

Manage Your Social Media in ~2 Hours Per Week

Streamline Your Social Media Activities & Increase your Effectiveness





Today's Session

- Overview of Today's Webinar
- Managing Your Social Media in ~2 Hours
- Pulling It All Together
- Q&A



Objectives

At the end of today's session, agencies will be able to:

- Develop a basic social media strategy
- Identify tools for scheduling and posting content
- Develop a plan for managing social media efforts efficiently and effectively



Presenters



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The **Technical Assistance for Service Integration (TA4SI) project**, funded by the Bureau of Infectious Disease and Laboratory Sciences (BIDLS) and implemented by JSI Research & Training Institute, Inc., provides technical assistance to BIDLS-funded agencies on service integration and data utilization across infectious disease (HIV, hepatitis, STIs, and latent TB) prevention and care.

Project Topics:


- Social Media
- PrEP
- Latent TB infection
- Data Basics
- Indicators and EHRs
- Telehealth





Poll: How much time does your program or agency spend on social media each week?

- 2 hours or less
- 3-15 hours
- 16-30 hours
- 31-45 hours
- More than 45 hours
- Other [chat in your response]



Poll: Does the time your agency or program spends on social media per week feel like it is too little, just right, or too much?

- Too little
- Just right
- Too much



Managing Your Social Media in ~2 Hours Per Week

- Conduct social listening (and respond) (15 mins)
- Create engaging content and graphics (45 mins)
- Schedule content using automation tools and editorial calendars (30 mins)
- Measure what matters (30 mins)

**Measure What Matters: Using Social Media Metrics to Discover What your Audience Needs and Drive Content Creation Webinar
June 16, 2021 | 12:30-1:30 pm ET**

Conduct Social Listening (and Respond) -- 15 mins



Social Listening (and Responding)

- What is being said?
- How is it being said or shared?
- What can you learn?

For example, listen to:

- Topics of interest
- Community members and leaders in your service area

With all this in mind, review and respond to comments and messages



Create Engaging Content and Graphics (45 mins)





Start with Strategy

“Success is 20% skills and 80% strategy. You might know how to succeed, but more importantly, what’s your plan to succeed?”

— Jim Rohn

POST Framework



People

Who are you trying to reach?

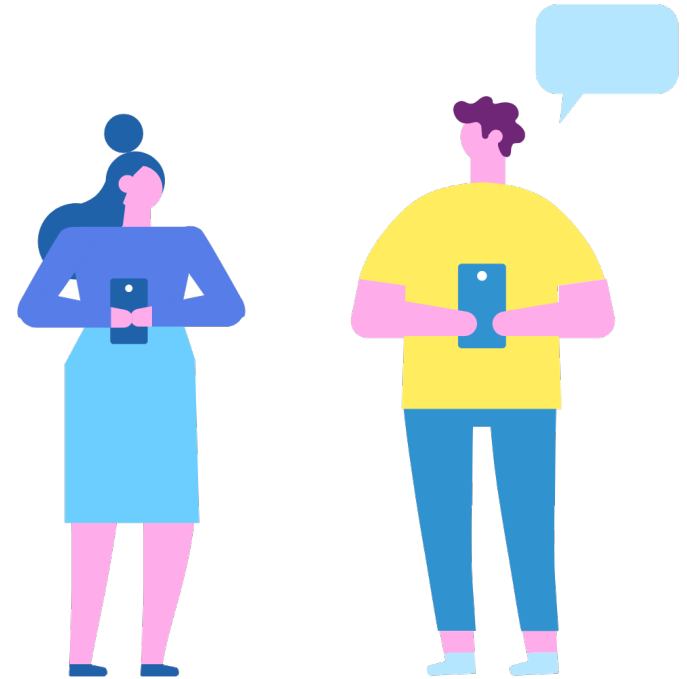
How are they using social media?

If you don't know, how can you find out?

For example:

Men who have sex with men (MSM)

- Young MSM between the ages of 18-25
- Young MSM who use substances
- Young MSM who are living with HIV
- Young MSM in serodiscordant relationships



Objectives

What do you want to accomplish?

What are you trying to communicate?

What do you want your audience to do?

Do your objectives differ by audience?

How will you create SMART objectives?



For Example:

By August 27, 2021 HIV testing staff will increase the number of test conducted by 15% after launching the "Test@Home" campaign.

By May 20, 2022 social media staff will conduct at least 25 referrals related to Hep C to program managers after launching a local adaptation of the CDC's "Know More Hepatitis" campaign.

Strategy

How will you accomplish this?

How will you engage your audiences?

What are your resources?

Who is doing the work?

How do you make it sustainable?



For example:

Strategy: Develop one post per month for multiple platforms about the benefits of getting tested for HIV at home and promoting the expertise of our counselors for confidential questions and advice.

Technology

What tools should we use?

What tools best *support your objectives and audiences' needs*? And what is the most appropriate technology to reach your audience?



Strategy 1: Develop **1 post for TikTok** and **1 for Instagram** per month about the benefits of getting tested for HIV at home and promoting the agency's counselors for confidential questions and advice.

Strategy 2: Develop **2 posts per month** to increase visibility on **Twitter and Instagram** about the "Know More Hepatitis" campaign.

Implementing your strategy

One platform at a time

- Different social sites can help agencies reach and accomplish different objectives, depending on our strategy.
- Today we'll discuss the features of Facebook, Instagram, Twitter, Snapchat, and TikTok



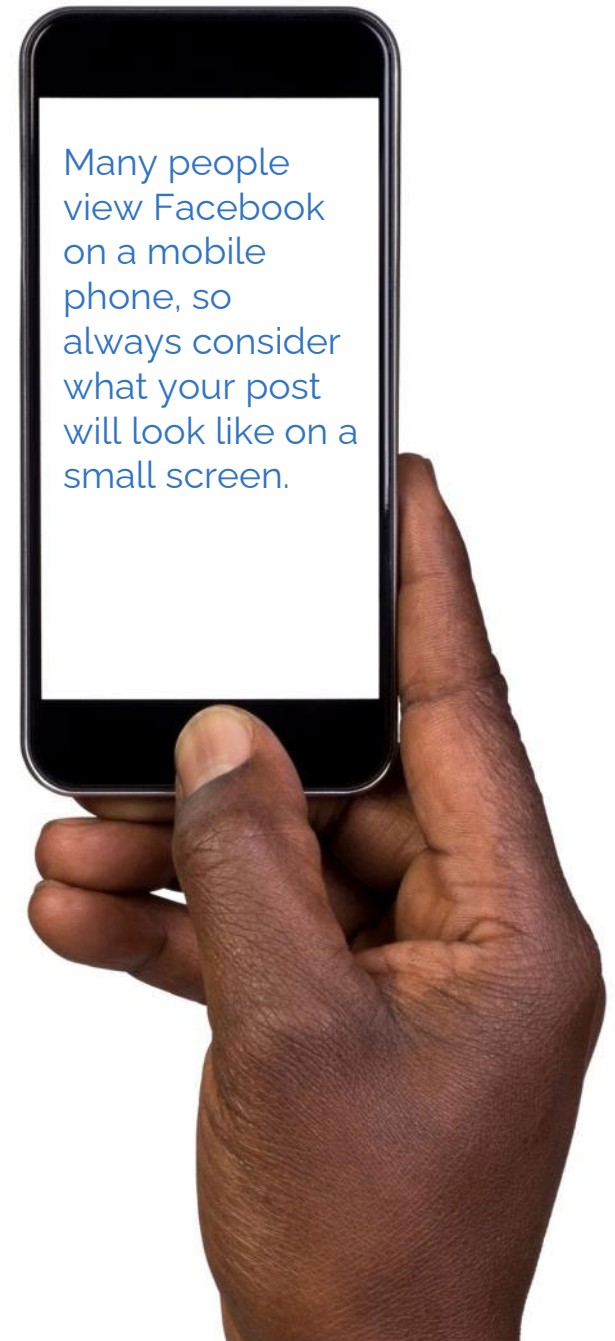
Channel breakdown



Feature	Facebook	Instagram	Twitter	Snapchat	TikTok
Text	X	X	X	X	X
Images/Videos	X	X	X	X	X
Links	X		X		
Comments	X	X	X		X
Direct Messaging	X	X	X	X	X
Hashtags	X	X	X		X
Stories	X	X	X	X	
Built in Analytics	X	X	X		
Advertising	X	X	X	X	X

Use content and graphic creation best practices.

- Be **authentic**.
- Find your **voice**.
- Share **relevant** personal stories.
- Be honest about the ups and downs; **celebrate successes** and **reflect on setbacks**.
- Post **on-the-ground stories** from the field or photos of events.
- Post **behind-the-scenes photos and videos** of your team at work.
- Have a **dialogue with supporters** by asking for feedback.





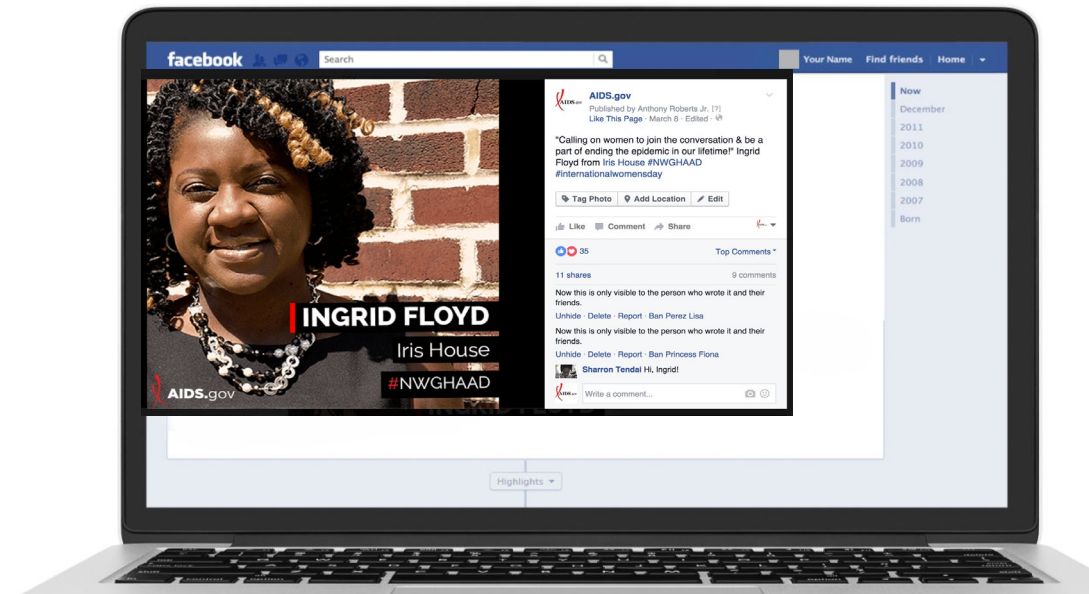
Use a telephone. Not a megaphone.

- Engage with others, and others will engage with you.
- People don't just want to *consume* information. They want to be *involved*.

It's **social** media, after all!

Incorporate visuals & video.

Visuals can personalize your agency and the people you serve. Images, memes and emojis will generally receive more attention. Videos are **7 times more engaging than other types of posts.**



Balance consistency + quality.

Post regularly enough that your followers remember they're following you.

But, your content need to be compelling, and lasting. Give your followers useful, interesting, and shareable content.



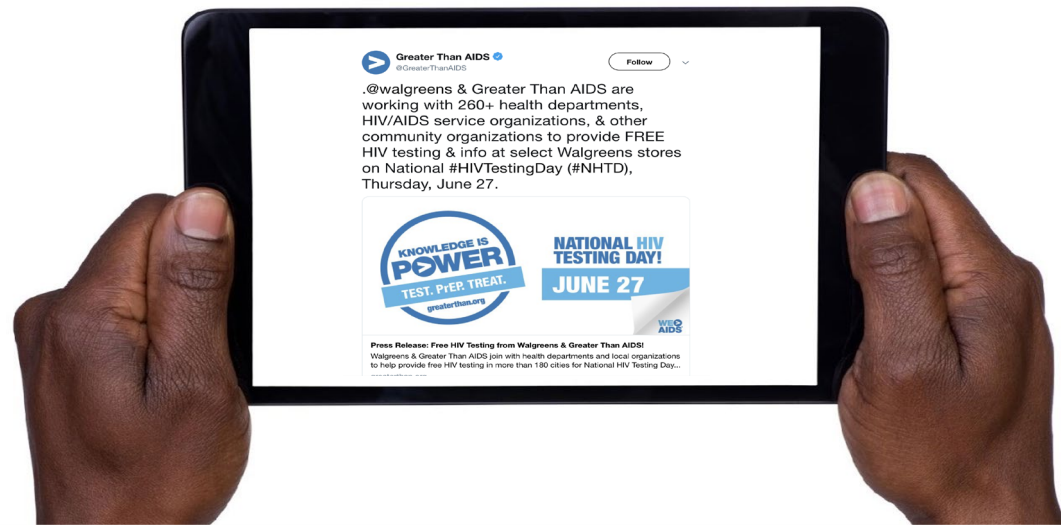
Crowdsource your content

- Agency newsletter or blog
- Staff meetings
- Email requests from partners
- Government websites
- Journal articles
- Recycle social posts strategically



Share what's relevant now.

- Current events
- Google and other news alerts
- Event calendar
- Health observances
- Reshare content strategically



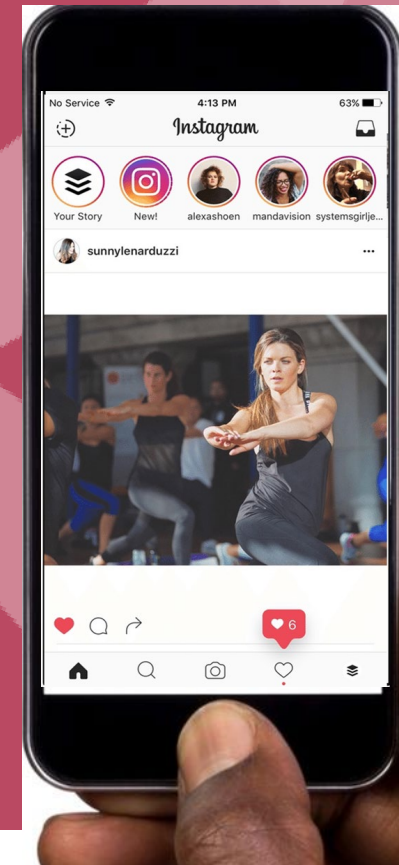
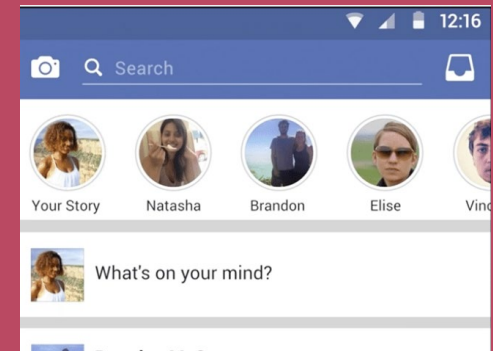
Call for action.

- Include links
- Include #hashtags
- Promote things that people can do
 - Talk to friends
 - Write down a question to ask your doctor
 - Visit website
 - Share link
- Pose questions
- Conduct polls
- Join a livestream




Tell a story.

















- Stories is a feature that lets users post photos and videos that vanish after 24 hours.
 - Archive stories with Instagram Highlights, which allows you to save Instagram stories to your profile
- Conduct polls, add stickers, add links, location tagging
- Available on Instagram, Facebook, Twitter, and Snapchat



Schedule Content Using Automation Tools and Editorial Calendars -- 30 mins



Use Automation Tools

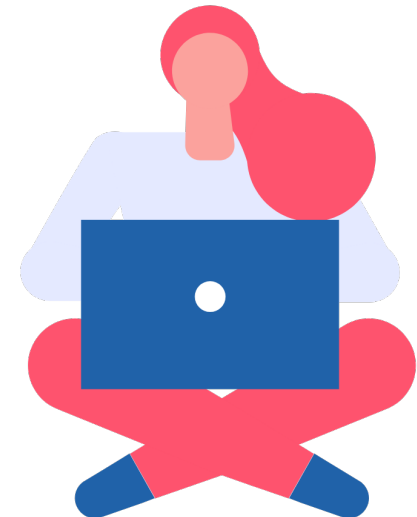
	HOOTSUITE	BUFFER	SPROUT SOCIAL	COSCHEDULE	HUBSPOT
Free version available					
Free trial available					
Number of social media profiles	10	8	5	10	Unlimited
Number of scheduled posts	Unlimited	100	Unlimited	Unlimited	Unlimited
Campaign tracking, tagging and reporting					
Includes analytics and reporting		Requires added package			

Develop Editorial Calendars

- What do you want your Editorial Calendar to include?
- How are you managing content currently?
- How will this interact with your existing dashboard?

Key Elements:

- Channel
- Content type (paid or organic)
- Links, images or other assets
- Deadlines, progress, status
- Important events and observances
- Plus:
 - Metrics and suggested responses





Quick and Clean Editorial Calendar

- **Monday:** Health Observance
June is Gay Pride Month
- **Tuesday:** Agency Content
Upcoming event on Friday!
- **Wednesday:** Partner Promotions
Housing assistance provider spotlight
- **Thursday:** Educational Content
New article on how COVID-19 affects People with HIV
- **Friday:** Agency Content
New fact sheet with up-to-date stats and agency services

Personal Branding Editorial Calendar

Monday	Tuesday	Wednesday	Thursday	Friday
Share your 1st quarter lessons and wins	Share a tip	Be vulnerable; share something personal	Discuss what you're working on	Share a customer testimonial
Share an industry-related quote	Introduce yourself; share 5 things	Ask a fill-in-the-blank question	Share a picture of you working	Thank your new followers
Spotlight a client	Discuss something you learned	Run a contest	Spotlight a business you admire	Discuss why you started your business
Share a good book you read	Share your workspace	Share your accolades	Share blog posts	Share a before and after

Editorial Calendars

A	B	C	D	E	F	G	H
	AUGUST						
	MON	TUE	WED	THUR	FRI	SAT	SUN
Event/Observance							
Paid Campaign							
Organic Content							
						1	2
Event/Observance							
Paid Campaign	Batch 1 Ads running - Facebook and Instagram						
Organic Content	Organic Post	Organic Post	Organic Post	Organic Post	Organic Post		
	3	4	5	6	7	8	9
Event/Observance							
Paid Campaign	Batch 1 Ads running - Facebook and Instagram, introduce Snapchat						
Organic Content	Organic Post	Organic Post	Organic Post	Organic Post	Organic Post		
	10	11	12	13	14	15	16
Event/Observance							
Paid Campaign	Batch 2 Ads running						
Organic Content	Organic Post	Organic Post	Organic Post	Organic Post	Organic Post		
	17	18	19	20	21	22	23
Event/Observance							
Paid Campaign	Batch 2 Ads running						
Organic Content	Organic Post	Organic Post	Organic Post	Organic Post			

Editorial Calendars

The screenshot shows a Google Docs spreadsheet interface. The title bar reads "HubSpots_Social_Media_Content_Calendar.xls". The menu bar includes "File", "Edit", "View", "Insert", "Format", "Data", "Tools", "Add-ons", and "Help". The status bar indicates "Last edit was seconds ago". The spreadsheet grid has columns labeled A through G and rows numbered 1 through 24. A large grey box with the text "MONTH + YEAR" is centered across columns A-F and rows 1-10. To the right of this box, a "KEY:" section lists categories with corresponding color swatches: Holiday (orange), Campaign (yellow), Ebook (light green), Webinar (light blue), Blog Post (blue), SlideShare (purple), Product (pink), and Experiment (grey). Below the key, a calendar grid is visible with days of the week (SUNDAY through SATURDAY) in the first two rows of the grid.

	A	B	C	D	E	F	G																																																
1	MONTH + YEAR						KEY:																																																
2							MONTH + YEAR						COLOR-CODING KEY:																																										
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Review Metrics by Measuring What Matters -- 30 mins

- What content performs well?
- Are my metrics getting better over time?
- Am I achieving my goals (e.g., engagement, brand awareness, behaviors)?

**Measure What Matters: Using Social Media Metrics to Discover
What your Audience Needs and Drive Content Creation Webinar
June 16, 2021 | 12:30-1:30 pm ET**



Pulling It All Together: How to Use Your 2-ish Hours

- Conduct social listening (and respond) (15 mins)
- Create engaging content and graphics (45 mins)
- Schedule content using automation tools and editorial calendars (30 mins)
- Review metrics by measuring what matters (30 mins)

An abstract graphic on the left side of the slide, composed of several overlapping, curved, ribbon-like shapes in various colors: dark green, orange, red, maroon, teal, and dark purple. The shapes are arranged in a way that suggests movement or a path.

Questions?



ta4si

**TECHNICAL ASSISTANCE
FOR SERVICE INTEGRATION**

Contact Us

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Implemented by JSI under contract # INTF4971M04500824092 with the Massachusetts Department of Public Health, Bureau of Infectious Diseases and Laboratory Sciences.



Resources

EDITORIAL CALENDARS & MANAGEMENT TOOLS

- [Hootsuite](#)
- [Sprout Social](#)
- [Buffer](#)
- [Mention](#)
- [Lightbox Collaborative](#)
(editorial calendar templates)

PEW RESEARCH

- <https://www.pewresearch.org/topics/social-media/>

GRAPHICS

- [Canva](#)
- [The Noun Project](#)
- [Pexels](#)
- [Unsplash](#)
- [Gratisography](#)
- [Picography](#)
- [iStock*](#)
- [Stocksnap.io*](#) (subscription-based)