

Social Media & Design

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Summer Policy Institute 2019
Tuesday, Aug 5



OKPOLICY.ORG
Oklahoma Policy Institute

A photograph of a modern interior space. In the foreground, there is a long, low wooden bench. Behind it, a large wall made of horizontal wooden planks dominates the background. To the left, a doorway or window is visible, showing a glimpse of another room with a white wall and a light fixture. The overall lighting is warm and soft.

Can't talk now



OK Policy's Mission

OK Policy advances equitable and fiscally responsible policies that expand opportunity for all Oklahomans through non-partisan research, analysis, and advocacy.





2019 SUMMER POLICY INSTITUTE



More than

67%

of Americans are using Facebook as their
primary source of news.

Overview

- Developing a social media strategy
- Building a content strategy
- Do's and Don'ts of social media graphics



Developing a Social Media Strategy



What is a social media strategy?

A social media marketing strategy is a summary of everything you plan to do and hope to achieve on social media.

It guides your actions and lets you know whether you're succeeding or failing. Every post, reply, like, and comment should serve a purpose.



Why do you need a social media strategy?

- It's not enough to just *be* on social media
- Further your org's goal & mission
- Build you org's brand & increase awareness
- Have direct conversations with your audience



To build your social media strategy, you'll need:

1. To map out which social media channels you'll utilize
2. To incorporate social listening & monitoring
3. To identify which key metrics are crucial to your success
4. To integrate social media into full communications strategy
5. To develop a content strategy for your social media plan



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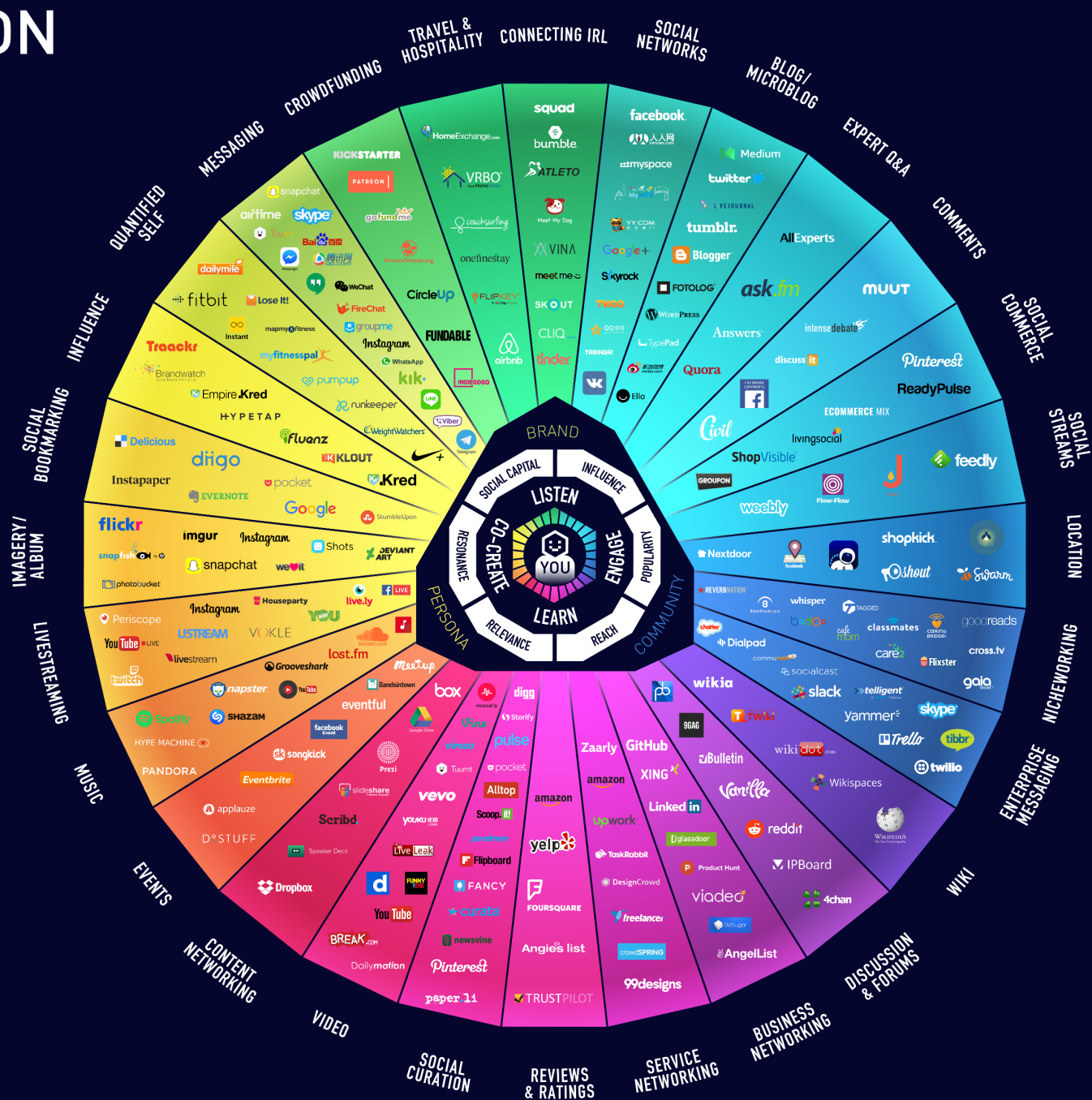
CONVERSATION PRISM 5.0

Brought to you by
Brian Solis & JESS3

Social Media Gave Everyone a Voice

The Conversation Prism debuted in 2008 as social media was exploding online. Social media would change everything about how we communicate, learn and share. It forever democratized information and reset the balance for influence.

The Conversation Prism was designed as a visual map of the conversational networks that continue to reshape everything. Its purpose is to help you understand and appreciate the statusphere so that you can play a productive and defining role in the conversations shaping our future.



For more information check out **conversationprism.com**

1. Facebook



Oklahoma Policy Institute ✓
@okpolicy

Home

About

Fundraisers

Events

Photos

Videos

Community

Groups

Go to **Business Manager** to manage this Page.



 **OKPOLICY.ORG**
Better Information, Better Policy

Liked Following Create Fundraiser ...

Donate

Create a Post

 Write something on this Page...

Educational Research Center in Tulsa, Oklahoma

4.5 ★★★★★
Open Now



2. YouTube

oklahoma policy institute

Home

Trending

Subscriptions

LIBRARY

History

Watch later

Liked videos

SUBSCRIPTIONS

Late Night with ... 8

The Late Show... 13

Saturday Night Li...

LastWeekTonight 1

Browse channels

MORE FROM YOUTUBE

YouTube Premium

Oklahoma Policy Institute

87 subscribers

SUBSCRIBE 87

HOME

VIDEOS

PLAYLISTS

CHANNELS

DISCUSSION

ABOUT

Uploads

PLAY ALL

What we know - and don't know - about the revenue bil...

345 views • 2 months ago

CC

Save SoonerCare for Oklahoma's Workforce

79 views • 3 months ago

CC

Save SoonerCare for Oklahoma Workers

49 views • 3 months ago

CC

Save SoonerCare for Oklahoma Patients

54 views • 3 months ago

CC

POPULAR CHANNELS

The Young Turks

SUBSCRIBE

Fox News

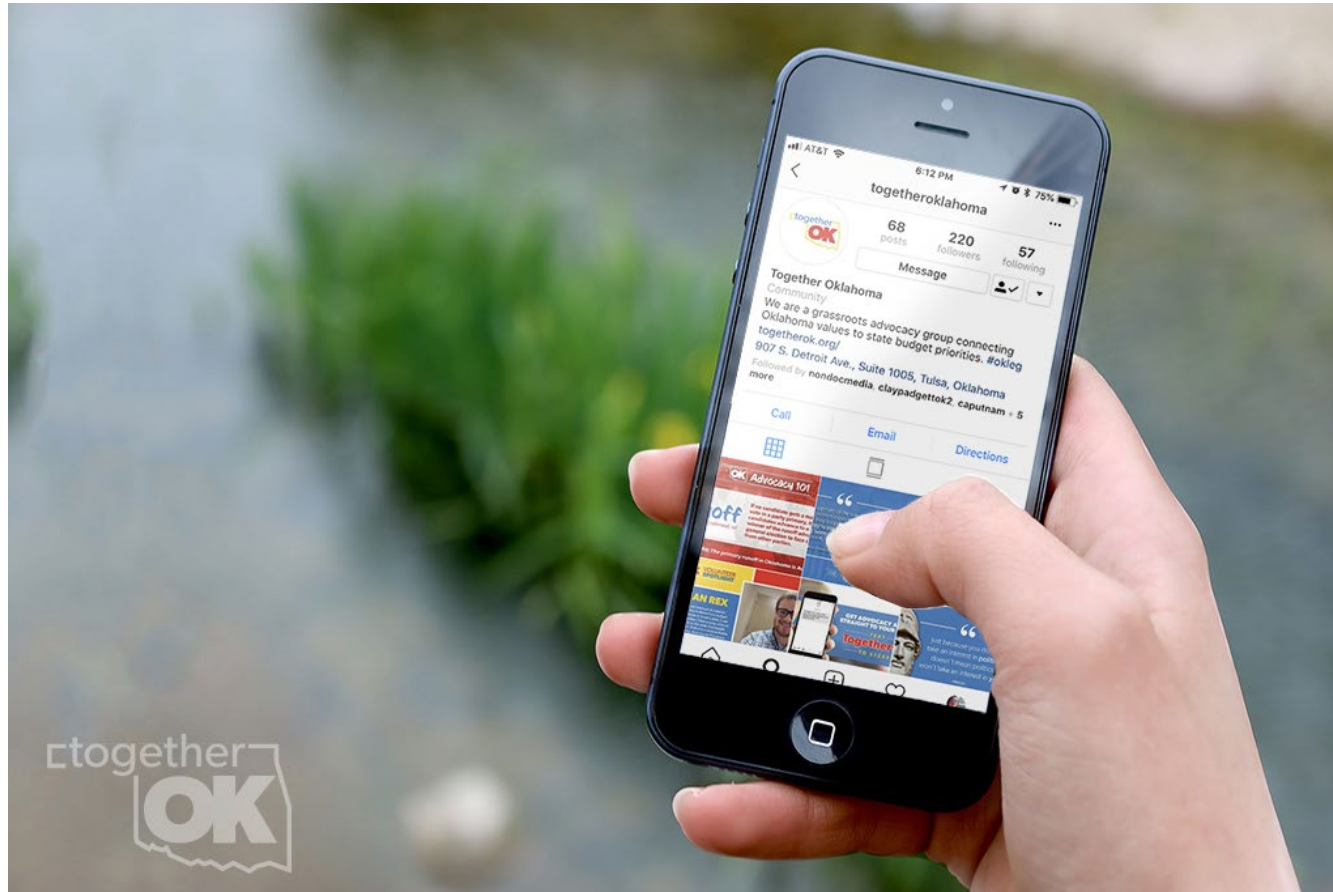
SUBSCRIBE

Inside Edition

SUBSCRIBE



3. Instagram



4. Twitter

[Home](#) [Moments](#) [Notifications](#) [Messages](#)   [Tweet](#)



OPEN JUSTICE OKLAHOMA

[Tweets](#) [Following](#) [Followers](#) [Likes](#)

6

14

31

5

[Follow](#)

Open Justice Oklahoma

@OpenJusticeOK Follows you

Joined April 2018

[Tweet to](#) [Message](#)

16 Followers you know



Tweets Tweets & replies

 Open Justice Oklahoma Retweeted

**OK Policy** @OKPolicy · 21h 

.@OpenJusticeOK Director @rcgentzler is taking the stage to examine the challenges facing the criminal justice system and recent efforts at reform, because — as you probably heard — Oklahoma has surpassed Louisiana for the highest incarceration rate in the world #okspi



Who to follow · Refresh · View all

**RoseRock Ventures** @Ros...  [Follow](#)

**Lani Habrock** @LaniRHabr...  [Follow](#)

**SIR** @DirtMcGert80  [Follow](#)

 Find people you know



5. LinkedIn


The screenshot shows a LinkedIn profile for the Oklahoma Policy Institute. The header includes the LinkedIn logo, a search bar, and navigation links for Home, My Network, Jobs, Messaging, Notifications, Me, Work, and Post a job. A banner image of a classical building is at the top. Below the banner, a notifications bar shows '1 like • 3 mentions' and a 'See all' link. The profile card features the company logo (a stylized dome), the name 'Oklahoma Policy Institute', location 'Research • Tulsa, Oklahoma', and '55 followers'. It also shows '9 connections work here' and a link to 'See all 19 employees on LinkedIn'. Buttons for 'Manage page' and 'See jobs' are present. A feedback pop-up asks 'Is this the correct industry for this company?' with 'Research' selected and 'No'/'Yes' buttons. A 'Promoted' sidebar on the right lists three ads: 'Auditors On The Way?', 'Ready To Go Global?', and 'Are You A Happy Sampler?'. At the bottom, there are links for 'About us', 'Recent update', and 'See all'.




in Search

Home My Network Jobs Messaging Notifications Me Work Post a job

School Principal Certif. - Online, career-enhancing certificate for principals. Apply now! Ad ...

Notifications 4 1 like • 3 mentions See all

 **Oklahoma Policy Institute**
Research • Tulsa, Oklahoma • 55 followers

   +6 9 connections work here. See all 19 employees on LinkedIn →


Manage page See jobs


Is this the correct industry for this company? X


Research Skip No Yes

ⓘ Your feedback will not be displayed on LinkedIn.

Promoted ...

 **Auditors On The Way?**
Get ready for your financial statement audit. >

 **Ready To Go Global?**
Our translation experts can make your website shine in the global. >

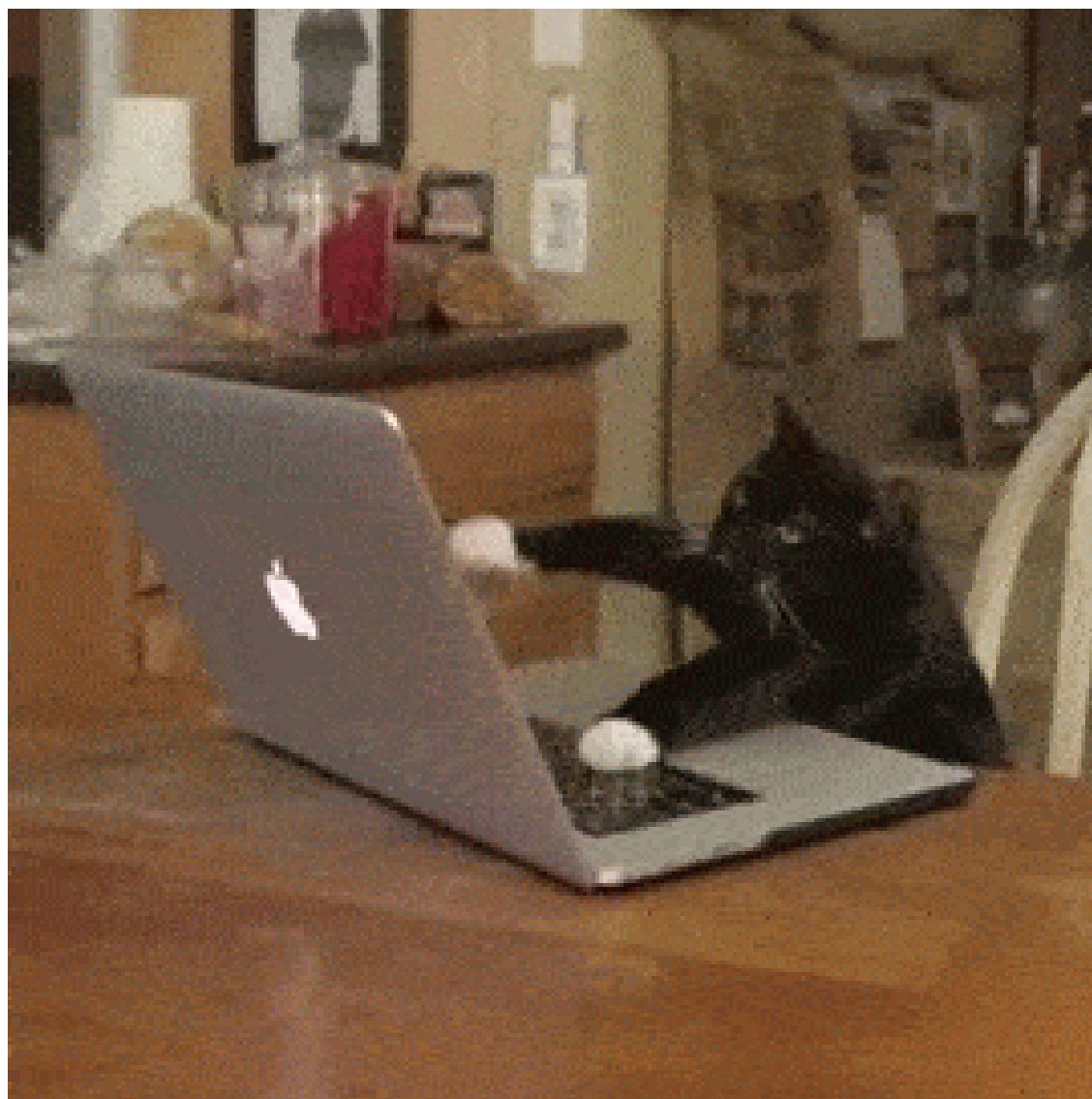
 **Are You A Happy Sampler?**
See Better Results Now on B2B & Low IR Consumer Studies Today! Learn More >

People also viewed

Messaging

About us Recent update See all





Best FREE Social Media Management Tools

- **Buffer***
- **Hootsuite***
- Oktopost
- Post Planner
- Tweetdeck
- Social Oomph
- Spredfast
- Likeable Hub



Analytics Tools

- Sysomos
- Keyhole
- Brandwatch
- Netbase
- Radian6



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#2 Social Listening & Monitoring

SOCIAL MONITORING:

Caring for your audience by monitoring social media for messages directly related to your brand and responding to those messages appropriately.

[Source: Sprout Social]



#2 Social Listening & Monitoring

SOCIAL LISTENING:

Understanding your audience and improving campaign strategy by accessing the full spectrum of conversation around your industry, organization, and any topics relevant to your organization.





OK Policy @OKPolicy · Aug 2

Oklahoma is making progress on instituting cancer-fighting policies, according to a new report.

**American
Cancer
Society**

Report: Oklahoma 'Making Progress' on Policies to Hel...
Oklahoma is one of 29 states and D.C. making progress
on instituting cancer-fighting policies, according to a ...
publicradiotulsa.org



1



1



3



OK Policy
@OKPolicy

Expanding access to health coverage would mean fewer cancer deaths in Oklahoma.



Expanding health coverage could mean fewer cancer deaths in Oklahoma - Oklah...
Oklahoma is in the bottom 10 states for cancer outcomes and can do more to
combat it. Expanding coverage has clear benefits that would help catch cancer



Benefits of Social Listening & Monitoring

- Measure the performance of your social media, web, and content strategy
- Reputation management
- Identify your biggest fans and influencers
- Discover new product or service ideas
- Watch the competition
- Shape strategic benchmarks for the future



Social Media Listening & Monitoring Tools

Free

- **Twitter trending topics***
- **Native keyword and phrase searches***
- **Hootsuite***
- Tweetdeck
- Social Mention
- Follower Wonk
- SumAll
- MentionApp

Paid

- Buzzsumo
- Brandwatch
- Keyhole
- TweetReach
- Streamview



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#4 Identifying Social KPIs

KEY PERFORMANCE INDICATOR:

A quantifiable measure used to evaluate the success of an organization, employee or project in meeting objective for performance.



#4 Identifying Social KPIs

- The social KPIs you measure should reflect your org's goals
- 4 types of social media KPIs
 1. Reach
 2. Engagement
 3. Return on Investment (ROI)
 4. Retention and Loyalty



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Building a Content Strategy

Content is the backbone of your social media strategy



Building a Content Strategy

Content Strategy

Content strategy refers to the planning, development, and management of content



Types of Content

- Text
- Visual Images
- Animated gifs
- Stories



250,000,000

people a **day** view Instagram Stories

What is the estimated
amount of hospital
reimbursements lost from
2013 to 2022 if Oklahoma
continues to refuse federal
funds to expand Medicaid?

\$11.3

MILLION

BILLION

10%

90%

[Source: Urban Institute]



Seen by 115



More



Types of Content

- Text
- Visual Images
- Animated gifs
- Stories
- Videos



82%

of all consumer IP traffic will be
videos by the year 2021.

Types of Content

- Text
- Visual Images
- Animated gifs
- Stories
- Videos
- Quizzes, surveys, and polls
- Realtime marketing
- Influencer marketing
- User Generated Content (UGC)



76%

of people trust content shared by
“average” people more than brands.



Maddison Williams

@maddisonpaige94

Following



I'm just going to say if you are a college student (undergrad, grad, law) and have a remote interest in policy AND Oklahoma. Then you need it come to [#oksipi](#).

2:18 PM - 31 Jul 2018

4 Retweets 17 Likes



4



17



30/60/10 Social Media Principle

- **30% Owned Content:** this is content your organization produced





Oklahoma Policy Institute

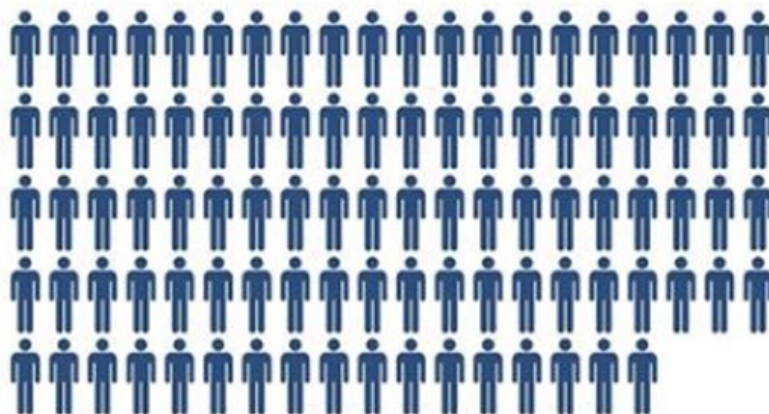
Published by Hootsuite [?] · January 9 ·

More than 150,000 Oklahomans will gain access to health care through Medicaid expansion. This includes some of the 97,000 uninsured Oklahomans with a mental health diagnosis, roughly the entire population of Broken Arrow. Increased access to health care through Medicaid expansion reduces costs for states and helps people with mental illness return to the workforce. <http://ow.ly/wzfF30nfCNA>

97,000

Oklahomans could
access needed mental
health or addiction
treatment with
Medicaid expansion

Source: Source: Mental
Health America Access to
Care Data, 2017



 = 1,000 Oklahomans

OKPOLICY.ORG



OKPOLICY.ORG

Want to improve the mental health of Oklahomans? Expand Medicaid. - Oklahoma Policy Institute



30/60/10 Social Media Principle

- **30% Owned Content:** this is content your organization produced
- **60% Content Curation:** this is relevant content that works towards your org's goals and resonates with your audience





Oklahoma Policy Institute

Published by Hootsuite [?] · August 2 at 7:05 PM ·



"Only when Stevie and Lisa arrived at the clinic a little after 2 a.m. did it occur to them how large that medical gap has become in parts of rural America. Dozens of people were sprawled out in sleeping bags on the asphalt parking lot. Others had pitched tents on an adjacent lawn. The lot was already filled with more than 300 cars from all over the rural South, where a growing number of people in medical distress wait for hours at emergency clinics in order to receive basic primary care."



WASHINGTONPOST.COM

'Urgent needs from head to toe': This clinic had two days to fix a lifetime of needs



30/60/10 Social Media Principle

- **30% Owned Content:** this is content your organization produced
- **60% Content Curation:** this is relevant content that works towards your org's goals and resonates with your audience
- **10% Shameless Self-Promotion:** this is content with a "digital ask"





Together Oklahoma

Published by Buffer [?] · July 27 at 11:00 AM · 🌐

Get involved and join a local chapter at togetherok.org. Text TOGETHEROK to 51555 for advocacy text alerts.



Politics ought to be the part-time profession of every citizen who would **protect the rights and privileges** of free men.

- DWIGHT D. EISENHOWER -



Developing Your Strategic Content

- 1. Content Audit:** think about what has worked well in the past
 - Social networks, content types, social campaigns
- 2. Goals & Audience:** your content should work towards your goal and resonate with your audience
- 3. Competitive Research:** find out what your competition is doing and what type of content is performing best for them
- 4. Consider Resources:** think about the size of your team and available resources



Developing Your Strategic Content

5. **Test, Test, & Test:** integrate A&B testing into your content strategy
6. **Content Calendar:** prepare content for upcoming weeks & months
7. **Get Creative:** have fun and stand out above the noise



Other Content Developing Tips

- Think about your overarching social strategy
- Think in term of campaigns
- Hashtags



2x

more engagement are from tweets with
hashtags than those without – **and 55%**
more retweets

Other Content Developing Tips

- Think about your overarching social strategy
- Think in term of campaigns
- Hashtags
- Consider your brand's tone and voice
- Keep length in mind across channels
- Call-to-Action (CTA)
 - Active Voice: Download, Like, Buy, Donate, Share, Watch, Register, Subscribe
 - Be Time Sensitive: Today only, Ends at midnight, For the next 24 hours
- Tagging
 - Don't spam tag



Do's and Don'ts of Designing Social Media Graphics



Online Visual Graphics Creation Tools

- **Canva***

- Stencil

- Infogram

- pablo

- **Visme.co***

- Piktochart

- Snappa

- befunky





Free Photo Sites

- **Creative Commons***
- **Max Pixel***
- **Pixnio***
- pixabay
- Unsplash
- Pexels
- Giphy
- Shot Stash
- visualhunt



Do's of Designing Social Media Graphics

- DO make the image visually appealing by highlighting something
- DO include a piece of your company's branding
- DO be creative with your design content
- DO tell a story with your graphic
- DO use a good color combination
 - 3 color pallet is reliable



Don'ts of Designing Social Media Graphics

- DON'T use more than 2 typefaces.
- DON'T constantly post graphics
- DON'T over-design
- DON'T settle for typography
- DON'T assume everyone is familiar with your topic



Questions?

Jessica Vazquez, Communications Associate

Summer Policy Institute 2018

Wednesday, Aug 1



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