

Confluence 2020 P2P #2 Social Media Session Notes

Presenter:

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References:

PDF - Final WCCN Optimizing Social Media Presentation

Key Points

Social media is one leg of an online communications strategy.

- Email, website, and social media

Why use social media? It's everywhere, and cost effective.

Identify your audience and platform, then optimize content for that platform.

Convey your message or call to action within the post, because click through links get little traffic.

Social media platforms have what are called "stories" – a collection of images, often with text. These gain priority as people scroll through the newsfeeds on the platform, so use them. You can choose whether they last for 24 hours (usually), or if you want them to be a long-term fixture on your profile.

Be positive with your messaging (most of the time). Audience will gravitate towards positive messages.

Use posting tools for more efficient time management, so that you aren't on social media every day, all the time.

How to produce cheap video suggestions:

- Make sure you prepare with a good story.
- Invest in a gimbal for smooth video footage using your iPhone.
- There are cheap video editing options such as Adobe Spark (comes with Adobe Creative Cloud, or a one-time purchase of Adobe Elements) or paid options like Typito.
- Caption the video either to share the main messages or transcribe audio. This is important to capture your audience's attention because video plays automatically without sound in most social platforms.
- For those who do use sound, include music that matches the emotions you are trying to convey.

Be authentic – don't post just to post, use it to develop relationships with your audience.

- Scale frequency to audience size (don't post as often if you have a small audience).

Key Next Steps:

- WCCN Tutorial: how to start using social media
- For those just starting on social media: Over-prepare content before beginning to post online to ensure consistency as you build your audience.
- Schedule posts! This is a huge time saver for anyone in charge of social media for an organization. For a free scheduling service that works on the big three platforms, try the tool "Later."