Utilizing Social Media to Build Stronger Communities: Content, Collaboration, Community

CT Recreation & Parks Association Conference
Mohegan Sun Convention Center
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Description

Nowadays, your organization has to compete for attention, especially on social media. According to the Pew Research Center, 72% of Americans use some type of social media. As such, social media users are likely to navigate to specific platforms based on their interests so attracting their attention and earning their loyalty means creating content that's engaging and informative. This session will focus on how to create platform specific content that supports the mission of your organization and helps foster community interaction.

Learning Outcomes

➔ **Identify your community through personas.**

➔ **Understand platform specific content.**

➔ **Develop content calendar; Evergreen content.**

➔ **Analyze & utilize metrics.**

"Social media is not a media. **The key is to listen, engage, and build relationships.**"

David Alston

Who is your target audience? Where are they on social media?

(Conduct a quick audit to understand where your audience is active.)

Tip

Social media is a supplement to your existing marketing strategies.

It requires time and manpower to be successful.

Your Community

Who is your audience on social media?

Create social media personas.

Recreation Rebecca

"I love all the programs the town offers through the Parks & Recreation Department but am always a day late! I hope to give myself reminders so I don't miss sign-ups for next time."

Demographics:
   Mom, wife, working professional
   Suburban, 30-42
   Annual income $93,000

Demeanor:
   Efficient, likes digital communication, active social media user.

Goals:
   Be proactive in town recreation programs to meet other parents; keep her son active; socialize with other kids.

Challenges:
   Often misses sign-up dates and the programs are full.

What can we do?
   Post all program information on social media; build an email list from social; Create Facebook events.

Poolside Patrick

"I like spending time with friends but sometimes there isn't anything to do. We usually just go to the center of town and hang out."

Demographics:
High School student
Suburban/Urban, age 14-17

Demeanor:
Active, energetic, likes sports and hanging out with friends; active on Instagram.

Goals:
Wants to go to more movies, concerts, and events with his friends in town.

Challenges:
Lack of things to do with friends.

What can we do?
Utilize Instagram with custom hashtags to promote events; tap into current trends; Use Insta stories.
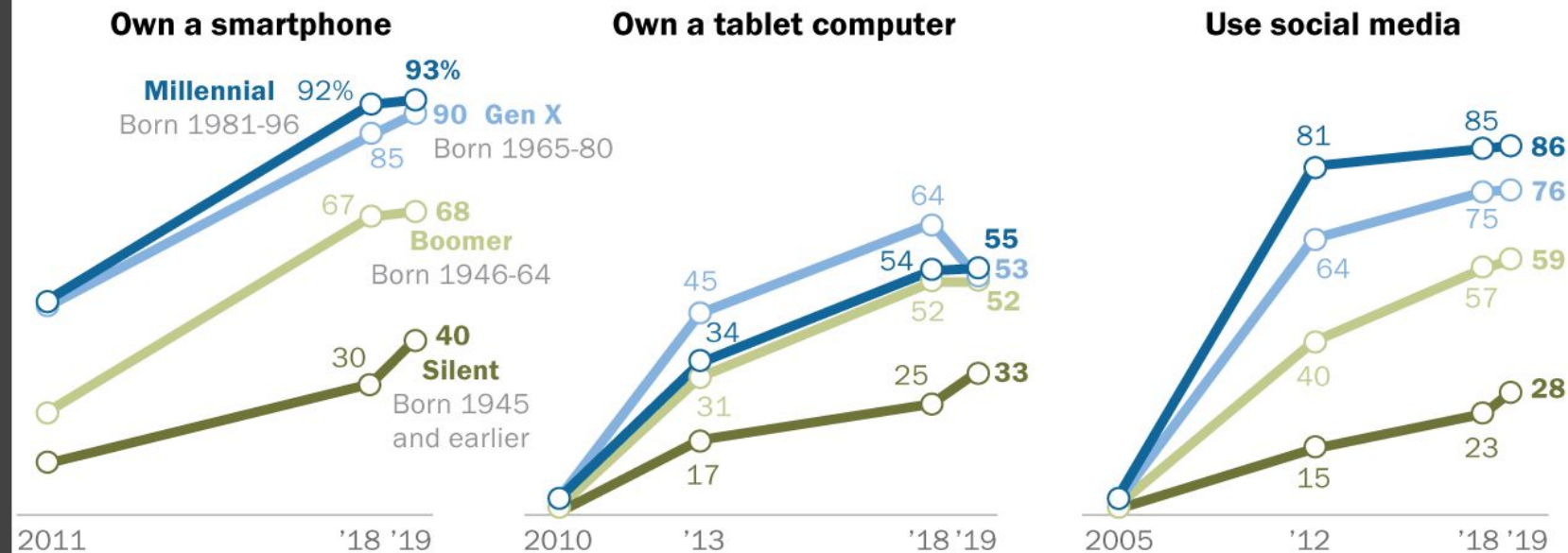
Social Media Platform Breakdown

MIND THE STATS

Millennials lead on some technology adoption measures, but Boomers and Gen Xers are also heavy adopters

% of U.S. adults in each generation who say they ...

Own a smartphone

- **Millennial** Born 1981-96 — 92%, **93%**
- **Gen X** Born 1965-80 — 85, **90**
- **Boomer** Born 1946-64 — 67, **68**
- **Silent** Born 1945 and earlier — 30, **40**

2011 ... '18 '19

Own a tablet computer

- 45, 64, **55**
- 34, 54, **53**
- 31, 52, **52**
- 17, 25, **33**

2010 ... '13 ... '18 '19

Use social media

- 81, 85, **86**
- 64, 75, **76**
- 40, 57, **59**
- 15, 23, **28**
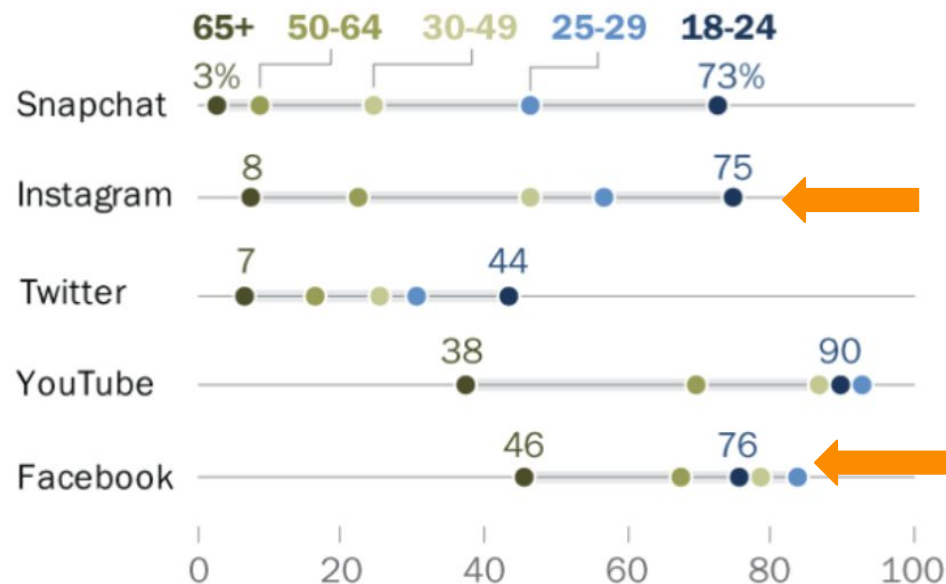
2005 ... '12 ... '18 '19

Note: Those who did not give an answer are not shown.
Source: Survey conducted Jan. 8 - Feb. 7, 2019.

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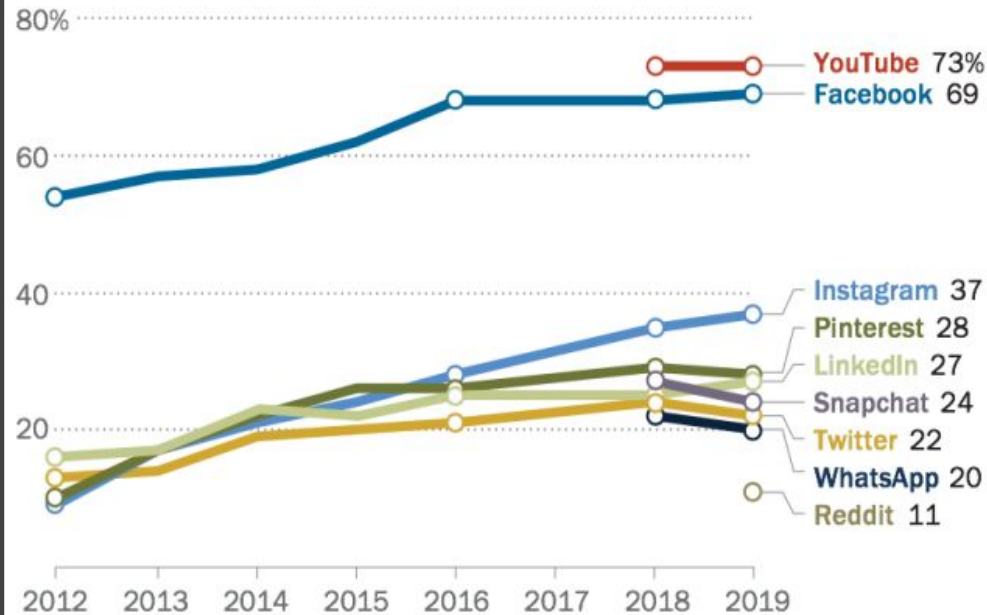# Snapchat and Instagram are especially popular among 18- to 24-year-olds

% of U.S. adults in each age group who say they ever use ...

65+   50-64   30-49   25-29   18-24

Snapchat
3%   73%

Instagram
8   75

Twitter
7   44

YouTube
38   90

Facebook
46   76

0   20   40   60   80   100

Note: Respondents who did not give an answer are not shown.
Source: Survey conducted Jan. 8-Feb. 7, 2019.

Facebook, YouTube continue to be the most widely used online platforms among U.S. adults

% of U.S. adults who say they ever use the following online platforms or messaging apps online or on their cellphone

YouTube **73%**
Facebook **69**

Instagram **37**
Pinterest **28**
LinkedIn **27**
Snapchat **24**
Twitter **22**
WhatsApp **20**
Reddit **11**

2012 2013 2014 2015 2016 2017 2018 2019

Note: Pre-2018 telephone poll data is not available for YouTube, Snapchat and WhatsApp. Comparable trend data is not available for Reddit.
Source: Survey conducted Jan. 8-Feb. 7, 2019.

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Facebook

- 68% of all online adults are on Facebook. (74% female)
- Best platform to interact with community, answer questions, start discussions.
- Is the text too long? (entertaining, surprising, provocative?)
- Is your logo visible?
- Does it fill the three E's? Entertain, Educate, Experience.
- Highest traffic between 1pm - 3pm.
- Are we asking too much of the person consuming the content?
- *Pay to play*

Twitter

- 50/50 Male Female Audience
- Popular with the 20-somethings
- Is it to the point?
- Is the hashtag(s) unique and memorable?
- Best time to post: morning, lunchtime, midweek. (Tuesday)
- Is the image attached high quality?
- Are you being authentic?
- Will your content resonate with your audience?
- Are you consistent and timely?

Instagram

- 72% of 13-17 year olds use Instagram.
- Best time to post: Wednesdays & Fridays 10am -11am. (midweek, midday)
- Are your photos interesting? Do they create a visual story?
- Are you utilizing appropriate hashtags?
- Is the image high quality?
- Utilize stories and highlights.
- Are you engaging with your audience?
- Are you consistent and timely?

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Content Topic Brainstorm..

Seasonal Events

Swim Lessons

Concerts

Park updates

Construction

Closures

Ice Cream Social

Races

Open Registrations

How Tos

Stories / Profiles (Staff; Instructors)

Around town

Videos

Did you know?

Program brochure

Why create a content calendar?

Helps to stay focused on goals.

Plan ahead for events, holidays, National Whatchamacallit Days.

Supports a consistent posting schedule. (creates more opportunity for engagement and credibility.)

Analyze what content is effective for your organization and saves time.

Encourages collaboration.

50% Listening - 50% Engagement!

⅓ Content Rule

➔ ⅓ of your content promotes your organization and generates leads.

➔ ⅓ of your content comes from other sources that align with your organization.

➔ ⅓ of your content engages with followers through Q&A, responding to comments or reposting user-generated content.

Tip

"Post content that resonates with your cause but is also highly relatable and easy to identify with. Your brand identity is created by moments over time. Each individual post, tweet, and share is an opportunity to impact how your brand is portrayed. **How do you want to be perceived?**"

Ellie Burke

According to Buffer:

68% of social media users share to give people a better sense of who they are and what they care about.

When we see something that speaks to us, defines us, or elicits an emotional response, **we're more likely to share it** with our connections in order to publicly display a piece of ourselves.
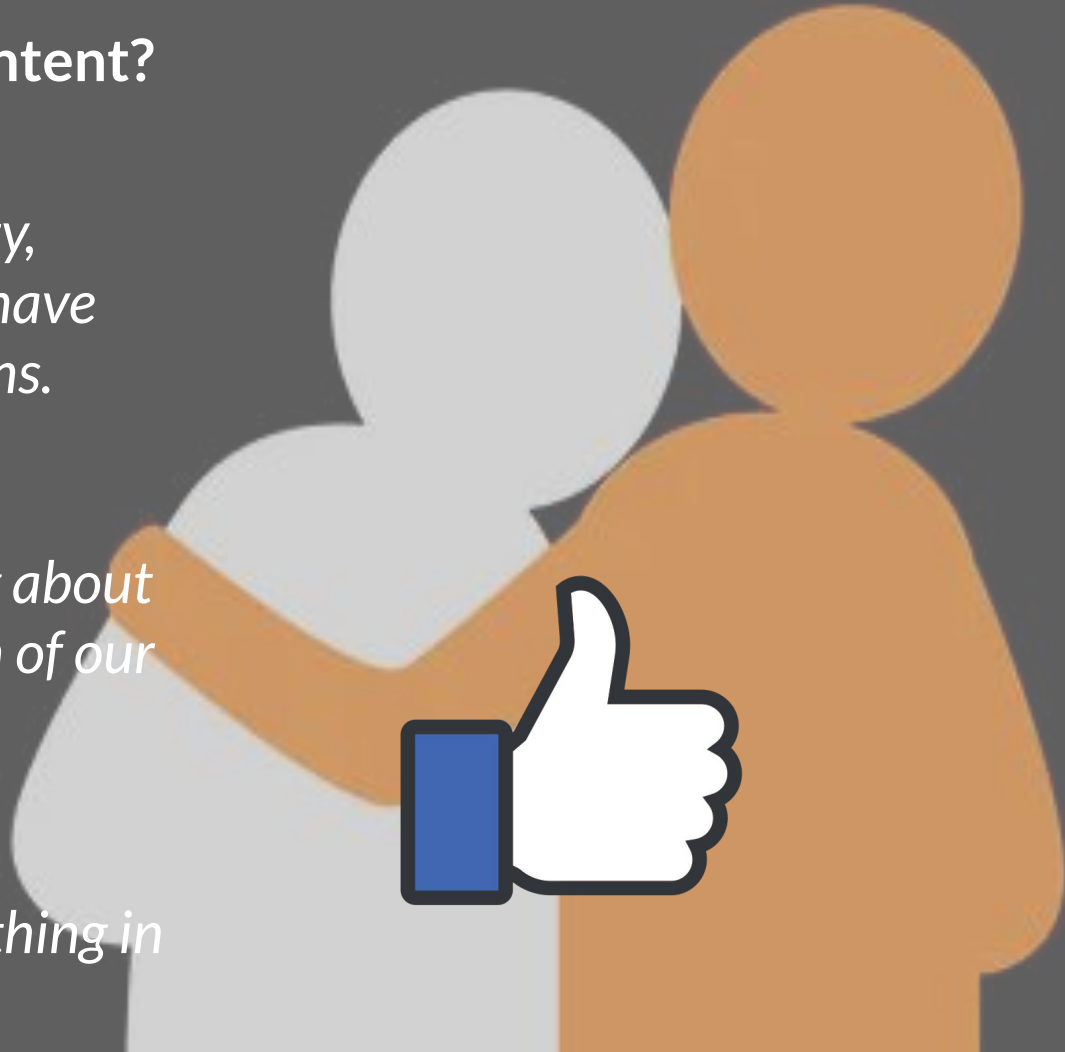
Why do we 'like' content?

Empathy
Creating solidarity, virtual empathy can have real-world implications.

Identity
Affirm something about you; Digital extension of our beliefs.

Practicality
We receive something in return.

What is evergreen content?

Evergreen content is content that never expires or is out of date.

Does not require updates.

Maintains content currency.

Promotes engagement and sharing.

Questions to ask as you develop your community:

- What is working?
- What does my community like?
- How are they engaging?
- What content are they responding to?
- How does this support our organizational goals and mission?

Without data, it's just an opinion.

Take time at the end of **EACH MONTH** to review and analyze **PLATFORM METRICS** to be sure you are headed in the right direction.

Tip:

Consider using the following metrics to gauge your social efforts:

Impressions

Reach

Engagement (response rate & conversations)

FREE

(Free tools to help manage and analyze your social media efforts)

Hootsuite

Bit.ly

Facebook Insights

Google Analytics

Google Alerts

TweetDeck

—

"Focus on how to be social, not how to do social."

Jay Baer, Convince & Convert

Tip

Google is just a click away....and so am I. ;-)

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Good luck!

Sarah Miner, Digital Media Consultant

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