

# Social Media During COVID-19

Driving Virtual Engagement During a Crisis



# General Guidance

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## 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

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## What We Mean by Social Media

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

### Social Network

- Facebook
- Twitter
- LinkedIn

### Media Sharing

- YouTube
- Vimeo
- Twitch

### Discussion Forum

- Reddit
- Quora
- Digg

- Instagram
- Snapchat

- Pinterest
- Flipboard

# Social Media General Advice

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## 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

## 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

## 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

## 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

## 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

## Get More Professional



### Saying “Hello”

- 24% of 50-64 year olds use platform<sup>1</sup>
- 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

<sup>1</sup>Pew Research

# What Can Social Media Do For Me?

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## 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

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## 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

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## Despite Uncertainty Create Flexible Outline

### 4 Weeks

- Make a plan for at least the type of content you want to share across next 4 weeks
- Could be placeholders but helps to get sense of content over time

### 2020

- Do not need specifics
- Focus on campaigns, asks, or major organizational efforts
- Think through how you are building engagement for end of year
- Begin end of year in late October or early November

### Update

- Some content each week should be about what you are doing now
- If possible and meaningful, share an update about how you're pivoting
- Revisit plan every 2-4 weeks

# Tip #3: What Does it Look Like?

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## 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

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## What Do We Need to Share

### Pivot

- Update supporters on how work has had to shift
- Be real about challenges but optimistic about progress
- Celebrate wins
- Talk about how they can help or support if options

### Plan

- Plans for new programming or virtual programming already existing
- Give idea of timeline for returning or events without specific dates in most cases
- Give sense there is a plan

### Personal

- Share update on organization, staff, and programming
- Share stories from personal perspective of staff, clients, or board
- Share perspective from clients

# Tip #5: Analyze Trends

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## 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

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## 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

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## 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

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## Stay on Brand

### Targets

- Don't share dates of rescheduled events or push out registration when possible if unsure
- Create specific event or outcome but leave timing variable

### Tone

- In plan, add note on tone and how to mention COVID-19
- Include how it impacts visual brand
- Have clear guidelines on what can be posted

### Share

- Make sure all staff communicating same message
- Give templates to team and board
- Goal is to have unified front

# Social Media To-Do List

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## 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