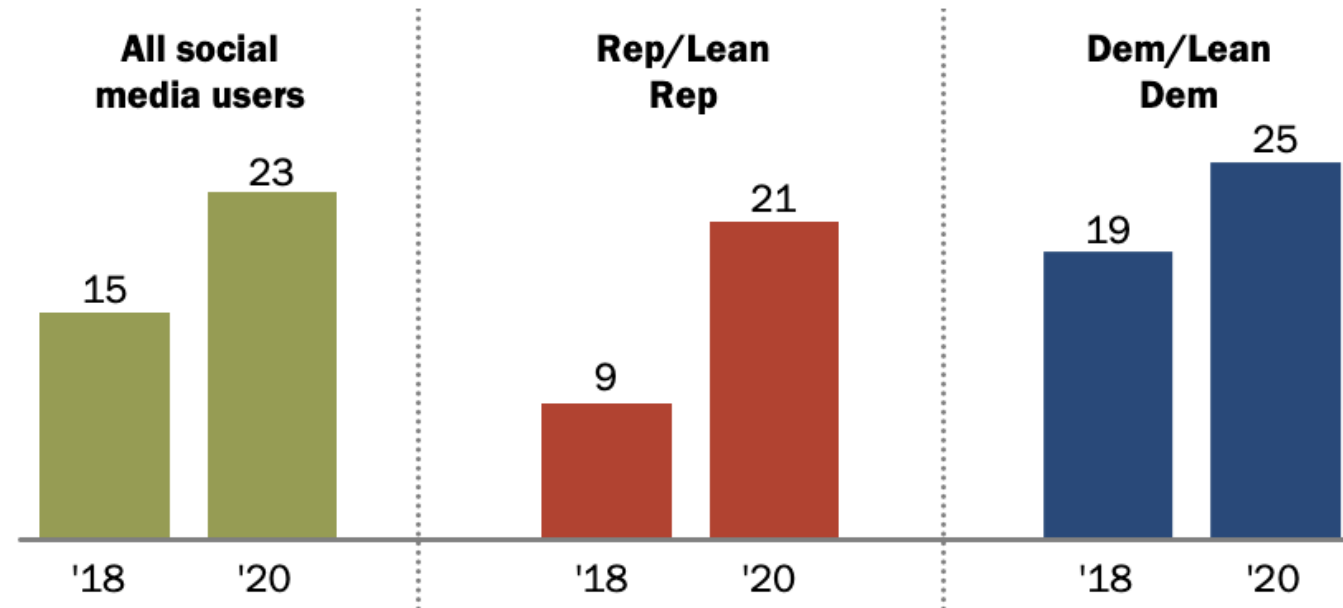
02 Preparing your strategy

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



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



@sharnacious

The Life of a
Social Media Manager

part 2

Hey, what's up!

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



Goal

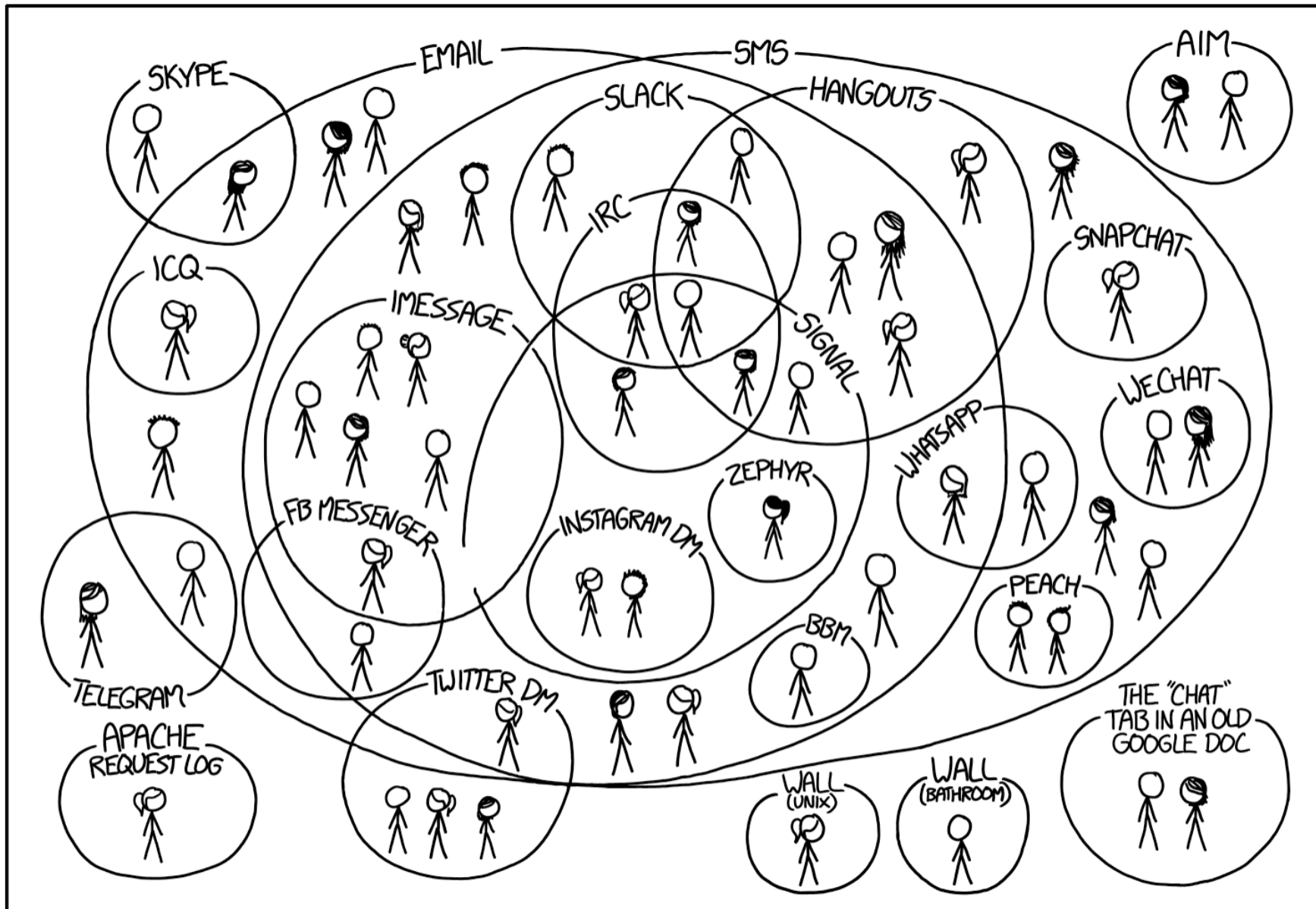


AUDIENCE



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



GOAL

PLAN

Capture the attention of local elected officials

Hold a Twitter town hall with local reporters

Boost attendance at an upcoming rally

Create and promote a Facebook event

Increase the media profile of staff or volunteers

Start conversations with reporters on Twitter

Educate your supporters on a complex policy

Create and share a short explainer video

Collect signatures on a petition

Launch a data-driven Facebook ad campaign

POST AND REFLECT



CREATE AUDIENCE

Location ▼

UNITED STATES
All United States

Age and Gender ▼

Age
18 ↕ — Any ↕

Gender

Interests ⊙ ▼

INTERESTS > ADDITIONAL INTERESTS
Chuck Schumer
Mitch McConnell

Connections ▼

Pages ▼

People Connected to

People Not Connected to

Advanced >

(New Audience)

1m - 1.5m monthly active people ⓘ

People on Facebook

Country: United States of America ⓘ

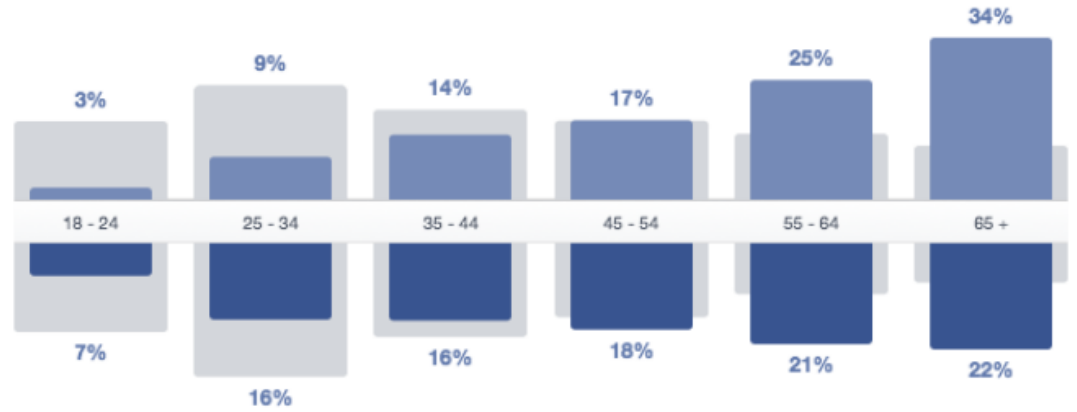
- Demographics**
- Page Likes
- Location
- Activity
- Household
- Purchase

Age and Gender

Self-reported information from people in their Facebook profiles. Information only available for people aged 18 and older.

52% Women
54% All Facebook

48% Men
46% All Facebook



Lifestyle

US demographic and interest data based on purchase behavior, brand affinity and other activities. Source: Personix
Request audiences here from Acxiom Data Guru.

Lifestyle	Selected Audience	Compare ▼
Metro Mix	1%	+83%
Clubs & Causes	4%	+74%
Busy Schedules	4%	+71%

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

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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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