

# Professional Diploma in Social Media

for Government & Public Sector

PRESENTED BY JOANNE SWEENEY

The background of the slide features a collection of 3D cubes scattered across the frame. Each cube is a different color and displays a white icon of a popular social media platform. Visible icons include YouTube (play button), Instagram (camera), Facebook (f), Twitter (bird), LinkedIn (in), and others. The cubes are arranged in a way that creates a sense of depth and movement.

## MODULE 1:

# Social Media Audit and Strategy for your Organisation

 **Professional Diploma in Social Media**  
for Government & Public Sector

PUBLIC SECTOR   
Marketing  
Institute

1.1

# The Social Media Landscape for Government & Public Sector

## Social Media Landscape

It's not fad, it's part of  
everyday life

Social media right now

# What is social media management?

Social media management is the process of managing your online interactions and content across social media channels like Facebook, Instagram, Twitter, LinkedIn, YouTube, and Snapchat.

Social media management goes beyond just posting updates to your organisations social media profiles. It also includes engaging with citizens and managing online public relations and corporate reputation.

Social listening is part of social media management also by looking for new opportunities to increase reach and visibility.



# Social media statistics

## World Population

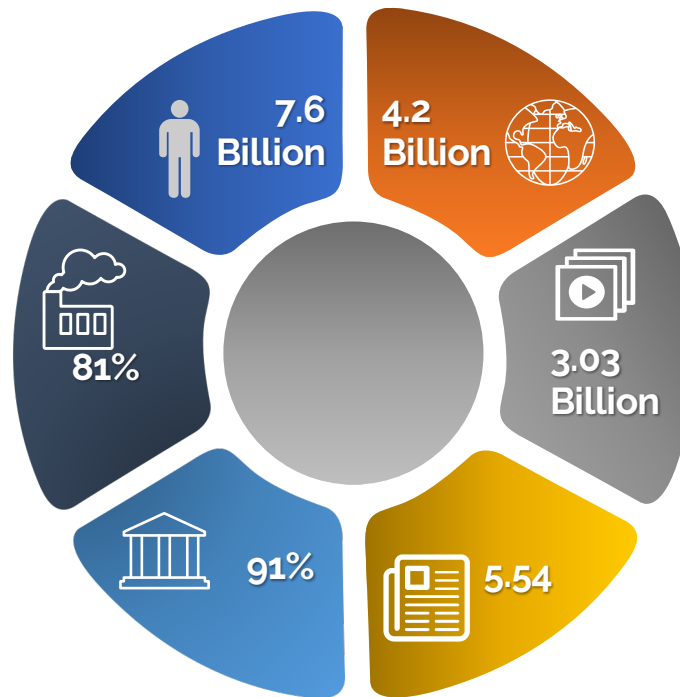
As of 2020, total worldwide population is 7.7 billion

## Internet Users

The internet has 4.3 billion users

## Social Media Users

There are 4.38 billion active social media users



## Social Media Accounts

On average, people have 5.54 social media accounts

## Retail Use

91% of retail brands use 2 or more social media channels

## Social Media in Business

81% of all small and medium businesses use some kind of social platform

# Social Media for Public Interest Messaging

## TIKTOK

TikTok has 800 million active users, the app has been downloaded over 2 billion times. 52 minutes is the average time spent per user. 25% of users are 18-24 and another 25% are 25-34.

## TWITTER

Twitter has 328 million active users worldwide and tends to be where users go for news and trends. This platform is ideal for brands that want to join a conversation about trending topics in their industry & a great place to share content with influencers and other individuals who might find your brand valuable. media accounts

## INSTAGRAM

Instagram is the fastest growing social network with 1.2 billions users, who seek visual content. Instagram's audience tend to be younger with more than half under 34. This can be a great platform for organisations that want to bring users behind the scenes of their work and to introduce public figures.

## SNAPCHAT

Snapchat users are younger with 90% aged 13-24 years old. It has 360 million monthly active users. On average users open the app 30 times per day. 77% of users use the app every day.

## FACEBOOK

Facebook has the largest monthly active users who come from diverse backgrounds. 2.6 billions users worldwide. 2.3 billion using it once daily. There is also a nice balance of genders and age groups when it comes to Facebook's user-base. This makes it a great social platform public interest messaging.

## YOUTUBE

YouTube has become the second largest search engine in the world second only to Google . It has 2+ billion users. 18-34 year olds are watching YouTube on mobile. 1 billion hours of video is watched daily. Its value is also important for search engine optimisation.

## LINKEDIN

LinkedIn is a valuable social media platform for business, academic, student and employee engagement. It has over 700 million active users. It is a valuable channel to develop thought leadership content. With LinkedIn, you can find, interact, and share content with people based on your company type, industry, or job title.



# Social Media Statistics for Your Country



<https://digitalreport.wearesocial.com>

<https://gs.statcounter.com/social-media-stats>

<https://www.statista.com/topics/1164/social-networks>

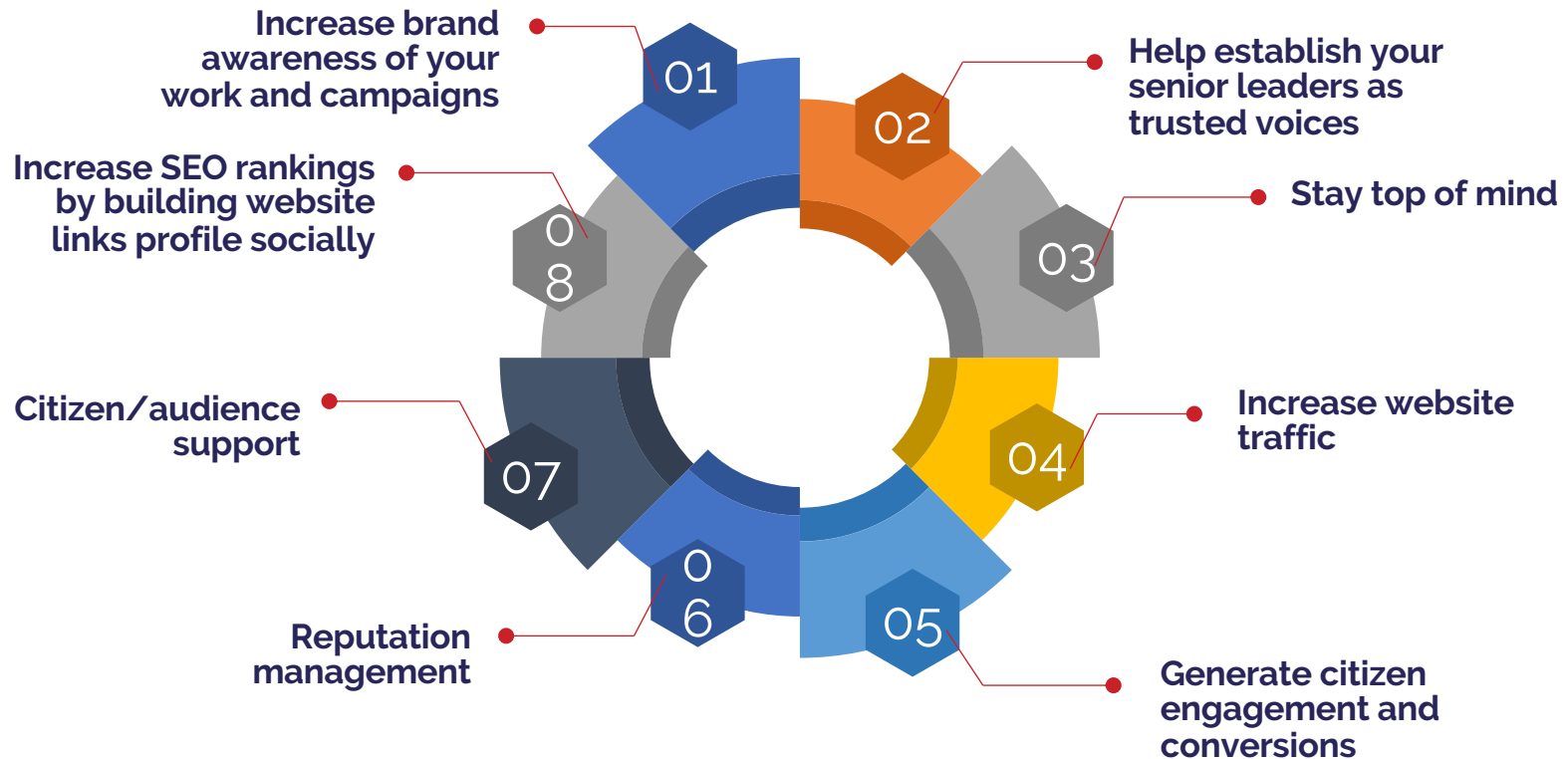
<https://www.napoleoncat.com/stats>

# Using Social Media for Public Interest Messaging

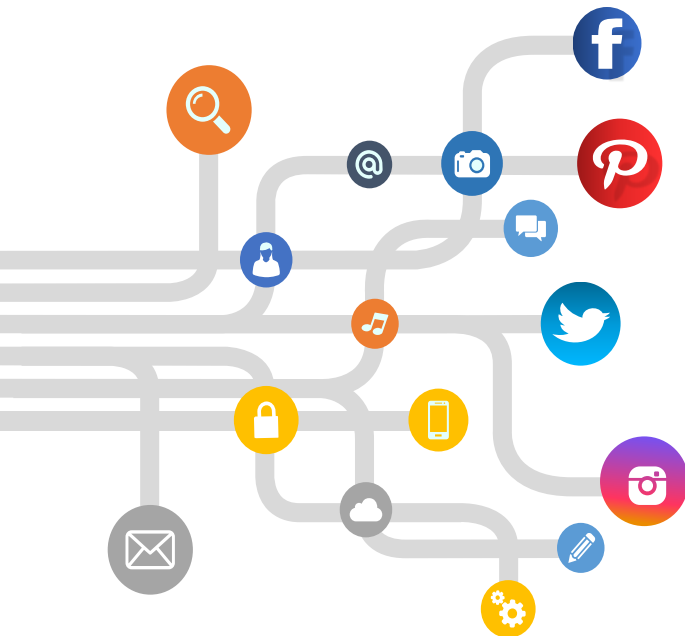
In the S3 AGE (social, search and smartphones), the public interest previously dictated by civil and public servants, politicians and policy makers, is increasingly in the hands of the people – those the governments and public sector are there to serve.



# Benefits of Social Media for Government & Public Sector



# Organic Vs Paid Social Media Marketing



## Organic Social

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Organic social media is anything that happens on social media without paid promotion. When you post as your page but don't put any money behind this post to "boost" it, you are creating an organic post. If you comment on a post in your news feed, and the "Sponsored" tag does not appear on the post, that action qualifies as organic. In other words, organic actions occur on non-ads.

Organic marketing on social media is perfect for building brand awareness.

If you regularly post valuable content, you will engage and grow your audience. Each post is an asset that increases your brand's value in the eyes of your citizens.

# Organic Vs Paid Social Media Marketing



## Paid Social

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Paid social media is anything that is influenced by advertising money spent. Any post in your news feed that has the “Sponsored” tag is paid social media. If you then “like” that post, that is considered a paid reaction. Paid social media includes boosted posts, ads optimized for clicks, lead generation forms, video ads, among other objectives, and can be targeted by a variety of demographic and behavioural factors.

*Unlike organic marketing, paid social media doesn't suffer from limited penetration. Compared to the 'post and wait' dynamic of organic marketing, paid social guarantees that your ad will be seen by a targeted audience decided upon by you the advertiser.*

# How to Master Social Media Marketing?



## Identify your audience

The first step is to identify who your audience is. You want to be as specific as possible, since it will make your decision easier.



## Define your goals

Once you know your audience, you need to define goals for that audience. As a public office official, your primary goals will centre on public interest messaging.



## Find your audience

Now that you have your audience profiled and your goals defined, it's time to find your audience. To do this, you're going to determine which platform your audience uses by looking at the demographics of the users on each platform.



# Boost Your Conversions through Social Media

## 1. Create Just Like Me Content

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Stepping into the shoes of your audience will ensure they feel you understand what they need from you.

It also promotes a sense of trustworthiness and transparent communications.

## 2. Make Your Social Content Informative

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Your social media content needs to provide a solution or at least some usefulness in order to be considered valuable.

Users engage with the informative posts.



# Boost Your Conversions through Social Media

## 3. Create Captivating Headlines

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That said, the solution to emotive hype is not dullness or boredom. You still need to captivate the attention of your audience. And the first and often last place to do that is through your headlines. Your headline is easily one of the most important parts of your content.

## 4. Pay Attention to What's Working

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To know what's working you need to track your shares and social media content and understand how to utilize your analytics data.

There are significant tools that can help you in monitoring the results of your strategy, such as Kissmetrics and Google Analytics. These tools can help you save a lot of time in the long run by avoiding the guesswork.

## 5. Ensure Links Point to Relevant Landing Pages

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A landing page is a page you want the site visitor to land on and should be relevant to the link on social media.



# Best Time to Post on Social Media

## FACEBOOK

**Best time to post:** 12-4 PM

**The best day(s) to post:**

Wednesday, Thursday, Friday



## TWITTER

**Best time to post:-** 12 PM

**The best day(s) to post:** Monday,  
Tuesday, Wednesday, Thursday



## PINTEREST

**Best time to post:** 12 -1 PM

**The best day(s) to post:**

Wednesday, Thursday, Friday,  
Saturday, Sunday



## INSTAGRAM

**Best time to post:** 11 AM-1 PM, 2 AM  
(really!)

**The best day(s) to post:** Monday,  
Wednesday, Thursday, Friday



## LINKEDIN

**Best time to post:** 5-6 PM

**The best day(s) to post:** Tuesday,  
Wednesday, Thursday



# Conclusion

It's not appropriate any more for government and public sector agencies to decide whether 'if' and 'when' they develop their social media presence, you have to act now to remain relevant and satisfy a digital-age informed citizen that you are there to serve and represent.



1.2

# Auditing your existing social media footprint

# Auditing your existing social media footprint

- Why you need an audit
- What the audit will reveal
- How to use the data you glean from the audit
- Channel audit checklist
- Logins and administrators
- How to audit your channel performance using FanPage Karma
- How to audit your channel performance using SocialInsider

# Why you need a social media audit



- Benchmark your **current performance**
- Compare against **industry standards**
- Complete **SWOT analysis**
- **Insights** used for your **social media strategy**

# What the audit will reveal

- **Audience** total, reach and demographics
- **Engagement** trends and engagement rates
- **Content** type and performance
- **Frequency** and consistency
- Identify **gaps in audience** reach & engagement
- Identify **dormant/duplicate** accounts
- Clarify **administrative rights** and login access
- **Governance** issues
- Key **findings**
- Series of **recommendations**



# How to use data from the audit

- Build out **your new strategy**
- Develop a **new content plan**
- Prioritise **audiences**
- Introduce **new social networks**
- Introduce new **social media tactics / content features**
- **Spring clean** accounts
- Rectify **governance** issues
- **Influence up** to senior management on importance of social media to your department / organisation
- **Business case for more resources** for staff, software, ad budget, creative budget, training
- Introduce **new work practices**



# Channel audit checklist overview

- Profile name, username and description completed
- Category / sector correct
- Branding
- Profile and cover graphics
- About / bio completed and current
- Branded / relevant URL
- Abuse / moderation policy
- Customer service / responsiveness / messaging protocol
- Verification / blue tick
- Privacy settings
- Up to date account with recent post/s
- Total number of followers/fans/subscribers/connections

***TOP TIP: Put a list of accounts together on one spreadsheet including name, URL, access rights, number of followers***

# Facebook Example

**OAIC** Office of the Australian Information Commissioner  
@OAICgov · Government Organization

Learn More

Home About Photos Privacy Notice More

Liked Message

**About** See All

The Office of the Australian Information Commissioner (OAIC) is an Australian Government agency, established under the Australian Information Commissioner Act 2010.

3,304 people like this

3,624 people follow this

<http://www.oaic.gov.au/>

1300 363 992 or +61 2 9284 9749

Send Message

enquiries@oaic.gov.au

Government Organization

Privacy Policy

Create Post

Photo/Video Check in Tag Friends

**Office of the Australian Information Commissioner**

June 26 at 1:15 AM ·

Did you know the COVIDSafe app is voluntary? Whether or not you choose to download and use the app is entirely your choice. You cannot be required to download or use the app. Find out more about the COVIDSafe app and your privacy rights: [oaic.gov.au/the-covidsafe-app-and-my-privacy-rights](http://oaic.gov.au/the-covidsafe-app-and-my-privacy-rights)

Australian Government  
Office of the Australian Information Commissioner

COVID-19 UPDATE

The COVIDSafe app and my privacy rights

# Twitter Examples

← **Department of State** ✓  
65.5K Tweets



⋮ ⏏ Following

**Department of State** ✓  
@StateDept

Welcome to the U.S. Department of State Twitter account. Follow @SecPompeo for more from the Secretary. For COVID-19 travel questions: [covid19.state.gov](https://covid19.state.gov).

📍 Washington, DC 🔗 [state.gov](https://state.gov) 🕒 Born July 27 📅 Joined October 2007

455 Following 5.8M Followers

👤 Followed by Teodor Melescanu, Elaine Birkett, and 99 others you follow

← **CanadianPM** ✓  
6,509 Tweets



⋮ ⏏ Follow

**CanadianPM** ✓  
@CanadianPM


Official account of the Prime Minister of Canada – Terms: [ow.ly/aWgL50wn5BG](https://ow.ly/aWgL50wn5BG) – Français: @PMcanadien | For #COVID19 updates: @CPHO\_Canada / @GovCanHealth

📍 Ottawa, Ontario, Canada 🔗 [pm.gc.ca](https://pm.gc.ca) 📅 Joined May 2008

941 Following 391.6K Followers

👤 Followed by Jimmy Logue 🇮🇹, Aleksandra Pruszyńska, and 21 others you follow

# Privacy & Abuse Policies



JUSTIN TRUDEAU, PRIME MINISTER OF CANADA


NEWS PHOTOS & VIDEOS JUSTIN TRUDEAU

Home » Important Notices

## Important Notices

This site is best viewed on a current version of Mozilla Firefox, Safari, Chrome, or equivalent browser software. If your browser is older, you may have trouble viewing many of our web site features properly.

- ▼ Privacy statement
- ▼ Ownership and usage of content provided on the Prime Minister of Canada's website
- ▼ Prime Minister's website social media use



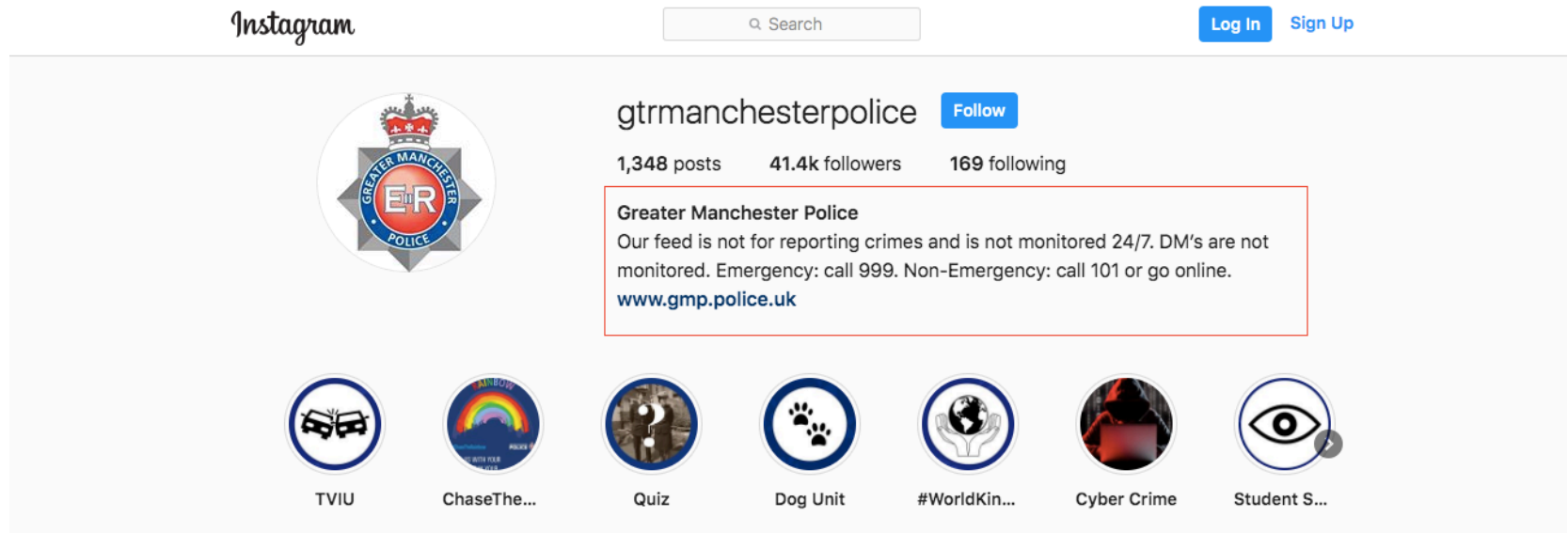
JUSTIN TRUDEAU, PRIME MINISTER OF CANADA

NEWS PHOTOS & VIDEOS JUSTIN TRUDEAU

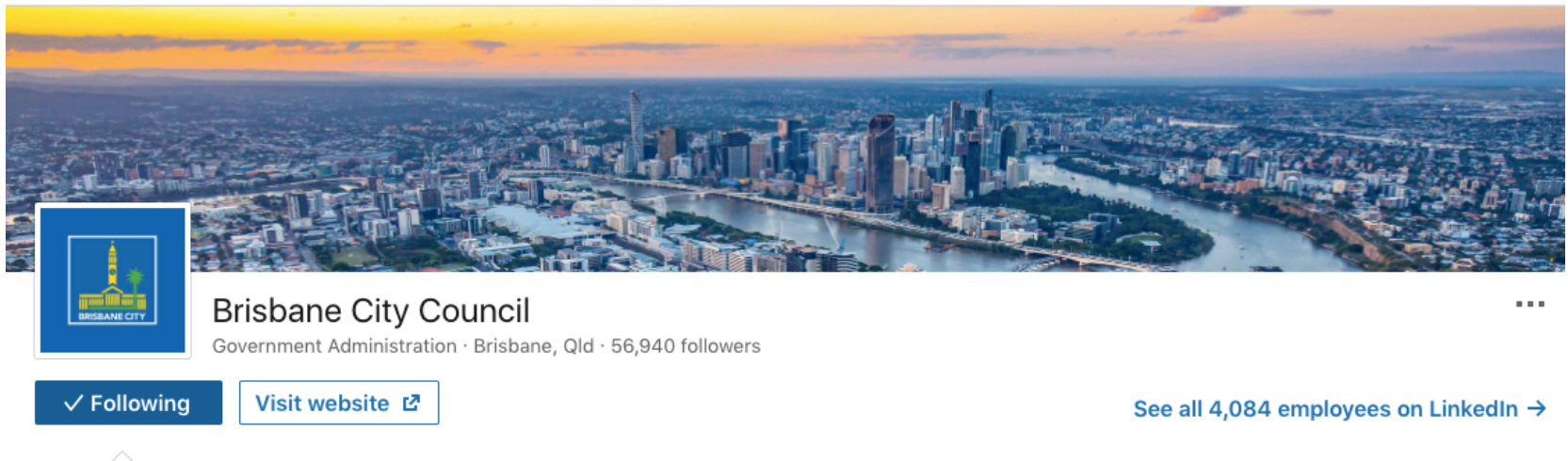
This notice has been written to explain how the Prime Minister's website uses social media platforms.

- ▼ Content and frequency
- ▼ Links to other websites and ads
- ▼ Copyright
- ▼ Privacy
- ▼ Official languages
- ▼ "Following," "Favouriting" and "Subscribing"
- ▼ Accessibility of social media platforms
- ▼ Comments and interaction

# Instagram Example



# LinkedIn Example



# TikTok Example



**unicefindia** ✓

UNICEF India

Follow



19 Following 713K Followers 6.6M Likes

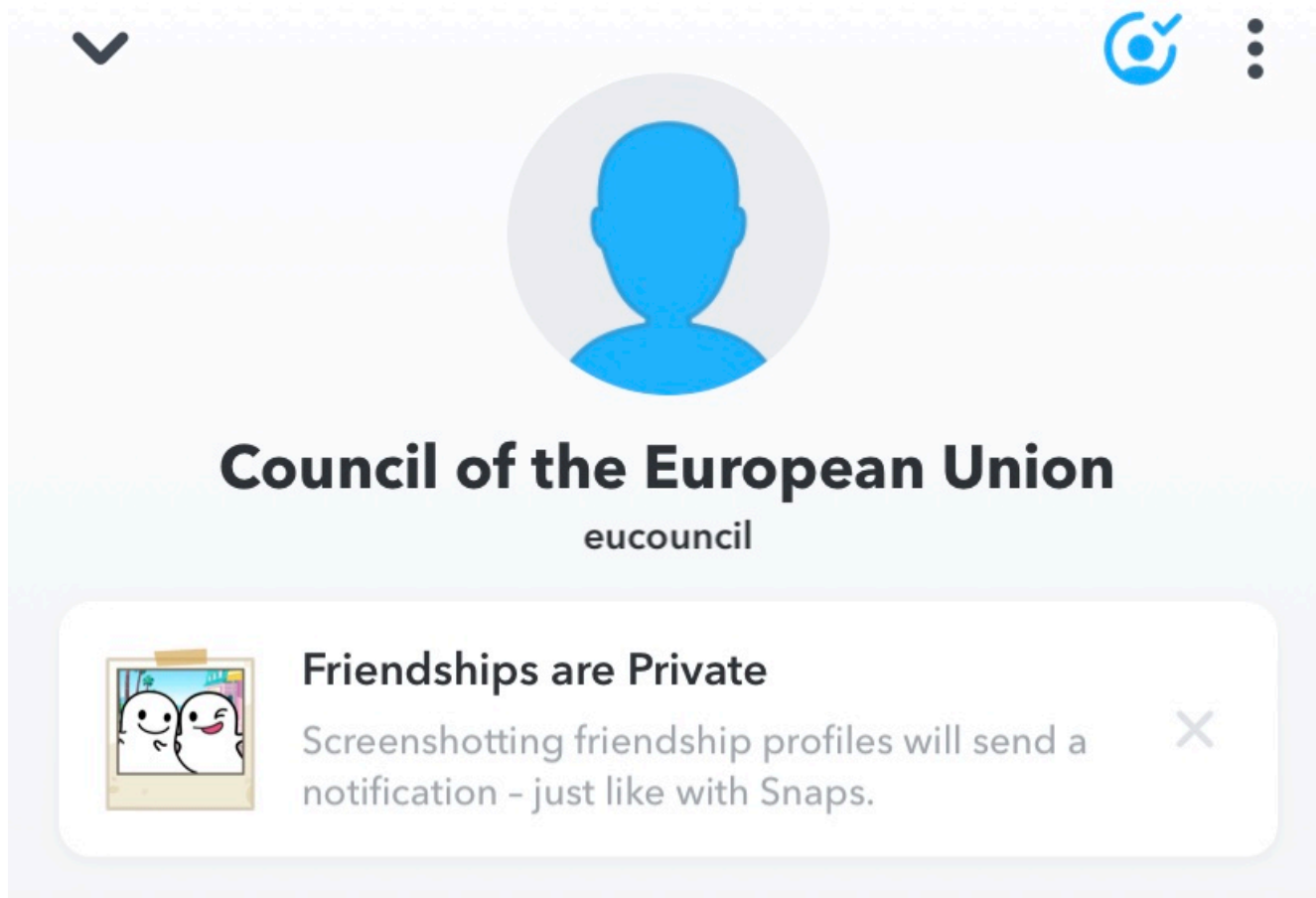
Get information about #Coronavirus that you can trust from UNICEF.

Videos

🔒 Likes



# Snapchat Example



# YouTube Example



 **World Health Organization (WHO)** ✓  
587K subscribers

HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS ABOUT 🔍

**Description**

The official public health information Youtube channel of the World Health Organization (WHO)

WHO Mission: Providing leadership on global health matters - Shaping the health research agenda - Setting norms and standards - Articulating evidence-based policy options - Providing technical support to countries and monitoring - Assessing health trends. WHO has six regional offices and 147 country offices.

**Stats**

Joined Oct 25, 2005

52,752,933 views




**WHO REGIONAL OFFICES**

 **WHO Eastern Mediterr...**  
SUBSCRIBE

 **PAHO TV**  
SUBSCRIBE

 **WHO Regional Office f...**

# YouTube Example

**World Health Organization (WHO)** ✓  
587K subscribers

SUBSCRIBE

HOMEVIDEOSPLAYLISTSCOMMUNITYCHANNELSABOUT

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WHO reserves the right to delete comments that are: offensive or abusive, including aggressing a third-party organization or individual; containing anger, hate and/or violence; containing personal defamatory; ; considered as third-party promotion or marketing; including links to third-party web sites; spamming the conversations; inappropriately long; containing personal information, such as names, addresses, e-mail addresses or phone numbers; are out of context of the post on which they were posted;


**Stats**


Joined Oct 25, 2005


52,752,933 views


WHO REGIONAL OFFICES


 **WHO Eastern Mediterr...**  
SUBSCRIBE

 **PAHO TV**  
SUBSCRIBE

 **WHO Regional Office f...**  
SUBSCRIBE

 **World Health Organizat...**  
SUBSCRIBE


 **World Health Organizat...**  
SUBSCRIBE


**World Health Organization (WHO)** ✓  
587K subscribers


SUBSCRIBE


HOMEVIDEOSPLAYLISTSCOMMUNITYCHANNELSABOUT


**Featured channels**


**WHO Eastern Mediterranean Re...**  
16.9K subscribers  
SUBSCRIBE

**PAHO TV**  
SUBSCRIBE

**WHO Regional Office for Europe**  
5.97K subscribers  
SUBSCRIBE

**World Health Organization Sout...**  
7.8K subscribers  
SUBSCRIBE

**World Health Organization Regi...**  
SUBSCRIBE



# Logins and administrators

- Establish **who has access** to each social network
- **Remove** staff / volunteers / interns that **have left**
- Review **external / agency access** and add/delete as necessary
- Always have **two staff with access** to all accounts (one must be a permanent manager)
- Create a **protocol for providing access**




# Social network access

Social Network	Access
Facebook	Page roles added by Page admin who has access via a profile – various roles
Instagram	Login details – username & password Add Business account to personal account & toggle between both
Twitter	Login details – username & password Assign team members via TweetDeck
LinkedIn	Admin access created by Company Page administrator
YouTube	Login details – username & password (connected to a Google account)
Snapchat	Login details
TikTok	Admin on business account – various roles

# Facebook access


**Page Owner**

Admins of the Digital Training Institute business can manage roles and other permissions on this Page.

 **Digital Training Institute** View


**Agencies**


Agencies can assign approved permissions to people in their business to help you with your page.

 **B Squared Media**  
Permissions shared: Advertiser, Custom Remove

**Existing Page Roles**

**Admin**  
Can manage all aspects of the Page. They can publish and send Messenger messages as the Page, respond to and delete comments on the Page, post from Instagram to Facebook, create ads, see who created a post or comment, view insights, and assign Page roles. If an Instagram account is connected to the Page, they can post from Facebook to Instagram, respond to and delete comments, send Direct messages, sync business contact info and create ads.

 **Djameela Daniels**  
Admin Edit

 **Joanne Sweeney-Burke**  
Admin Edit

## Assign a New Page Role

Type a name or email

Can publish content and send Messenger messages as the Page, respond to and delete comments on the Page, post or comment, post from Instagram to Facebook, and view insights. If an Instagram account is connected to the Page, they can post from Facebook to Instagram, respond to and delete comments, send Direct messages, sync business contact info and create ads.

Admin

✓ Editor

Moderator

Advertiser

Analyst

Custom

Add

**RESOURCE**

# Social Media Audit Guide

**Social Media Audit Tools**

Social Insider  
Fan Page Karma

1.3

# Setting goals and key performance indicators

## **Vision**

*defines your department/organisation's activities, objectives and your approach to reach those objectives by leveraging social media*

*"To reach and engage with  
(insert here) audiences to  
promote (insert here),  
advocate for (insert here) to  
achieve (insert here), in the  
public interest (insert here)  
across social media channels."*

## **Mission**

*describes the desired future position of your department/organisation relating to social media*

*"Delivering streamlined social  
media communications to  
engage our range of segmented  
audiences; enhancing trust and  
confidence in our work;  
managing our online reputation  
and promoting our role as  
(insert here) in the public  
interest."*

**This should be the north star of your social media strategy**

# How to set SMART goals

- **S**pecific: achieve social media engagement rate of 1.5%
- **M**easurable: review social media data insights
- **A**chievable: content calendar segmented by audience, leveraging Stories, video and livestreams along with social ads
- **R**ealistic: supported by 12-month social media strategy with a skilled team and advertising and software resources
- **T**imebound: 12-months

# OKR goals

- **Objectives & Key Results:** unlike like smart goals, OKR goals are not meant to be 100% achievable.
- The **objectives are meant to be very ambitious**, and reaching **60 or 70% success** is considered a win. Where do I want to go? This answer provides the objective.
- *How will I pace myself, and measure if I'm getting there? This answer provides the milestones, or key results.*

**Objective:** *Get 60% of citizens to download our COVID-19 track and trace app*

**Key Results:**

- *Launch an IGTV explainer series*
- *Host a weekly Facebook Live Q&A*
- *Run a Facebook Ad app install campaign*
- *Curate citizens feedback & experience of downloading the app for 'just like me' content*
- *Encourage high profile advocates to become campaign influencers*
- *Launch a Stories series on Facebook & Instagram*
- *Publish a series of short Twitter explainer videos*
- *Monitor our campaign hashtag across all social platforms for social listening, user-generated content & content creation opportunities*

# Scoping Your Strategy

REACH	ACT	CONVERT	ADVOCATE
Citizen in your geographic area	Active engagement with your content	Respond to your Calls To Action (CTAs)	Loyal citizens in your tribe that share your content and advocate your work
AUDIENCE	SECTOR VIEW	PARTNERS	SWOT
Segmented audiences based on age, gender, interest, behaviour	Benchmark against other public sector accounts in your sector	Connecting with key stakeholders i.e. senior leaders, staff, journalists, funders, students etc.	Strengths, weaknesses, opportunities & threats of your social media marketing
VISION	OVERALL GOALS	METRICS	IMPLEMENTATION
Social media mission and vision of your organisation	What do we want to achieve? <ul style="list-style-type: none"> <li>○ Audience growth</li> <li>○ Public engagement</li> <li>○ Greater trust</li> <li>○ Demonstrate transparency</li> <li>○ Reach new audience segments</li> <li>○ App installs</li> <li>○ Increase web traffic</li> <li>○ Creative campaigns</li> <li>○ Event attendance</li> </ul>	Website traffic: dwell time, on-page conversions Social insights: reach, engagement, video views Sentiment Sectoral benchmark Digital V traditional results App downloads Podcast listens Webinar registrations	Budget Staff Skills & training Work practices Digital tactics Software & apps Organisational alignment Branding Promotion Digital ad spend Niche campaigns

Aligning goals with KPIs

# 12-Month Goals

- Increased awareness of our work
- Building trust in our organisation and our campaigns
- Valued partner enhancing policing/education/economic development in our city/country
- Improved engagement with internal & external audiences
- Improved online thought leadership footprint
- Increased impact in the sector
- New engagement plan directed at audiences not currently being targeted
- Development of streamlined social communications processes
- Scaling social media communications skills capacity and output internally

# Key Performance Indicators (KPIs)

- Increased website traffic (15%)
- Increased social media reach (10%)
- Achieving public sector benchmark engagement rates across our social networks (1%)
- Our department/organisation trending on key conversations (trending 4 x year)
- Campaign metrics
- Digital PR metrics
- Staff training
- Digital editorial planning and review meetings
- Launch of new authoritative content programme

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# Tone of voice and social media value

# Establish your social media tone of voice and personality

Social media for Government and public sector should display three core traits illustrated through tone of voice and personality:

1. **Trust** and transparency
2. Openness and a **willingness to engage**
3. Responsiveness and a sense of **caring**

# Tone of voice is linked to core values and your mission

Ask yourself why you are using social media and this will provide you with agreed tone of voice guidelines

1. **Promote policy**
2. **Trusted research**
3. **Expert advice**
4. **Independent view**
5. **Engage public opinion**
6. **Monitoring and evaluation**

# The faces and voices of your channels matter



- Spokespersons should be **subject matter experts**, have **authority** and **be in the know** with all the necessary information.
- In addition to staff members, you may also include **external expert spokespersons**, **citizens**, **case studies**, **testimonials/use cases**, **influencers** or **public figures**.

# Tone of Voice Mission Statement

*Your tone of voice should be reflective of the level of emotional connection the public has with you*



## **First impression:**

- What do we want people to feel when they first encounter any piece of your content?



## **Value statement:**

- What do we want people to feel after spending a few minutes with any piece of your content because of what they now know/understand/believe?



## **Social Proof:**

- How does our demonstrates that you provide just what people need.? Review our social and web metrics to establish if the content is resonating with consumers/peers.

# Tone of Voice Matrix

Tone of voice	How to display it online
Helpful	Did you know content
Friendly	Faces of your organisation need to be visible e.g. weekly Facebook Q&A
Approachable	Sharing questions from target audiences
Credible / trustworthy	Reminding your audience that you are the go-to trusted expert on this topic/in this area
Relatable	Giving over your channels to your audiences so that they speak to, and on behalf of, that larger demographic by sharing user-generated content
Knowledgeable	Protecting the truth always and ensuring audiences choose you first as the go-to expert

# Tone of Voice Matrix

Tone of voice	How to display it online
Non-preachy	Sharing knowledge and advice in a non-judgmental way
Practical	How-to content e.g. tutorial videos
Customer-first mindset	When writing copy or creating campaigns, always think of your audience and not simply the corporate goals
Culture and lifestyle	Being cognisant of the local culture and lifestyle of your audience and language
Affordable / achievable	Changing behavior is not easy, but people like structure and a challenge, so consider small wins to get engagement and interaction online e.g. 5-day challenge
Scientific/Religious	If you are a science or religious-based organisation – you can change this to reflect your own organisation
Best in class / excellence	You are setting the standard and must show leadership and produce best in class online content to reflect the standard of your research work offline

# Citizen Voice

## WRITE LIKE THIS

When Alex decided to join our Facebook Group, very quickly he realised he was empowering other Dads just like him. Changing how he thought about fatherhood gave him more confidence and a better relationship with his family. Here's what Alex had to say...

## NOT LIKE THIS

We invite Dads to join our Facebook Group where you will get expert advice and support. Fatherhood can be a challenging time, especially for first-time Dads. Join our Group now!

## WHY?

We personalise our messages and we engage in a meaningful conversation. We always step into the shoes of our audience and in this case, new dad Alex. Give Alex a voice, he represents your target audience.

# Professional Voice

## WRITE LIKE THIS

The Dad 1st campaign is an example of leveraging our audience to create a tangible programme for parents. Very often we turn research into press releases and forget whom we are trying to support and advise.

## NOT LIKE THIS

The Dad 1st campaign is a collaborative programme involving key Government bodies. We are proud partners.

## WHY?

You need to show how you do your work, your peers know why. You should also share insights into how you approach the challenges and not just share the wins. Peer education marketing is about teaching moments of shared value.

# Voices of our Organisation

Voice/s	Topic/s	Channel & Media
CEO	Corporate news/developments	Media, conferences, events
Subject matter experts	Politics, science, public policy, health	Media, blog, contributing copy for social, videos, podcast interviews, conferences, events
Communications	Consumer campaigns and trending topics	Videos, podcast hosts, conferences, events
Social media team	Re-purposed expert and campaign content	Social networks
Web manager	Re-purposed expert and campaign content	Website
Partners	Relevant topics	Contributing to blog, videos, podcasts, social media
Influencers	1 male / 1 female	Video, social media, podcast, blog, consumer engagement events
Ambassadors	1 male / 1 female	Video, social media, podcast, blog, consumer engagement events

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# Audience segmentation

# A social media persona

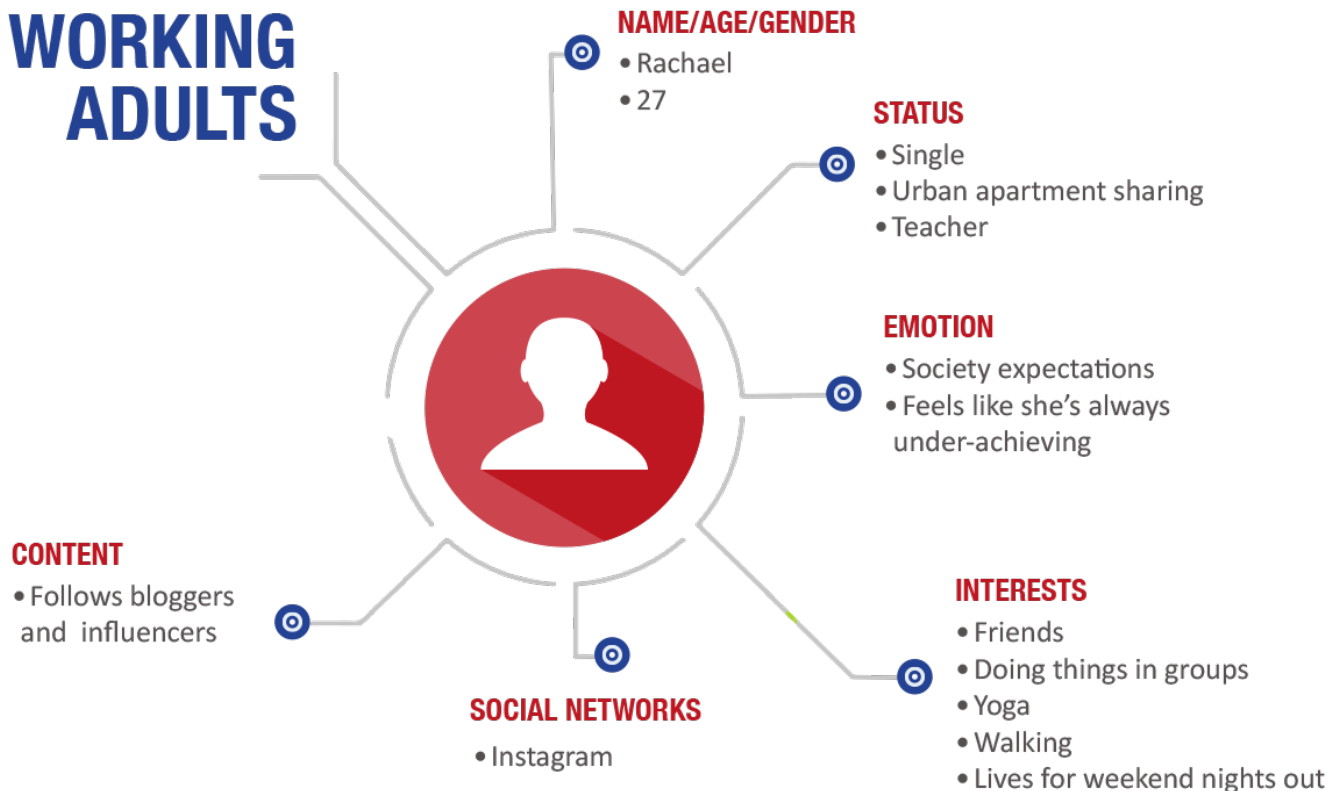
- Painting a picture of the citizen you want to reach on social media
- Understanding where you will find them on social
- Stepping into their shoes and understanding their perspective on an issue/s
- Taking a view based on their triggers and pain-points

# Niche down for increased success

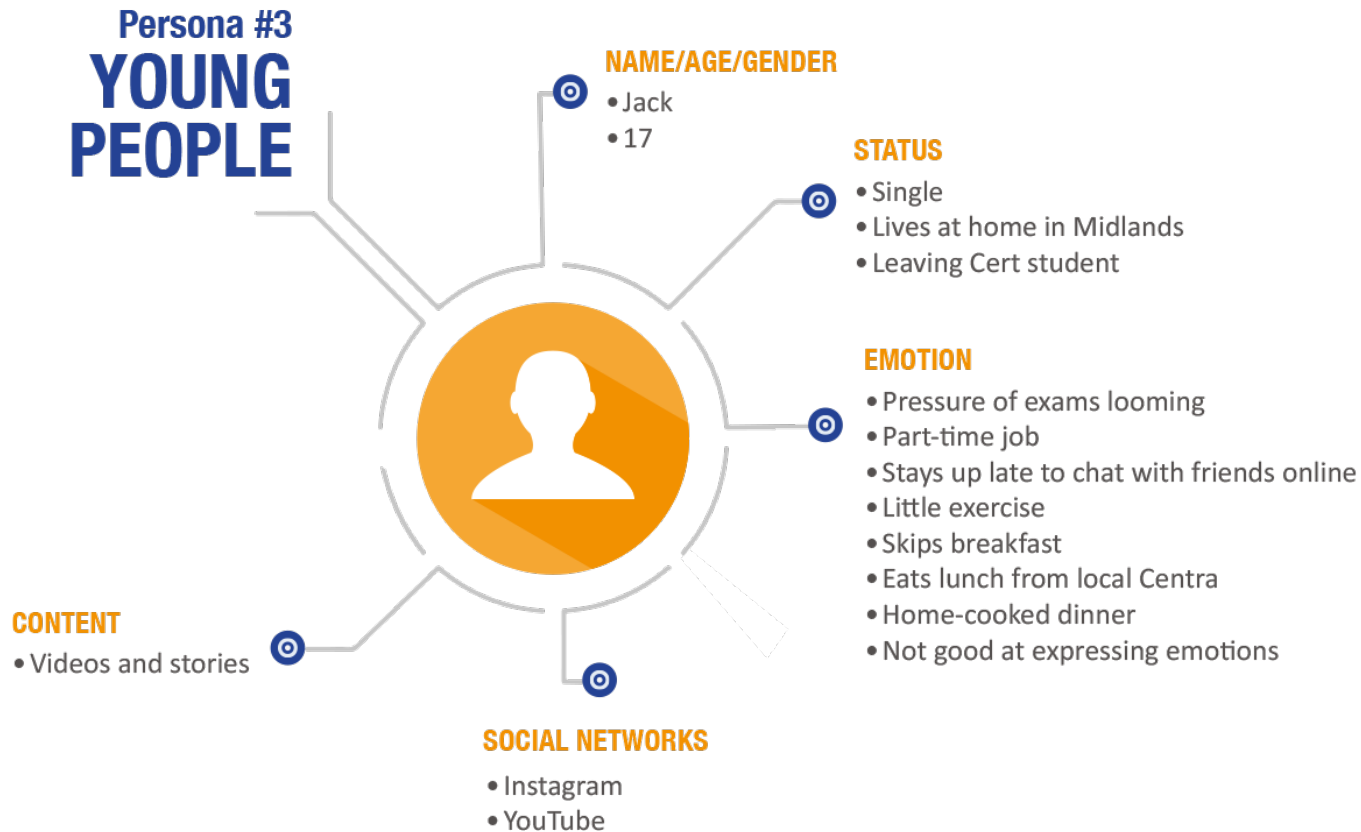


# Niche down for increased success

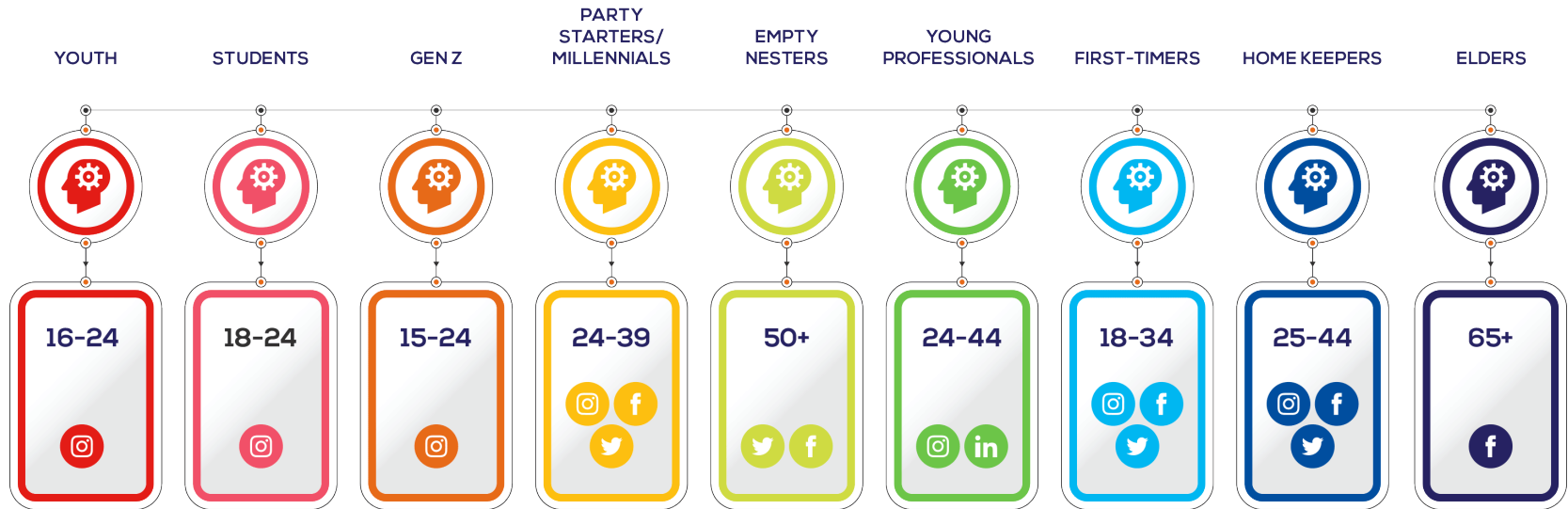
## Persona #2 **WORKING ADULTS**



# Niche down for increased success



# How to segment audiences for social media



1.6

# Channel strategy

# Your channel strategy

**Twitter:**

media, industry specific commentators

**Facebook:**

general public (targeted messages to specific demographics)

**Instagram:**

Younger audiences/female

**LinkedIn:**

academic, business, sector specific professional leadership

**Youtube:**

curious and informed

**Website:**

where your social media audiences arrive for more information

# Establish the 'why' for each social network

## FACEBOOK EXAMPLE

- **MISSION** We use Facebook to reach a large citizen-base with targeted messages and leveraging their advertising platform for result-based campaigns and to amplify our core messages. To maximise the opportunity of Facebook Live for events.
- **VALUE** Deliver accurate, timely and evidence-based content to our followers to encourage them to take a deeper interest in our work. Provide engaging content in the form of photos, videos and sign-posting to longer form content on our website. Curate relevant viral and topical news from our partners social networks and websites. Monthly budget of €500 is recommended.
- **GOAL** To build an engaged Facebook community of 10,000 fans in the next 12 months. We will also leverage ad campaigns for increased reach and engagement.

# Individual goals & KPIs for each social network

## INSTAGRAM EXAMPLE

- We will aim to reach 10,000 followers in the next 12 months to ensure we are reaching our target audience
- Stories will feature prominently with a calendared 3-Stories per week schedule
- Our IGTV channel will be series—based and we will curate top topics from our followers
- A monthly live Q&A with a subject matter expert will be a key feature

# Establish key content features for each social network

## TWITTER EXAMPLE

- We will leverage Twitter chats one a quarter
- We will host our press briefings live on Twitter
- We will focus on driving traffic to our website with link-based Tweets
- Threads will be used for influential content from our CEO
- Live events will be archived using Twitter Moments

# Maximise Channel Tactics



**Channels, content & frequency**

Where, what and how often?

# *How often should 1 post on X social network?*



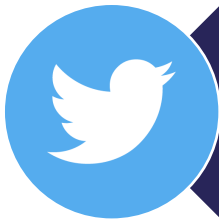
*The answer is contained in these three key points:*

- 1) **Posting consistency** is more important than posting frequency*
- 2) **Content quality** is more important than content quantity (and social networks are letting us know this with ongoing algorithm changes)*
- 3) Without having an **objective** for social media, you won't know if your posts are successful or not*



### **Facebook: 1-2 posts per day**

- If you have less than 10,000 followers, you should post 5 times per week.
- Once you exceed one post, each post gets 60% fewer clicks per post.
- If you have more than 10,000 followers, posting 1-2 times per days leads to the most clicks per post.



### **Twitter: 3-5 posts per day**

- Organisations tweeting 2-5 times per day have the highest response rate.
- If organisations only tweet once a day, there is 300% difference in response rate.
- Organisations see their most engagement when tweeting three times per day and that engagement begins dropping after three tweets per day.



### **Instagram: 1-2 posts per day**

- The 55 top-performing organisations on Instagram post 1.5 times per day.



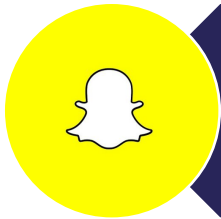
### **LinkedIn: 1 post per day**

- When you post 20 times per month (or 1 post per day during the work week), you will reach at least 60% of your audience.



### **Instagram Stories: 3-4 stories per week**

- You want to build up a captive audience, so consistency is really important.
- If you are inconsistent, you will not build up loyalty.
- To bring people behind the scenes of your organisation.



### **Snapchat: 2-5 Snaps per day**

- Like Instagram, you want to build up an engaged audience and so you have to show up regularly.
- Snapchat is an easy-to-use platform and you can snap on the go, but consider topic and story.



### **YouTube: 1 video per week**

- Consistent posting of videos will result in views.
- By having a weekly video/show, you are alerting your audience to the fact that you have a regular schedule and thus they have a reason to tune in.



### **TikTok:**

- 1-2 TikTok videos per week

1.7

# Pillar messaging and content planning

# Citizen participation in social media

- **Motivation to speak out** on a topic/issue that concerns them or their family, workplace, town or society in general
- **A function in the democratic process** to better understand how policy and government decisions affect their lives
- **Advocating for an issue** they feel strongly about or have personal experience on
- **Information seekers** who need trusted views or facts in order to make a decision
- **Thought leaders** who have subject matter expertise
- **Detractors** who have an opposing view and want to shape public opinion in another direction
- **Decision-makers** involved directly in making change within government and public sector
- **Commentators and the media** whose job it is, is to report on public interest stories









# Pillar content and linked campaigns

- Draft the top 12 topics that are important to your organisation
- For each pillar topic write down 3 sub-topics
- Should any of these topics be campaigns i.e. 4-week sustained campaign with 1-3 key goals
- Can any of these topics be a content series i.e. a podcast series, a video series, a webinar series, a blog series, a livestream series
- Prepare your calendars (annual, monthly, weekly)
- Include editorial meetings into your planning

# Annual content calendar



## 2020 Content Calendar





JAN ✨	FEB ✨	MAR ✨	APR ✨	MAY ✨	JUN ✨
<p>Social Media Strategy 2020</p> <p>Digital Skills Survey</p>	<p>#LoveThePublic</p> <p>Digital Skills Survey Results</p>	<p>Tik Tok for Govt. &amp; Public Sector</p> <p>State of Social Media in the Public Sector</p>	 <p>Instagram Stories</p>	 <p>Podcasting for the People</p>	<p>PUBLIC SECTOR Digital Marketing SUMMIT</p>
JUL ✨	AUG ✨	SEP ✨	OCT ✨	NOV ✨	DEC ✨
 <p>How To YouTube</p>	 <p>Facebook Blueprint for Govt.</p>	 <p>SEO for your Source of Truth</p>	 <p>Facebook Ads Mastered</p>	 <p>Leading on LinkedIn</p>	 <p>Tweeting with Influence</p>





### ONGOING

































- Certificate in Social Media Enrolments
- Diploma in Digital Communications for Public Sector Enrolments
- 90-Day Digital Transformation Coaching Programme
- Membership

### DAILY

-  Facebook
-  Twitter
-  Instagram
-  LinkedIn

### WEEKLY

-  YouTube Show
-  E-zine
-  Blog Post
-  Podcast






MON	TUE	WED	THU	FRI	SAT	SUN
    	    	    	   	    	   	   

# Weekly content calendar















































































## Content Marketing Calendar

### Monday AM – Editorial Meeting

-  3 x Facebook post per week  
1 x Facebook dark post per week
-  1 x Tweet per day plus engagement
-  3 x Instagram per week (1 x quote, 1 x photo, 1 x video)  
Instagram Stories for events and 'out and about'
-  2 x LinkedIn post per week
-  YouTube for events and campaigns
-  1 x Blog post per week from partners

### Other

-  Daily Twitter video to support topic of day (Kate)
-  Facebook Live – (PR events / news topic) twice monthly
-  Live tweeting from events (all staff)

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
  	   	  	  	   
  	   	  	  	  
  	   	  	  	   
  	   	  	  	  
  	   			

# Niche topic content calendar

## COVID-19 CONTENT PLAN































Local Updates



National Updates



International Updates

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
   	   	   	   	   	   	   

### MONDAY - SUNDAY



**Answer one big question** e.g. How do I know if I have coronavirus?



**The Big Interview** e.g. How has/will COVID-19 affected your business, sporting event, community, way of life?



**Sectoral Focus: Shining a spotlight on one industry** e.g. Farming, retail, construction, hospitality



**Virtual panel discussion** e.g. The week's events (online)

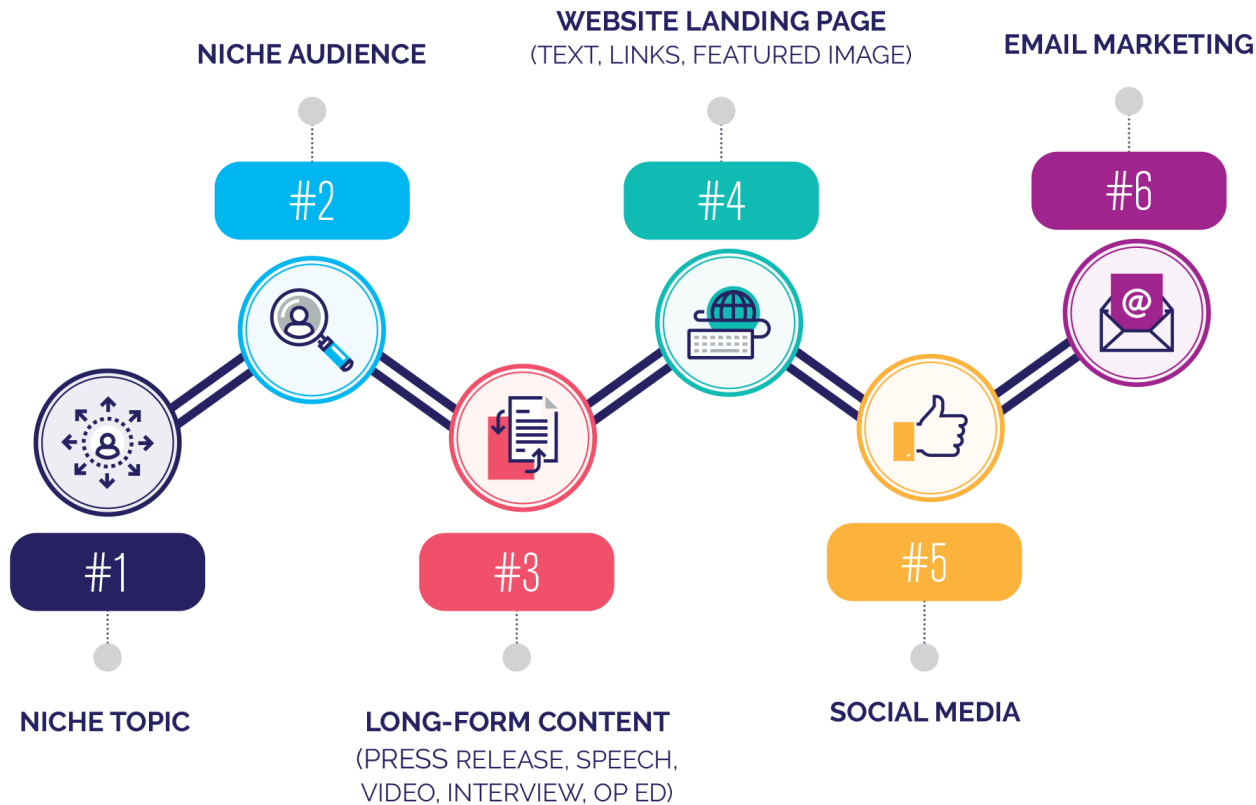


**Experts in Conversation** e.g. Discussion with experts in Italy and how they are managing COVID-19

1.8

# Implementation plan

# Social Media Communications Roadmap



# Streamline Processes

Calendars and priority planning



Work practices and internal communications



Software, apps and tools

## Social Media Planning

- Content calendar
- Editorial meetings

## Content Creation

- *Copywriting (lines to take)*
- *Graphic design*
- Video creation / captioning

## Publishing

- *Scheduling*
- *Publishing*
- *Monitoring*

## Community Management

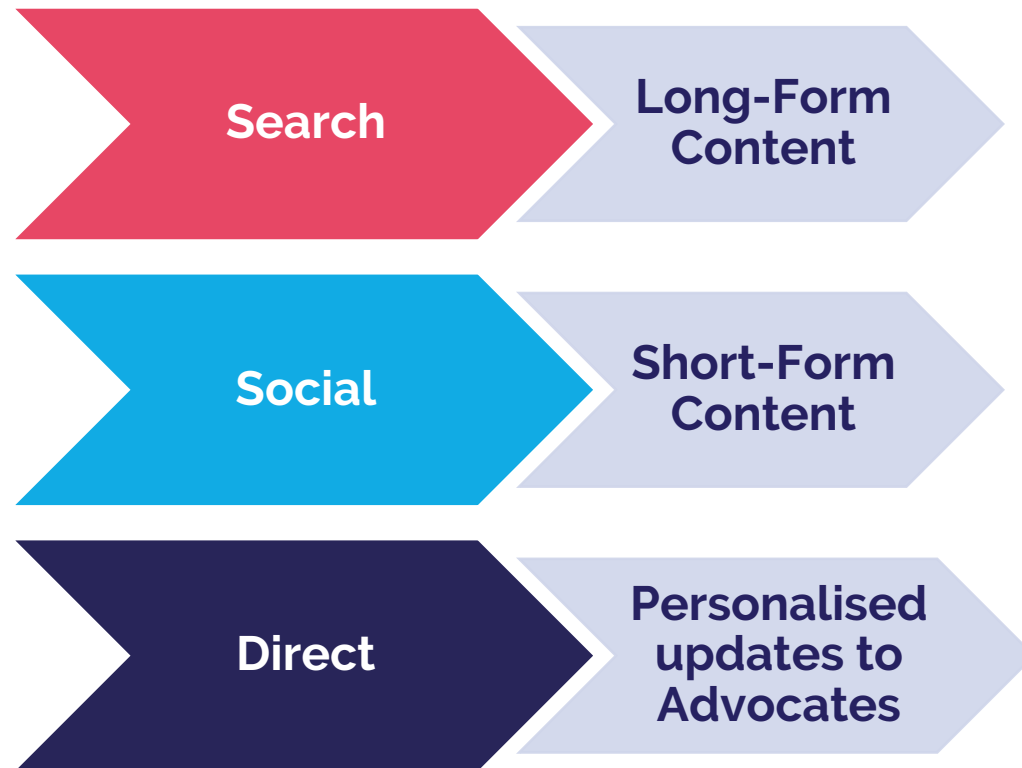
- *Moderation*
- *Responding*
- *Social listening*

## Reporting

## Iteration / Improvement

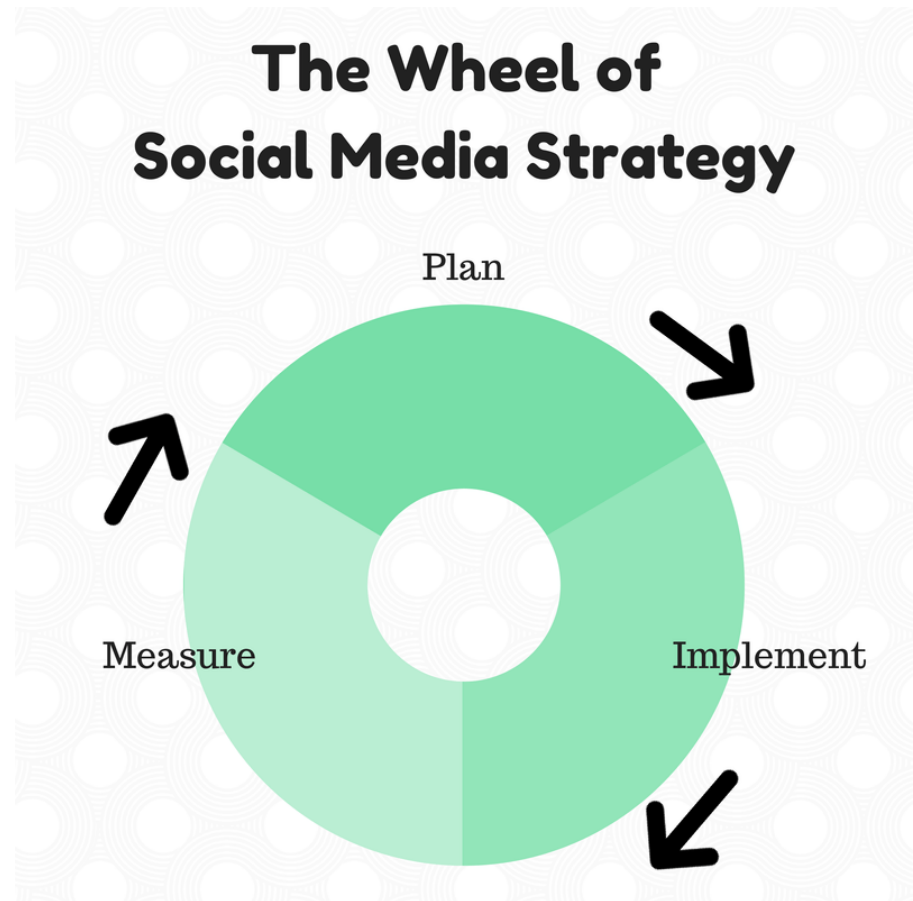
# **'Say it once, share it often'**

-introducing the concept of content re-purposing



# The 10 steps of social media implementation

1. Staff and skills
2. Budget
3. Content Planning
4. Content Creation
5. Social Media Management
6. Community Management
7. Social Listening
8. Tools, Apps & Software
9. Social Advertising
10. Reporting



# Social Media Skills



## #1 : SOCIAL LISTENING

Listen to relevant conversations, sift through the noise and pinpoint the right one to focus on.



## #2 : SOCIAL MEDIA CRISIS MANAGEMENT

Understand the traditional elements of crisis management, but also how to deal with the social media angle.



## #3 : TRUST MARKETING

Focus on building trust using digital tools and how to effectively build a strategy where users trust engaging with you.



## #4 : SEARCH ENGINE OPTIMISATION

Take time out to learn the ins and outs of algorithms, search rankings, and other elements.



## #5 : SOCIAL MEDIA STRATEGY

Each platform has its own nuances and quirks, and adjusting content for these different platforms is pivotal to success.



## #6 : MARKETING AUTOMATION

Mastering marketing automation tools is a simple skill that can save you a massive amount of time.

# Social Media Skills



## #7 : UX (USER EXPERIENCE)

for each digital element you have, keep the user experience front and centre.



## #8 : MILLENNIAL MARKETING

Finding content that engages with millennials will likely take a lot of trial and error, but the reward is worth it.



## #9 : SOCIAL ADVERTISING

Mastering SEO and social advertising, will be a critical way your organizations evolve with these digital times.



## #10 : INFLUENCER MARKETING

Influencer marketing gives your organization a new dimension of trust.



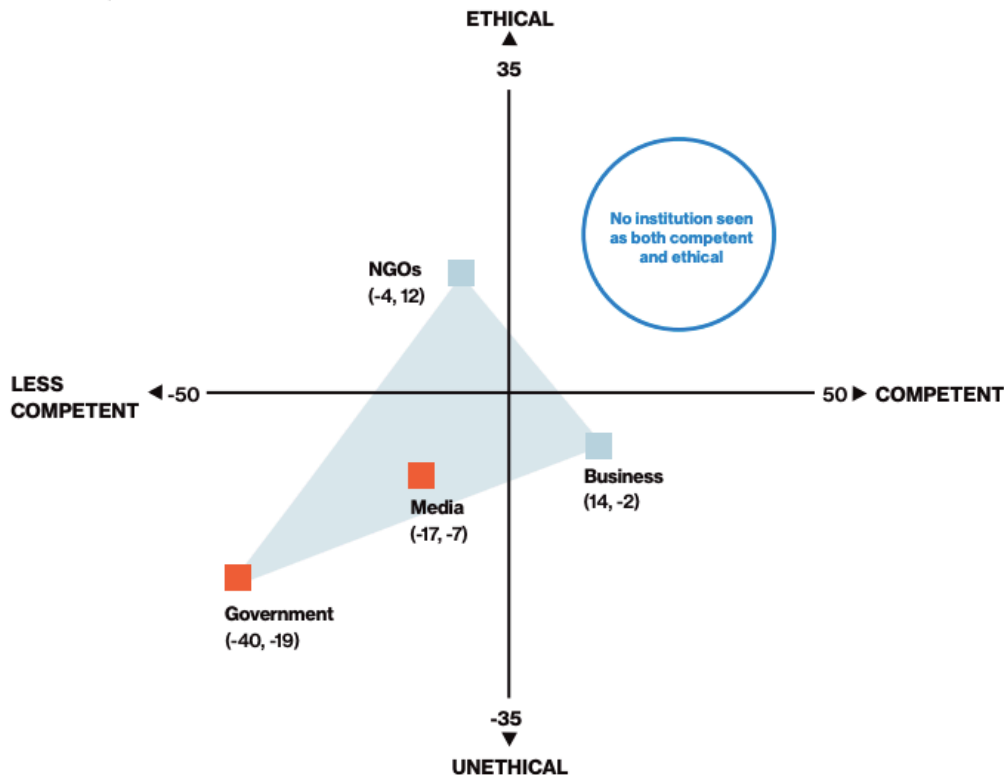
## #11 : DIGITAL PR STRATEGY

Your digital PR efforts are going to be what sets you apart from the other organizations, so it is essential to have a plan in place. Evaluate the processes and systems you have in place and think about where the improvements are

# Getting management buy-in

## Dimensions of trust

(Competence score, net ethical score)



## The 2020 Edelman Trust

**Barometer** reveals that despite a strong global economy and near full employment, none of the four societal institutions that the study measures—government, business, NGOs and media—is trusted.

# Task

- Social Media Management
- Graphic design
- Video creation
- Reporting
- Captions/Transcripts
- Podcasting
- SEO
- Copywriting
- Email Marketing
- Webinars
- Project Management
- Media/Digital Monitoring
- Stock Imagery

# Software

- AgoraPulse
- Canva/Spark Adobe
- Splasheo/Promo/Vyond/InVideo/MoJo
- AgoraPulse/Social Insider/Tweetbinder/CoverageBook
- Rev
- Captivate.FM
- Yoast SEO
- Grammarly
- Microsoft Dynamics
- Microsoft Teams
- Asana
- Out for Tender
- Shutterstock

1.9

# Community management

# What is Community Management?

## Monitoring

- Listening in on and tracking conversations that relate to your organisation.

## Engaging

- Keeping conversations alive and proactively engaging with citizens.

## Moderating

- Weeding out comments and conversations that don't add value, and troubleshooting citizen complaints and concerns.

## Measuring

- Analysing how your organisation is perceived and getting real, unfiltered citizen feedback.

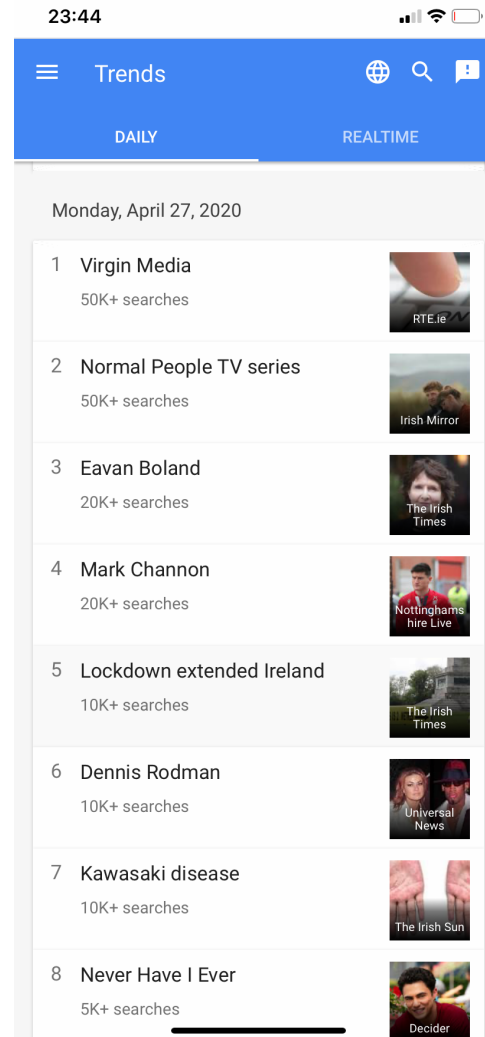


- ✓ **Keeping the public informed** is a critical part of your social media and wider digital comms strategy.
- ✓ Your work is entirely geared towards **creating an environment of open communication**.
- ✓ You need to **build trust, demonstrate transparency** and **provide timely community management** to win the **COVID-19** battle with citizen behaviour.
- ✓ Allows you to connect with your followers and offer them better service that will **improve their opinion of your organisation**.

# Managing expectations

- ✓ **Leadership** is key. Proactive responsiveness is part of culture.
- ✓ Address **internal concerns** (processes, work practices, dissemination, capacity to deliver).
- ✓ Layout a flexible and adaptive **course of action**.
- ✓ Set expectations about **when/how you will communicate** with citizens.
- ✓ Messaging should be **sincere, timely** and **helpful**.
- ✓ Communications are **in tune with your community** and what they are experiencing.

# Case Study – Breaking News Management



# Case Study – Proactive Messaging



The image is a screenshot of a tweet from the official NHS Twitter account (@nhs.uk). The tweet is dated April 22 at 5:53 PM. The text of the tweet informs users that due to the coronavirus outbreak, the way to contact their GP, nurse, or other GP surgery staff has changed. It provides a video guide for online GP forms, video or telephone consultations, and directs users to [nhs.uk/healthathome](https://www.nhs.uk/healthathome) for more advice on staying at home. Below the text is a video player showing a graphic of a smartphone screen divided into four quadrants, each representing a different way to contact the NHS: 'GP surgery website', 'NHS App', 'GP online services', and 'Ringing your GP surgery'. The NHS logo is visible in the top right corner of the video frame and in the center of the smartphone screen. Below the video frame, the text 'or by ringing your GP surgery.' is displayed, followed by a speaker icon. At the bottom of the tweet, there are three reaction icons (like, love, wow) and a count of 11K reactions, along with 528 comments and 1.5K shares.

**nhs.uk**   
April 22 at 5:53 PM · 

Due to the coronavirus outbreak, how you contact your GP, nurse and other GP surgery staff has changed.

This video guide has info on how to do an online GP form, a video or telephone consultation.

For more advice on how to stay well at home, visit [nhs.uk/healthathome](https://www.nhs.uk/healthathome)

**NHS**

GP surgery website

NHS App

**NHS**

GP online services

Ringing your GP surgery

or by ringing your GP surgery. 

   11K

528 Comments 1.5K Shares

# Take the temperature of citizens

- **Polls**
- **Ask a direct questions**
- **Drive traffic** to your landing pages
- **Quote Tweet** a third party Tweet for feedback
- **Use social listening software** for deeper analysis e.g. Talkwalker
- **Monitor the reach** of your hashtag for influencers, share of social voice
- **Sentiment** analysis



“Social media for public sector and Government agencies is all about trust and transparency by sharing useful information and providing **responsive customer service.**”

# Mapping your responses

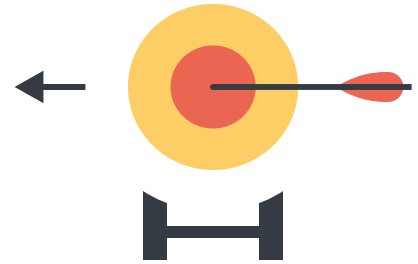
Positive	Neutral	Negative

1.10

# Reporting and measurement

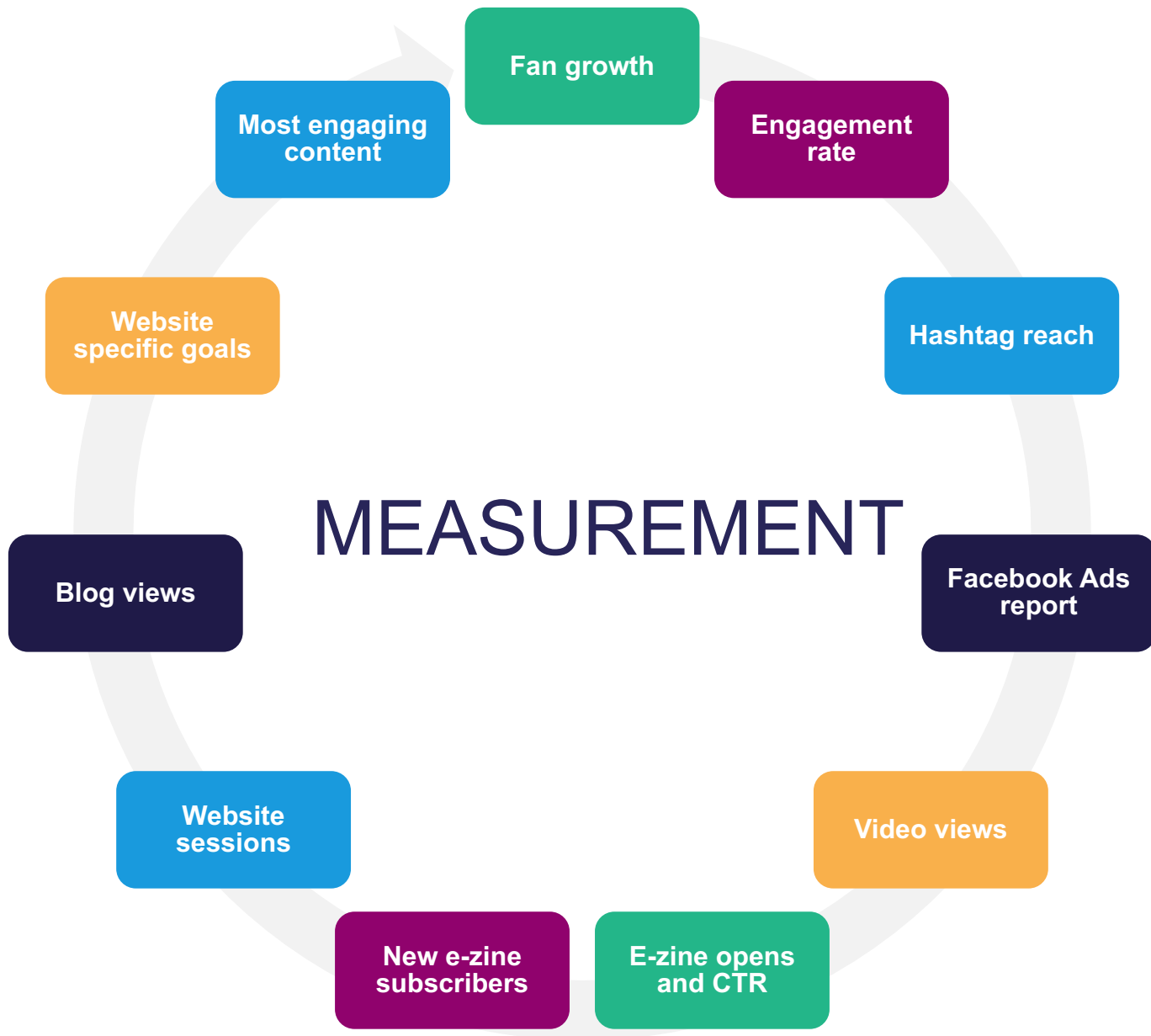
# Measurement is as important as any other social media task you will complete.

- It is the **window to the success or failure** of your social media and digital communication efforts.
- It also provides **insights** into how you need to **improve, iterate** or **innovate** your social media communications.
- It is essential to **understanding** how well your campaigns and ongoing corporate messaging are **impacting the public**.



A digital metric is a  
**quantifiable measure** of one  
**specific piece of data.**

When you measure campaign success, you must first align the metrics against your original objectives and goals.



# Metrics that Matter



- ✓ Building our community
- ✓ Engagement rate
- ✓ Share of social voice
- ✓ Sentiment
- ✓ Contribution to website traffic
- ✓ Customer service
- ✓ Conversions
  - i.e. subscribers, downloads, registrations, event attendance
- ✓ Digital PR results
- ✓ Video views
- ✓ Change in behaviour



# Social Share of Voice (SOV)

- It is important to **understand how strong your voice is** in big issues affecting the public and directly affecting your organisation.
- Social share of voice is a relatively new metric, coming directly as a **result of big data**.
- Helps you to understand how your organisation is **performing** in comparison to other voices on the social web around a **particular topic/conversation**.
- There are many **SaaS providers** who can provide this data for you, such as: *Talkwalker, Mention, Brandwatch or Brand24.*



# Template social media report

## SOCIAL METRICS

	Facebook	Instagram	Twitter
# Fans			
Fan Growth			
Engagement			
Video views			
Hashtag Reach			
Sentiment			
Most Engaging Post			

## SOCIAL ADVERTISING

Channel	Campaign	Results	Ad Type	Cost/Result	€ Spent
Facebook					
Twitter					
Instagram					

## WEBSITE METRICS

Site visitors	
Sessions	
Social referral	
Blog views	
Most viewed pages	
Device Type	
Location	

## EMAIL MARKETING METRICS

Subscribers	
Open rate	
Click through rate	

1.11

# Governance and oversight

# A social media policy

*A live document that provides guidelines for your organisation's use of social media across all channels and including staff professional and personal use.*

# The purpose of a social media policy

- *Maintain brand consistency*
- *Manage online reputation*
- *Prevent a security breach*
- *Prevent a PR crisis online*
- *Responsive and pro-active approach to crisis management*
- *Managing appropriate staff use*
- *Defining staff role as advocates on social media*
- *Establishing the rules of citizen engagement*
- *Defining when to escalate an issue on social media*

- ✓ **Social media policy**
- ✓ **Crisis communications protocol**
- ✓ **Standard Operating Procedures (SOPs) for specific digital tasks**
- ✓ **Social media management tool**
- ✓ **Social listening tool**
- ✓ **Online PR monitoring tool**
- ✓ **Continuing professional development**

# Essential policies & protocols

- Social media policy for organisation
- Staff use of social media
- Community management
- Moderation and abuse
- Crisis management
- Security
- Legal compliance

# Best practices for social media governance

- Seek input from staff / stakeholders
- Reviewed in real-time when need arises
- Reviewed each year
- Staff trained on each policy / protocol
- Launch it
- Decide who has oversight and responsibility for it and in which department

Check out the  
**Resources** and  
**Recommended Tools**  
in the Learning Hub



Check out the  
**Case Studies** in  
the Learning Hub



Don't forget every  
**Friday** our weekly  
**live coaching** call.



The background of the slide is a dark blue gradient. Scattered across the background are numerous 3D cubes of various sizes. Each cube has one or more social media icons on its visible faces. The icons include YouTube (play button), Instagram (camera), Facebook (f), Twitter (bird), LinkedIn (in), Messenger (speech bubble), WhatsApp (phone handset), and Snapchat (ghost). The cubes are arranged in a way that they appear to be floating or scattered on a surface.

# See you on the next session!

**MODULE 2:**  
Content planning & public interest messaging

# Connect with me on social



@PublicSectorPro



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