Social Media During COVID-19
Driving Virtual Engagement During a Crisis
General Guidance

Plan, Change, and Don’t Stop

Make a Plan

• 2/3 have an “informal” plan for communications
• We need to write this down for all staff to use
• Should include who is doing what, short-term goals, and any messaging details we want consistent

Content

• Communication needs to be focused in terms of tone and content
• Decide on messaging around COVID-19 and Black Lives Matter
• Can still engage and people are looking for positive content

Don’t Hide

• Right answer isn’t silence
• Should mention COVID response on social media, website, and email
• May reduce frequency, but still need to be posting and sharing
• Remind audience of work and need (while mentioning COVID)
The Social Networks

What We Mean by Social Media

**Definition:** Online, closed network that allows for virtual interactions and connections between users

<table>
<thead>
<tr>
<th>Social Network</th>
<th>Media Sharing</th>
<th>Discussion Forum</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>YouTube</td>
<td>Reddit</td>
</tr>
<tr>
<td>Twitter</td>
<td>Vimeo</td>
<td>Quora</td>
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<tr>
<td>LinkedIn</td>
<td>Twitch</td>
<td>Digg</td>
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<tr>
<td>Instagram</td>
<td>Pinterest</td>
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<tr>
<td>Snapchat</td>
<td>Flipboard</td>
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</table>
Social Media General Advice

Things to Keep in Mind Before You Begin

1. Focus
   Don’t be on 9 platforms, pick a couple

2. Be Realistic
   Don’t set overly ambitious goals

3. Follow Audience
   Know audience demographics and best platform for it

4. Define Voice
   Choose how to define your voice and brand prior to posting

5. Set Schedule
   Create expectation on how often and when posts go out

6. Visuals
   Always include good photos and videos when available
Facebook

Still the Best?

Gen X
- Older Millennials and Gen X are the majority of users
- Users are more likely to be donors
- Leads to best rate of return across social media
- Still largest platform

Engaged
- Users take more actions than other sites on average
- People use it to share opinions they care about
- Can get back and forth banter
- Most active time is evening

Not All
- Under 24 years old leaving site
- Users overall leaving or using site less
- Algorithm makes it tougher to get visibility
Facebook

When to Post and Evaluate Success

1. **Daytime**
   - 9am-4pm is the safest time to post on Facebook

2. **Evening**
   - Most active but depends on audience entirely

3. **Insights**
   - Use Platform Insights to gain understanding of audience

4. **Likes**
   - Unlikes vs. Paid vs. Organic vs. Net

5. **Reach**
   - Total vs. Post vs. Engagement

6. **Demographics**
   - People tab allows you to break down audience a bit
Instagram

Get Visual

**Audience**
- 90% users are 35 or younger
- 60% of 20-somethings have an account

**Visual**
- New way to tell story
- Can leverage visual content elsewhere as well
- Forces us to be creative and concise

**Funding**
- Not a great driver (yet) of donations
- Better for engagement and awareness
- Due to audience and current interaction with platform

90% users are 35 or younger
60% of 20-somethings have an account
Instagram

Best Practices on Insta

Be Consistent
• Users need to see regular and engaging content
• This begins growing a following
• Only take this on if you can post at least 2-3 times a week

Know Audience
• Weekends are good usage, but low engagement for nonprofits
• 11 hashtags are the best amount for engagement
• Adding a hashtag increases engagement

Track Engagement
• Find what works for you—partners can help as tagging someone else increases engagement by over 50%
• Decide which metrics to track and set goals
Who is Tweeting?

1. Elder Millennial
   Millennial and Gen X, similar to Facebook

2. Educated
   Nearly half of users have advanced degree

3. Affluent
   Platform most likely to have above-average income users

4. Informed
   Users are more likely to be informed, or at least interested in, social or professional issues

5. Urban
   Users more likely to be in urban settings than other platforms

6. Varied
   Some are looking to engage, others for news, others for entertainment
LinkedIn

Get More Professional

Saying “Hello”

• 24% of 50-64 year olds use platform\(^1\)
• A third of Millennials and Gen X
• 50% college grads
• 45% of those making 75k or more

Stay on Radar

• Constant, virtual, networking event
• Upload photos to company page, which increases engagement
• Posts short and clear articles with enticing headlines

Engage Others

• Use the group feature
• Mention those working with you as volunteers, board, etc.
• Try to comment on relevant posts

\(^1\)Pew Research
What Can Social Media Do For Me?

The Top Uses

Share News
*What’s going on?*
Keep stakeholders regularly involved in what is happening and give frequent updates

Say Thanks
*Give gratitude*
Shout out internal and external stakeholders for their contributions

Show Impact
*Pull people in*
Visually tell (and show) the difference the organization is making in the community

Promote Events
*Get people involved*
Routinely keep people connected regarding how they can support you
Tip #1: Urgent and Unique

Need to Know Why, What, and Why Now

Why?
Need to make case around need—either due to increased demand or due to future impact

What For?
Make it clear and specific about what you are doing or preparing for

Why Now?
Have to include urgency to drive action and engagement
Tip #2: Plan Ahead

Despite Uncertainty Create Flexible Outline

<table>
<thead>
<tr>
<th>4 Weeks</th>
<th>2020</th>
<th>Update</th>
</tr>
</thead>
<tbody>
<tr>
<td>Make a plan for at least the type of content you want to share across</td>
<td>Do not need specifics</td>
<td>Some content each week should be about what you are doing now</td>
</tr>
<tr>
<td>the next 4 weeks</td>
<td>Focus on campaigns, asks, or major organizational efforts</td>
<td>If possible and meaningful, share an update about how you’re pivoting</td>
</tr>
<tr>
<td>Could be placeholders but helps to get sense of content over time</td>
<td>Think through how you are building engagement for end of year</td>
<td>Revisit plan every 2-4 weeks</td>
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<tr>
<td></td>
<td>Begin end of year in late October or early November</td>
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Tip #3: What Does it Look Like?

Plan for Your Look and Feel

- **Authentic**
  - Phone and personal video is fine, doesn’t need extensive editing

- **Short**
  - Keep videos to 20-30 seconds unless telling story (1-3 minutes)

- **Effective**
  - 2/3 people are visual learners, drives 180% more engagement, 52% more confidence

- **Just Record**
  - Live video gets people to watch for 3x as long

- **Recycle**
  - Need to have new content; cannot just run same video
### Tip #4: Content First

#### What Do We Need to Share

<table>
<thead>
<tr>
<th>Pivot</th>
<th>Plan</th>
<th>Personal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Update supporters on how work has had to shift</td>
<td>Plans for new programming or virtual programming already existing</td>
<td>Share update on organization, staff, and programming</td>
</tr>
<tr>
<td>Be real about challenges but optimistic about progress</td>
<td>Give idea of timeline for returning or events without specific dates in most cases</td>
<td>Share stories from personal perspective of staff, clients, or board</td>
</tr>
<tr>
<td>Celebrate wins</td>
<td>Give sense there is a plan</td>
<td>Share perspective from clients</td>
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<tr>
<td>Talk about how they can help or support if options</td>
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Tip #5: Analyze Trends

Engagement Will Differ Now

Timing
Track when engagement has been happening

Content
Look at what people have been most engaged with

Audience
Any immediate growth or loss or shift in who is engaging

Rest on Past
Engagement is going to shift during this time due to shift in life and routine

Just Post
More screen time doesn’t equal more engagement
Tip #6: Be Different

Cut Through the Noise

Groups
People want community so create group for parents, clients, alumni, supporters, etc.

Video
Quick personal videos from staff or board can be fun and personal way to engage audience

Engagement
Give your audience something to do, use, or answer

Big Questions
What do they want?
What’s unique?
Why?
Tip #5: Audience Engagement

Have a Reason for Posting

Informed
- Post may be focused on just increasing knowledge or awareness
- Could be about organization or social issue
- Focus on a stat or link to a longer blog or article

Action
- Want the audience to do something
- Could range from donate to personal action
- Especially right now these can be powerful
- Be specific and consider audience

Sharing
- Audience spreads your message virtually or offline
- Need a clear and short message that includes a story
- Graphics matter
- Ask them to share
Tip #7: Consistency

**Stay on Brand**

<table>
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<tr>
<th>Targets</th>
<th>Tone</th>
<th>Share</th>
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<tbody>
<tr>
<td>Don’t share dates of rescheduled events or push out registration when possible if unsure</td>
<td>In plan, add note on tone and how to mention COVID-19</td>
<td>Make sure all staff communicating same message</td>
</tr>
<tr>
<td>Create specific event or outcome but leave timing variable</td>
<td>Include how it impacts visual brand</td>
<td>Give templates to team and board</td>
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<tr>
<td></td>
<td>Have clear guidelines on what can be posted</td>
<td>Goal is to have unified front</td>
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Social Media To-Do List

Things to Do Now

1. Schedule
   Use a scheduler for posts you regularly make

2. Prioritize
   You can’t tell every story so think about the 1-2 key messages

3. Plan
   Make a plan for next month of posting

4. Research
   Take time to watch what peers are posting and what is working

5. Pictures
   Especially if programming on pause plan what photos you have or can take

6. Data
   Dive into audience and engagement statistics