

Social Media Data and Recommended Best Practices

As of April 2020, there are now 3.81 billion social media users around the world, representing 49 percent of the world's total population.

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Social media platforms:

What is Social Media? Social media refers to websites and applications that are designed to allow people to share content quickly, efficiently, and in real-time.

Social media touches almost all internet users.

According to the annual study published by *We Are Social* and *Hootsuite*, the research states that the largest global platforms, in terms of active users, are:

- Facebook
- YouTube – be sure to check the links!
- WhatsApp – American free ware
- Facebook Messenger
- Instagram
- Pinterest- https://www.pinterest.com/rotary/_created/
- Twitter- micro-blogging/ 280 characters but “glyph”=2
- Tumblr-social media platform & micro-blogging: “Tumblelogs”
- LinkedIn - employment-oriented online service
- Others, but many are not familiar for Rotary’s purposes



What to know about social media?



By its nature, social media is a short attention span media—you have to catch attention quickly while readers are scrolling through dozens of posts at a time.

The purpose of this summary report is to encourage Rotarians to engage in more social media participation.

1. Social media is a highly competitive venture with a short attention span – IOW – get to the point!
2. Always attached images with your posts- many links will automatically attach an image.
3. Social media accounts must be active- nearly every day
4. Reach out to subscribers whenever possible- respond to comments in real time or add more content.

How to get more
Facebook

Shares



14 ways to boost visibility and inspire viral sharing on Facebook

1

Be consistent

Post 5 times a week so you're "top of mind" for your fans.



Time it right

2

The best time to post will depend on the type of business you're in. For example, restaurants consistently get the best engagement from 7 am to 12 pm; retailers from 8 am to 2 pm.*

3

Use eye-catching images

Alternate photos and video with text-only updates.



Keep it short

4

Posts between 100 and 150 characters (fewer than 3 lines of text) see 60% more likes, comments and shares than longer posts.*

5

Be relevant

Your content should let your audience know that you know who *they* are.





Use your authentic voice

6

People are your fans and friends because they like what you do. Your voice on Facebook should be true to your brand.

7

Include a call to action

If you ask your fans to Share, Like or Comment, they are more likely to do so.



Be creative with Apps

8

Contest and promotion apps, along with forms, surveys, etc. can deepen users' involvement with a business or brand.

9

Have a sense of urgency

Include up-to-minute tips and tricks, and whenever possible, dispel myths (myths are rampant on Facebook!).



Offer value

10



Before you share something on Facebook, ask yourself if you think your fans will find value in the content.

11

Be entertaining

If your followers like funny memes or respond well to video, take note. Use the type of media that works best for your audience.



Be educational

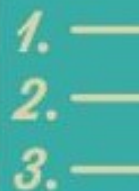
12

People love to share how-to guides and tips. Bonus: It's easy to link to detailed content from Facebook.

13

Make a list

Lists, in the form of an infographic or a PDF, are great for sharing. Some of the most shared content have titles like "7 ways" or "10 things..."



Be seasonable

14

Tailor your content to the season or an upcoming holiday.

**From Facebook*

Presented by:



Mari Smith



SHORTSTACK



Reputation and risk management

1. Social media has had a huge impact on communications and has led to a total transformation of the speed and processes required to respond to issues and crises.
2. Gone are the days when organizations could evaluate the facts before establishing a response. Not every organization will have to deal with serious issues or a crisis, but every organization will encounter reputational issues with differing degrees of seriousness and impact.
3. Know your audience- give someone authority to “delete”.



Quick social media best practices

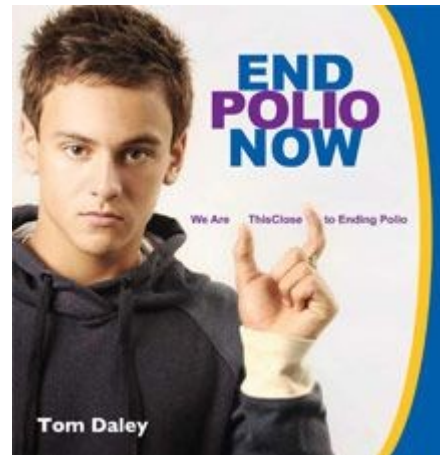
- **Be sure to share content when possible- cut and paste links to various social media especially to Instagram & LinkedIn**
- **Never post pictures of children without explicit consent- some organizations have pre-authorized consents so always ask.**

Social media – best practices: Identify key people and locations!



Please!

Social best practices- Always state the purpose of a picture.



Olympic athletes help Rotary to spread the polio message

Rotary social media best practices- Always check for any copyright or privacy issues!

As simple as asking, “Are you okay with this being posted on social media?”.
Always name Facebook and Twitter.



Rotary

People of Action



Everyone can “like” and “share”!

Always add the 5 “W’s”- Who, what, when, where, why?

Always try to take tight pictures and crop for posting.

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