Cutting through the noise

Digital Marketing & Engagement

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KANSAS COMMON SENSE FUND

WE WILL COVER:

- The importance of approval policies
- Improving the organization's digital footprint
- Developing the organization's digital voice
- The state of digital & social media
  - Available digital tools
  - Using AI the right way
- Developing a content calendar

Social Media Policies

Create boundaries to
ensure success

Setting you team up for success

Set guidelines and policies for everyone.
- These policies can include who has authority to posts. Or the approval process before content is posted. They can also include employee conduct on social media. Or even legal or technical specifications for content.
- Rules and processes help protect your organization and brand.

Set social media strategy:
- Determine how you will use social media.
- Set goals for use.

Remember your audience:
- Who is your audience?
- Research where your audience is on social media.
- Prioritize platforms that your audience frequents.
- Set expectations and goals for engagement.

Plan ahead for conflict or tough issues.
- Pre-write and approve responses to common complaints or challenges.
- How will you engage with your audience?

Be open to creativity and trying new ideas - but not at the expense of your brand.
- Review and determine if it fits your organization's voice, message, and image.
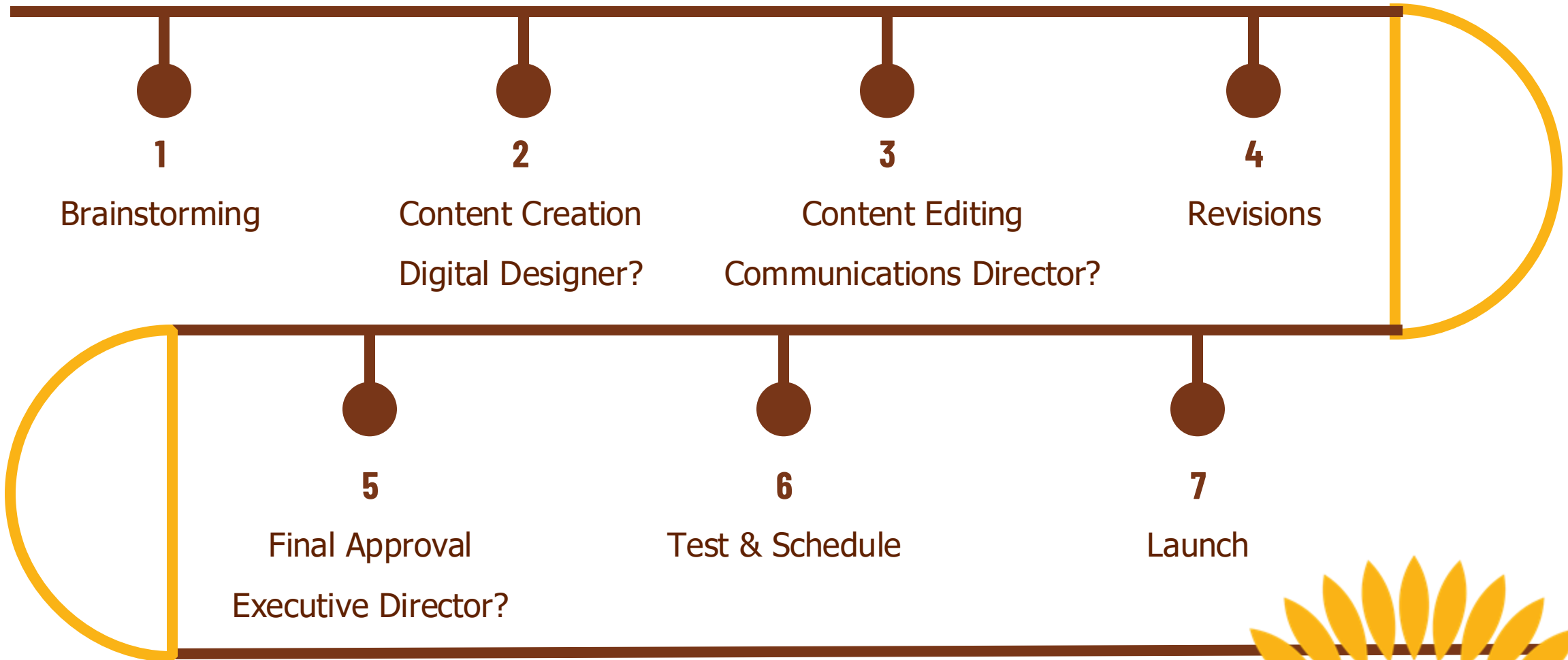
Building a Social Media Approval Process*

- Clearly define roles & responsibilities.
- Adopt a social media style guide.
- Set timelines for approvals.
- Set workflow & notifications.
- Build a content library.
- Build content calendar.
- Monitor & revise process and content regularly.

Sources: www.blog.hootsuite.com

Example Social Media Workflow & Approval

Basic Process for Content Approval

1

Brainstorming

2

Content Creation

Digital Designer?

3

Content Editing

Communications Director?

4

Revisions

5

Final Approval

Executive Director?

6

Test & Schedule

7

Launch

Example Content Calendar

February 2024

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Notes
					1	**2**	**3**	
	Black History Month American Heart Month				First day of Black History Month! National Girls and Women in Sports Day	Groundhog Day National Wear Red Day	15th Amendment ratified	
Email								
Social								
	4	**5**	**6**	**7**	**8**	**9**	**10**	
	World Cancer Day				Nevada Republican presidential caucuses and Virgin Island Republican presidential caucuses			
Email								
Social								
	11	**12**	**13**	**14**	**15**	**16**	**17**	
	International Day of Women and Girls in Science Super Bowl Sunday Nelson Mandela released from prison (1990)	Abraham Lincoln's Birthday	Galentine's Day Fat Tuesday Mardi Gras	Valentine's Day Ash Wednesday		National Caregivers Day		
Email								
Social								
	18	**19**	**20**	**21**	**22**	**23**	**24**	
		Presidents' Day Day of Remembrance for Japanese Internment		Black Muslim leader Malcolm X shot and killed (1965)	George Washington's Birthday Montgomery Bus Boycott Arrests (1956)		South Carolina Republican presidential primary election	
Email						**TBD: Flat Tax**		
Social								
	25	**26**	**27**	**28**	**29**			
			Michigan presidential primary election			Upcoming Medicaid Expansion petition		

Example Content Library

SOCIAL MEDIA HQ ☆ 🖿 ☁

File Edit View Insert Format Data Tools Extensions Help

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	A	Date	Topic	Account	Content	media	count
4	☐		Childcare	Twitter & FB ▾	So many Kansas families are struggling to make ends meet and do what's best for their family. Parents are deperate as child care cost skyrocket. We must do what we can to make good quality child care more affordable and accessible in communities from Kansas City to Garden City.	https://www.kcur.org/p	278
5	☐		Expansion	Twitter & FB ▾	Eureka is the latest rural healthcare facility to close in Kansas. Add this to the 8 Kansas hospitals that closed in the last decade. This is unacceptable. We must expand Medicaid now!	https://www.kwch.com	184
6	☐		Education	Twitter & FB ▾	Schools are the backbone of our state's future. Kansas has a history of underfunding our schools – and the consequences were dire. Kansas' public schools were chronically underfunded and our children suffered the consequences. We will be watching to make sure our schools continue to be supported.	After 13 years, Kansas is	298
	☐				We launched our communications training series to help communicators and advocates hone their skills and		

The State of Social Media

What to know when the landscape is constantly changing?

Determine Audience

➢ What is your goal for digital?
  ○ Education, engagement, organizing, etc.
➢ Who helps you meet your goal?
  ○ How do they help you?
➢ How do you connect with your target audience?
  ○ What platforms does your target audience use?
➢ Examine demographics to understand their habits.
 ○ Use Google Analytics or other tools to assess your target audience.

Know your audience

Do not try and do everything and be everywhere. There will always be a new channel of distribution. Focus on where your audience is and growing your community there.

Where are orgs focusing their efforts?

Consider your target audience and go where they are active. As of February 2024, the most effective platforms for community-building amongst Baby Boomers and Millennials are still Facebook and Instagram. If you want to reach Gen Zers, TikTok is where you should focus.
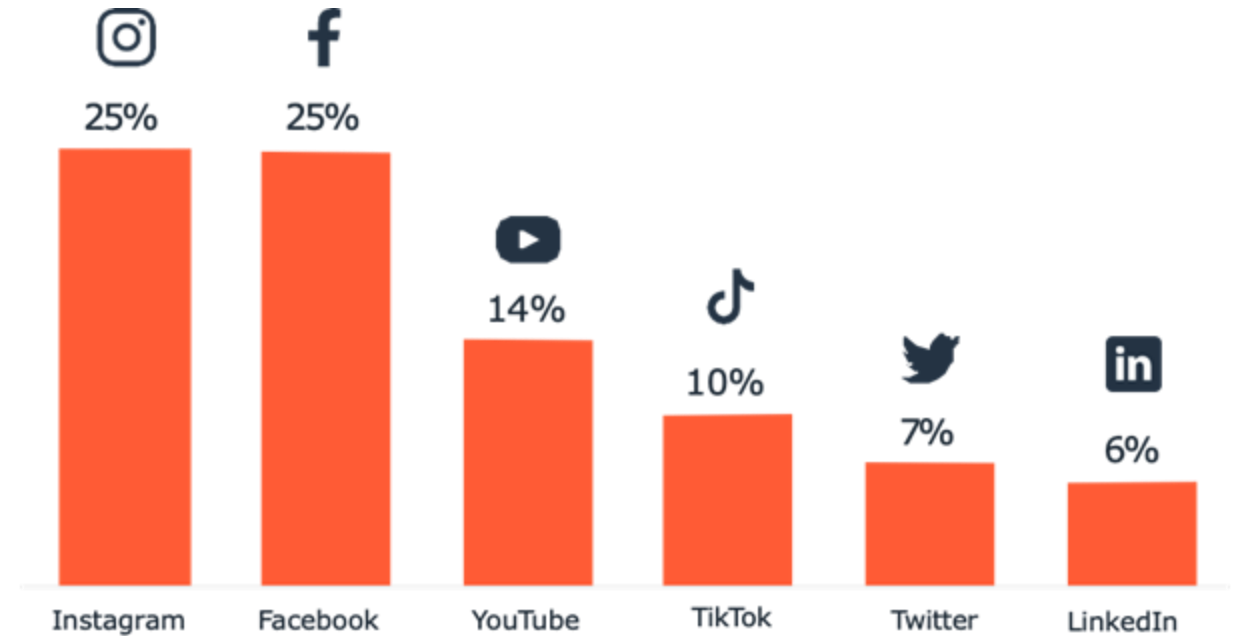
HubSpot Blog Research, Social Media Trends 2023 Report
Global survey of 1,000+ social media marketers in Jan, 2023

Facebook	2,958
Youtube	2,514
WhatsApp	2,000
Instagram	2,000
TikTok	1,051
Facebook Messenger	931
SnapChat	635
Twitter	556
Threads	130

Monthly Active Users *(millions)*

Why have a strong digital presence?

If you are going to have a presence on social, make sure it is done well or not at all because this is where people are going to learn about you. Facebook, Instagram and YouTube are all platforms that users rate as having strong search capabilities.

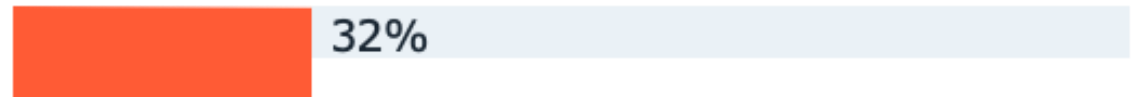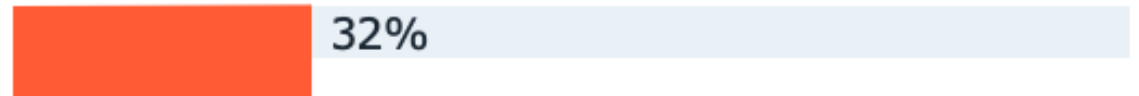**On social media, more than half of people use search (55%) to find**
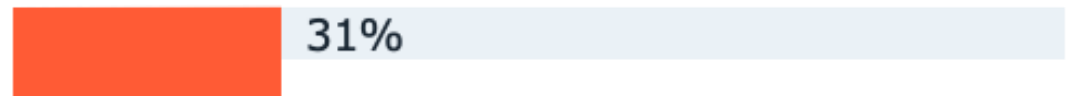
People
58%

Interesting content
57%

Brands
32%

Ideas / Inspiration
32%

Products / Services to buy
31%

Trends for growth and engagement.

Instagram Reels, Facebook Stories, TikToks, and YouTube Shorts are the most-used content format and generate the highest engagement.

Organizations should place their focus on short-form videos that rely on real authentic content from people in their communities.

Users are increasingly relying on short, authentic videos, to learn about organizations and their services.

What type of content do orgs plan to invest in?
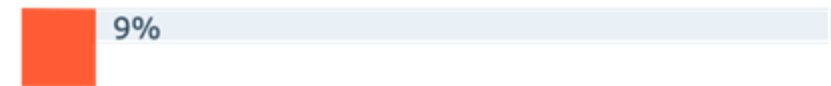
Short-form videos
33%

Long-form videos
11%

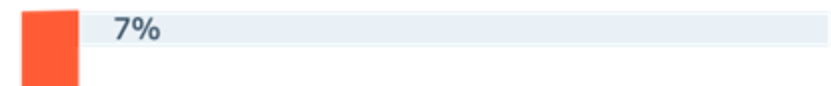Live audio chat rooms (Clubhouse, Twitter Spaces, etc.)
10%

VR or AR (augmented reality)
9%

Memes
8%

Interviews/podcasts/expert discussions
7%

Infographics
7%

Social Media Content ideas

▶ **Relatable posts -** real authentic voices communicating issues that matter to your community.

▶ **Behind-the-scenes content -** Show your organization culture, and feature posts from key members in your organization.

▶ **Memes + funny content** - These are everywhere. Try and find and reuse memes that fit your orgs standards and utilize their humor to engage and expand your audience.

▶ **Interactive content like polls** - Users love to feel like they are a part of the process. Educational content and news stories - Start a series that explores a news article in your industry each week and why it's relevant.

▶ **Content that reflects your Org values -** Interview your leadership, employees, community members that benefit or utilize services.

Digital Media Basics - Sizes

	Instagram	Facebook	X	LinkedIn	TikTok
Profile Photo	320 x 320	170 x 170	400 x 400	400 x 400	200 x 200
Landscape	1080 x 566	1200 x 630	1600 x 900	1200 x 627	1920 x 1080
Portrait	1080 x 1350	630 x 1200	1080 x 1350	627 x 1200	1080 x 1920
Square	1080 x 1080	1200 x 1200	1080 x 1080	1080 x 1080	1080 x 1080
Stories	1080 x 1920	1080 x 1920	N/A	N/A	1080 x 1920
Cover	N/A	851 x 315	1500 x 1500	1128 x 191	N/A

Digital Media Basics - Common Questions

Is there a best time to post on social?

There is no "best" time to post for everyone. Organizations should be frequently looking into their audience insights to strategically post when your followers are most active.

Is it possible to post too much?

The answer like most things when it comes to social media is it depends on your specific audience. Some organizations social presence thrive with only a few posts a few, while others post multiple times per day. An organization must first and foremost always be authentic in their communication and only post when you have something to say.

What types of posts perform best?

This is again dependent largely on your specific audience but as mentioned on a previous slide, short form video is what most social media channels are leaning into and giving preference to. As such, these types of posts seem to garner more engagement.

Digital Media Basics - Common Analytic Terms

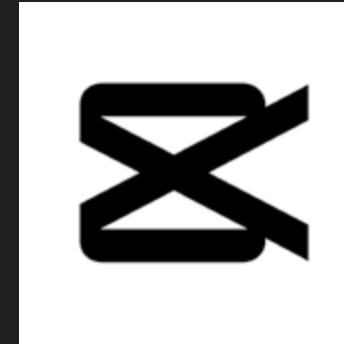|	
Reach	The total number of people that saw your content.
Impression	The total number of times your content is displayed (not interacted with)
Video Views	**Facebook** - When a user watches 3 seconds of a video **Instagram** - When a user watches 3 seconds of a video **Twitter** - When a user watches 2 seconds of a video **TikTok** - A view counts when the video starts playing in the feed **Youtube** - When a user watches 30 seconds of a video
Conversion Rate	The percentage of users who take a desired action after interacting with your content.
Engagement	Any and all interactions with social content.
Frequency	Rate at which an ad is show to the same user.

Digital Media Basics –Tools

Canva **Photoshop** **Adobe Express** **Otter.ai** **Capcut** **Kapwing**

Free Stock Sites

1. Unsplash
2. Burst
3. Pexels

4. Pixabay
5. Free Images
6. Kaboompics

10. Gratisography
11. Vecteezy
12. Flickr

Digital Media Basics - Tips for Artificial Intelligence

▶ **Integrate AI tools into the creative process as a source of inspiration, research, and faster content creation.**

Learn the right prompts and strategies to make the most of AI tools. Leveraging AI is it's own skillset, which is why those who are the best with AI take the time to research and learn the prompts.

▶ **Understand copyright issues and crediting artists before using AI-generated imagery for commercial purposes.**

AI images are a bit of a grey area. Just like stock photos and anything your org uses, you need to make sure that it's uniquely yours, or that you have the rights to use it.

▶ **Automate content creation tasks.**

Automate or speed up social media content creation tasks like captions, images, content calendars, and social media ideas with ChatGPT, Dall-E 2, Jasper, or Canva's AI tools.

THANK YOU!

Let's Discuss

www.kscommonsensefund.org