

# Making the Most of Social Media

North Wind CCL Regional Conference 2018

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## Making the Most of Social Media

- ▶ Social Media Stats
- ▶ Do's and Don'ts
- ▶ Connecting to Congress
- ▶ Social Media Goals
- ▶ Facebook

## Social Media Stats

- ▶ How many out of every ten Americans is using social media?
- ▶ What percentage of adults are getting their news from social media?
- ▶ Which social media sites are most popular?
- ▶ What percentage are visiting these sites at least once a day?

## Do's and Don'ts

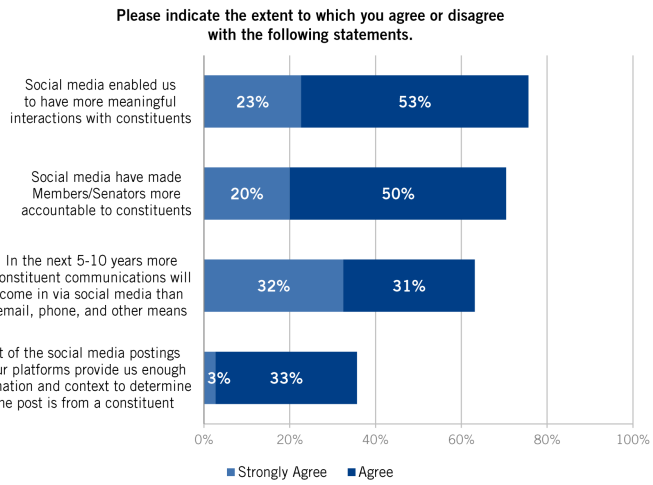
### Do

- ▶ Be nice
- ▶ Mention your location
- ▶ Identify with your group
- ▶ Comment on MOC's posts
- ▶ Respond quickly
- ▶ Post appreciations
- ▶ Promote an LTE or Op-Ed
- ▶ Support or oppose specific issues
- ▶ Educate with information

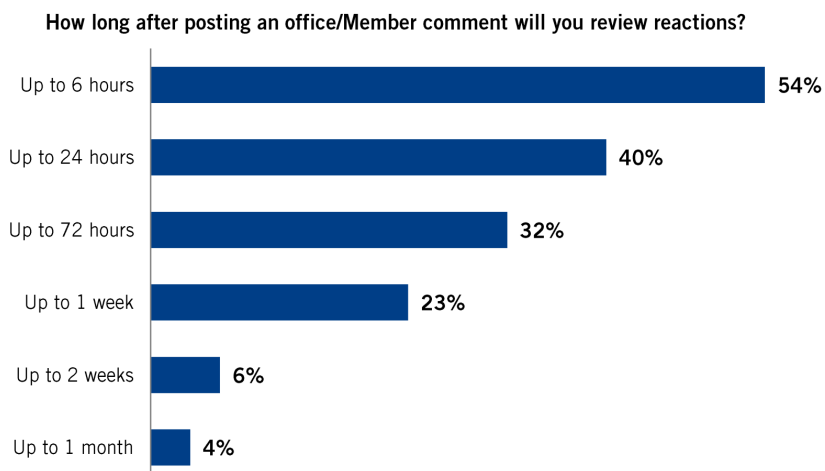
### Don't

- ▶ Post too often to your MOC
- ▶ Be nasty or crazy
- ▶ Don't repeat yourself
- ▶ Leave out constituent information
- ▶ Leave out group affiliation

## Connecting to Congress

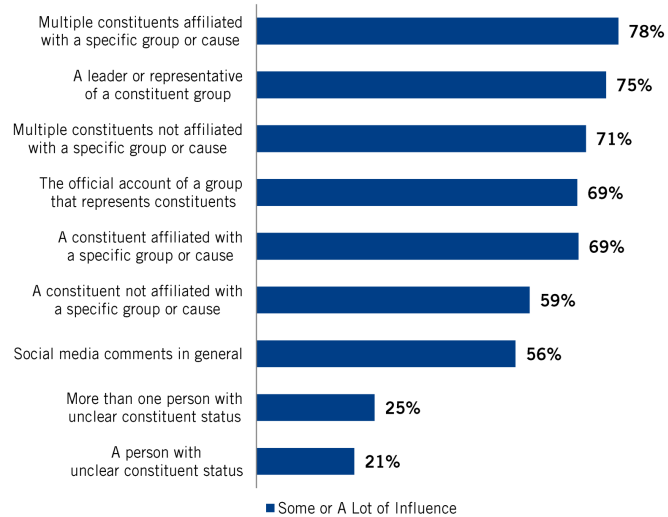


## Connecting to Congress



## Connecting to Congress

If your Member of Congress has not arrived at a firm decision on an issue, how much influence might social media posts directed to your office (including posts on your office/Member platforms) from the following have on his/her decision?



## Social Media Goals

- ▶ Recruit new members
- ▶ Inform and engage the public
- ▶ Motivate action online and in real life
- ▶ Connect with other organizations and build alliances
- ▶ Attract attention of MOC and their staff

## Facebook

1. Profiles
2. Pages [www.facebook.com/pages/create](http://www.facebook.com/pages/create)
3. Groups

## Facebook (How to Get 'Likes')

- ▶ Invite your Facebook friends
- ▶ Invite everyone in your chapter by email and at meetings
- ▶ Ask them to invite their Facebook friends to like
- ▶ Add page link to your chapter and/or personal email signature
- ▶ Like other pages

## Facebook Posts

- ▶ 70% value content
  - Videos, videos, videos! (and images)
  - 3 seconds
  - Native uploads
  - 80 - 100 characters get higher engagement
- ▶ 20% shared content
- ▶ 10% promotional content
  - Events

## Facebook Posts

- ▶ Specific requests
- ▶ Express thanks
- ▶ Promote and praise volunteers
- ▶ Use specific calls to action

## Facebook Events

### Before

- ▶ Chapter meetings and functions
- ▶ Share events
- ▶ Ask for shares
- ▶ Invite others
- ▶ Share events in other groups and pages

### During

- ▶ Take and post pictures
- ▶ Ask people to “check in” at event

### After

- ▶ Thank those who attended
- ▶ Share pictures and ask attendees to share theirs too

QUESTIONS?