

# SOCIAL MEDIA: TIPS & TOOLS

## CHOOSING CHANNELS

You don't need to be on all channels. Choose the ones that align with your goals and target audience. You can easily find infographics on user data, but when making decisions about which channels to use, I get my data from Pew Research Center > Internet & Tech. They breakdown users by age, gender, socio-economic differences, race & community (rural, urban, suburban).

## TIPS FOR SUCCESS

- Posts have to represent the organization as a whole and be tied your goals.
- Must post consistently.
- Content should be written for the unique strength of each channel and be RITE (relevant, interesting, timely and entertaining; *Mark Schaefer @markwschaefer*) to ensure compelling, conversational and shared content.
  - Answer questions that people ask the most.
  - Promote upcoming events, webinars, resources, best practices, news stories, interviews, research, and survey results.
  - Use posts to reinforce prior learning.
- Post relevant visuals.
  - Visual content is processed faster; 60,000x faster than text (*wishpond*)
  - If content paired with image, 65% retained 3 days later – only 10% without image (*Hubspot*)
  - Content with relevant images gets 94% more views than content without (*Hubspot*)
  - Increases social media engagement – 2.3x more on Facebook (*Buzzsumo*), 150% more tweets (*Buffer*) & a 98% higher comment rate on LinkedIn (*The Globe and Mail*)



- Include links to your website! Social media drives the majority of website traffic.
- Should be promoted in multiple ways – email marketing/newsletters, email signatures, website, QR codes, etc.
- Should have a clear content development (samples below) and approval process.

A format for collecting ideas as you see them or others provide them:

Title/basics about suggested post	Hyperlink	If time sensitive, give deadline
xxx	xxx	xxx

A format for planning out your posts/tweets/updates:

Week of	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Wk approved
x/x/xx								

## TOOLS

There are many resources to choose from but these are our favorites because their simple to use, and are free or close to free.

Tool/Site	Use	Website	Description
Hootsuite*	Scheduling posts/tweets/updates	<a href="http://bit.ly/1CZbV4m">http://bit.ly/1CZbV4m</a>	Efficiently use your time & ensure post consistency by scheduling in advance. Can also monitor mentions & hashtags.
Buffer*	Scheduling posts/tweets/updates	<a href="http://bit.ly/1HVHmh6">http://bit.ly/1HVHmh6</a>	Another option to Hootsuite.
Audiense	Data to target/engage audience on Twitter	<a href="http://bit.ly/1NfxpC0">http://bit.ly/1NfxpC0</a>	Use to identify key influencers, determine the optimal time to tweet & track engagement.
Twitter Analytics	Data to target/engage audience on Twitter	<a href="http://bit.ly/1IO7739">http://bit.ly/1IO7739</a>	Provides a 28 day summary so you can easily see change in tweet impressions, profile visits, mentions & followers. Also lets you download tweet activity to Excel so you can easily

Tool/Site	Use	Website	Description
			calculate engagement by tweet so you can hone your content development to meet your audience's interests.
Facebook Business Page Insights	Data to target/engage audience on Facebook	Click 'Insights' tab	Vital data on your fans, post reach & engagement (clicks, likes, comments, shares).
LinkedIn Company Page	Data to target/engage audience on LinkedIn	Click 'Analytics' tab	Vital data on impressions & engagement (clicks, likes, comments, shares).
Bitly	Use to shorten links	<a href="https://bitly.com">https://bitly.com</a>	Critical tool for tracking clicks!
Quozio	Create Graphic Quotes	<a href="http://bit.ly/1aaGU2Z">http://bit.ly/1aaGU2Z</a>	Creates text only quote images. Very simple to use!
Behappy Quote Generator	Create Graphic Quotes	<a href="http://bit.ly/1aqWLLc">http://bit.ly/1aqWLLc</a>	Creates text only quote images. Very simple to use!
Wordle	Create Word Clouds	<a href="http://bit.ly/1NWU7tE">http://bit.ly/1NWU7tE</a>	Generate word clouds from text you provide.
Canva	Create Images & Infographics	<a href="http://bit.ly/1FFFiK4">http://bit.ly/1FFFiK4</a>	Guaranteed to be a favorite! Some free images available & provides ideal dimensions for specific social media channels. Makes your products look like you had a graphic designer helping you!
Pixlr	Create Images/ Infographics	<a href="http://bit.ly/1FFEHRo">http://bit.ly/1FFEHRo</a>	A more complex image development tool. Great for developing infographics.
SnagIt	Capture still image	<a href="http://bit.ly/1yZ53A8">http://bit.ly/1yZ53A8</a>	Need an image? Quickly snag an image in the document you're posting about. Low cost & discount for education, education & non-profit organizations. Free version is called Jing (see below).
PicMark	Brand Content	<a href="http://bit.ly/1ygNNeP">http://bit.ly/1ygNNeP</a>	Easy way to brand your content.
Piktochart	Create Infographics	<a href="http://bit.ly/1aO5hVA">http://bit.ly/1aO5hVA</a>	Free infographic templates.
PowerPoint	Create Infographics	N/A	Great for developing infographics! Search for 'PowerPoint Infographics templates' to get started. Here's 10 from HubSpot to get you started: <a href="http://bit.ly/1GtNtfo">http://bit.ly/1GtNtfo</a>
easel.ly	Create Infographics	<a href="http://bit.ly/1DNbSMn">http://bit.ly/1DNbSMn</a>	Free infographic templates.
Infogr.am	Create Infographics	<a href="http://bit.ly/1ar0Gri">http://bit.ly/1ar0Gri</a>	Free infographic templates. Pro plan is 50% off for educational use.
Prezi	Create Visual Presentation	<a href="http://bit.ly/1FnHMzb">http://bit.ly/1FnHMzb</a>	Create & share on social media! Free .edu accounts.
Animoto	Create videos	<a href="http://bit.ly/1ar2aSw">http://bit.ly/1ar2aSw</a>	Super easy to use! Free version includes their logo.

Tool/Site	Use	Website	Description
VideoScribe	Create easy whiteboard videos	<a href="http://bit.ly/1NfLZsY">http://bit.ly/1NfLZsY</a>	Low cost way to make animated videos.
Jing	Capture basic video, animation & still images	<a href="http://bit.ly/1cetXaa">http://bit.ly/1cetXaa</a>	Free from TechSmith but watermarks images with their name.
CamStudio	Screen recording	<a href="http://bit.ly/1DoOfrs">http://bit.ly/1DoOfrs</a>	Record screen and audio activity on your computer and create AVI video files.
Amara	Add captions, subtitles & translations to videos	<a href="http://bit.ly/1H8lTU3">http://bit.ly/1H8lTU3</a>	Free and fairly intuitive to learn.

\* Recommend starting with one. Hootsuite lets users monitor mentions & hashtags. Buffer doesn't show other people's content, but has some scheduling features that Hootsuite doesn't. It really depends on your needs.