



# Creating Social Toolkits & Campaigns

Presented by:  
Misty Montano  
Digital Content Manager  
9NEWS, Denver, CO  
@MistyMontano

# Social Media Toolkit & Campaign

## The Toolkit

A social media plan goes hand-in-hand with your current brand, marketing and communication plans.

- ❖ Social Media Plan
- ❖ Social Media Tree
- ❖ Visual content
- ❖ Engagement activities

# Social Media Toolkit & Campaign

## Social Media Planning

Answer these questions to help you formulate your social media campaign

- ❖ What is your goal?
  - ❖ Write out a long description, then condense it into a few short sentences - or less than 140 characters!
- ❖ Who is your target audience?
- ❖ What is your budget?
- ❖ What is your content?

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## Social Media Plan

Answer these questions to help you formulate your social media campaign

- ❖ Who manages and implements the campaign?
- ❖ How is the campaign managed, moderated, monitored, measured?
- ❖ How does it work on mobile?
- ❖ Which social networks will you use?

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## Social Media Tree

An understanding of social media use and demographics will help you decide which social networks to use for your campaign.

- ❖ Internet use
- ❖ Mobile users
- ❖ Social network demographics

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JAN  
2015

## INTERNET USE

BASED ON REPORTED ACTIVE INTERNET USER DATA, AND USER-CLAIMED MOBILE INTERNET USE



TOTAL NUMBER  
OF ACTIVE  
INTERNET USERS



we  
are  
social

280M

INTERNET USERS AS A  
PERCENTAGE OF THE  
TOTAL POPULATION



we  
are  
social

87%

TOTAL NUMBER  
OF ACTIVE MOBILE  
INTERNET USERS



we  
are  
social

170M

MOBILE INTERNET USERS AS  
A PERCENTAGE OF THE  
TOTAL POPULATION

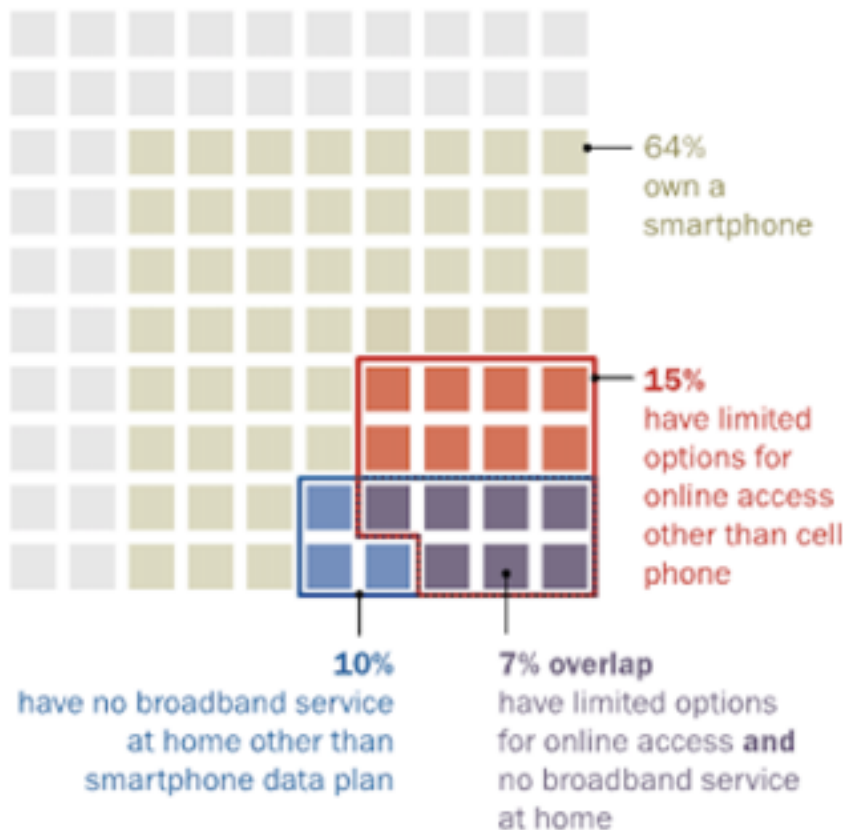


53%

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*% of U.S. adults who have a smartphone, but lack other broadband internet service at home, and/or have limited options for going online other than their cell phone*

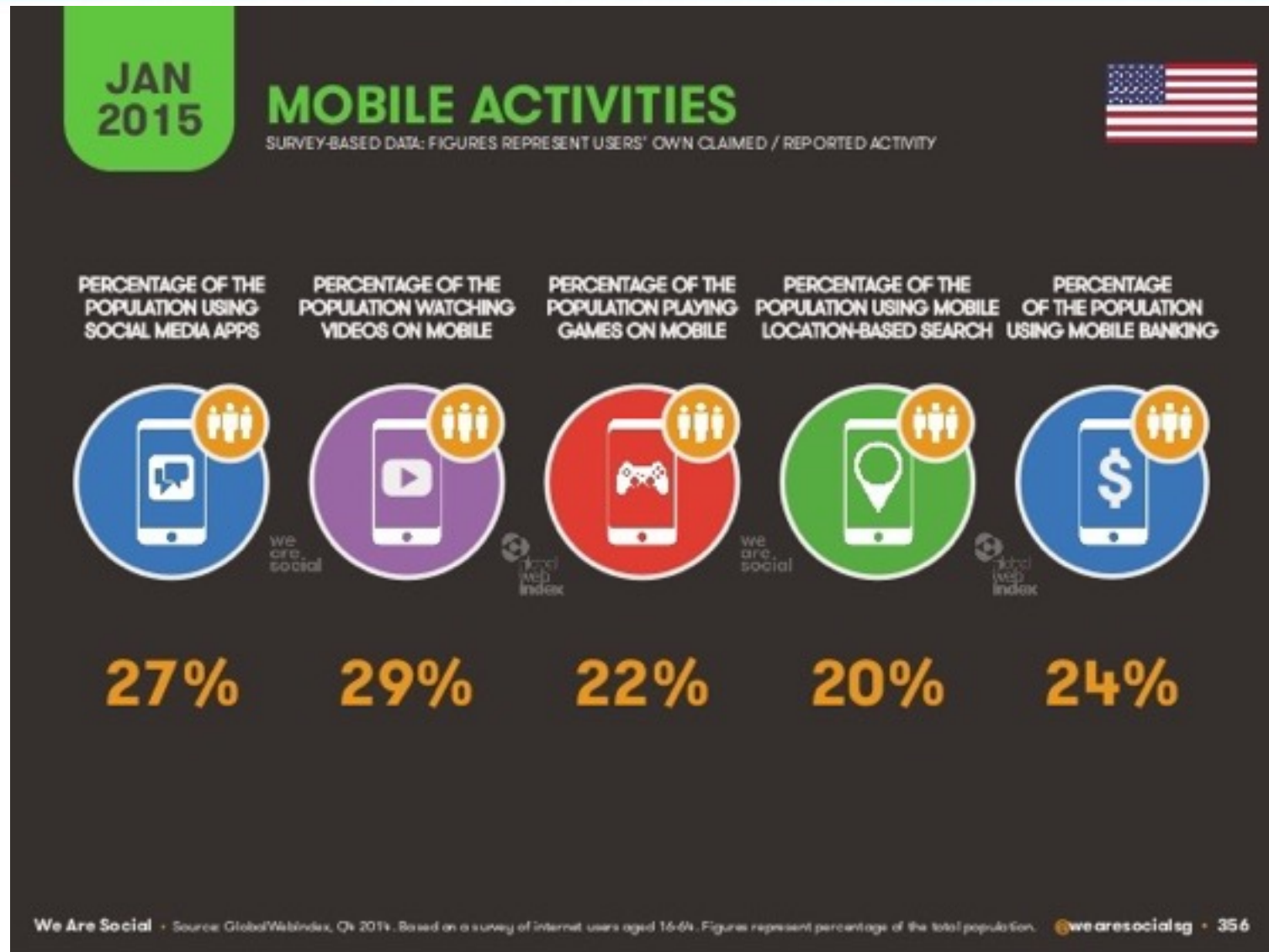
ALL ADULTS



The “Smartphone-Dependent Population: 7% of Americans Rely Heavily on a Smartphone for Online Access

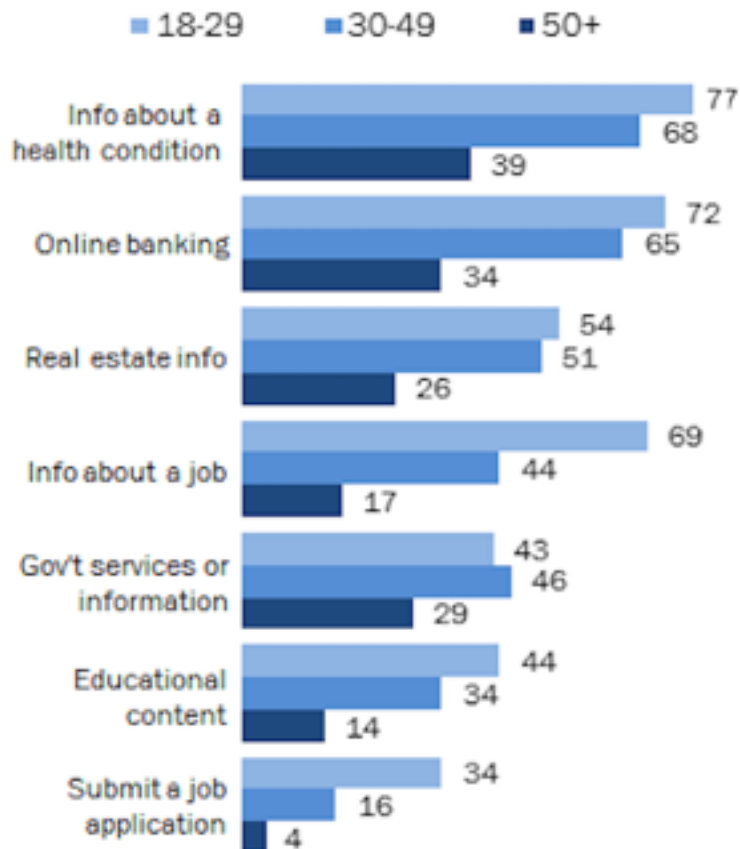
- Pew Research Center, October 2014

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*% of smartphone owners in each age group who have used their phone in the last year to do the following*

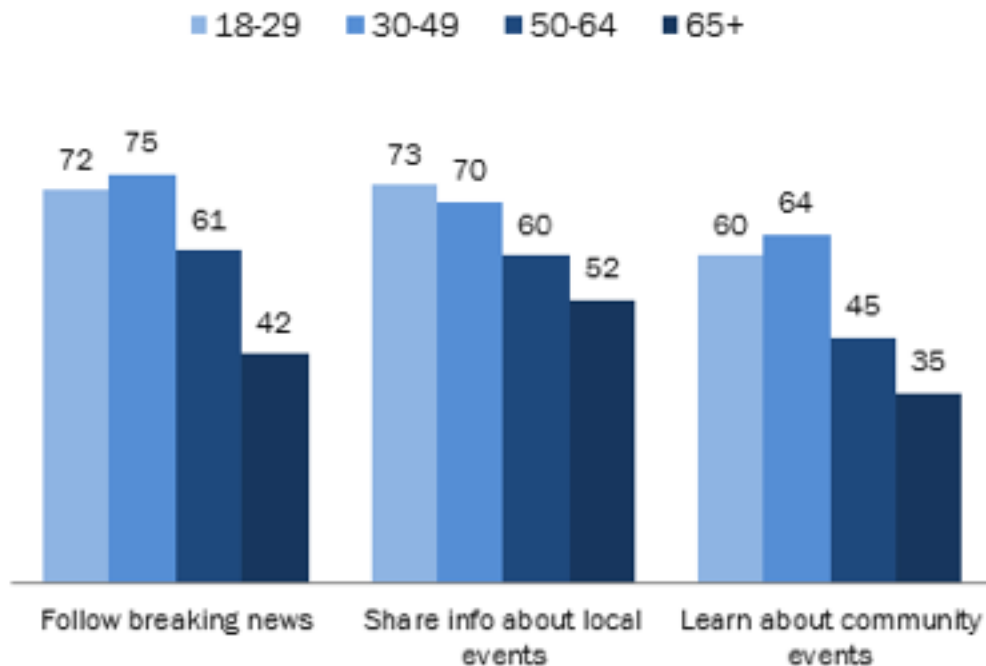


Young Adults Rely Heavily on Their Smartphones for Job Seeking, Educational Content, and Health Information  
- Pew Research Center, October, 2014

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## Using One's Phone for News and Community Info is Popular Across a Range of Ages

*% of smartphone owners in each age group who use their phone frequently/occasionally to...*



Pew Research Center American Trends Panel survey, October 3-27 2014.

PEW RESEARCH CENTER

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JAN  
2015

## SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER  
OF ACTIVE SOCIAL  
MEDIA ACCOUNTS



**186M**

ACTIVE SOCIAL ACCOUNTS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



**58%**

TOTAL NUMBER OF  
SOCIAL ACCOUNTS  
ACCESSING VIA MOBILE



**160M**

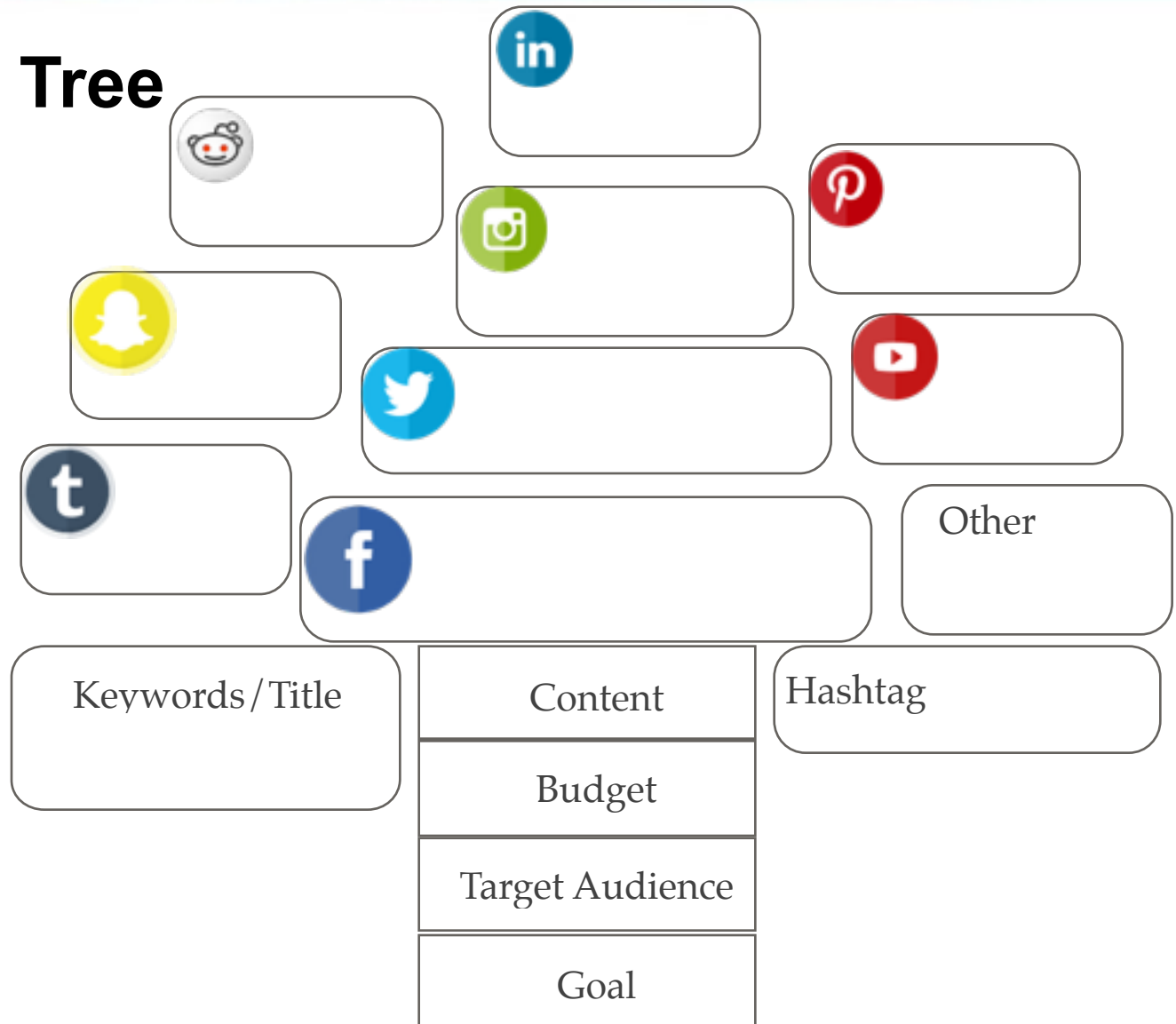
ACTIVE MOBILE SOCIAL  
ACCOUNTS AS A PERCENTAGE  
OF THE TOTAL POPULATION



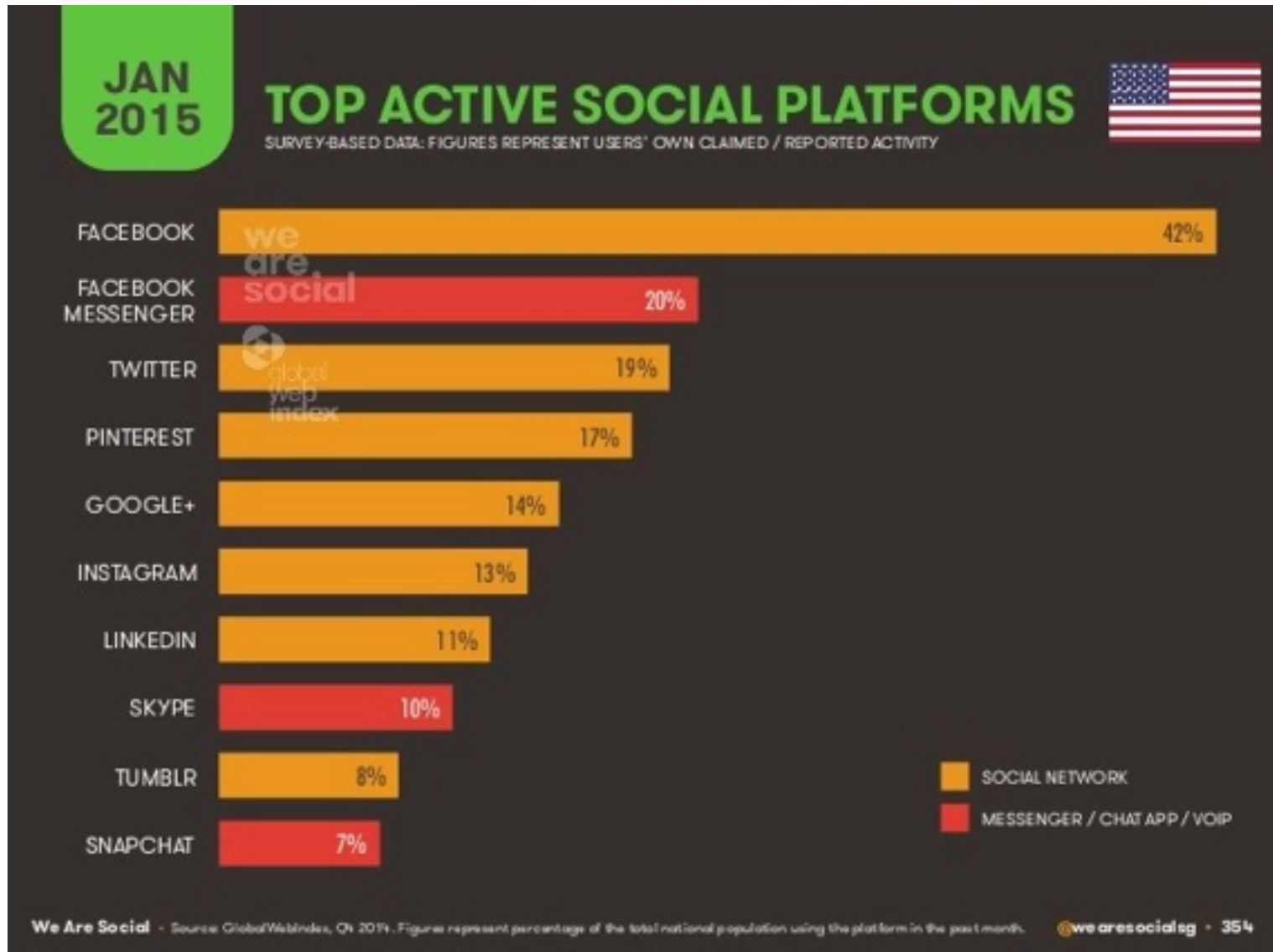
**50%**

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## Social Media Tree



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## Quick facts for Social Media Tree



- 302M active users\*
- 500M tweets sent per day\*
- Popular among teens, young adults
- Is NOT a high traffic referral
- Video can now be uploaded straight to Twitter
- Multiple photos uploaded and tagged
- Sponsored tweets and accounts
  - Target specific demographics, interests
- Best for:
  - Live events with television & sports
  - Breaking news
  - Brand engagement & awareness
  - Branded hashtag campaigns

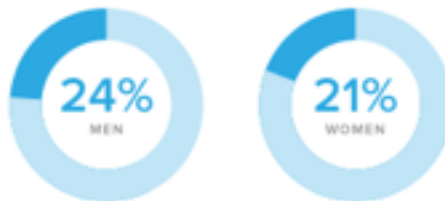
\*Source: Twitter, March 31, 2015

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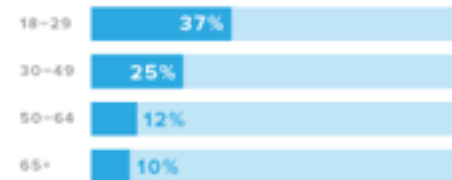


## Twitter Usage Among Key Demographics

### GENDER



### AGE



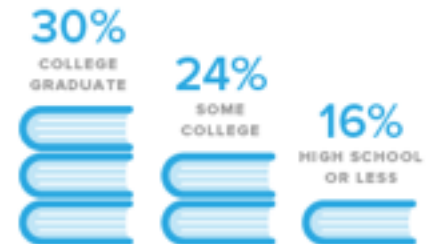
### LOCATION



### INCOME



### EDUCATION



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## Quick facts for Social Media Tree



- 300M monthly active users\*
- 70M average photos per day\*
- Increasing use among young adults 18-29\*\*
- No live links
- 15 second video
- Utilize account tagging
- More hashtags the better
- Sponsored Instagram rolling out
- Best for:
  - Sharing your community
  - Brand engagement & awareness
  - Branded hashtag campaigns

\*Source: Instagram press room

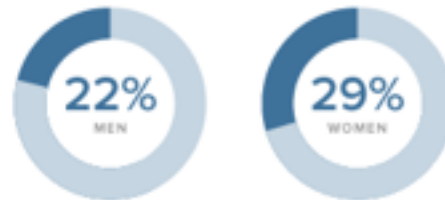
\*\*Source: Pew Research Center, September, 2014

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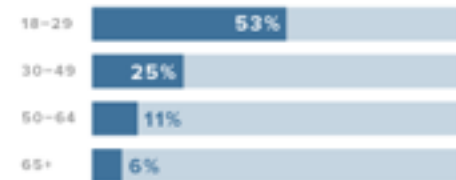


## Instagram Usage Among Key Demographics

### GENDER



### AGE



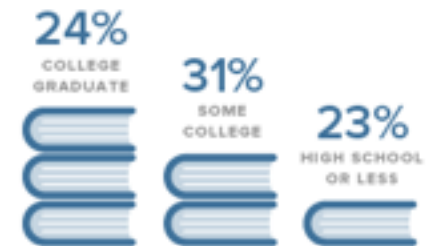
### LOCATION



### INCOME



### EDUCATION



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## Quick facts for Social Media Tree



- Health and safety are popular topics for pinning
- Women are predominate users
- Double male user base in 2014\*
- 80% of use is from mobile
- Pinterst analytics
- Pinterest integration with websites
- Embeddable pins
- Buyable pins rolling out

\*Source: Marketing Land, March 31, 2015

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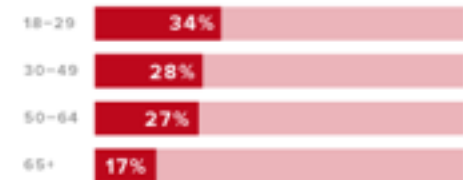


## Pinterest Usage Among Key Demographics

### GENDER



### AGE



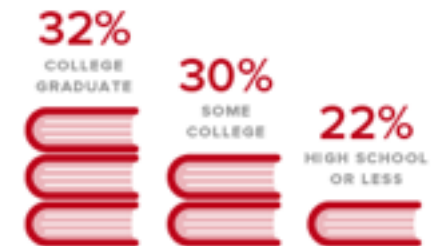
### LOCATION



### INCOME



### EDUCATION



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## Quick facts for Social Media Tree



- LinkedIn for nonprofits
- The network to use to find donors
- Find board members
- Post volunteer opportunities
- Build a company page
- Promote your cause
- Find supporters for your cause
- Find staff members

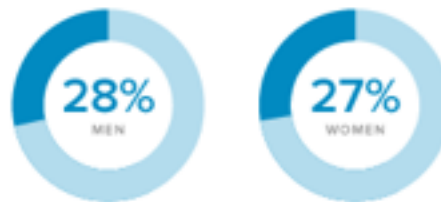
<https://nonprofit.linkedin.com/>

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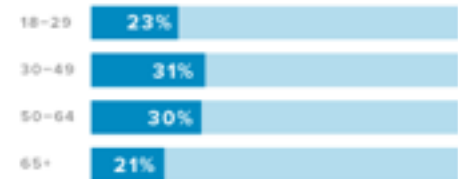


## LinkedIn Usage Among Key Demographics

### GENDER



### AGE



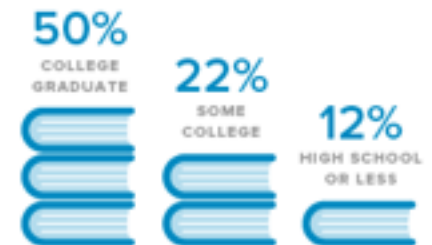
### LOCATION



### INCOME



### EDUCATION



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## Quick facts for Social Media Tree



- The most use social network in U.S.
- Facebook is shaping media consumption
- Always changing
- More video uploads than YouTube
- Embed posts, videos on website
- Pages need to focus more on its community
- Follow 80/20 rule
  - 80% about community
  - 20% about you
- Be responsive

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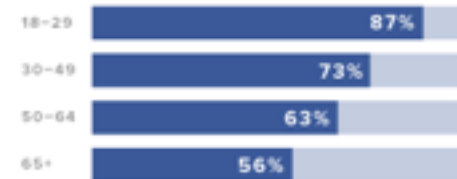


## Facebook Usage Among Key Demographics

### GENDER



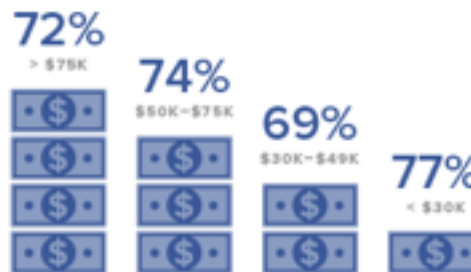
### AGE



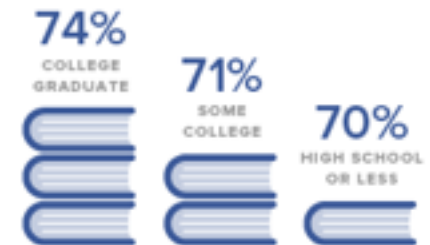
### LOCATION



### INCOME



### EDUCATION



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**The more people interact with your page, the more your page is shown in newsfeed**



- Content is KING
- Must stay relevant
  - Post multiple times per day
- Know your insights
- Videos are important
  - Autoplay
  - Video views count after 3 seconds of viewing
  - 20-30 second videos do best



## Most recent changes announcements

- Balancing content from friends and pages
- Measuring time spent viewing a post on your newsfeed
- Not as much weight given to posts liked or commented on by your friends
- Less reach on memes and click-bait actions, ie headlines, begging for likes

## New releases

- Facebook Lite: new version of FB for Android users
- Riff: make videos with friends
- Moments: private sharing of photos with friends
- Family scrapbook to protect, organize photos of your kids

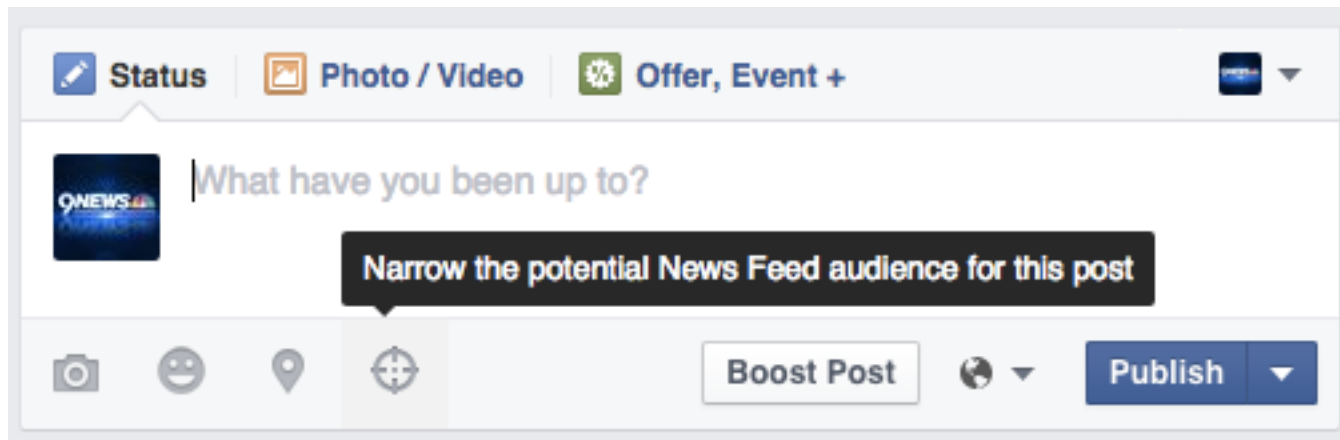
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## Facebook targeting

Targeting without money will narrow your audience, but may be the best option to find the *right* people

Boosting a post, or using Facebook advertising allows you to target your audience, but this expands your audience instead of narrowing it.



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## Facebook targeting

This screenshot shows the Facebook post creation interface. The post text is "What have you been up to?". Below the text, the "Narrow Audience" dropdown menu is open, displaying a list of targeting options: Gender, Relationship Status, Educational Status, Age, Location, Language, Interests, and Post End Date. The "Potential Audience" is shown as 476,965. The "Boost Post" and "Publish" buttons are visible at the bottom right of the post creation area.

This screenshot shows the "Audience is interested in at least one of the following:" dialog box. The "Children's Hospital Colorado" interest is selected in the search bar. The "Target Interests" and "Cancel" buttons are visible at the bottom right of the dialog box.

This screenshot shows the Facebook post creation interface with the "Narrow audience by Interests" selected. The "Narrow Audience" dropdown menu is open, showing "Children's Hospital C..." as the selected interest. The "Potential Audience" is now 8,900. The "Boost Post" and "Publish" buttons are visible at the bottom right of the post creation area.

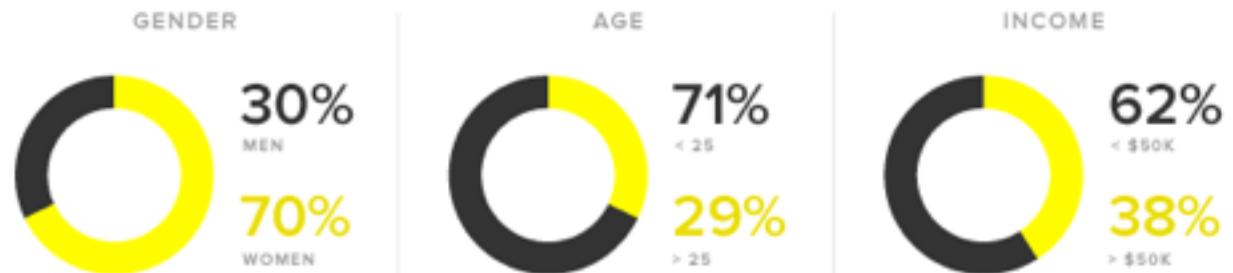
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**But wait...**



- 3 of the top 10 active social platforms are chat apps
- Snapchat was the fastest growing site in 2014
- Almost 100M daily users\*
- 8,796 photos are uploaded PER SECOND\*
- Geotagged “Our Story”
- Discover Tab
- Sports teams are a good example to follow

## Snapchat User Demographics



\*Business Insider, May 28, 2015

sproutsocial

<https://intelligence.businessinsider.com/a-quick-look-at-snapchat-demographics--its-users-are-mostly-young-women-and-girls-2014-4%C2%A0%E2%80%A6>

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But wait...



- 172,710,261 unique monthly users in May 2015\*
- 213 different countries\*
- Young adult males are primary users
- Good indicators of community
- Can drive a lot of web traffic
- AMA may be right for you

\*[reddit.com/about](http://reddit.com/about)

Please check out our [Rules and FAQs](#)



IAMA: Matt Murray, Chief of Staff for the Denver (Colorado, USA) Police. I'm here with DPD Sgt. Howard, an expert on Marijuana policy, to talk to you about current Marijuana legislation in Colorado. AMA about our Marijuana policies! [Serious]

CRIME / JUSTICE submitted 1 year ago by DenverPolice

We will be answering any of your [Serious], respectful questions concerning Marijuana policy and enforcement. Any questions not regarding current Colorado Marijuana questions will **NOT** be answered at this time (though we may do more AMA's in the future if there is a desire for it. PM us and let us know).

We will answer from 13:00 - 14:00 hrs MST in the order we see the questions.

You can always follow us on [Twitter](#) for live, up-to-date information on what we're up to in Denver, as well as ask us questions (although this is a much better forum in which to answer you).

NOTE - Amend. 64 is new law and is not as settled as many believe. The state legislature and county/municipal governments are still writing policy/law. If you ask a question that isn't settled, we will tell you. We are not "ducking" questions - just keeping it honest.

PROOF: We're posting a link on our [Twitter Feed](#) to this AMA.

Ask Us Anything!

2506 1346 comments share hooflet save hide give gold report

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## Visual Content

It's time to gather or create your visuals! Photos and videos that people want to share will help spread your message.

- ❖ What visual media is available?
- ❖ What media needs to be created?
  - ❖ Use free, or inexpensive tools like PicMonkey, Canva
- ❖ Photo gallery opportunities?
- ❖ Infographics?
- ❖ Infovideos?

## Audience engagement

Get your physical and virtual community involved for a successful social media campaign!

- ❖ Use a branded hashtag everyone can use
- ❖ Ask for and display user generated content
- ❖ Host a Twitter Chat or Facebook Q&A

# Social Media Toolkit & Campaign

## Build, Execute, Measure

With this social media toolkit of knowledge and preliminary planning you can now build, execute and measure your social media campaign!

- ❖ Be Flexible
- ❖ It's okay to fail
- ❖ Make notes of worked and what didn't work

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