

SOCIAL MEDIA TOOLKIT: A GUIDE TO USING TWITTER, FACEBOOK, AND GOOGLE ANALYTICS FOR YOUR BRAND





ACKNOWLEDGEMENTS

ABOUT NDLINK

NDLink is an online advocacy, information and communications platform established by Partnership Initiatives in the Niger Delta (PIND) in 2013 for development practitioners in the Niger Delta. Upon entering the Niger Delta in 2010, PIND realized that little development information was available, and what was available was often inaccurate and outdated. Furthermore, what pieces of information that existed were rarely shared openly with others working in the development sphere or the public on a consistent basis, making sustainable development harder to achieve for all stakeholders. Geared specifically to development practitioners, stakeholders and partners in the Niger Delta, NDLink attempts to address the current inefficiencies in the region on data paucity by sharing information openly, connecting organizations and individuals on key development issues, spotlighting donor activity in the region, and driving discussions on development using its various social media platforms as a key engagement tool. NDLink's impact to-date includes a membership of over

2,000; over 3,000 content shared on the platform and on our various social media networks; 21 formal partnerships formed with development organizations; the documentation of over 600 donor sponsored projects in the region; and a digital reach of just over 4 million people. In 2015, Google Rankings ranked NDLink among the top 5 development communities of practice in Nigeria.

ABOUT THE AUTHORS

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voices of marginalized communities. Past work highlights include editing the National Black Caucus of State Legislators white paper entitled 'Closing the Achievement Gap – Improving Educational Outcomes for African American Students' in 2001; as a national board member for the Young Nonprofit Professionals Network where she professionalized the on-boarding of over 20 state chapters to the national network in developing leadership skills for young people in the nonprofit sector; and as a knowledge management consultant and communities of practice specialist she lead the World Bank's push in digitizing its online communities of practice, working closely with over 50 World Bank clients to develop more effective communities of practice for their business needs. Ese joined PIND Foundation in 2014 to launch NDLINK as its project manager where she provided strategic leadership for NDLINK for its first 2 years in operation. Today, she works as the Advocacy for the Niger Delta Development (ANDD) program manager where she drives PIND's multi-faceted initiative for raising awareness about economic development needs and issues in the Niger Delta and promoting collective action for sustainable economic development.

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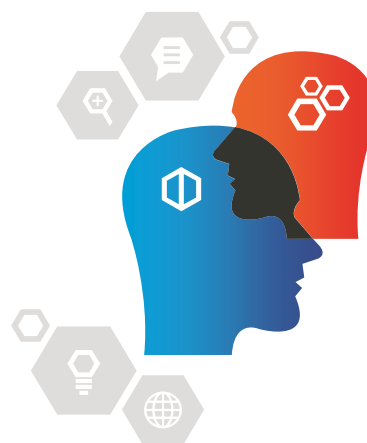


ABOUT THIS GUIDE

Through engaging with its diverse membership of development practitioners, CSOs, IOCs, and donors, we realized that many of our members struggled in effectively building a digital presence to tell their stories. Use of Facebook Pages and Groups and Twitter accounts were ad hoc at best, and most simply did not have any digital presence at all. We wanted to develop a simple guide for using social media as an effective tool and advocacy strategy for communicating success stories, connecting with beneficiaries and donors, and in driving a more inclusive and sustainable development for the Niger Delta. While CSOs are beginning to understand how social media can be an impactful tool to advance their goals and missions, they are realizing that it is not as easy as simply activating a Twitter account or setting up a Facebook Page. A major reason for their failure at effectively using social media is their under-estimation of the amount of time and resources required to play the digital game. Investing in social media will require goal setting, strategic thinking, risk taking, money, and an understanding that these tools have the potential to help create positive change. By utilizing social media, CSOs can build online communities and audiences, develop relationships with major influencers, improve organizational branding, and tell stories of important work and impact.

HOW TO USE THIS GUIDE?

This Guide aims to provide solid strategy for CSOs looking to utilize social media as an advocacy tool. We hope that the tips and practices provided will be useful to your organization. There is no one-size-fits-all approach to growing your social media presence; what works for one organization may not work for your organization as audiences and the way they want to be communicated to differ. It's important to realize from the onset that you only get out of social media as much as you put into it, and the beginning phases of your social media implementation would be the hardest.



However, to get the most out of this Guide, you need to have considered the following points first:

- Decide that using social media is an important strategic tool for engaging your community
- Ask yourself or your social media team (if you have one) these important questions:
 - Do you have a dedicated staff member who would be responsible for managing your social media presence, including establishing permission rights to accounts and guidelines for use?



TIP: Do not add social media responsibilities onto someone's already full plate. You may consider employing an intern who reports to a Communications Officer to get started.

- Is the use of social media incorporated into your organization's communication strategy document?
- If you already have social media accounts, have you conducted a social media audit to gauge effectiveness and reach?
- Does your organization currently have a website? Is it solely for information sharing or do you use it as an interactive platform to engage your audience and solicit feedback?
- Conduct an audience analysis and decide whom your target audience would be when using social media.

TIP: If you are not clear on who you want to communicate with using social media, your efforts would be wasted.



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Introduction

Why Use Social Media? Communicating the 21st Century Way

Like every other industry, technology is quickly changing how we build community. Technology is simply an extension of the way humans exist in the world today, and in its very definition, technology is the application of information for utility and for creating communities.

Social media is a way to connect on a personal level with your members and target communities. The various tools available in using social media have effectively changed the way we communicate with one another. Moving into a Digital Age, where information spreads through new forms of online media with greater reach and speed than traditional media, there is no doubt that social media platforms like Facebook and Twitter will continue to play an ever increasing role in informing and connecting people worldwide.

Here are four key reasons why using social media is critical for any organization in today's digital age:

Here are some startling statistics:

- 4 of the top 7 highest-traffic websites (Facebook, Youtube, Wikipedia and Blogger) are social media websites
- Two-thirds of the global internet population visit social networks - Nielson, Global Faces and Network Places
- If Facebook were a country, it would be the 3rd largest country in the world
- Twitter now has 500 million registered accounts and is adding 300,000 per day

ADD VALUE

Social media is a two-way conversation that starts with listening and helping. Building trust is a key element in the digital space – once you've built that trust, you earn the right to use social media for the purpose of connecting and sharing information (and/or marketing your brand). The use of social media is all about delivering value when, where, and how your audience wants it. And knowing exactly what type of value to deliver would require that you ask questions of your target audience:

- What matters to them?
- What challenges are they struggling with?
- Where do they currently go for assistance? What (online) groups are they forming?
- How does your target audience celebrate victories on their social causes?

The value you may bring to any digital space could simply be in connecting like-minded people. And in connecting people, you are helping them answer critical questions that pertain to their work. Social media platforms like LinkedIn do this effectively – it's not just a place to update your digital resume; it allows users to find others in their field and connect, share experiences, and discuss issues that matter to them.



LEARN

On any given day on social media, you have groups of fans, followers, and customers listening. They bring their own various experiences and knowledge to your community and this provides an excellent opportunity to learn from them. No one group, business, or organization has the answers to every challenge out there, so when you have an idea or a solution, share it with your community and get their feedback. It's like having a ready-made feedback mechanism for your professional work that you don't have to pay for!

Learning from your community allows you the opportunity to also discover who your most engaged members are. Once you've identified your most engaged members, you can reach out to them with specific questions or even for assistance in coming up with a solution to a challenge. Since they are already engaged, they won't mind providing assistance to you as this also helps them stand out as a thought-leader in your community. A win-win opportunity!

TIP: To learn more about what others are saying about your brand or an issue that matters to you, you can set up a Google Alert that tracks the web for mentions of your brand or issue and have it sent directly to your inbox.

RELATIONSHIPS

The "social" part of social media is there for a reason – because of the relationships that you will no doubt build as you use the various platforms. You can use social media to build relationships with influencers and potential new members. It's no longer strange to hear that people have built long lasting personal relationships just by connecting online, that people have gotten jobs from simply displaying their work online, or that a connected community has rallied behind an issue to demand social justice from their governments. These relationships are the bedrock of what makes us human, and technology simply facilitates all of this.

RETURN ON INVESTMENT (ROI)

If you are going to spend any considerable amount of time online for your organization, you need to make sure that it is contributing to your organization's mission and vision. It's easy to think that social media is free. It is not and that's why it's important to remember that any investment on social media needs to be tracked and measured for effectiveness. In any organization that wades into the social media sphere, a key question that will inevitably come up is "how valuable is social media? What's the return on investment?"

How exactly you measure that ROI is still a debate in social media circles. Everyone has their own way of measuring this for their own purposes. What's not in doubt, however, is the visibility and connectivity social media can bring to any issue, brand, or organization that decides to use it, and that despite how frustrating



it can be to measure ROI, it is an exercise you must engage in periodically. While it may be easy for the average small organization to say it's worthwhile to be on Facebook, most would agree monitoring

it and posting 24/7 would be a waste of resources. The only way to know how much social media is enough is to have some sort of gauge on your return on investment.

So how do you measure ROI?

- Here's the ROI formula that you need to know:
 - $\text{Social media ROI} = (\text{SM return} - \text{SM investment}) / \text{SM investment percent}$. It's important to measure the financial impact (the cost) as well as the social impact (change in human behavior).
- Set clear goals (we'll discuss more on S.M.A.R.T. goals later in this Guide)
- Create a list of metrics you want to track against. For example, number of men and women who engage with your brand, number of page visits, unique visitors, number of tweets and retweets, number of likes on your Facebook page, etc. These metrics will help you in understanding your social media reach.
- Pick an analytical tool that does the majority of your heavy lifting for you in terms on tracking the metrics that are important to you. Luckily, Facebook and Twitter come with their own analytical tools already built into the platform. For your website, you can use Google Analytics (more on this later in the Guide).
- Be ready to make adjustments along the way when it comes to your ROI.

The Importance of Listening

Listening is essential to communication. You know you are using social media right when you are listening most of the time instead of talking. Just like in real life, most people on social media are not really listening but simply "waiting to respond". Listening in the social media context is commonly referred to as social media monitoring. By monitoring what is happening on social media, you can better understand your audience, become aware of content that people care about, and identify online influencers who can reach and inform larger audiences. Listening or monitoring also helps you avoid some common mistakes – speaking in too much professional jargon, talking to the wrong audience, or assuming that people already care/know about your issue, for instance.

TIP: You can track what you listen to on Twitter by using hashtags for specific topics.



What does an effective social media strategy look like?

Setting up accounts on Facebook and Twitter is not enough. Using social media blindly will not yield meaningful progress, and success will not eventually come simply by “doing.” Developing a well thought-out vision is the first step towards an effective social media strategy. Before drafting larger goals for your social media vision, be wary of simply seeking “more followers and fans.” Numbers are good, but numbers without a purpose are not. Ask yourself: WHY do we want more followers and fans? Your organization’s vision statement should answer this question. Remember, before you start using any social media tool, you have to return to your own organization’s goals.

To get the most of your social media efforts, your strategy should include the following:

- ✓ Determine which social media sites are most beneficial to post to and when to post to them
- ✓ Decide on how large you want your social media presence to be
- ✓ Identify the right metrics to use to measure your progress towards your social media goals
- ✓ Resolve the how and why to engage current and potential audiences online

TIP: Make sure the account names you come up with on Facebook or Twitter can be easily identifiable to your target audience. Picking a name like Rainbow Unicorn when your organization focuses on renewable energy sources, for instance, is failure 101. An easier bet is to simply stick to your organization’s name.

STEP 1: Clarify your social media goals

Start by writing down at least three social media goals for your organization. Make sure each goal is specific, realistic and measurable. It is vital to make your goals measurable so that you can track your organization’s progress towards each goal.

STEP 2: Audit your current social media status

Prior to creating your social media strategy, you need to assess your current social media use and how it is working for you. This requires figuring out who is currently connecting to you via social media, which social media sites your target audience uses and how your social media presence compares to your competitors’.

NOTE: If you are currently not on any social media at all, your first step is to figure out which sites would be most beneficial for you to use. You can do that by inviting potential members to complete a survey online as part of your needs assessment. Consider offering an appropriate incentive to your target audience for completing the survey. Collect demographic information as well as information about which social media sites your target audience uses. If you already have some sort of social media presence, post a similar survey on your social media pages as well.



STEP 3: Develop your content strategy

Make sure your content strategy includes the following:

- ✓ What type(s) of content you intend to post and promote via social media
- ✓ How often you will post the content
- ✓ Target audience for each type of content
- ✓ Who will create the content?
- ✓ How will you promote the content?

Create an editorial calendar that will help you keep track of all the content you want to post. Your editorial calendar lists the dates you intend to post blogs, tweets, Facebook posts and other content you plan to use during your social media campaigns. A sample content calendar is shown below:

[INSERT MONTH + YEAR]							Campaign
							Forum Discussion
							Twitter Post
							Blog Post
							Experiment
							Other
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
		New Product Launching		Holiday SlideShare Holiday Blog Post			
	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign		
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
		Social Media Blog Post					
	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign		
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
				Holiday			
	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign			
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
		Facebook Experiment	Facebook Experiment	Facebook Experiment			
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
		Social Media Webinar					

STEP 4: Use analytics to track progress



- ✓ Check your analytics frequently to see how your campaign is performing.
- ✓ Use your preferred analytics tool to find out who's reading, responding and reposting your social media posts.
- ✓ Use Facebook Insights to find out when your fans are online, how many are seeing your posts and who's sharing or responding.
- ✓ Google Analytics can show you who's viewing and engaging with your web pages.
- ✓ Remember to match your analytics up with your goals. Examine data that measures your specific progress towards your objectives so you can ensure you are on the right path.

STEP 5: Adjust your strategy as needed

Your analytical results will tell you if your social media strategy and campaigns are working or not. It will pin point what aspects of the social media campaign is working and areas that are not. Resolve to do more of what is working and revise things that are not.

TIP: At NLink, we begin and end each month by looking at our metrics and analytics. This allows us to pivot almost instantly on our strategy and correct areas that are not working for us.



STARTING OUT

Key steps to launching a social media presence



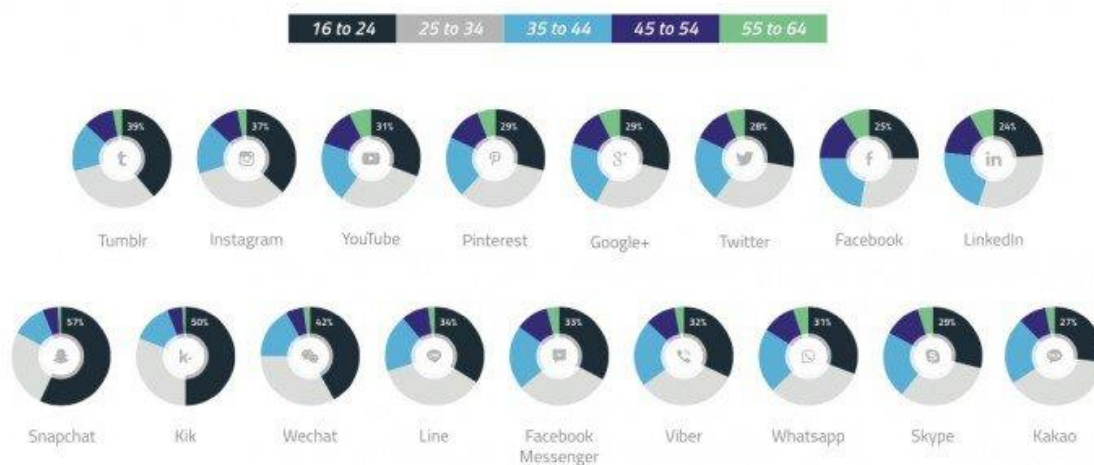
Social media has grown massively, but its growth is now starting to plateau. There are over 50 social media platforms you can choose to engage your community on and we don't advise you try to be on all of them at once. This Guide focuses on Facebook and Twitter because (1) these networks have the greatest amount of users (Facebook has over one billion and Twitter has over 500 million; there are 11 million Nigerians on Facebook and 7.1 million Nigerians log-on to Facebook everyday), allowing organizations to reach a wider audience, (2) they allow you to build your online brand and voice, (3) news and information travels quickly through these channels around the clock, and (4) they are better equipped to directly connect with people. Facebook and Twitter have features that make it easy for organizations to engage with the public, including photo and video posts and social share options. Facebook and Twitter are unique because they focus on dialogue and engagement with users, which are critical for organizations looking to raise awareness about their organization and issues, allowing you to build relationships with a variety of individuals and groups.



Understanding the right tools to use:

Deciding on which social media platform to use will depend on the demographic you plan to target. The chart below gives you a clear indication of which popular social media platforms are used by different age groups and should guide your decision.

Chart 26: ACTIVE USERS OF THE TOP SOCIAL PLATFORMS AND MESSAGING TOOLS, BY AGE



Question: Which of the following services have you used or contributed to in the past month using any type of device? e.g. PC/laptop, mobile phone, tablet, etc. / Which of the following mobile/tablet applications have you used in the past month? (on any device) # **Source:** GlobalWebindex Q4 2014 # **Base:** Active social network and active app users aged 15-64, exc. China

It's better not to launch on a platform at all than to launch it, post four times and then forget it. It is important to know the platforms that work for you. Develop a social media presence on the networks that align most strongly with your customer base and brand. Don't spend time and energy on a platform that your customers won't be interested in. Pick social networks that align mostly with where your audiences are hanging out. You need an audience to make your social media marketing work, therefore choose platforms that appeals to them. The Social Media Handbook contains over a 100 tools and resources you can explore in your social media journey.



Key factors in selecting the right social media tool for your organization:

- **Price and billing options:** Consider the budget you have for your organization. Whatever tools you use have to work with the budget you have. There are social media tools out there ranging from free to \$500 a month or more. Once you have a good understanding of your needs, price and billing options is the first thing you should consider.
 - a. Some tools offer a discount if you decide to pay annually vs. monthly
 - b. Review cancellation policies carefully; for some tools, once you've signed up and you discover you no longer need it cancelling can become difficult.
 - c. Try to take advantage of free trial periods – this allows you the chance to explore the tool fully to see if it is a good option for your needs.
- **Plan options and limitations:** Some tools have pricing tiers that vary based on any number of different features including number of users, number of social media platforms you can use with the tools, inclusion of analytics data, etc.
 - a. Review carefully the features list provided for each tool
 - b. Consider tools that allow you to add on features as you grow your social media presence; Which social media networks tools connect to, how deeply and how well: Make sure that whatever tool you select that it connects well to the social media platforms you choose to use. Questions to consider:
 - Does the tool allow you to post to personal accounts?
 - Does the tool allow you to post to company accounts?
 - Does the tool allow you to post to groups online?
 - Does the tool have access to key social media platform features like liking, replying, commenting, using lists, etc.?
- **Content publishing and scheduling:** Most social media tools offer some form of scheduling. This is key because the ability to create or curate content in advance and post at the most optimum times during the day takes away a lot of the stress and guess work of managing your social media accounts.
- **Social interaction capabilities:** Remember that social media is about interacting and being social, and so whatever tool you pick, it should make the goal of interacting with your audience and tracking easier for you to process it, manage it, and respond to it.
 - a. Consider tools that surface notifications from social networks making it easy for you to see mentions, likes, shares, and other activities.
 - b. Look at both the desktop and mobile versions of the tools so you can respond and interact easily on the go.



- **Analytics:** Having the right set of data about your engagement on social is critical – if you don't know how well you're doing, if you're doing things well, or what you're doing wrong, you simply can't measure. What gets measured gets paid attention to!
 - a. Social media analytics tools can be expensive and not everyone can afford them or has the time to learn how to use them, so consider what analytics are offered by the social media platforms you are considering.

How to create S.M.A.R.T. objectives

SMART is an acronym that represents a framework for creating effective goals. It stands for five qualities your goals should have. They should be specific, measurable, achievable, relevant, and time-bound. The SMART method is one of the most popular and effective tools for creating realistic and achievable goals. You might be at the helm of a 300-person organization or you might be a small business entrepreneur. Or, you might be somebody who simply wants to shed 20 pounds. Regardless, learning how to set SMART goals can improve your chances of success.



- ✓ **Specific:** Answers the question, “What exactly are we going to do and for whom?” This identifies what will change in concrete terms, by identifying the particular population (audience) and/or setting (tools), and the specific actions that come as a result. It is advisable to indicate how the change will be implemented.
- ✓ **Measurable:** Objectives should be quantifiable and easy to measure as a means for evaluation. It should include the specific metrics you will be collecting.



- ✓ **Achievable:** Objectives should be feasibly achieved within a proposed time frame with the resources and support available. Don't make them unrealistic.
- ✓ **Relevant:** Your objective, strategy, and overall organizational vision and mission should align. Ask: does this objective have an effect on the desired goal?
- ✓ **Time-bound:** Good objectives have deadlines. Ask: When will this be accomplished? A specific and reasonable time frame should be included within an objective statement.

Using SMART objectives will help you continually evaluate your social media strategy. By identifying key performance indicators (KPIs), you can identify the aspects of your strategy that need to be continued, adjusted, or dropped.

The Do's and Don'ts of Social Media

Social Media DO's

- ✓ Be Professional, ALWAYS. Be positive as no one likes negativity on their social feed – it is not the place to air grievances. Always be professional, courteous and polite.
- ✓ Be Social and Conversational. Social media is more than a one-way street. Make sure to listen and hear what your followers are telling you. Be a connector. Reciprocate. Follow back. Retweet and link to material from outsiders.
- ✓ Complete Your Profile. Networks such as LinkedIn reward members for profile completeness by ranking them higher in search listings.
- ✓ Post Frequently. Be consistent, but don't over-share.
- ✓ Know your customers: Your social media pages should be tailored to your target base, not based on your own personal interests. Follow the 80/20 rule: 80% of your content (or more) should be relevant to THEM, while 20% or less can be specifically about your business, products or services.
- ✓ Be active but don't over-do it: Be active on your social media, but don't post so often that you overwhelm or annoy people. This could lead to two problems: 1) Too much information can cause your followers to stop following your posts and 2) Your posts can get lost within their newsfeeds and they won't see the posts that could be really important to them.
- ✓ Time does matter: Pay attention to analytics. Find out when your followers are most active on social media and post your information during those time frames.
- ✓ One voice: Social media is great for sharing, but make sure your message is the same across all channels: website, public, social media, etc.
- ✓ Share: We've been taught to share since we were young kids and some things never change. This is one of those things. Share by including relevant links to resources and information.
- ✓ Be original: Take a chance and be creative with your posts. Show your personality. Help people see what makes you different from the competition.
- ✓ Customer Service: Great customer service can make or break your organization.



- ✓ Having a personality: Dull and boring posts lead to dull and boring results. You have to be excited about your company, your product and the services you can provide your audience. If you aren't excited and don't love what you stand for, neither will your audience.

Social Media DON'Ts

- ✓ Don't use automation all the time. Some social networks (such as Facebook) will penalize you for using apps like Hootsuite vs. publishing directly to Facebook. Write content specifically for your platform and put in the time. You lose the personal touch with your target audience if it sounds like a computer is speaking to them. "Humanize" your brand to make the engagement experience for your members more personable.
- ✓ Don't over market or Spam. Whether you're a non-profit or for profit, people don't want to be bombarded with offers to spend money or to donate.
- ✓ Don't Overuse Hashtags. #nothing #is #more #annoying #than #having #every #word #in #an #update #hashtagged.
- ✓ Liking your own posts: Of course, you like your post, you posted it! Don't "like" or "favorite" your own material. Encourage your employees, however, to share and like the material that is posted. Your employees can be your brand's greatest ambassadors.
- ✓ Neglect: Use your social media! Just because you have a Facebook page or Twitter account doesn't mean you're doing enough. You have to use the accounts to make them work.
- ✓ Don't connect with everyone: Just because someone follows you, doesn't mean you have to follow them back. Think of it as choosing whom you surround yourself with in real-life. Before you follow back think of how it will reflect on you - is this someone that would represent you and your organization in a good way if members saw that you were associated with them?
- ✓ Don't Forget to Network: Just as you would in real-life, always work to make connections and grow your brand by networking and building quality relationships on social media.
- ✓ Privacy Settings: Don't forget about privacy settings. If you use them on your personal profiles, do the same with your organization. Remember once you share something on the Internet, it doesn't go away. Sure you can delete the post, but you don't know who may have seen the post and saved the information before you deleted it. Taking care of the privacy settings also includes protecting your passwords. Only give passwords to a select few and choose a password that is extremely secure. You don't want your social accounts to fall into the wrong hands!
- ✓ Not responding at all: It is vital to engage with your target audience. With no engagement they may feel as if you don't care about their question, comment or concern. It all comes back to customer service. Don't ignore relevant comments. Use them as an opportunity to interact with your followers and show them how you address positive and negative situations.



STRATEGY FORMULATION

How to communicate on social media

The basis of social media is good old-fashioned communication. You are speaking and listening to people online, so knowing how to communicate is vital. We've gone over the do's and don'ts of using social media so that should be a good first step in knowing how you communicate on social media. In social media, being short and simple is key. The most effective messages are engaging, get straight to the point, and use links and images for enhancement. To make your content accessible to a wide audience, use plain English and avoid wonky, technical jargon that only people in your circle of work understand. Don't use too many acronyms. The use of well-known acronyms is acceptable and encouraged, such as "POTUS" for President of the United States. Speak in a way that is understandable and conversational. You want to let the person who has no clue about your programs/issues to easily understand what you are saying. On Twitter, you have a 140-character limit per tweet, so make the most of every character. If you want to link your audience to important websites or news articles, use a link shortening tool like bit.ly to shorten website addresses to 20 characters and track click-through rates.



How to build an audience and following?

Communicating on social media is useless if you don't have an audience listening to you. It takes time to build an audience that you are proud of and is the envy of others in your circle, but don't focus on the numbers only, at least not in the beginning. The quality of your followers is more important than the quantity. A large base helps, but quality followers and fans will get you there.

- ✓ Invite people to join your conversations – don't leave them out of it.
- ✓ Tag your posts. Tagging allows organizations to build relationships and create focused conversations with others by showing them that you are talking about a specific topic, person, or group through a post.
 - Hashtags on Facebook and Twitter, denoted by the “#” symbol, are used to mark clickable keywords or topics in a message. For example, if someone clicks on a hashtag for



#healthcare, it will open up a search stream that shows all posts/tweets related to the topic, giving organizations and individuals the opportunity to listen, find people talking about the topic, and insert themselves into conversations. Thus, using hashtags to mark different topics and keywords is essential to listening and engagement.

- On Twitter, the process of tagging other users is through mentions, denoted by the “@” symbol, which allow you to tag an organization or individual’s Twitter account to let them know you are talking about them. Mentions are important to use if you seek to engage in direct conversation with other users.

If you are just starting out on social media, you can provide short messages on a few topics (with links to sections of your website, or other social media pages, for greater detail). Then, build on your audiences’ comments/feedback to tailor your content.

Be responsive. We’ve already mentioned how important it is to connect personally with your target audience. Make your audience a priority and reply promptly to any comments or replies that you receive. Prompt replies indicate that there’s an attentive person behind your social media accounts. Even if you receive negative feedback, your replies should be respectful and constructive. Courtesy and respect is key! Being responsive to your audience will make them feel that their opinions and feedback are valued.

Use photos and videos in your posts. Pictures really do speak a thousand words. Photos and videos are powerful at capturing the attention of social media users. In fact, Facebook gives more value to photo and video posts, and puts them at the top of newsfeeds. Visuals are more likely than plain text to grab and hold the attention of social media users. Make sure the photos and videos you share are relevant to your work and the story you want to tell.

Start with who you know. Start building your audience with your immediate networks. Publicize your Facebook and Twitter accounts amongst your staff: Send out an email instructing them to like your Facebook page and Twitter account, then have them go a step further by asking them to share the accounts with their own networks. Tap into the close relationships and partnerships your organization has with other groups and individuals, and create a simple ask to have them follow you and publicize your accounts with their own networks as well. It’s all about the snowflake effect when it comes to social media: After tapping into your close relationships, your audience should organically build and expand.

TIP: Don’t do the typical social media FAIL by simply asking someone or an organization to follow you if that is the first interaction you have with them. Requests of “kfb” (kindly follow back) are usually ignored 8 out of 10 times!



Follow back and share. If you're going to ask people to follow you, it's only natural that you follow them back too. Reciprocity creates good karma, and you may eventually see the favors returned. On Twitter, you can mention new followers in Follow Fridays (#FF), which is the day in the week where Twitter users regularly give shout-outs to followers and user accounts they want to highlight and appreciate.

Develop a voice that shows your personality. Social media interactions revolve around relationships, so be yourself and showcase your organization's personality. It's OK to crack a joke every now and then but keeping the majority of your posts in the more serious lane.

Don't just talk about the issues and causes that matter to your organization – make sure that some of your posts also reflect current news as well. For example, if your organization focuses on maternal health, but there is a major election taking place in your country/city, try and see if you can comment or join conversations around the election that elevate the thinking on good governance and the importance of civic engagement.



How to manage social media accounts



Managing multiple social media accounts may seem overwhelming, but there are tools and practices that can make everything manageable and fun.

Update and post to your accounts on a regular basis. This includes immediately updating contact information for staff on your public profiles.

Use a content management tool. We shared earlier a sample content calendar that you can use for your purposes. If you are on Twitter, you can use Hootsuite or Tweetdeck. You can create dashboards of all of the news feeds and streams you find relevant. Special built-in features allow you to focus your streams on specific keywords, hashtags or lists of users. You also have the ability to schedule social media posts throughout the day, week, and month, giving you the flexibility to ensure you have regular activity on Facebook and Twitter. You can efficiently schedule future posts anytime during the day, which can free up the rest of your day for other tasks and projects.



Create lists of user accounts on Twitter. The number of accounts you like and follow may become overwhelming to the point that your newsfeeds are overloaded with information. Creating Twitter lists can make listening easier. For example, you can maintain lists for each of your issue areas (e.g. health, education, economic justice), lists for specific kinds of people (e.g. reporters, elected officials, staff members, etc.), and lists for different media sources (e.g. national, state, local). By creating lists, you can sort user accounts into different groups and create focused streams of posts.

How to generate consistent and engaging content

Creative, engaging content and consistency are key ingredients for an effective social media strategy. Engaging content is what gets your audience members hooked and establishes your organization as a reliable source for information.

Aim for daily posts and activity. To avoid being forgotten, set goals for daily activity. Realistically, this is dependent on your staff capacity, but successful social media accounts are consistently posting and engaging. If capacity is an issue, aim for particular days to post, or at least have weekly activity. Set realistic objectives for how much activity you want to accomplish each day on social media.

Sample Post Schedule					
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	WEEKENDS
Breaking/hot news related issues & programs	Breaking/hot news related to issues & programs	Breaking/hot news related to issues & programs	Breaking/hot news related to issues & programs	Breaking/hot news related to issues & programs	Breaking news related to issues & programs
Highlight Issue #1	Highlight Issue #2	Highlight Issue #3	Highlight Issue #4	Highlight Issue #5	Fun and personal posts with humor
Promote events for the week	Highlight on Social Media	Highlight on Research	Spotlight on Staff	Follow Friday (#FF)	
Share resources	Highlight on Leadership Academy	Encouraging and empowering quotes	Behind the scenes look at the organization	Promote local weekend events	
Mainstream news round-up	Promote current online campaign	Promote current online campaign	Share job opportunities	Fun Friday – share something fun	
			Throwback Thursday		



Diversify the types of content you post. Make an effort to mix up the types of content that you share. Sharing news article or press release after news article or press release can get boring. You want to ensure that your audience is engaged by varying your content: share a video or image, tell a story, highlight partner organizations, etc. Creating original content for social media is a game changer and requires creative brainstorming because you want to share content that will excite and engage your audience.

TIP: On Facebook, it is recommended you share between 1 – 3 posts every day. On Twitter, it is recommended you share a minimum of 10 tweets per day. Your tweets can be a mixture of original tweets, retweets, and direct mentions.

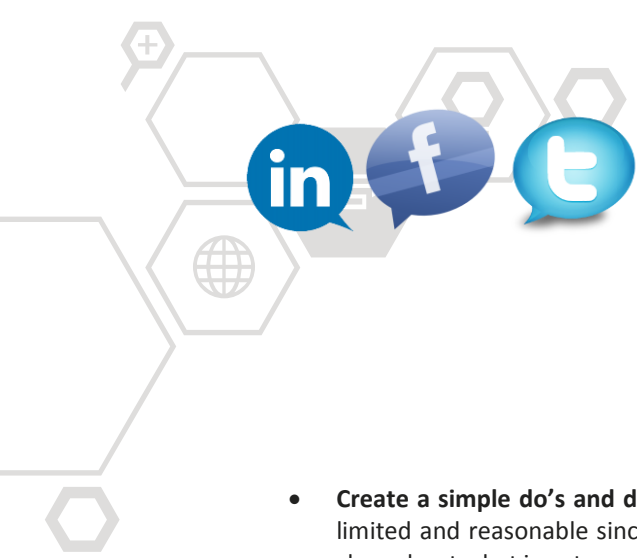
Dedicate a specific time each day of the week for listening. If capacity permits, spend at least 1-2 hours/day looking through your news feed for new material and to interact with other users. Split your listening time into two different parts of the day — in the morning and in the afternoon. Your morning listening session gives you information and news that developed overnight, while your afternoon session provides information that happened throughout the day. If capacity permits, increase the amount of time that you spend listening on social media. Make efficient use of your time — curate content for your audience, comment and reply to users, and like/retweet/schedule posts.

How to create a social media policy?

Anticipate a time when the social media fever will overtake your entire organization’s staff, not just the social media team. And this is an exciting thing and shows that your social media strategy is working! But this excitement can easily become a dangerous thing when multiple people are posting to your social media accounts without any proper guidance. What is considered an appropriate post as a nonprofit employee? Where do the lines between the personal and professional lie? These are questions that need clearly defined answers. Developing a social media policy allows you to clear up any confusion by giving your organization clear guidelines for what should and shouldn’t be done on social media.

TIP: A good policy outlines your organization’s values and social media goals, and indicates the roles and responsibilities that staff members have.

- **Define roles and responsibilities.** Allow only designated people to have access to social media log-in details and passwords. In addition to defining roles, consider creating a system of checks and balances. Do your posts have to get approved by a superior? If so, what kinds of posts? Who speaks officially about your organization, and about which topics? Figuring out this system ahead of time will give your organization the peace of mind it needs to confidently participate in social media.

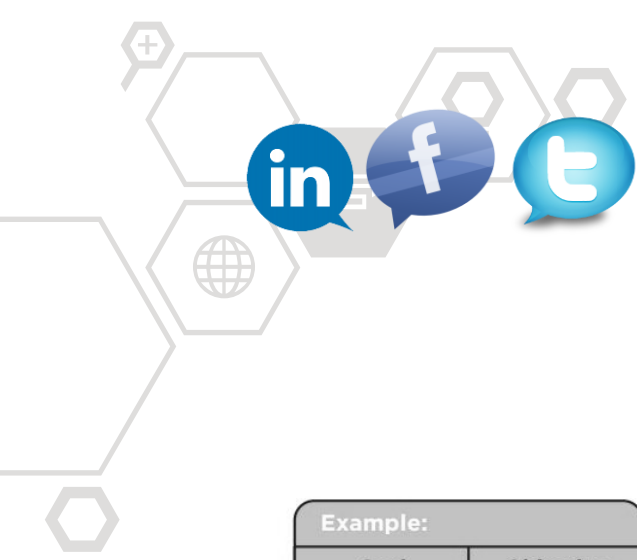


- **Create a simple do’s and don’ts for your staff when using social media.** Keep your restrictions limited and reasonable since you want to incentivize your staff to use social media, but also be clear about what is not acceptable. The “do’s” should give encouraging reasons for participating in social media, while the “don’ts” provide guidelines that everyone should follow in order to protect his/her reputation as well as the reputation of the organization.
- **Anticipate a time when you will have to do damage control for when things go wrong.** The very nature of using social media means you are communicating your ideals and vision to your target audience. It is only natural, therefore, to anticipate that you may receive negative comments or feedback. How you respond is critical to maintaining your reputation online. The first thing to remember is that constructive criticism and respectful disagreement are healthy. They show that people are listening, and these can be opportunities to educate, inform, and explain. But you may also receive “hate mail” — messages intended to insult and provoke rather than promote dialogue. You want to develop conversations that forward constructive solutions rather than continue pointless arguments.

How to measure effectiveness

“Are we getting the return on our investments?” is a question you are likely to hear over and over again, and if you were measuring the wrong things, it would be very difficult for you to accurately answer that question. Aiming for growth requires constant reflection and re-strategizing. As you evaluate your strategy, you’ll adapt it to incorporate tactics that work and improve those that don’t.

1. **Identify key objectives:** Earlier in this guide we discussed how to create SMART objectives. Don’t get caught up in the rush to get more followers. Instead, ask yourself WHY you need more followers and WHAT would more followers mean for your organization. Goals outline your purpose for using social media, while your objectives specifically state what you want to accomplish to achieve your goal. Identifying a list of goals and their corresponding objectives will define exactly what you want out of social media.
2. **Define key performance indicators (KPIs) and metrics:** KPIs help you track your progress towards achieving your goals and objectives. Metrics are the numbers that you capture. KPIs and metrics can be confusing, but remember you’re not tracking numbers for fun, but rather to tie these numbers to your goals.



Example:					
Goal	Objective	Strategy	Tactic	KPI	Metric Goal
Engage our audience to talk about our issues	Regular comments on Facebook posts and Twitter mentions	Pose questions on Facebook. Participate in chats on Twitter to mention other users.	Ask questions on current issues. Listen to the current hashtags trending on Twitter.	# of Facebook comments, # of Twitter mentions	50 Facebook comments, 150 Twitter mentions

3. Collect your metrics on a consistent basis. Ideally, you should be collecting your metrics monthly – a month’s measurement will provide a good sense of growth. When you measure, look into specific details, such as the types of posts that were the most effective, and take note of them. You will need to evaluate your social media strategy each month and continue tactics that seem to be effective.
4. Get organized and create a master spreadsheet for tracking all your metrics. Using Excel is a great tool because you can create graphs and tables of your social media progress through a given time period. Remember to match up your metrics to your goals and objectives to analyze how well you do in each area.
 - a. In addition, you can create a weekly social media report that drills down deeper into the metrics on Facebook and Twitter.

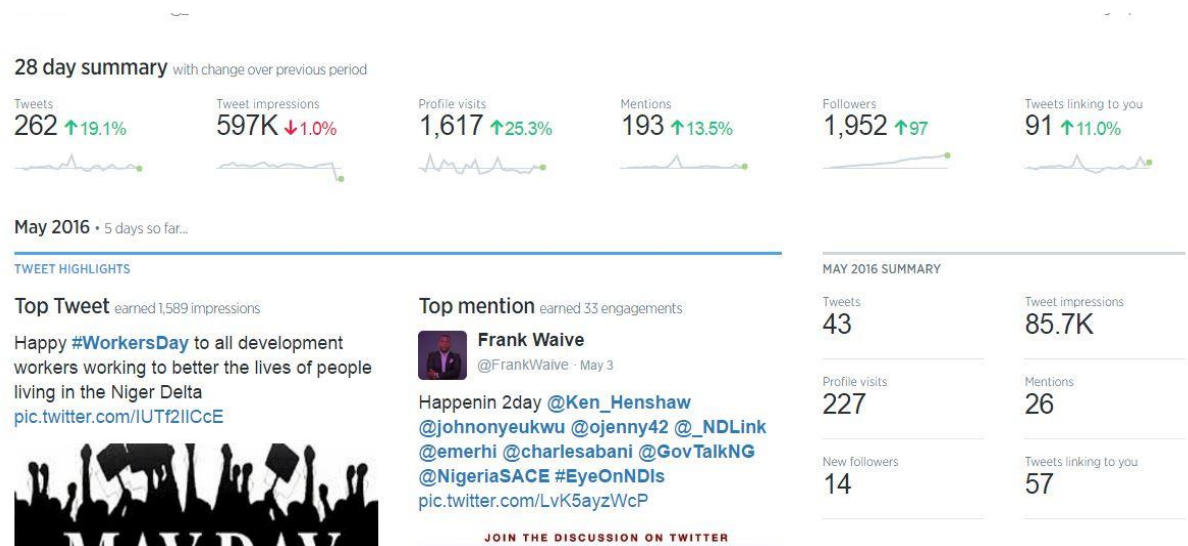
TWITTER

Getting Started with Twitter's Analytics Dashboard

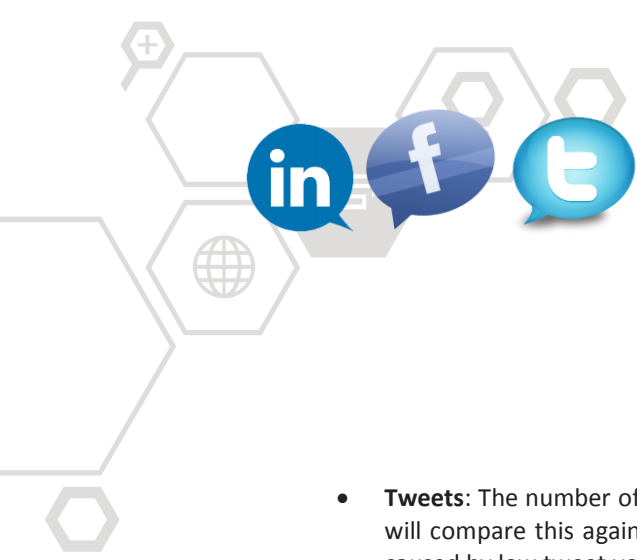
Twitter Analytics is a powerful dashboard of metrics and data built within Twitter. We recommend you utilize Twitter's Insights tool to better understand patterns and information of your followers, tweets, Ads, and much more. Digging into your metrics can unlock new pools of data you never know even existed.

Once you have logged into the desired Twitter account take a look at the upper-right-hand corner of the page. Click on your profile picture. This should reveal a dropdown menu, and within this menu you will have the option for "Analytics". Once clicked, you should see a new page – your Twitter Analytics.

Section 1: Home



The "home" section should be the first thing that is seen when Twitter Analytics is opened. This section will immediately provide a 28-day performance summary of the account, as well as a comparison to the previous month. Here's a breakdown of what the analytics will show:

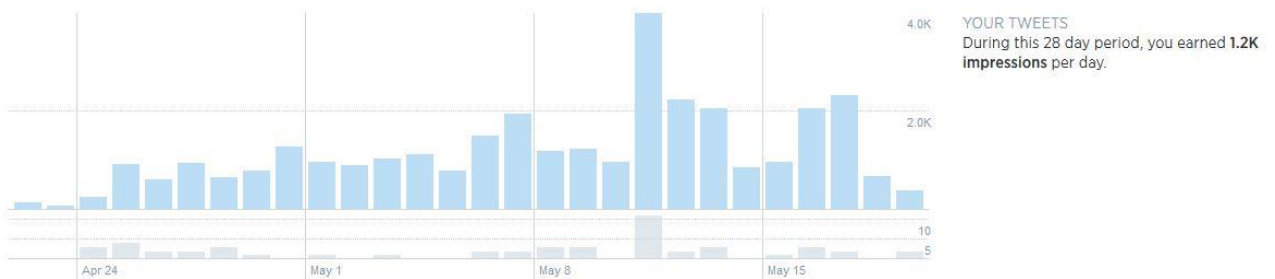


- **Tweets:** The number of tweets that have been sent in the last 28 days. The analytics system will compare this against the previous time period, allowing individuals to recognize issues caused by low tweet volumes.
- **Tweet Impressions:** The number of tweet impressions represents the amount of people who have viewed the tweets sent by the account. Each time a tweet is seen – directly or indirectly (from a retweet) – this number will rise. This is a good number to you help you gauge your social exposure or reach.
- **Profile Visits:** Fairly self-explanatory. This statistic gives users an overview of the number of unique profile visits to your Twitter account.
- **Mentions:** The number of times the account has been mentioned by other accounts. Allowing a peek into social exposure. These numbers should ideally be growing as the account grows.
- **Followers:** This statistic will allow users to see the growth in their social following on Twitter. This is a useful number when judging a social media campaign’s success. Ideally, as an account shares more quality information, exposure should build a deeper follower base.

Below this graph you will see a more in-depth monthly breakdown. This section will highlight your top tweets, followers and mentions for each consecutive month. To the right you will see your monthly summary, a highly-useful piece of information. How does this help? It analyzes and compiles all of the aforementioned statistics into an easy-to-read table, making it simple to judge campaign success on a month-to-month basis.

Section 2: Tweets

Your Tweets earned **32.7K impressions** over this **28 day** period



The “tweets” section is one that can play a major role in strategizing a social media campaign. When opening this tab, you are introduced to a graph that shows users their tweet impressions – broken down



on a day-to-day basis. This provides a great overview to view what days were successful, making the section below much easier to comb through. The section below will provide statistics on each individual tweet, and gives you very useful information on the following statistics.

- **Impressions:** Number of times the tweet has been seen by other Twitter users.
- **Engagements:** A combination of favorites, retweets, profile & link clicks and any other interactions that were stemmed from this specific tweet.
- **Engagement Rate:** The number of tweet engagements divided by the total number of impressions. Presented in a percentage form.

How does this help? Using these tweet statistics can help you analyze the tweets that were more successful than others. What caused this tweet to take off? Find out what was unique about the tweet, and base your future tweets around this structure.

Section 3: Audience/Followers



The “followers/audience” section of the analytics dashboard breaks down statistics of an account’s followers; giving insight into what the audience is interested in. When first opened, the Followers Tab will greet users with a graph that visually represents the increases & decreases in an account’s followers.

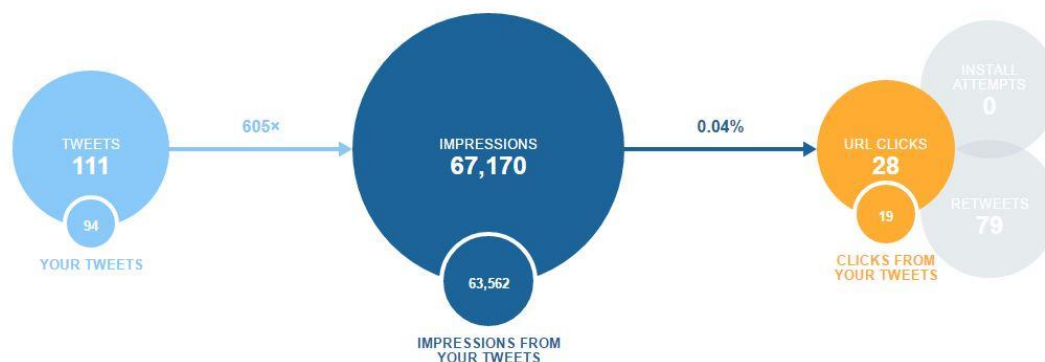
Below this graph we are shown an “interests” section. This section will break down the interests of an account’s followers, showing users what percentage of their followers are interested in a specific topic. How does this help? This section takes the guessing out of a social media campaign’s strategic planning.



Knowing what an account’s followers are interested in will allow individuals to design their campaign strategy around these interests.

Section 4: Twitter Cards

A quick glance at how Tweets with your Twitter Cards drove URL clicks.



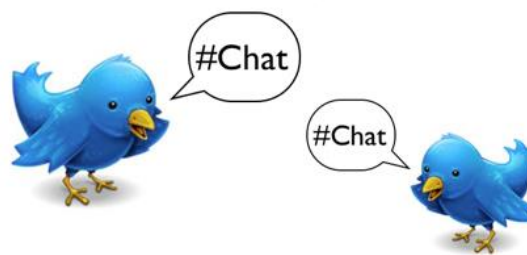
The “Twitter Cards” section allows users to create and track the success of their Twitter Cards. Twitter Cards allows Twitter users who own websites to share their website’s content in an interesting manner. Twitter Cards have various format options, enabling users to craft visually pleasing tweets for sharing articles, images and videos. When a website’s content is shared, Twitter will craft the tweet with the designated Twitter Card.

How does this help? Twitter Cards are generally helpful to Twitter users who run a website. When content from the website is shared, these Cards allow Twitter to craft the tweet’s layout to the site-owner’s preference. This can help drive traffic to the website, while creating stability in how audiences are seeing your content on Twitter.



How to conduct a Twitter Chat or a Q&A

One of the easiest ways to increase your engagement and drive up your followers count is to conduct or participate in a Twitter chat or Q&A. A Twitter chat is where a group of Twitter users meet at a pre-determined time to discuss a certain topic, using a designated hashtag (#) for each tweet contributed. A host or moderator will pose questions (designated with Q1, Q2...) to prompt responses from participants (using A1, A2...) and encourage interaction among the group. Chats typically last an hour. Twitter chats provide a chance to network and grow your circle (and knowledge) through shared interests.



Unlike everything else that happens on Twitter that is beyond your control, conducting your own Twitter chat is the only opportunity you have where you can control every aspect of it, to a point (what your audiences say will be beyond your control). Therefore, to ensure it runs smoothly and according to plan, you will need to do due diligence to your prep work ahead of time.

Before your Twitter Chat:

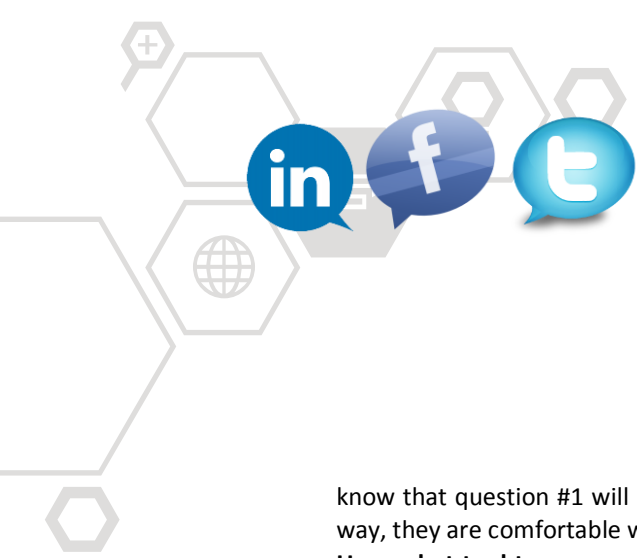
- **Do proper research on the topic:** It is important to do a proper research on the topic of discussion before conducting a chat. This will guide you in drafting the right questions as well as getting the right people involved. An engaging topic is crucial for a good Twitter chat.
- **Get a proper hashtag:** You can use sites like [Twubs](#) to register your proposed hashtag (and schedule your twitter chat) and to see a list of upcoming Twitter chats that you and your organization can join. It will also let you know if the proposed hashtag you want to use is already being used by another organization – a great way to avoid confusion on the super highway of Twitter.
 - Bonus point if your hashtag is easy to relate back to your business or perhaps even branded to you or your company.
- **Find the appropriate time and day to hold your Twitter chat:** Don't just pick a random time and day to host your Twitter chat. If you have been conducting your social media monitoring/listening correctly, you would know when your community is most active online – ideally you want to pick a time that is most convenient for them.
- **Promote your Twitter chat:** If you don't actively promote your Twitter chat, no one will come and all the work you have put into it (finding a moderator, guest speakers, drafting questions, etc.) would have been wasted. Promote it just like you would any typical event – you might want to



design a special flyer for it, for instance, and have a dedicated space on your organization’s website for the Twitter chat.

TIP: Ask your employees and other brand ambassadors to help you spread the word about your Twitter chat.

- **Participate in a Twitter chat as a participant first to get the hang of it:** If you’re planning on hosting a chat of your own, make sure you learn the ropes first. Try to join in several Twitter chats in advance of your own. If you participate heavily, you’ll start to get the feel of the flow, the speed, and the types of interactions you’re likely to see as host.
- **Find a tool that works for organizing your Twitter chat:** For ease of mind, simply use the Twitter client tool you are already using for Twitter (Hootsuite, Tweetdeck, etc., and just create a new column for the twitter chat to keep up with all the tweets). However, if you are feeling adventurous, you can experiment with tools like [Tweetchat](#). Tweetchat is free, easy to use, filters your stream down to just the hashtag you want to focus on, and it automatically adds the appropriate hashtag to the end of your tweets (one less thing to worry about as it’s easy to forget to include the hashtag in your tweets).
- **Prep your moderator and Twitter guest speakers:** You will need to sit down with your proposed Twitter guest speakers to walk through how a Twitter chat works. Don’t assume they already know! If they don’t already have a Twitter account, encourage them to open one up immediately and to post a few tweets ahead of the Twitter chat so their account looks “active”. Explain that:
 - Twitter chats lasts typically one hour and that it can go by very quickly so they would need to have very quick fingers to type their responses.
 - They need to come prepped with their answers to questions. Ideally, they should have their responses already typed up on a separate document, ensuring they keep to the 140 Twitter character limit. This would allow them to simply cut and paste their responses at the appropriate time and saves a lot of time!
 - Open up links to resources they would like to share with the audience so they can simply copy and paste it into their tweets.
 - Protocols of Twitter chats use the Q1, Q2, Q3... for posing questions and responses use A1, A2, A3... to reply.
 - Lastly, they should try to have fun with it!
- **Draft 5 – 7 questions as the moderator of the Twitter chat and share with your Twitter guest speakers:** Come up with at least 5 questions you want to ask as the moderator of the Twitter chat. These questions should be the result of your research on the topic and in your initial conversations with your team on what the objectives of the Twitter chat should be. Share them with your Twitter guest speaker(s) and assign particular questions to a guest speaker. For example, you can let them



know that question #1 will be to speaker 1 and question #2 will be to speaker 2 and so on. This way, they are comfortable with the questions and can come prepared with ready-made answers.

- **Use a chat tool to communicate with your Twitter guest speakers during the chat:** If possible, have your Twitter guest speakers in the same room as the moderator. However, this is not always feasible. In cases like this, we recommend using Google GTalk or WhatsApp or another chat tool to chat to communicate with your guest speakers offline (i.e. off Twitter). Why do you need to do this?
 - You may need to remind a speaker about the protocols of the Twitter chat for instance.
 - You might want to suggest a speaker respond to a question posed by a member of the audience.
 - You may need to revise one of the prepped questions to reflect a sudden shift in the conversation from questions and comments your audiences are posing, and in that case, you need an easy way to communicate this.
 - Your chat may suddenly go in a different direction than planned and if it does, you will need to plan and organize on the go along with your speakers.

During the Twitter chat:

- **Welcome your audience:** Post an introductory tweet, reminding your audience of the topic. Perhaps provide a couple of information points, facts or statistics on your topic to stimulate the conversation. Remind your audience of the assigned hashtag for your Twitter chat.
- **Review the protocol/housekeeping rules of the Twitter chat with your audience:** Chats progress quickly and before you know it the responses can spiral out of control, a bit like Tetris. Label your questions and let your audience know they should respond with the appropriate tag. Many hosts like to use Q1, Q2 and so on, with participants using A1, A2 etc. in their responses.
- **Allocate time:** Keep your chat running smoothly and on time by ensuring you allow a certain amount of time for answers to a question before moving on to the next question. This depends on how many questions you'd like to get through and how much you want to impede on the flow of conversation, but a good rule of thumb is to allow 10 minutes per question. Be aware if a particular question is generating a lot of positive discussion from both your guest speakers and the audience, you may want to give it a bit more time for that question. Likewise, if a question falls flat, move on quickly.
- **Summarize points during the chat:** Before moving on to the next question, take time to summarize the best answers as the moderator or host. Respond to and share any particular interesting tweets during the chat to stimulate further conversation and make your participants feel valued. Why do this? Your audience may be popping in and out of the Twitter chat during the allotted time and



may not have seen a particularly useful tweet; you would want to intentionally create opportunities to highlight useful tweets throughout the Twitter chat.

- **Use moderators:** Lots of Twitter chat hosts like to have employees or brand ambassadors get involved (on their personal accounts, of course) to guide the conversation and stimulate further discussion. Being able to chat to a human face in the company rather than the corporate-branded account makes the experience personable and enjoyable for your participants, and can keep the chat on track rather than it drifting off into other subjects.
- **Retweet, Retweet, And Retweet:** In our opinion the more tweets the better in a Twitter chat. A quick and easy way to contribute to the overall chat is to retweet the comments and questions you like. It is also a fantastic way to get started talking to others in the chat, if you retweet one of their answers or questions. Especially if you are new to Twitter chats, this works very well. Your retweets add to the conversation, give others a chance to be seen and heard, and they help keep everyone in the loop.

After the Twitter chat:

- **Thank participants, your moderator and guest speakers:** Fairly straightforward. Be sure to officially end the chat and thank your audience for getting involved. If you plan to regularly host a Twitter chat, use this opportunity to remind them of the next event.
- **Summarize the discussion using [Storify](#).** Choose the most interesting answers from the discussion to go alongside your questions and share them using the [Storify tool](#). Storify gives you the opportunity to turn your Twitter chat into a great interactive storytelling product – you can add videos, photos, and links to external sources that can bring life to your Twitter chat and allow for those who were not able to participate to feel like they were there.



FACEBOOK

What's the Difference between a Facebook Page and Group?

Making connections on Facebook is not limited to connecting with friends. Through both Facebook Pages and Facebook Groups, you can stay more connected with everything that matters in your life—from businesses and public figures to common interests and hobbies. To forge these ties on Facebook, it's important to understand the difference between Facebook Pages and Facebook Groups.

Facebook Pages

Facebook Pages enable public figures, businesses, organizations and other entities to create an authentic and public presence on Facebook. Unlike your profile, Facebook Pages are visible to everyone on the Internet by default. You, and every person on Facebook, can connect with these Pages by becoming a fan and then receive updates in your News Feed and interact with them. Just as profiles represent real people and real names, so too should Pages for entities. Only the official representatives of a public figure, business or organization should create a Facebook Page.

Facebook Groups

While Pages were designed to be the official profiles for entities, such as celebrities, brands or businesses, Facebook Groups are the place for small group communication and for people to share their common interests and express their opinions. Groups allow people to come together around a common cause, issue or activity to organize, express objectives, discuss issues, post photos and share related content.

When you create a group, you can decide whether to make it publicly available for anyone to join, require administrator approval for members to join or keep it private and by invitation only. Like with Pages, new posts by a group are included in the News Feeds of its members and members can interact and share with one another from the group. Groups range widely, from members of a church group or athletic team organizing activities to serious topics on politics and world events or even more lighthearted themes.

How to create a Facebook fan/group page

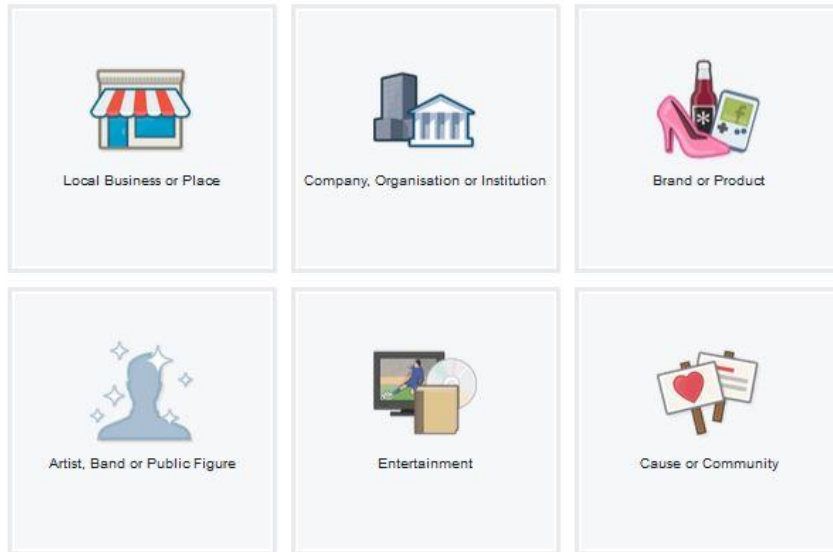
To create either a Facebook Group or Page, you will need to log-in to your personal Facebook account.

- Click on the “Create a Facebook Group/Page” on the menu from the left.
- This will take you to a new page that will provide different categories for the type of Group/Page you want to create.



Create a Page

Create a Facebook Page to build a closer relationship with your audience and customers.



- Most likely, you would be creating a Group/Page for your organization, so click on the second option “Company, Organization or Institution”.
- The rest of the instructions are similar to how you created your own Facebook personal account, so simply follow the instructions.
 - Have the logo of your organization ready to load up to Facebook.
 - Determine ahead of time who will be the Page’s/Group’s administrators and make sure you add them.

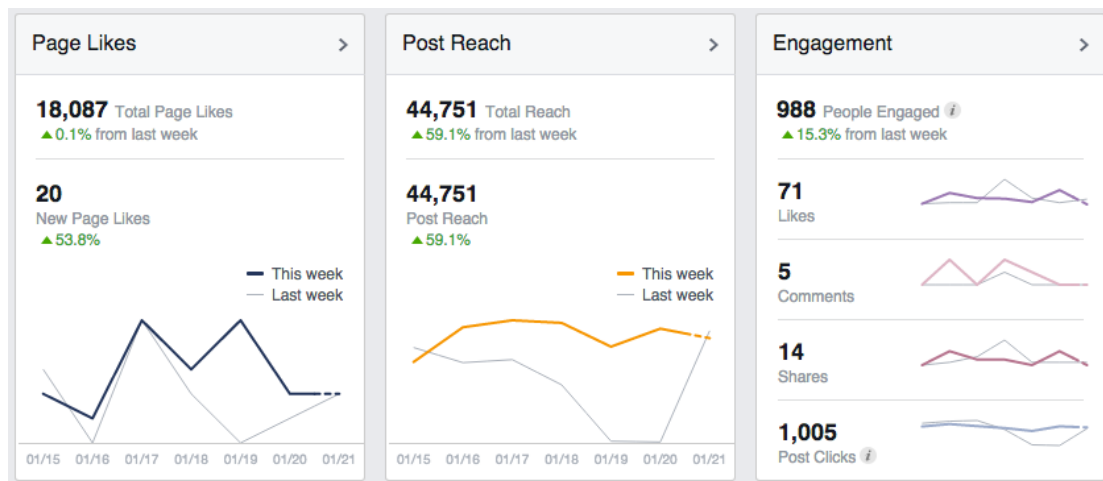
Understanding Facebook Analytics

Facebook Page Insights is an essential tool for monitoring and evaluating your Facebook efforts – it gives a basic rundown of how your page, its posts, and even those of your competitors, are performing. The best part of Facebook Insights is that it is free and as soon as you create a Group/Page, it begins to collect data on your behalf behind the scenes. Use Facebook Insights to maximize your sharing strategy. The data gathered helps you stay in touch with the content that’s best for your organization, while avoiding the things that don’t work. Facebook Insights gathers information on:



- Which posts are working / not working, which ones are liked, shared and have comments.
- Is your Fan page count growing? And how quickly?
- How much of your audience sees your content?

Overview



The Overview page displays a brief summary of the kind of information that you can find in greater detail in other Insights' pages. It limits statistics to performance over the past week, but you can choose a particular date range on any of the other pages.

- **Likes.** The total number of page likes and how much they have increased or decreased over the past week, as well as new page likes and how they compare to the previous week. This is a useful way to keep an eye on any spikes or trends. If your performance is worse than last week, why is that?
- **Reach.** How many total Facebook users your page or posts reached and the increase or decrease compared to the previous week. If someone sees your post multiple times, this is only counted as once for the purpose of reach. When you see your reach going up or down, have a look at your content to see why you got more engagement with one post over another. When you see



Facebook talking about ‘impressions’, they count one person seeing a piece of content five times as five impressions. It’s good to look at both stats.

- **Engagement.** The total number of engaged followers over the past week, along with a comparison to the week before. It also breaks down the engagement types among likes, comments, shares, and post clicks. Building engagement should be one of your primary Facebook goals. When followers engage with your content, Facebook gives your post more relevance in their News Feed. They will not see your content if they never engage with it, otherwise.
- **Most Recent Posts.** This section lists the five most recent posts on your page and how they are performing
- **Pages to Watch.** This is the most valuable feature of the Overview page by far. You can add the Facebook pages of your competitors, ranked in order of the number of Likes (Facebook includes your page in these rankings as well.). Also, you can see how your page compares to those of your competitors regarding the number of posts and engagement for the past week. Pages to Watch also suggests other pages that you should follow. Understanding how your Page compares with others is critical in knowing how you are doing on social media and can be good for reporting purposes, especially ROI. If you are able to say that compared to 5 similar Pages on Facebook, you are the doing better in terms of engagement and reach, your supervisors will be able to quickly see the ROI on social media.

Let’s go a little deeper into each of the different types of data Facebook Insights gathers:

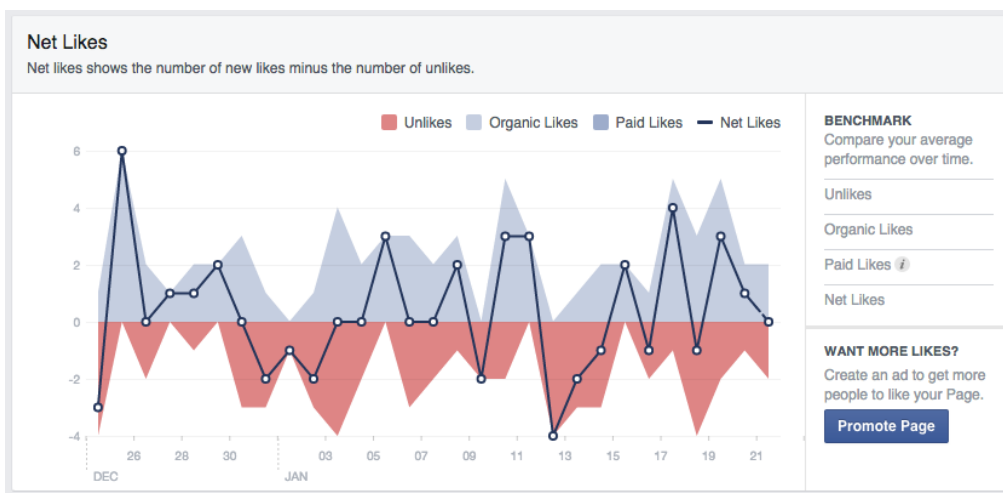
Likes

This section of Insights lists the likes for your page, as opposed to post likes, the latter of which you can find on the Posts page. The top section of this page allows you to select a specific date range for the data you’d like to see. You can drag the slider manually, to choose the range or use the start and end date calendars, located on the side. You’ll notice the slider section includes a preview graph of the activity listed on the page.

- **Total Page Likes as of Today** gives you the number of current followers on your page and shows you the growth in likes over the chosen time period. Hover your cursor over the graph, to see the total number of likes for that particular date. You may notice that these figures increase and decrease on a day-to-day basis. The decreases are on the days where your page lost more followers than it gained. You should see an overall upward trend here. If not, you will need to reevaluate your posting strategy.
- **Net Likes** shows the number of new likes minus the number of unlikes and includes four different points of data. First is the number of unlikes (the red portion of the graph), which shows how many unlikes your page received on a daily basis within the timeframe set. Next is the number of organic likes, in light blue. Organic likes are unpaid, meaning your page received them naturally. Paid likes



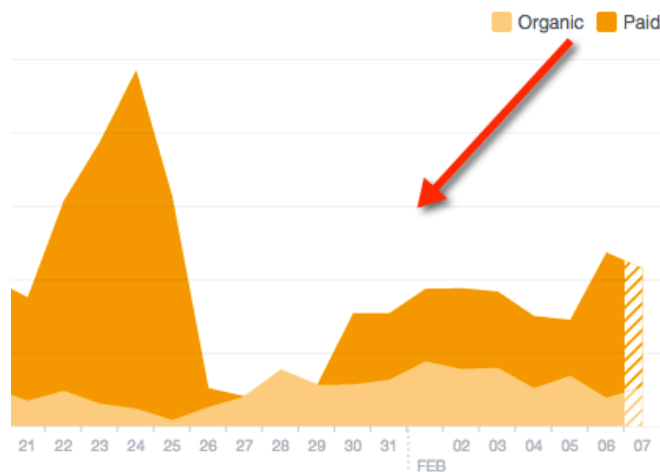
are next, which are those gained using ads. Last are your net likes, represented as a line graph that shows your daily net gain or loss.



- **Where Your Page Likes Happen.** The majority of likes will probably happen when people visit your Facebook Page but they could happen in other places. For example, there is a feature where Facebook will recommend other Pages to like, when someone likes a Page. Your Page could be in this recommended list, as long as you have this option enabled under Settings -> General -> Similar Page Suggestions.
 - **On your Page.** Users who liked your page by visiting it directly.
 - **Page Suggestions.** These occur when someone follows your page based on an interaction that one of his or her friends had with your content. (You've probably seen these in your News Feed.) This is one of the many reasons building engagement is so important.
 - **Uncategorized Desktop.** Likes from a desktop device that cannot be categorized.
 - **Uncategorized Mobile.** Same as above but on a mobile device.
 - **Search.** Users who searched Facebook for your page specifically, and then started following you.

Reach

Reach is Facebook's version of impressions. In other words, it's simply the number of people that have seen the page or posts in some fashion. It is split into organic and paid methods.



If you click on any section of the graph, Facebook Insights will show you details of the posts that day that created the reach displayed. Check out the peaks and the lows. Why did you get those peaks and why were some posts not popular at all?

- **Post Reach** applies to the number of users — both followers of your page and non-followers — who have seen your posts only. The two sets of data shown here represent organic and paid post reach, also known as boosted or promoted posts.
- **Likes, Comments, and Shares** reports exactly what it states, and is directly tied to your page’s engagement. Increasing these will help you gain additional reach through the page suggestions, mentioned above.
- **Hide, Report as Spam and Unlikes** – Unlikes are ok as long as it’s only a very small percentage of your total fan count. However, people marking your content as spam is something you really need to watch. This is not a big issue if it’s only the odd time but, if it’s happening regularly, you may be penalized by Facebook for it.

Page Views

The Page Views section deals specifically with the number of users who visit your organization’s page directly. These views are valuable, since most followers that see your content will do so in their News Feed. If they visit your page, it’s for a purpose, such as researching more information about your organization.

- **Your Fans** – This shows you a breakdown of the demographics of your fans – male/female, country, city, language etc.



- **People Reached** – This shows you a breakdown by country, city and language, based on the people who have seen your status updates. Analyze this to see if you are reaching the people you really want to target.
- **People Engaged** – View a breakdown of people who have engaged with your content based on country, city and language.



Posts

It's not always best to post when most of your fans are online, because that may also be the most competitive time to get onto their newsfeed. You also may have fans in different parts of the world, so you will need to target them with content at different times. However, Posts provide some of the most valuable information available from Insights that you can get. It will drive your posting strategy regarding when to schedule posts, what types of posts perform best, and new post ideas.



The top section of the page has three tabs, with three key pieces of information:

- **When Your Fans Are Online** shows what day of the week and time of day your followers are on Facebook. Consider if you want to post during these times as it could be high traffic time on Facebook and your content may get lost.
- **Post Types** shows what kinds of posts are most popular with your audience. Categories include photos, links, plain-text status updates, and videos. Again, your posting strategy should mimic the information provided here.
- **Top Posts From Pages You Watch** pulls limited Insights information from your competitors' pages in Overview section. It's not a good idea to mirror their top posts exactly, but there's nothing wrong with using them for a bit of inspiration.

Lastly, Insights includes the ability to boost posts, which allows you to promote posts that have performed well organically, to reach even more people and increase engagement.



GOOGLE ANALYTICS

Understanding how to use Google Analytics

Google Analytics is important if you have a website or blog to measure the statistics. Google analytics helps to measure how many hits you have to your website - it tells you how many actual visitors you have, where they're from, how long they stay on the website, and much more. Google Analytics is now the most widely used web analytics service on the Internet. It is offered in two additional versions: the subscription based Google Analytics 360, previously Google Analytics Premium, targeted at enterprise users and Google Analytics for Mobile Apps, an SDK that allows gathering usage data from [iOS](#) and [Android](#) Apps. Some questions Google Analytics can help you answer:

- How many people visit my website?
- Where do my visitors live?
- Do I need a mobile-friendly website?
- What websites send traffic to my website?
- What marketing/engagement tactics drive the most traffic to my website?
- Which pages on my website are the most popular?
- Where did my converting visitors come from and go on my website?
- How can I improve my website's speed?
- What blog content do my visitors like the most?

Installing Google Analytics

First, you need a Google Analytics account. If you have a primary Google account that you use for other services like Gmail, Google Drive, Google Calendar, Google+, or YouTube, then you should set up your Google Analytics using that Google account. Or you will need to create a new one. You can always grant access to your Google Analytics to other people down the road, but you don't want someone else to have full control over it.

TIP: Don't let anyone (your web designer, web developer, web host, SEO person, etc.) create your website's Google Analytics account under their own Google account so they can "manage" it for you. If you and this person part ways, they will take your Google Analytics data with them, and you will have to start all over.

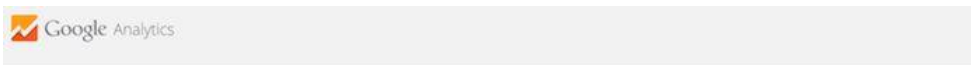


Once you have a Google account, you can simply go directly to Google Analytics to access or set up the analytics function.

The screenshot shows the Google Analytics interface with the following content:

- Google Analytics** header with the user email `testtubebusiness@gmail.com`.
- Start analyzing your site's traffic in 3 steps**
 - 1 Sign up for Google Analytics**
Icon: Notepad and pencil.
Text: "All we need is some basic info about what site you'd like to monitor."
 - 2 Add tracking code**
Icon: Notepad and wrench.
Text: "You'll get a tracking code to paste onto your pages so Google knows when your site is visited."
 - 3 Learn about your audience**
Icon: Analytics dashboard.
Text: "In a few hours you'll be able to start seeing data about your site."
- Start using Google Analytics**
 - Sign up button
 - Text: "Sign up now, it's easy and free!"
 - Text: "Still have questions? [Help Center](#)"

You will need to provide information about your organization, especially if this is the first time you are setting up a Google Analytics account. Note that you can't move a property (website) from one Google Analytics account to another—you would have to set up a new property under the new account and lose the historical data you collected from the original property.



New Account

What would you like to track?

Website Mobile app

Tracking Method

This property works using Universal Analytics. Click *Get Tracking ID* and implement the Universal Analytics tracking code snippet to complete your set up.

Setting up your account

Account Name required

Accounts are the top-most level of organization and contain one or more tracking IDs.

Setting up your property

Website Name required

Website URL required

Industry Category ?

Reporting Time Zone

Tracking Code

Once you've provided all the necessary account details, you will be provided with a unique Tracking ID. Clicking on the Get Tracking ID button will generate a popup of the Google Analytics terms and conditions, which you have to agree to. Then you will get your Google Analytics code. This tracking code must be installed on every page on your website, not just the Home/Landing page, because you want to track your

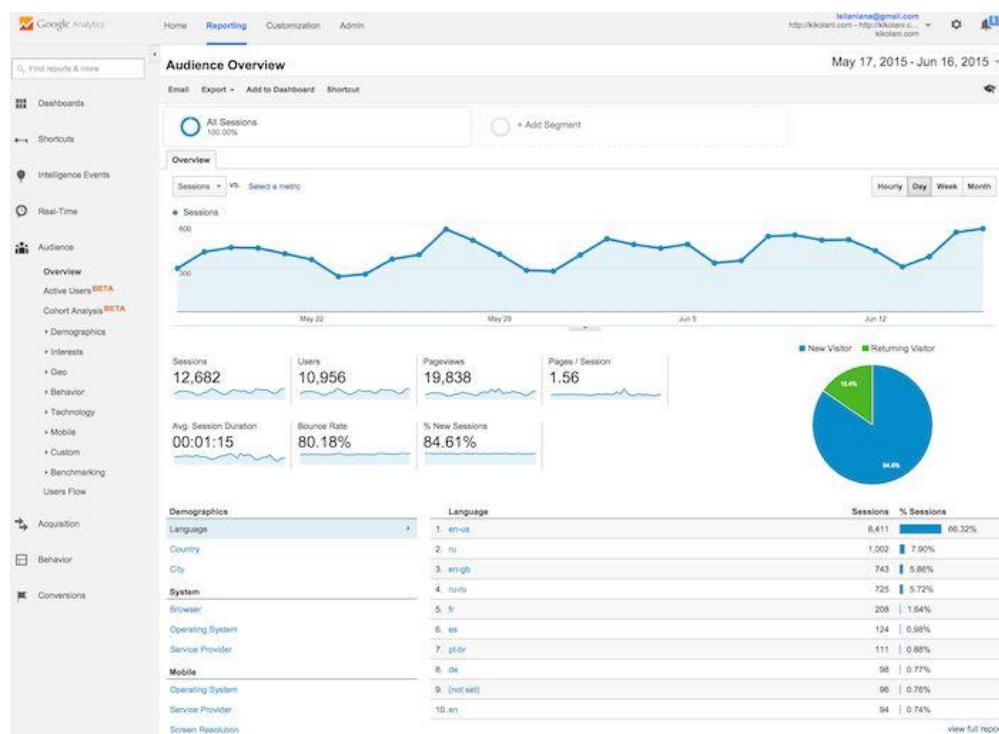


visitors' movement across all pages of your website. The installation will depend on what type of website you have, so be mindful of this and following the prompted instructions carefully.

The installation of Google Analytics varies base on the platform you use (content management system, website builder, e-commerce software, etc.), the theme you use, and the plugins you use. You should be able to find easy instructions to install Google Analytics on any website by doing a web search for your platform + how to install Google Analytics.

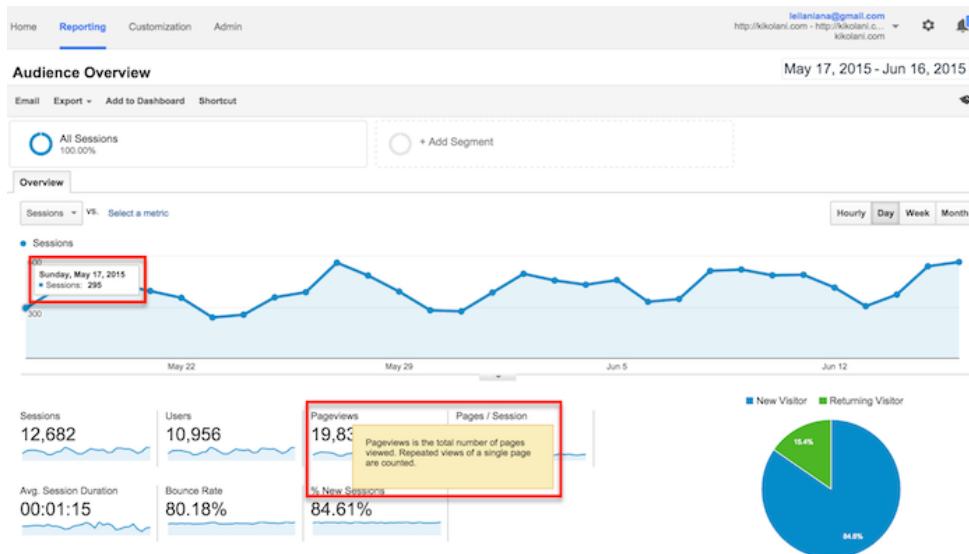
How to view your Google Analytics data

Once you start getting in Google Analytics data, you can start learning about your website traffic. Each time you log in to Google Analytics, you will be taken to your Audience Overview report. This is the first of over 50 reports that are available to you in Google Analytics. You can also access these reports by clicking on the Reporting link at the top.





You can hover over a variety of areas on your Google Analytics reports to get more information. For example, in the Audience Overview, hovering over the line on the graph will give you the number of sessions for a particular day. Hovering over the metrics beneath the graph will tell you what each one means.



Types of Google Analytics Reports

- **Audience reports:** These reports tell you everything you want to know about your visitors. In them, you will find detailed reports for your visitors' age and gender (Demographics), what their general interests are (Interests), where they come from (Geo > Location) and what language they speak (Geo > Language), how often they visit your website (Behavior), and the technology they use to view your website (Technology and Mobile).
- **Acquisition reports:** These reports will tell you everything you want to know about what drove visitors to your website (All Traffic). You will see your traffic broken down by main categories (All Traffic > Channels) and specific sources (All Traffic > Source/Medium).
- **Behavior reports:** These reports will tell you everything you want to know about your content. Particularly, the top pages on your website (Site Content > All Pages), the top entry pages on your website (Site Content > Landing Pages), and the top exit pages on your website (Site Content > Exit



Pages). You can also learn how fast your website loads (Site Speed) as well as find specific suggestions from Google on how to make your website faster (Site Speed > Speed Suggestions).

Google Analytics can do a lot more than is shared here and we strongly advice you go through this helpful tutorial from [Moz](#) that walks you through every scenario you can think off; don't forget to also check out the comments section as well... you will find even more useful tips there!

CONCLUSION

Nothing is constant with social media, and this is the beauty and frustrating thing about it! Social media platforms are always evolving and coming up with new and better features to make the simple act of engaging with members easier. What's clear is that you simply cannot afford to ignore social media if you want your organization's mission and goal to reach scale and have the true impact that it deserves - the goal is to figure out ways to harness this potential, and drive it to create the change that we are seeking in your work.

We hope you find this Guide useful to you and your organization. We hope to produce future editions of this Guide that will go deeper into more tools -- project management tools, for instance -- that can only serve to leverage on the basic foundation this Guide provides. However, we want to learn more about social media as much as you do too, so kindly please share with us how this Guide has been useful to your organization or if there is a particular social media platform you would like us to cover in the next iteration of the Guide.



REFERENCES

1. [5 Social Media Toolkit Essentials](#)
2. [The Art of Listening: Social Media Toolkit for Non-Profits](#)
3. [The Social Media Handbook – 101+ Resources, Tips, Guides & Tools](#)
4. [The Absolute Beginner's Guide to Google Analytics](#)
5. [The Ultimate Glossary – 120 Social Media Terms Explained](#)
6. [How to Use Twitter Analytics to Increase Your Audience Engagement](#)
7. [A Comprehensive Guide to Social Media ROI](#)
8. [How to Create Social Media Guidelines](#)

SOCIAL MEDIA TOOLS AND RESOURCES

TWITTER:

- [How to Set Up a Twitter Account](#)
- [Retweet Rank – maximize your social media ROI through actionable analytics](#)
- [Twitter Counter – shows you weekly, monthly, 3-months, 6-months statistics of your account](#)
- [Bit.ly – a link shortening tool that transforms long links into 20 character links and provides click-through rates to measure impact and effectiveness.](#)
- [Visible Tweets – an online tool that aggregates all tweets associated with a particular hashtag and vividly displays them live at conferences and other events](#)

FACEBOOK:

- [How to Set Up a Facebook Page](#) -- a guide by Facebook that outlines the major steps of creating a Facebook Page, and how they can best be utilized by nonprofit organizations
- [A Beginner's Guide to Facebook Insights](#)

MANAGEMENT:

- [Hootsuite](#) -- account management tool that lets you schedule posts, obtain analytics, manage, and monitor multiple accounts (i.e. Facebook, Twitter) simultaneously
- [Tweetdeck](#) – an account management similar to Hootsuite
- [Social Media Measurement Guide](#) -- a guide by Fenton Communications on important social media metrics with a simple framework for measurement



- [Key Performance Indicators \(KPIs\)](#) -- an easy-to-understand guide about KPIs, why you need them, and how to use them with goals/objectives and sample templates
- [The Definite Guide to Social Media Tools for StartUps](#) (applies to nonprofits as well)



APPENDICES

Glossary of Social Media Terms

Analytics | Quantitative and qualitative measures of social media activity used to evaluate impact and effectiveness

Ask | A clear demand that is articulated through a statement (Ex: “LIKE this post if you agree!”)

Bit.ly | A free URL shortening service that shrinks links to 25 characters and provides statistics for links that users share online to measure effectiveness

Blog | Short for “web log.” Essentially an online collection of entries focusing on commentary or discussions around certain topics and issues

Bot | An account managed by a computer that sends out automated messages to spam other users.

Buzz terms | Terms that are drawing attention around a certain issue or topic. A term creates buzz when it is well-known in wide circles

Comment | A response that is often provided as an answer or reaction to a blog post or message on a social network. Comments are a primary form of two-way communication on the social web

Content management tool | An online tool like Hootsuite used to manage different social media accounts at the same time

Event hashtag | (see Hashtag) A hashtag used to brand a sponsored or hosted event to make it easy for social media users to engage with updates from the event and contribute to conversations

Facebook | Facebook is a social network that connects individuals and organizations globally and allows people to easily share information and interact with one another. Facebook is the largest social network in the world with more than 1.1 billion users

Facebook Graph Search | The new search tool built into the Facebook platform that allows you to create targeted searches on user accounts and hashtags to listen to what is being said about specific topics

Facebook Page | Pages allows organizations to publicly connect with people on Facebook through the sharing of content. Admins can post information and newsfeed updates to people who Like their pages.

Facebook Timeline | The Facebook profile page for an individual or organization that shows the collection of photos, stories, and updates that a user shares

Follow | On a social network, when you follow a user, you subscribe to the content that they share with others, which will be displayed through your newsfeed

Follow Friday (#FF) | Follow Friday is a trend via the hashtag #ff every Friday on Twitter. Users select other usernames and tweet them with #ff in their post, meaning they recommend following those Twitter users

Followers | People who have signed up on social networks to receive your shared content

Hashtag | A tag used on social networks indicated by the “#” symbol used to aggregate and organize messages for the purpose of centralizing and marking topics in conversations. Hashtags are searchable and allow social media users to zone in and listen to conversations regarding specific topics.



(Ex: #healthcare, #race, #SanFrancisco)

Hootsuite | A social media management system that helps organizations streamline management across social networks such as Twitter and Facebook. Teams can collaboratively monitor, engage, and measure the results of social campaigns from one secure, web-based dashboard

Influencer | A social media user/personality that is actively engaged and has a large audience base, especially within their specific sector/industry

Infographics | Graphics that are used to visually display information and data in a simple, engaging way

Insights | Facebook's built-in analytics tool that is used to track Page activity and user demographics

Instagram | Instagram is a photo sharing application that lets users take photos, apply filters to their images, and share the photos instantly on the Instagram network and other social networks like Facebook and Twitter.

Key performance indicators (KPIs) | (see Metrics) Metrics that help you understand how well you are achieving your objectives and goals

Like | A feature in social networks that allows users to recommend content or demonstrate agreement with commentary, and also serves to move popular content up in the news feed or search rankings. In Facebook, when users Like a page, they subscribe to the respective page's updates.

List | A way to combine select people you follow on Twitter into a smaller feed. A list can be made up of friends, influencers in different topics, types of people, etc. Lists let you view a slice of your followers at a time and are a great way to focus on specific folks when you're following a large number of people.

Markers | Benchmarks that help define your progress towards reaching goals and objectives

Mention | Mentioning another user in your Tweet by including the "@" sign followed directly by their username is called a 'mention.' Also refers to Tweets in which your username was included.

Metrics | Numbers and quantities collected based on different measures to evaluate goals and strategies

Netvibes | A free online social media management and dashboard service that allows users to monitor and analyze conversations to determine buzz worthy topics.

Newsfeed | A continuous feed of updates and news that you want to receive or have subscribed to. On Twitter, it is the collection of tweets from accounts you have followed. On Facebook, it is the collection of posts and updates from your "friends" and fan pages you have liked.

Reply | An @reply is a Tweet posted in reply to another user's message. This is usually done by clicking the "reply" button in their Tweet. @replies always begin with the "@" symbol, followed by the username.

Retweet | A Retweet is a repeated tweet. It is sometimes used in a reply to allow everyone to see the original tweet. It is also used to forward a message onto one's own followers.

SMART objectives | A statement that is specific, measurable, attainable, result-oriented, and timely



outlining the goals and purpose of engaging in an activity

Snowflake effect | the organic process of building an online audience that first starts with the people in your immediate networks, with the aim of eventually reaching people you don't know.

Social media | Social media are works of user-created video, audio, text or multimedia that are published and shared in a social environment such as a social network. Social media refers to any online technology that lets people publish, converse and share content online

Social media monitoring | The process of sifting through social media feeds to listen and zone in on the issues and topics that online audiences are engaged with and talking about

Spammer | a bot that sends out spam (masses of automated, unwanted content or junk mail)

Stream | (see News Feed) Similar to a news feed, a stream is a continually updated list of content related to a specific topic or issue area

Trending topics | A word, phrase, or topic that is popular at any given moment. In Twitter, trending topics are the collection of hashtags and keywords that are being used extensively at a given moment.

Tweet | A message shared through Twitter, limited by 140 characters

Twitter | Twitter is a real-time information social network that connects you to the latest stories, ideas, opinions and news about what you find interesting. Tweets (or updates) are 140 characters long.

Twitter Chat | An online conversation scheduled and hosted by Twitter users focusing on a specific topic. A great way to build community with like-minded users interested and invested a particular topic.

Twitter lists | Curated groups of other Twitter users created so that users can have specific streams of content related to a particular group of Twitter users. (Ex: Reporters, Elected Officials, Social Justice)

Twitter Search | A box on your Twitter homepage that allows you to search all public Tweets for keywords, usernames, hashtags, or subjects

YouTube | YouTube allows billions of people to discover, watch, and share originally-created videos. YouTube is a video-sharing network that provides a forum for people to connect, inform, and inspire others across the globe through the use of video.