



## 611: Building a social media strategy

Stephanie Butler

@writingquirky | #ONPHAconf



### I'm making an assumption here

In this session, we'll cover the steps for forming a social media strategy, including how to:

- identify your audience
- choose platforms that fit you/your org's needs
- create engaging, shareable content
- measure the effectiveness of your strategy

I'm assuming that participants have a working knowledge of Twitter, Facebook, and YouTube.



## why is this important for housing pros?

- social media is a way to communicate with tenants, advocates and the public in a way that is immediate, transparent and responsive
- social media allows you to listen: to tenants, to stakeholders, to peers and to the public
- social media is data-heavy and can generate information that is useful in planning communications, making connections to other organizations and presenting to Boards and funders



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## New York City Housing Authority

### Facebook:

- [5,788 fans](#)
- [5-10 posts/week with emphasis on visual content](#)

### Twitter:

- [11,900+ followers](#)
- [8,353 tweets sent](#)

### YouTube:

- [180 subscribers](#)
- [35,637 views](#)

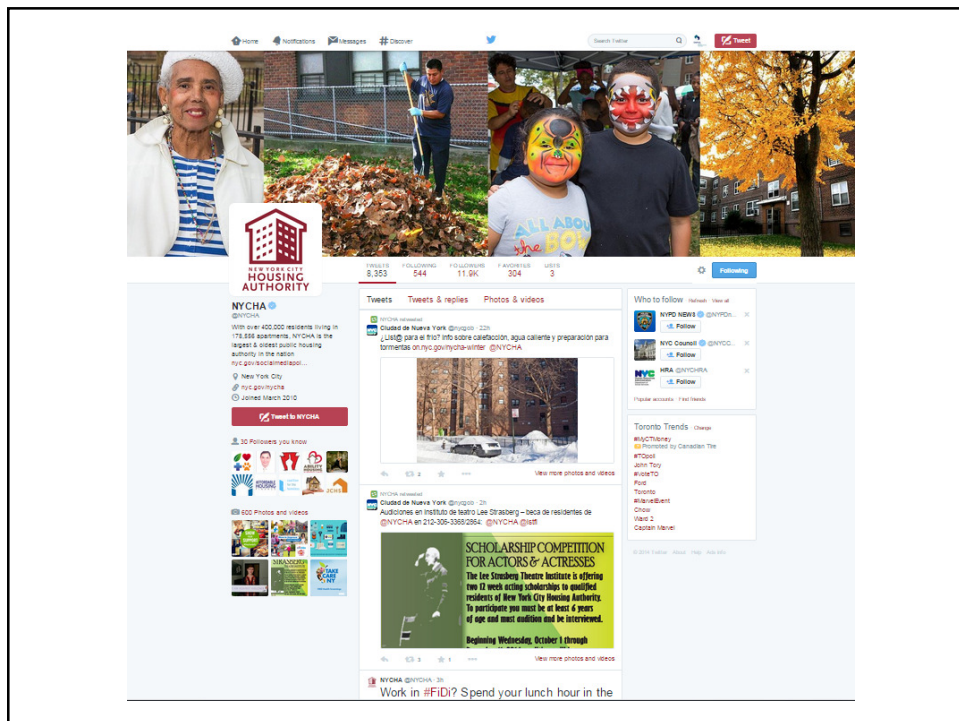
### Flickr:

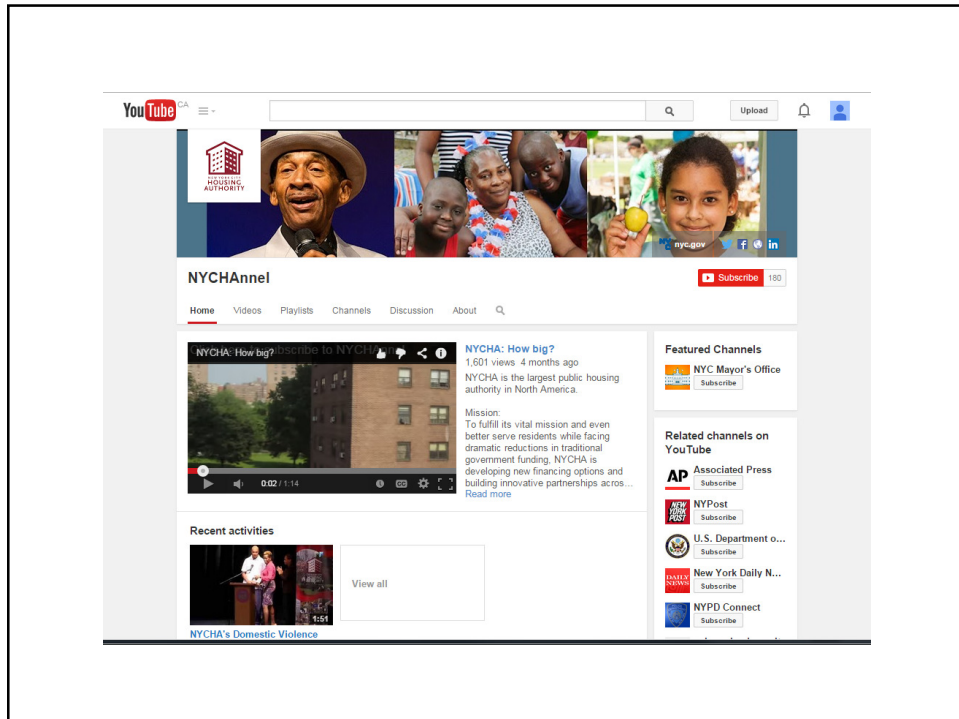
- [8,855 photos](#)

Foursquare, Google+, LinkedIn



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## New York City Housing Authority

What they're doing right:

- NYCHA retweets and shares posts from other NYC organizations, like the City, police, Mayor's office, public health, etc.
- strong emphasis on visual content: photos, event posters, infographics, video
- frequent posts on Facebook and quick response to Twitter @mentions
- positive, friendly tone
- consistent branding







## who do you want to reach?

- Internal: tenants, Board members, service managers, staff members, funders
- External: community members, peer organizations, policymakers, civic leaders, outreach groups, general public
- consider the demographic you're trying to reach:
  - where do they live?
  - what are they interested in?
  - male/female, age?
  - how engaged are they?



## where can you find your audience?

### Twitter:

- advocates and activists, politicians, journalists and media pros, students, public figures, community builders, city dwellers
- beginning to skew male + popular with 18-40 year olds
- ~1 in 5 adults are on Twitter

### Facebook:

- very wide audience + near saturation point with 19M Canadians using Facebook
- biggest growth in last year was from users who are 55+
- some younger users leaving for Instagram, Tumblr, Snapchat

### LinkedIn:

- users tend to be older, more educated
- most users spend less than 10 minutes/month on LinkedIn



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## where can you find your audience?

### Instagram:

- students, community builders, media pros, artists, public figures, news outlets
- skews young, female, and urban
- considered by young people to be “more important” than Facebook
- growth in users has outpaced Twitter

### YouTube:

- very wide audience + near saturation point
- reaches more adults 18-34 than any cable network

### Pinterest:

- DIY types, collectors, foodies, fashion watchers, decorators, fans
- more rural users, skews female



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## if you're already using social media

- who are your followers following?
- who is ONPHA/HSC/CHRA following?
- keyword searches for your local area, the housing sector
- find relevant hastags (e.g. #HHchat, #socent, #ONpoli)
- Find out more about the followers you already have using tools like Followerwonk, Klout, and Facebook Insights



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set some goals

## goals? what kind of goals?

what are you hoping to accomplish by using social media?

- are you selling something or fundraising?
- are you running an advocacy campaign?
- are you trying to engage with tenants and the community?

what does success look like?



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## measurable is key

- the best goals can be broken down into pieces, with each piece tied to a specific metric
- social media is data-heavy by nature and there are a lot of tools available to help you track your content and measure your performance
- by measuring performance, you'll know what types of posts work best and will be able to make decisions about future posts based on evidence (buzzword: data-informed)




BIG GOALS	LITTLE GOALS	METRICS
To increase public knowledge of Ontario's non-profit housing sector and the challenges faced by housing providers.	Grow our follower base	<ul style="list-style-type: none"> <li>• # of Twitter followers</li> <li>• # of Facebook fans</li> <li>• # YouTube subscribers</li> </ul>
	Drive traffic to our website	<ul style="list-style-type: none"> <li>• # unique web visitors</li> <li>• # visitors from social media</li> </ul>
	Increase the number of content shares and engagements	<ul style="list-style-type: none"> <li>• # retweets</li> <li>• # of Facebook shares</li> <li>• # @replies</li> <li>• # Facebook comments</li> <li>• # ow.ly clicks</li> <li>• # Facebook post clicks</li> <li>• # video views</li> <li>• # YouTube comments</li> </ul>
	Produce "sticky" visual content	<ul style="list-style-type: none"> <li>• # new Facebook posts</li> <li>• # new tweets</li> <li>• # new videos</li> <li>• track which tweets/posts have most click-throughs</li> </ul>

(I'll talk more about measurement tools in a few minutes.)




## handles + vanity-URLs

does your social media list look like this?

 @OttawaNPH

 facebook.com/OttawaHousing

 youtube.com/user/OttawaNPHousing

 linkedin.com/company/ottawa-housing-agency

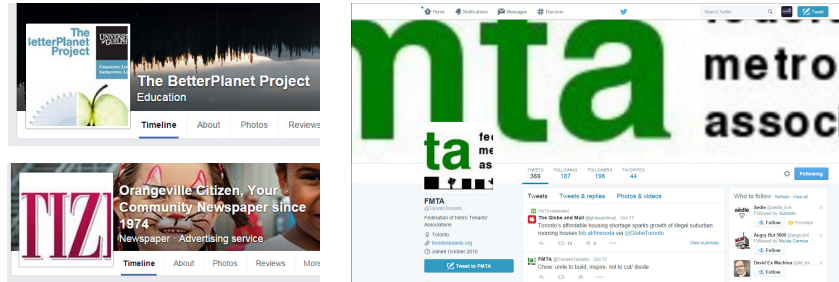
make sure you're being consistent so that your audience can find you.





## visual branding

Bad:



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## visual branding

Also bad:

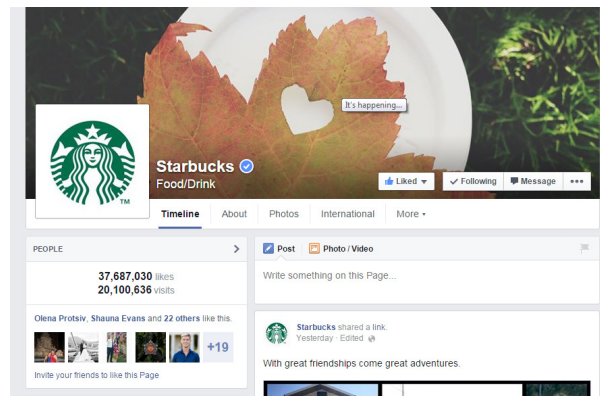


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## visual branding

Much better:



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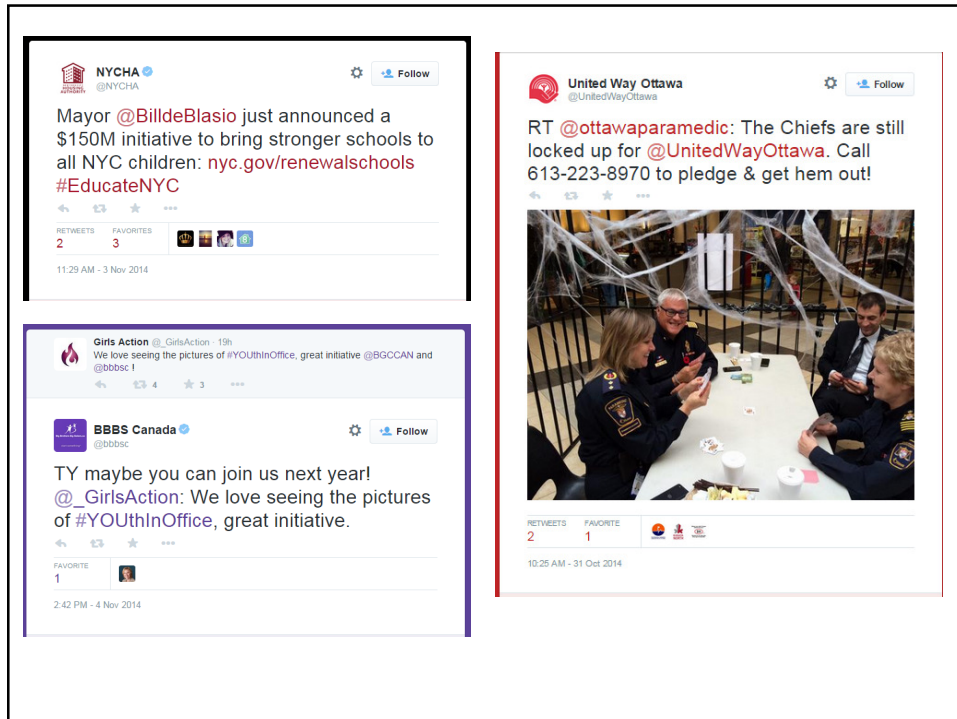
## tone + message

The way you communicate is as important as what you say.  
On social media, tone can help you gain followers and encourage engagement.

- are you: authoritative, helpful, friendly, conversational, informative, cheeky
- what do you/your org care most about? are there other issues?
- what do you want followers/fans to remember?



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## caveats

- avoid copyrighted imagery
  - There are excellent places to find images that are free to use. Try: Flickr Creative Commons, Death to the Stock Photo, Unsplash, Gratisography, PicJumbo, MorgueFile, etc.
- your social media accounts will rank highly in searches for your organization, so be sure that their names, descriptions, and branding reflects how amazing you/your organization is
- who keeps the password?
- “views are mine” & “RTs do not imply endorsement”



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creating content

## just like an onion...

...the web has layers:

Web 1.0: static web (websites)

Web 2.0: social web (social media, blogs, forums, wikis, comments)

Web 3.0: mobile web (GPS, check-ins, mobile sites, apps)

- your content strategy should “nest” these layers
- start at 1.0 and work your way up
- ultimately, you want to direct people back to your website and to content that you own



## creating content

- choose “sticky” content
- the best strategies include a mix of planned and spontaneous content – consistent & timely
- content can include: blog posts, text, photos, videos, news stories, surveys, infographics – as well as RTs, shares
- the more visual your content is, the more likely it will be liked, RT’d, shared, and commented on



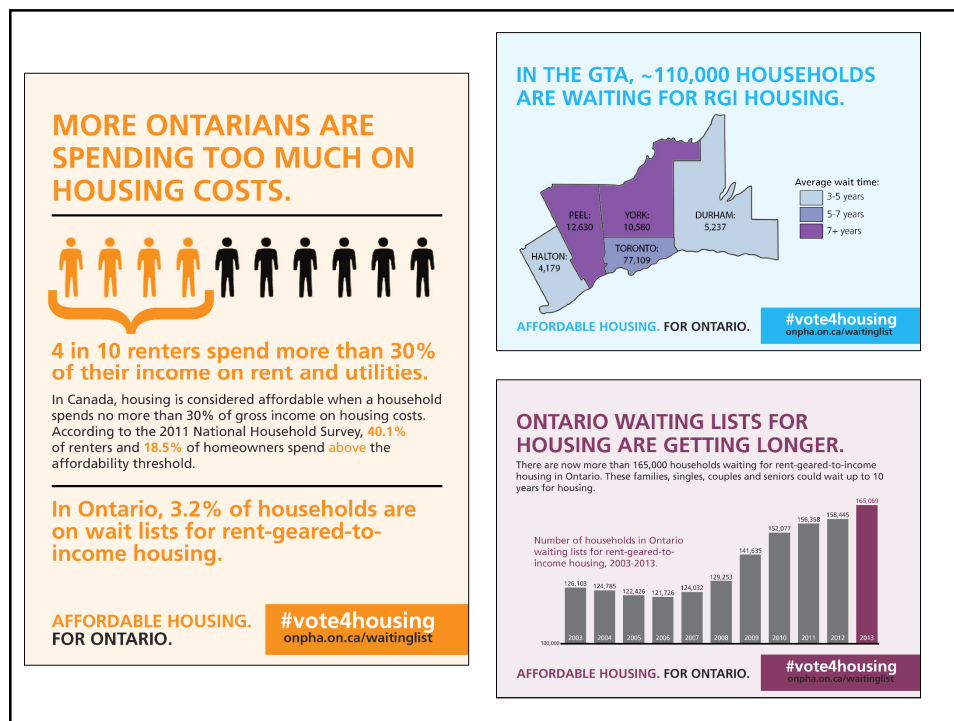
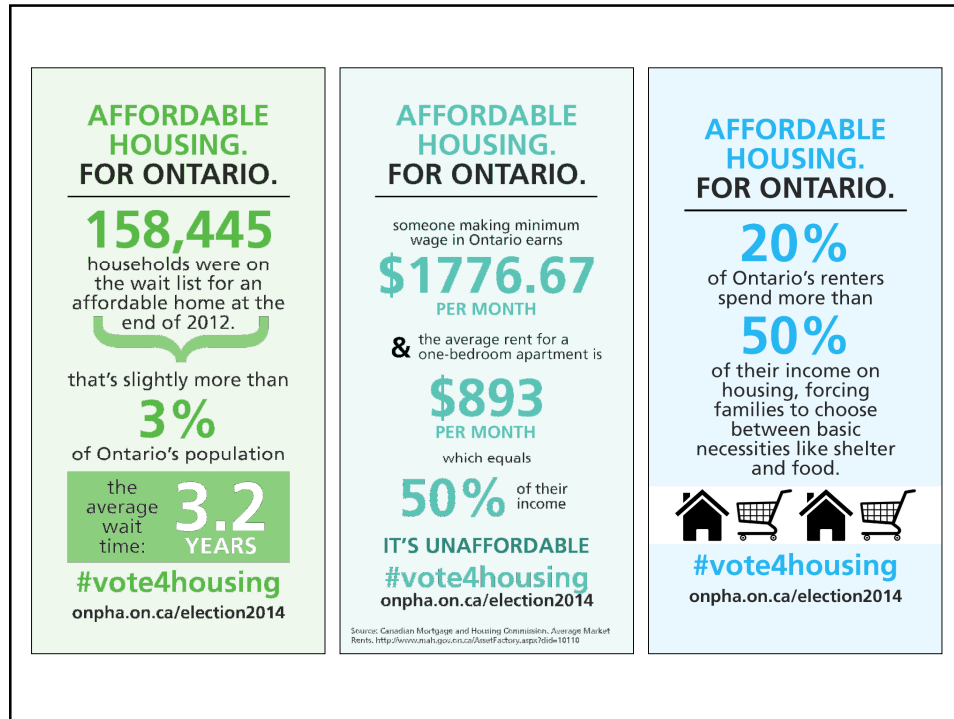
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## making visual content

- build up a store of visual content
  - bring a camera with you to events (use photo releases!)
  - take photos of your buildings and your neighbourhoods
- use simple tools to create simple infographics or to add words to your photos
  - Photoshop/InDesign
  - Powerpoint
  - Canva, Recite, Piktochart
  - PicMonkey, Pixlr, Photoshop Express




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## I made some examples, using JUST Powerpoint

(To save them, highlight all elements, right-click, and select “Save As Picture.”)



People aren't  
forced into food banks  
because of the price of food,  
they are driven there  
because of the cost of housing.



## build an editorial calendar

- a calendar will help you to plan in advance and to space out content appropriately
  - tweet 1-10x/day
  - post to Facebook 2-10x/week
- your calendar should include:
  - prompts or sample messages
  - posting dates/times
  - #hashtags or users to mention





## an example

ONPHA Social Media Editorial Calendar							
Week	Date	Staffer	Key Message	Twitter	Facebook	Notes	
WEEK	DAY	NAME	key point here • links or photos	tweet here	FB post here	staffing, holidays, etc	
195	Monday, September 08, 2014	Christina	Wait List	Coming tomorrow: 2014 Waiting Lists report showing the # of households waiting for #housing help in Ont. #ONPol			
196				Getting by on \$9/hour in NYC: how fast food workers do it. <a href="http://nymag.com/daily/intelligencer/2014/09/09-nyc-fast-food-workers-get-by.html">http://nymag.com/daily/intelligencer/2014/09/09-nyc-fast-food-workers-get-by.html</a>	How do NYC's fast food workers get by on an \$9/hour minimum wage? <a href="http://nymag.com/daily/intelligencer/2014/09/09-nyc-fast-food-workers-get-by.html">http://nymag.com/daily/intelligencer/2014/09/09-nyc-fast-food-workers-get-by.html</a>		
197	Tuesday, September 09, 2014	Christina	Wait List	There are more than 165,000 households waiting for #housing assistance in Ontario. [link] #ONPol #vote4housing			
198			Wait List • VL Graphic1	Waiting lists for FGI #housing have grown each year since 2006. [link] #ONPol	165,069 Ontario households are waiting for housing that's rent-geared-to-income. That number has risen each year since 2006, signalling that there just isn't enough social housing available in the province. Those on the waiting list can expect to wait an average of 3 years, 10 months and 3 weeks (3.83 years) for FGI housing.		
199			Wait List	Our waiting lists report made the front page of today's @TorontoStar. <a href="http://www.thestar.com/news/2014/09/09/ontarios_affordable_housing_wait_list_climbs_to_record_165000_households.html">http://www.thestar.com/news/2014/09/09/ontarios_affordable_housing_wait_list_climbs_to_record_165000_households.html</a>	Our waiting lists report made the front page of today's @TorontoStar. <a href="http://www.thestar.com/news/2014/09/09/ontarios_affordable_housing_wait_list_climbs_to_record_165000_households.html">http://www.thestar.com/news/2014/09/09/ontarios_affordable_housing_wait_list_climbs_to_record_165000_households.html</a>		
200	Wednesday, September 10, 2014	Christina	Wait List	How many households are waiting for #housing help in your area? Find your local report here: [link] #ONPol	Our this week: the September issue of Quick Connections. This issue is all about housing advocacy - just in time for municipal elections. [link]		
201			Wait List • Graphic3	For every household our members assist with #housing, 2 cancel and 3 more apply. #ONPol			
202	Thursday, September 11, 2014	Christina	Wait List	6,523 more households were waiting for #housing help at the end of 2013 than at the end of 2012. [link] #ONPol			
203			Wait List • VL Graphic2	One-third of households waiting for #housing help are families with children. [link] #ONPol			
204			Wait List • Toronto	Toronto's active #housing waiting list has risen to more than 75,000 households (vs to pop. of Regina, SK). #TOPol			
205	Friday, September 12, 2014	Christina	ONPHA Conference • Graphic	Last day to save \$100 with the #ONPHAconf early bird rate.			
206							

"Engage!"



don't broadcast



## engagement vs. broadcasting

**Engagement** feels like a conversation.

**Broadcasting** feels like one person shouting at anyone who will listen.



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## strategies for being an engaging user

- RT and mention other users frequently (1:1:1 ratio)
- share what you know, learn from others, & ask questions
- be interested in what other orgs are talking about
- mix up your own content – reuse the good stuff
- ask for interaction
- respond to mentions, comments or questions promptly
- don't waste time with trolls – take conversations offline if necessary

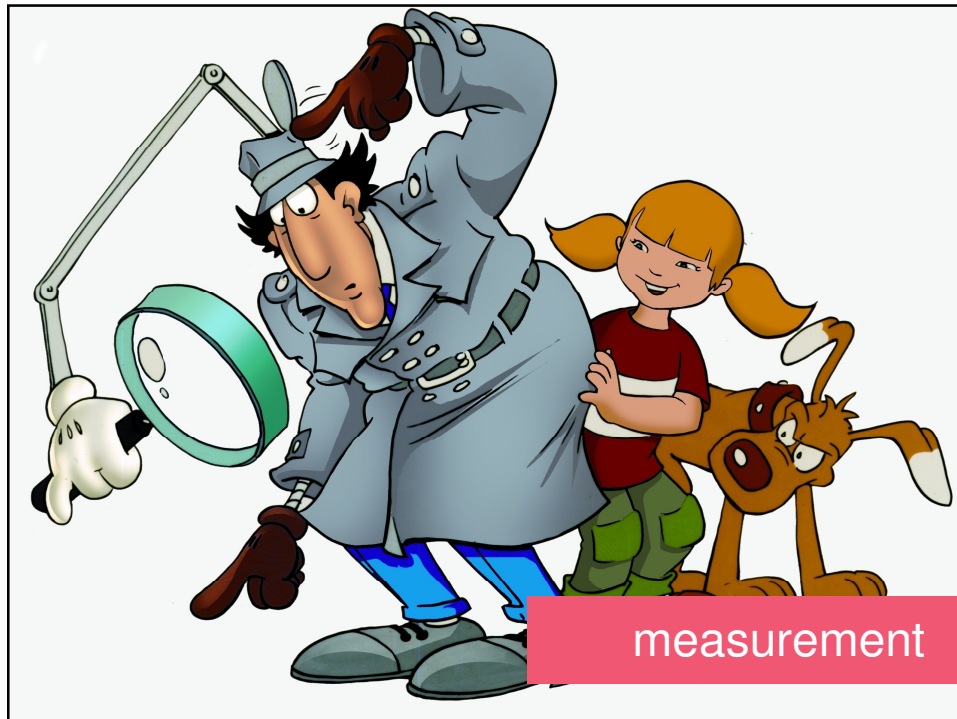


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Q3: Do you think the location of homeless services limits or creates barriers for those who are homeless? #HHChat





## strategies for being an engaging user

- figure out your goals first – the metrics you gather should relate directly to your goals
- decide on an interval that makes sense
- what's valuable to measure?
  - number of followers **vs.** weekly fluctuations in followers
- there are hundreds of tools that will help you capture and store data – some are free, many aren't
- keep a master spreadsheet

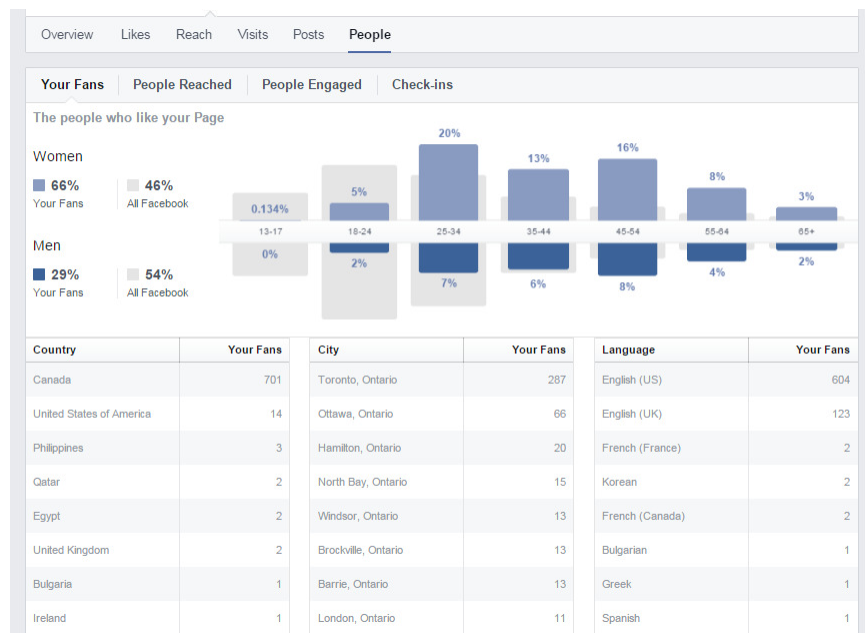
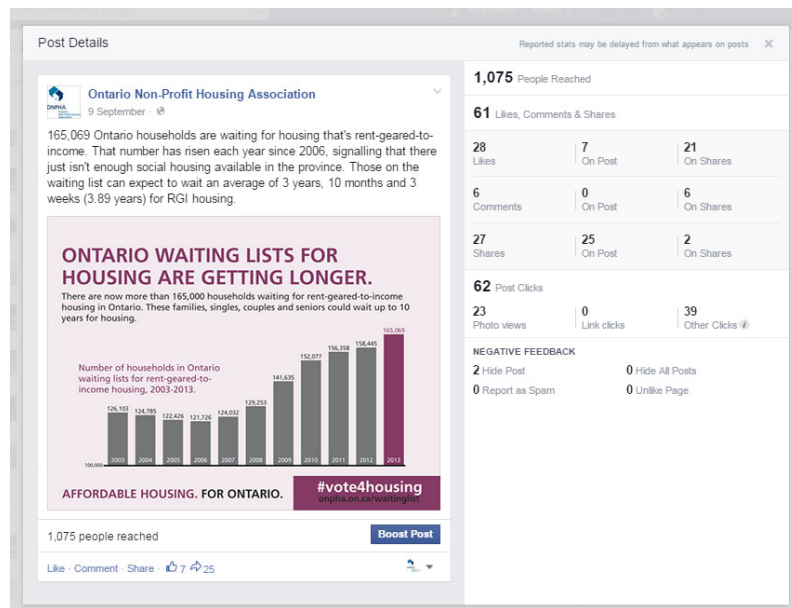


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## a few tools

- for posting content: Hootsuite, TweetDeck, BufferApp, SproutSocial, Commun.it
- to measure impact: Crowdbooster, TweetReach, Klout, Facebook Insights
- to track clicks: bit.ly, Hootsuite (ow.ly), BufferApp
- to find out about your followers: Facebook Insights, Followerwonk
- to monitor mentions: Google Analytics, MentionMapp





	A	G	H	I	J	K	L	M	N	O	P
1	ONPHA Social Media Metrics										
2	For the week of	28-Apr	5-May	12-May	19-May	26-May	2-Jun	9-Jun	16-Jun	23-Jun	30-Jun
3	to	4-May	11-May	18-May	25-May	1-Jun	8-Jun	15-Jun	22-Jun	29-Jun	6-Jul
4	TWITTER										
5	# followers	2687	2707	2740	2745	2767	2786	2795	2811	2825	2839
6	# NEW followers	15	20	33	5	22	19	9	16	14	14
7	# following	1953	1845	1896	1900	1936	1986	1987	2004	2026	2052
8	# tweets	2000	2020	2060	2068	2097	2162	2183	2201	2217	2231
9	# NEW tweets	14	20	40	8	29	65	21	18	16	14
10	# retweets	30	25	107	36	71	73	50	11	16	15
11	# mentions	7	8	21	11	14	64	23	10	12	4
12	# favourites	11	7	28	11	15	29	9	13	3	6
13	# clicks	14	29	17	5	13	16	68	32	22	14
14	# interactions	48	40	156	58	100	166	82	34	31	25
15	engagement rate	1.79	1.48	5.69	2.11	3.61	5.96	2.93	1.21	1.10	0.88
16	return on effort	242.86	100.00	290.00	625.00	244.83	155.38	290.48	88.89	93.75	78.57
17											
18											
19											
20											
21	FACEBOOK										
22	# fans	650	651	658	665	684	690	692	695	696	698
23	# NEW fans	9	1	7	7	19	6	2	3	1	2
24	# NEW posts	7	1	6	3	3	7	12	6	5	3
25	# fan posts	0	0	0	0	0	0	0	0	0	0
26	# comments	3	0	61	12	105	21	25	5	4	0
27	# likes	33	4	177	69	317	76	102	32	39	10
28	# shares	34	1	124	36	156	72	63	19	22	9
29	# post clicks	132	12	219	80	721	149	283	65	69	14
30											
31	top post reach	767	79	2328	836	6692	3874	2808	1446	897	308
32	visits to timeline	73	30	92	62	31	84	93	35	78	19
33	total reach			4200	2000	8300	4800	4700	1700	1400	426
34	people engaged			325	150	965	237	299	103	78	31
35											
36											
37	# interactions	70	5	362	117	578	169	210	56	65	19
38	engagement rate	10.77	0.77	55.02	17.59	84.50	24.49	30.35	8.06	9.34	2.72
39	return on effort	900.00	400.00	5333.33	3600.00	19166.67	2314.29	1650.00	633.33	1200.00	533.33
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## if you're super keen...

- prepare a monthly/quarterly report
- review your best posts – why did they work so well?
- archive your content (TwimeMachine, IFTTT)
- track relevant hashtags in Hootsuite



when in doubt, post cat photos

