SOCIAL MEDIA OUTREACH STARTS WITH A PLAN!

APROSAE Marketing
APRIL Conference Oct. 2020
1. What is social media?
2. What goes into a social media plan?
WHAT IS SOCIAL MEDIA?

Interactive computer-based technologies that facilitate the sharing of content through virtual networks and communities.

BUT IT’S PART OF A LARGER PICTURE

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SOCIAL MEDIA IS PART OF THE LARGER PICTURE OF MARKETING COMMUNICATIONS
WHAT ARE THE TOP 5 SOCIAL MEDIA PLATFORMS FOR CILS?

Facebook  Instagram  Twitter  YouTube  LinkedIn
WHAT GOES INTO A SOCIAL MEDIA PLAN?

1. Goals
2. Stakeholders
3. Content
4. Branding
5. Resources
WHAT GOES INTO A SOCIAL MEDIA PLAN?
WHO ARE THEY?

Consumers

Partners

Influencers

WHAT ARE THEIR NEEDS?
### STAKEHOLDERS EXAMPLES

<table>
<thead>
<tr>
<th>Type</th>
<th>Sub-type</th>
<th>Need</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer</td>
<td>TBI</td>
<td>Peer support</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Skills classes</td>
</tr>
<tr>
<td>Consumer</td>
<td>Hard of Hearing</td>
<td>Advocacy for health care</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Assistive Technology</td>
</tr>
</tbody>
</table>

THIS SHOULD COME FROM YOUR MARKETING STRATEGY!
WHAT GOES INTO A SOCIAL MEDIA PLAN?
GOALS

• What do your stakeholders want?
• What do you want them to do?
• How are you going to accomplish both?
<table>
<thead>
<tr>
<th>Stakeholder’s Need</th>
<th>CIL’s mission/goal furthered</th>
<th>Social media to accomplish both</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cope with newly-acquired physical disability</td>
<td>5 Core Services: Peer Support</td>
<td>Facilitate a cross-disability Facebook group and promote events in group</td>
</tr>
<tr>
<td>Barriers accessing health care due to being Hard of Hearing</td>
<td>Assistive technology</td>
<td>Produce a social media campaign with HLAA and health care providers about available AT for HoH</td>
</tr>
</tbody>
</table>
WHAT GOES INTO A SOCIAL MEDIA PLAN?
WHAT CAN YOU SUSTAIN LONG-TERM?
• Time
• Talent
• Money
• Platforms
• Assets
• Marketing
• Measure

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# Social Media Goal

<table>
<thead>
<tr>
<th>Resources Needed</th>
<th>Resources Availability</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facilitate a cross-disability Facebook group and promote events in group</td>
<td>Time for qualified staff to facilitate</td>
<td>No</td>
</tr>
<tr>
<td>Facebook group with live streaming</td>
<td>Peer support staff maxed out</td>
<td></td>
</tr>
<tr>
<td>Staff to promote events on Facebook</td>
<td>Hardware with internet at office for staff; not all consumers have one or both</td>
<td>?</td>
</tr>
<tr>
<td>Promote via email, flyers, and papers</td>
<td>Knowledge set doesn’t exist among CIL staff</td>
<td>?</td>
</tr>
<tr>
<td>Measure effectiveness of group and event attendance</td>
<td>Staff knowledgeable and hardware available for online and paper surveys</td>
<td>Yes</td>
</tr>
</tbody>
</table>

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WHAT GOES INTO A SOCIAL MEDIA PLAN?
BRANDING

- Common handles and URL
- Common contact information
- Consistent visual style

The Independence Center
@RealEmpowerment

To empower persons with disabilities, maximize their independence within the community, and remove barriers which prevent integration and equal opportunity.

Colorado Springs, CO  theindependencecenter.org  Joined August 2012

833 Following  523 Followers
WHAT GOES INTO A SOCIAL MEDIA PLAN?

SOCIAL MEDIA PLAN

- Content
- Stakeholders
- Goals
- Branding
- Resources

© 2020 Copyright Aprosae
• Posts
• Types
<table>
<thead>
<tr>
<th>Date</th>
<th>Post</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>9/1/2020</td>
<td>Write the post and put the content and link here, including hashtags; alt-text and image can go in a comment</td>
<td>Create</td>
</tr>
<tr>
<td>9/4/2020</td>
<td>Write the post and put the content and link here, including hashtags; alt-text and image can go in a comment</td>
<td>Share - Marketing</td>
</tr>
<tr>
<td>9/7/2020</td>
<td>Write the post and put the content and link here, including hashtags; alt-text and image can go in a comment</td>
<td>Promote</td>
</tr>
<tr>
<td>9/8/2020</td>
<td>Write the post and put the content and link here, including hashtags; alt-text and image can go in a comment</td>
<td>Curate - Motivational</td>
</tr>
<tr>
<td>9/11/2020</td>
<td>Write the post and put the content and link here, including hashtags; alt-text and image can go in a comment</td>
<td>Share - Marketing</td>
</tr>
<tr>
<td>9/14/2020</td>
<td>Write the post and put the content and link here, including hashtags; alt-text and image can go in a comment</td>
<td>Promote</td>
</tr>
<tr>
<td>9/15/2020</td>
<td>Write the post and put the content and link here, including hashtags; alt-text and image can go in a comment</td>
<td>Create - Video</td>
</tr>
<tr>
<td>9/18/2020</td>
<td>Write the post and put the content and link here, including hashtags; alt-text and image can go in a comment</td>
<td>Share - Marketing</td>
</tr>
<tr>
<td>9/21/2020</td>
<td>Write the post and put the content and link here, including hashtags; alt-text and image can go in a comment</td>
<td>Promote</td>
</tr>
<tr>
<td>9/22/2020</td>
<td>Write the post and put the content and link here, including hashtags; alt-text and image can go in a comment</td>
<td>Create - Downloadable</td>
</tr>
<tr>
<td>9/25/2020</td>
<td>Write the post and put the content and link here, including hashtags; alt-text and image can go in a comment</td>
<td>Curate - Informational</td>
</tr>
<tr>
<td>9/29/2020</td>
<td>Write the post and put the content and link here, including hashtags; alt-text and image can go in a comment</td>
<td>Promote</td>
</tr>
</tbody>
</table>

- Posts
- Types
- Frequency
- Calendar
• Posts
  • Types
  • Frequency
  • Calendar
  • Visual
    • Alt-text
    • Image Description
• Posts
  • Types
  • Frequency
  • Calendar
  • Visual
• Other Options
• Posts
  • Types
  • Visual
  • Frequency
  • Calendar
• Other Options
• Measure & Modify
SOCIAL MEDIA DASHBOARD – FOCUS ON ENGAGEMENT

**Facebook Page**
- Actions on Page
  - Page Views
  - Page Likes
  - Post Reach
  - Post Engagement
- Page Followers
  - Top Posts
  - Lowest Posts
- Pages to Watch
  - Stories

**Instagram Account**
- Accounts Reached
- Content Interactions
- Total Followers
- Profile Visits
- Reach
- Post Likes
- Post Comments
- Post Shares
- Posts Saved
- Stories

**Twitter Profile**
- Tweet Impressions
- Profile Visits
- Mentions
- Followers
- Replies
- Impressions
- Engagements (clicks, comments, likes, replies)
- Top Tweets
- Lowest Tweets

**YouTube Channel**
- Views
- Impressions
- View Duration
- Subscribers
- Audience Retention
- Likes
- End Screen Clicks
- Audience Demographics
- Traffic Source Types
  - Top Videos
  - Lowest Videos

**LinkedIn Page**
- Admin View: Analytics
  - Impressions
  - Page Views
  - Unique Visitors
  - Clicks
  - Source
  - Visitor Demographics
  - Reactions
  - Comments
  - Shares
  - Followers
  - Top Posts
  - Lowest Posts

**GIVEN FINDINGS, MODIFY YOUR SOCIAL MEDIA PLAN!**
CONTENT

- Posts
  - Types
  - Visual
  - Frequency
  - Calendar
- Other Options
- Measure & Modify

Curate  Share
Promote  Create
- Posts
  - Types
  - Visual
  - Frequency
  - Calendar
- Other Options
- Measure & Modify
1. What is social media?
2. What goes into a social media plan?
SOCIAL MEDIA IS PART OF THE LARGER PICTURE OF MARKETING COMMUNICATIONS
FOR:

- This presentation
- Invites to free webinars
- Free consultation

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