

MANUAL FOR INTERNATIONAL CAMPAIGN GROUPS

Part - SOCIAL MEDIA

How to Successfully Use Social Media in Your Campaign

There are hundreds of social networking sites out there. Focus on a few of the most popular sites and establish a quality presence there – remember, because these sites are so interactive, you’ll need to focus on quality, not quantity.

Sites like [Twitter](#), [Facebook](#) are a good start, and might be enough of a social media presence for most campaigns.

[Google+](#) is growing and becoming more important so you might consider to use that too. You may also consider using [LinkedIn](#) - Since this audience is comprised of a driven group of professionals, not just the public at large, where you can engage with influential decision makers. There are other social media sites, whose popularity vary from country to country (e.g. [hyves.nl](#) in the Netherlands, [netlog.com](#) in Belgium). So it’s important that you tap into whatever are the popular forms of social media in your country.

However we would recommend to go for the quality - building a strong active fun base on each social media (see e.g. info about Edgerank below), rather than being on many social media. So, go for the additional social networks, if you know you’ll have time and resources to manage them.

Social media is not a free and easy form of campaigning. Many forms of social media are becoming increasingly crowded (such as Twitter and Facebook) and therefore require extra time and energy to ensure that you get your message across from the din of a crowded online media.

Facebook

Facebook is the largest and best known social media site. There are more than 600 million people using Facebook every day.

It offers the opportunity to set up personal profiles, groups or pages.

Groups were formerly used by organisations and campaigns, but recently pages have become more popular as they are more flexible and interactive than groups.

Pages need only someone to click 'like' in order to start following that page. This is considered more informal than having someone 'join' a group, and so ensures that your campaign reaches as many people as possible.

EdgeRank

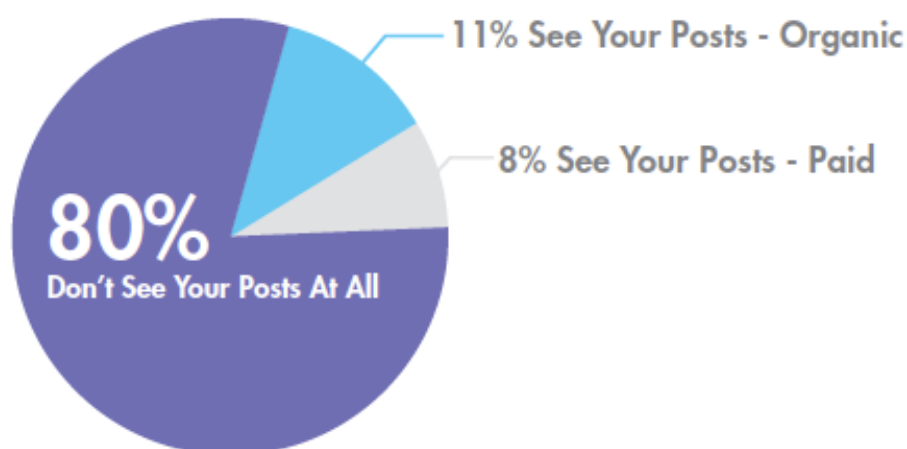
It's kind of depressing, but Facebook are making changes to give your posts less visibility, unless you pay.

For instance, page updates don't show up in your news ticker. Page posts don't show up in every user's news feed. Unless a user engages with these posts, fewer will show up in the news feed.

Is Facebook's algorithm that personalizes users' newsfeeds and inserts posts it thinks will interest them. (Be aware that your posts appear on the timelines of only a part of your fans – how big is this part depends on the Edge Rank). Facebook's EdgeRank algorithm rewards pages in the newsfeed based on the number of interactions a page receives. An interaction can be defined as a summary of "Likes," posts, or comments about the page. In very simplified terms, if users (or their friends) are interacting with your FB page on a fairly frequent basis, you show up; if not, you get dropped.

It's important to remember that if your fans engage with your post (like, share or comment), they are more likely to get posts from you in the future. This is because Facebook monitors people's behaviour and uses that to determine what will be most relevant to them.

Note: Only about 1% of fans ever return to your actual Facebook page after they've liked it. The majority of people spend most of their Facebook time in their newsfeed, which are the posts they see on their homepage. No one sees every post from every friend or page they've liked.



Only a small percentage of your fans interact with your posts when they show up

in their newsfeed. The fans who don't click on your posts stop seeing you there. That means your Facebook Page isn't going to be seen by all your fans. In fact, Facebook said in February of 2012 that the average page was reaching just 12% of its fans. So, if you want your fans to see your posts, you need to get them to click on something in each post.

To show up in as many users' top newsfeeds as possible, your content must be fresh, engaging, current and compelling. Then it becomes a cycle; you post content that gets "Likes" and comments, and your future content appears in the newsfeeds of those that "Liked" and commented on earlier content.

Facebook is Visual!

Visual Content is critical to sharing and maintaining EdgeRank. On Facebook, people love sharing visual content, so you want to make sure that you are leveraging something that is visually stimulating.

Upload more photos.

If you want to maximize your Facebook ROI to increase likes and comments, then you need to be uploading more photos with links posted inside your status updates rather than simply posting links. Photos get a higher EdgeRank score and better grab the attention of your fans in an increasingly cluttered Facebook News Feed.

Post questions

Keep in mind that a post posed as a "question" tends to drive more interaction than one written as a statement.

For some particular time limited campaign or event:

Here is one tip from a very successful campaign:

Release a version of your profile picture and sent out messages urging supporters to use it in place of their profile pictures on social networks. Supporters should be able to customize the image to represent their own views. Some can combine the logo with their own profile picture...

"It was taking over my Facebook newsfeed at times throughout the day, where you'd see multiple friends with the icon,"

(source: Inside the Human Rights Campaign's Social-Media Success - In the first 24 hours after its release, the logo had been reposted 10,000 times and had attracted 10 million page views. The group also recorded 200,000 new Facebook fans and 10,000 new Twitter followers.)
<http://philanthropy.com/article/Inside-the-Human-Rights/138423/>

Calls to actions:

Determine What You Want Prospects to Do

Your call to action should encourage readers to engage with you further. You'll want to break the activity into smaller steps that make sense to your audience.

Provide sense of urgency.

It's much easier for people to click to the next shiny item. Tests proved that increasing the urgency of the call to action improved response.

Make your call to action stand out visually. Use color, typography and wording to enhance presentation of your call to action.

Advertising:

Facebook gives you the option to advertise your page on its site. While it's always preferable to try and get your number of 'likes' up without having to pay for it, Facebook offers a convenient means of advertising should you choose to go down that path.

Under Facebook, you can target ads for your page at certain groups of users (i.e. young people, people with an interest in environmental issues). You don't pay unless a user clicks on your page, and you can set a maximum daily amount (from a minimum of €1 upwards) which will ensure you stay within budget.

Free is always better, but advertising could allow you to quickly increase numbers, which will help you spread your message.

Twitter

When you sign up to Twitter, you're given the ability to provide three bits of information: a profile picture, a 160-character bio, and a link to your home page. Take the time to fill out your Twitter bio. Users want to know who you are before they'll follow you. Tell potential followers why they should listen to you.

If possible, try to make sure to follow back relevant people and organisations that are following you.

Read the tweets of those you follow and search for tweets on relevant keywords. Twitter client applications such as TweetDeck, Hootsuite, and Seesmic are useful for organizing your Twitter feeds, managing multiple microblogging accounts, and post or scheduling posts from multiple users.

Tips to Make Your Tweets Engaging and Easy for a Follower to Retweet:

- Always use a URL shortener like Bit.ly. They are also often built into other tools such as Hootsuite and Tweetdeck. You only have 140 characters, so make it count!
- Keep tweets below 140 characters, ideally under 100 characters. It makes

retweeting easier to do.

- The symbol # on Twitter is known as a hashtag. These tags are used to affiliate a tweet with a certain topic and can be useful for tracking social marketing campaigns and connecting with customers. You can develop your own hashtags to try and promote a viral following for a specific topic or campaign.
- Avoid the temptation to use tools that send automatic direct messages. These types of messages are often construed as spam and may cause people to “unfollow” you.
- You can also engage Twitter followers and influencers by including an @mention in your tweets. You can do this when you post content you think will resonate with an influencer. An easy format to follow is tweeting with a link to relevant content and then including the @mention at the end of the tweet.
- Use Twitter lists to segment users by interest or group together brand advocates and your favorite twitter users.
- Keep in mind that when you add a user to a public list they are notified and the list is open and searchable to all users.
- A private list is only visible to you.

Include links in your tweets

According to a research (science of twitter free chapter) highly followed accounts tweet more **links** than their lesser followed counterparts. People are more likely to retweet a link rather than just a simple tweet.

There is a sweet spot of linking for maximum retweets. Accounts that posted 60 to 80 percent links tended to get the most retweets. Ninety percent or more links can look spammy, so retweet performance tends to drop off there.

How many tweets is too much? Is it possible to overtweet?

From an analysis of over 5 million Twitter accounts and a comparison of the number of times per day they tweeted on average and their number of followers it was found that followers peaked with accounts that tweeted around 22 times per day and there was no steep drop off beyond that.

When you're sharing content you've found from other sources across the web, tweet it as fast as you want. But when you're tweeting your own content to send traffic to your site, **slow down and tweet it at a more deliberate pace.** (If you tweet 2 or 3 links in one hour, the click through rate for each link decreases.)

Engaging in conversations

As the data about follower counts show, constantly replying and being chatty on Twitter does not benefit you in terms of reach or content spread. If you're using Twitter as a marketing channel, with the goal of building a large audience of engaged followers who often share your content, you'll be best served by **focusing on sharing a lot of interesting content**, rather than replying to every message you get.

Tweets with the phrase **“Please retweet”** gets four times more retweets! Calls to

action work in all forms of marketing, and social media is no different. If you want more retweets, ask for them.

Time

Although overall Twitter activity tends to be highest early in the business week, retweeting peaks on Fridays. On Friday afternoons, look over the content you've posted during the week and share the best stuff again. After a few weeks, you'll learn if Friday afternoon as a highly retweetable time works for your audience.

Tweets that are posted toward the end of the week got more clicks than those posted on Monday through Wednesday. But it isn't just Thursday and Friday that perform well; Saturday and Sunday also both have high clicks. Experiment with the weekends.

Tweet later in the day. Tweets posted in the afternoon hours have higher click through rates and more retweets than tweets posted in the morning.

Self-promotion

Here is that word of caution: As with anything, a little self promotion is good for business but if your entire tweet history is only about your group/organisation, you've got it wrong.

Self-reference is correlated with lowered follower counts. Looking at millions of retweets and millions of non-retweeted "normal" tweets, it was found that non-retweets tended to contain more self-referential language than retweets. Not only does self-reference not lead to more followers, it also doesn't lead to more retweets.

Why people retweet

People want to retweet new information. They want to be the first, not the last, to inform their followers of some breaking news. Scarce and new information is valuable information.

Some other interesting surprising findings:

- Tweets with a link in the first quarter of the text get retweeted more. Experiment with a format like "new post: <http://linktopost.com> title of the post" (instead of usual format with the link at the end ("Title of the content: <http://linktothecontent.com> .")) and see if it works with your audience.

Five tips to build up your influence on Twitter

Be clear.

Get REALLY clear on who the account is meant to serve and what it is meant to give them. How would your parents describe the account to friends at a dinner party? Go right ahead and put words into their mouths with a simple "mission statement."

Be useful.

It's not about you - take every piece of content, quote or idea you plan to share on the account and flip it around so that it is much more about the reader than about your organisation. If you're sharing a blog post, don't tweet the title, tweet a question about the reader, a juicy stat or an amazing quote from the article.

Be open.

Are you following people back? At the very least you should be trying to follow your most active supporters so that they feel welcomed and have a private way to reach out to your company via direct message. It's a small thing but it really makes people feel like insiders to your success, which is hugely powerful and important.

Be unselfish.

Read other streams and retweet other people's stuff from time to time.

Be complete.

Be the best source you possibly can be for the value proposition you outlined. Make sure your profile photo, description, cover picture, background picture and landing page (page the URL in your profile leads to) are all completely filled out and consistent with what the account is looking to deliver.

Google+

Google+ is quickly becoming an essential part of any organisations' social media strategy. Boasting 350 million active users, this social network is going to grow very quickly as Google is making a Google+ account mandatory for all Gmail users. Google + is also playing a major role in SEO by making it easier for you to show up in search results.

An authoritative Google Plus account is one of the factors that will help you rank high on Google (search results) - a popular Google Plus account is an important criterion in the search algorithm that ranks pages.

Read more: <http://www.businessinsider.com/google-plus-is-outpacing-twitter-2013-5#ixzz2VVg43XYG>

About Page

An essential but often overlooked important first step, the "about" page is a fantastic opportunity to give a quick overview of what your group is all about. You can also link back to specific pages from this page directing potential supporters to the most important pages on your website.

It's important to have a description that's also SEO friendly. Make sure to include information that searchers will want to know about your group.

Circles

This functionality allows you to segment your followers. Unlike other social networks, through Circles, you can develop personas and communicate highly segmented messaging to each audience. This allows you to have a more authentic dialogue

Claim Your Ownership of Content

Google is aggressively using SEO benefits to entice webmasters and bloggers to engage with Google+. Google authorship is the easiest way to take advantage of the SEO benefits of Google+. Doing so will allow the author's picture to show up next to his blog posts in Google search results, causing higher rankings and click through rates. Studies have shown that Google Authorship increases click through rates.

Read more: <https://plus.google.com/authorship>

LinkedIn

LinkedIn is the largest professional social network online today with over 200 million users and a targeted audience of business professionals.

It's the premier social networking site devoted solely to professionals. There is no other social networking site in which you have a greater chance of being able to interact with an influential decision maker due to the business-focused nature of the community.

As the world's most popular business networking site, it wasn't long ago that LinkedIn was no place for non-profit organisations. But recently, LinkedIn has seen the value in causes. Users can now add causes they support to their profile. This charitable online identity is something that employers and peers are starting to use as an indicator of personal integrity.

LinkedIn is no longer just a place to post your resume and look for a job. It's become a vital business tool for professionals and companies.

LinkedIn is sometimes ignored as a social media powerhouse when compared to Facebook or Twitter, but you may find LinkedIn offers your non-profit more viable communication channels than any other social media service. Since this audience is comprised of a driven group of professionals, not just the public at large, it's a worthwhile group of engaged users for you to court.

To get started and for tips for best practice, read:

Learning LinkedIn from the experts

http://cdn2.hubspot.net/hub/53/blog/docs/ebooks/learning_linkedin_from_the_experts_2012_april.pdf

<http://mashable.com/2011/11/16/non-profits-linkedin/>

Youtube

Few important tips first:

- Most successful You Tube videos are less than 5 minutes long. Even if your video is educational or informational, make sure that it isn't needlessly long.
- If your video does happen to be longer, consider breaking it up into segments. Later, you can combine the segments in a playlist.
- You should try to make your video entertaining. By doing this, people will want to watch it. They will also want to tell their friends about it. They might post it on their blogs, Facebook page etc. This is great free promotion for you and your website. Word of mouth is one of the great marketing tools out there-and it's free!
- If you want people to visit your website, then you need to include the address within the video itself. You might have a great video that everyone talks about. However, they need to know how to find you afterward. Going to Google, typing in a phrase, and then sorting through the choices is just sometimes too much work for people.
- Write your website as the very first thing in the description of your video.
- Make sure that you use tags and categories in the right way. People will find your video through the tags, which are essentially keywords, so be wise about choosing them. Try to add as many tag words, or keywords, as you can. You never know what phrase or word someone is going to type in that will lead them to your video. These will also help your video show up on Google searches, too.

Once you have uploaded your video, chosen your categories and video tags, and let it settle into the website, you can't just sit back and hope that traffic comes to it-you must market it as well.

Create playlists

You can group your videos by themes, making it easier for people to find what they are looking for. As a result, they could end up watching more videos and will hopefully visit your website.

Annotations

Annotations are a powerful feature you should use. They are physically viewable, and in some cases, clickable layers that you put right on top of your existing YouTube videos. These layers allow you to add things like text, notes, and links to your videos, providing a more informative and interactive experience for your viewers.

YouTube allows you to add clickable links to your annotations. However, unless you're a YouTube partner, the links are limited to other videos, playlists and channels on YouTube, not to external websites.

Captions (Subtitles)

Help deaf and hard of hearing viewers make your videos accessible and translate your videos into other languages. You can use the subtitling platform Amara which makes the process much easier.

Connect

Above all, YouTube is a social utility site and the more your name is out there, the more hits your video is going to receive.

You can interact with the YouTube community by leaving comments on other people's pages and uploading video responses to videos on related topics.

Promote

Make sure that embed your marketing videos on your website on the right pages so that people can find them.

Use your uploaded YouTube video in your Facebook page, Twitter etc.

Use your YouTube channel URL to any out-going emails that you send.

Make them part of your signature so that no matter who you send them to, they will be able to see your link. (see http://www.wisestamp.com/email-install?utm_source=extension&utm_medium=email&utm_campaign=promo_30)

Management of Social Media

There are tools which could simplify the management of your social media marketing.

If you'd like to have a better insight into your audience, track who mentions you or your cause, you can use social management tools that will make your life a bit easier.

We're using [Hootsuite](#) which integrates a range of social channels and apps. The system's user interface takes the form of a dashboard, and supports social

network integrations for [Twitter](#), [Facebook](#), [LinkedIn](#), [Google+](#) and other channels.

HootSuite provides a browser-based dashboard that allows users to keep updated on their Twitter account and to submit messages to a variety of social media services, including Twitter, Facebook, Google+. We would **not recommend to use it for posting on Facebook** though since it was proven that usage of third party services decreases the number of fans who will see your post.

Hootsuite is free with an option of a paid Pro version with more features.

There are many other services (some of them paid), here you can check out some of them and what they have to offer and see if they are a good fit for your needs. <http://www.socialmediaexaminer.com/5-social-media-management-tools-you-should-consider/>

CONCLUSION

Few important tips:

- **Negativity doesn't sell on social media as well as positivity does.**
- Integrate social sharing buttons into your website so that visitors can pass along your content with just one (or a few) clicks.
- Include a "call to action" at the end of your **blogs**, asking readers to comment or check out your other social media sites.
- Set up a [Google Alert](#) for your organization's name to keep track of what people are saying (and respond)

Sources:

Exclusive interview: Getting more Facebook page engagement than Lady Gaga...
<http://www.engagingnetworks.net/uk/blog/2013/05/exclusive-interview-getting-more-facebook-page-engagement-lady-gaga>

The Science of Twitter - A Chapter from Dan Zarella's New Book: *The Science of Marketing*

<http://offers.hubspot.com/the-science-of-twitter/free-chapter-download>

Cheat Sheets for Social Marketing Success

<http://pages2.marketo.com/social-marketing-tips-series.html?aliId=72320741>

Why people share on Facebook

http://www.marketo.com/_assets/uploads/Contagious-Content.pdf

How to attract customers with Twitter and Vine

http://cdn1.hubspot.com/hub/53/How_to_Attract_Customers_With_Twitter_And_Vine.pdf

Creating and Marketing the Perfect You Tube Videos

<http://www.flechamobile.com/youtube-marketing-video/>