



Communicating Your ECI:

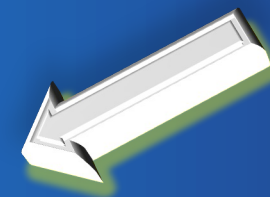
Tips & tricks on promoting on social media

Brussels, 20 February 2024

Introduction

A study by Georgetown University and Waggener Edstrom revealed that 56% of survey respondents were inspired to take further action for a cause after reading a story on social media.

- Social media is key to improving **engagement and communication.**
- Across both mobile and desktop devices, nearly **20% of online activity takes place on social platforms.**
- Approximately **46% of online users rely on social media before taking action.**



Identify and analyse your target audiences

With millions of people on social media daily, finding your target audience is more important than ever.

1. Identifying your audience will also help you determine

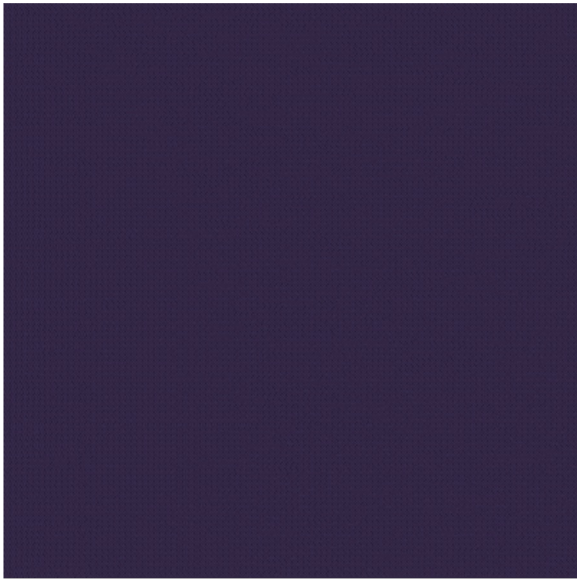
- The right social channel
- The right posting schedule
- The type of content you publish, and
- Your “voice”

2. Dive into the data

3. Develop your personas further for each of your target audiences



Choose the right social media channels



Facebook: Mainly geared towards news and entertainment. The current emphasis is on video content, especially live streaming.

Twitter: Retweeting and curation are encouraged. Live streaming video is very popular.

LinkedIn: Used heavily for sharing industry articles and general professional content.

Instagram: A highly visual network for static images and short videos. Not optimal for driving blog or website traffic.

YouTube: YouTube is the 2nd largest search engine next to Google.

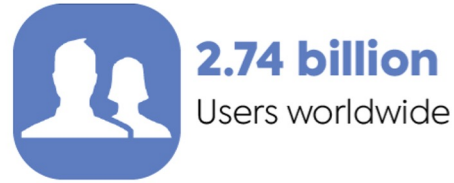
SnapChat: Although originally focused on private, person-to-person photo sharing, it can now use it for a range of different tasks.

Pinterest: Highly visual platform often used by creative types to find inspiration.

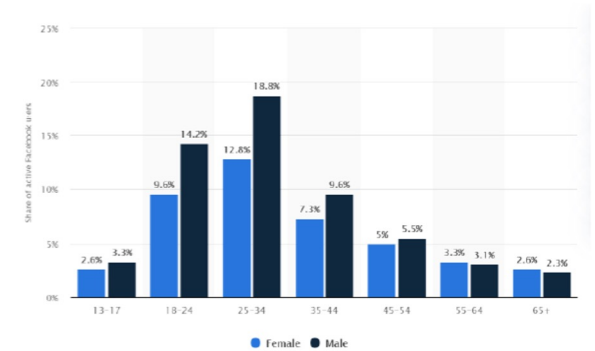
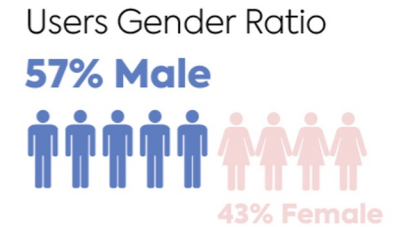
TikTok: Short snippet videos from singing to dancing to how-to videos. Great for reaching and engaging a younger audience.

Reddit: A community forum discussing various topics across different threads.

Facebook



32,4%
Aged 25-34
(Millennials)



What to post?

- Facebook photos get 53% more likes, 104% more comments, and 84% more click-throughs on links than posts containing only text.
- An increasing amount of content available to users has made it **more difficult to stand out**.
- Facebook encourages brands to deliver **meaningful content to their audience** by rewarding high-quality posts with **better timeline visibility**.
- While Facebook changes its **algorithm** all of the time, there are several **key factors** that affect whether your content is being prioritized for your audience.



How To Write For Facebook

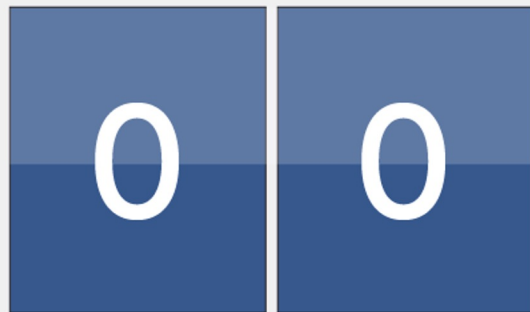


MESSAGE TYPE

CHARACTER COUNT



BEST # OF HASHTAGS



BEST # OF EMOJIS



OKAY: 0



Twitter (X)



330 million
Daily active users worldwide

Users Gender Ratio

66% Male



34% Female



47% of users

who follow a brand on Twitter are more likely to visit that brand's website



25 million

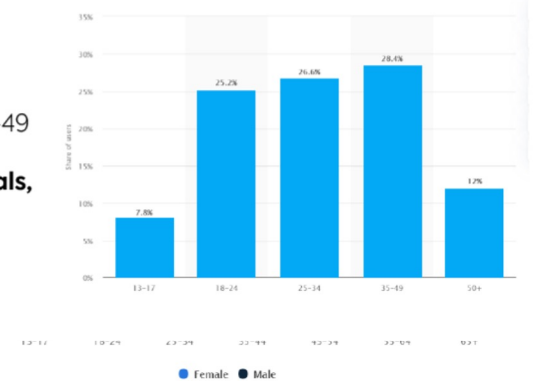
Daily active Twitter users in Europe



Twitter has become a way to **promote policies and interact with citizens** and other officials.

79%

Aged 18-49 (Gen Z, Millennials, Gen X)

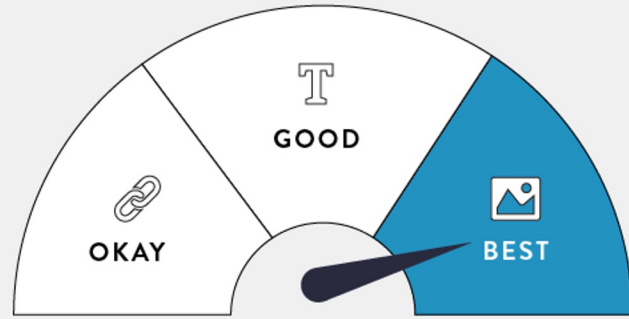


What to post?

- Retweets and Replies - relevant to your audiences.
- Links and Visual Media
 - Tweets that include links are **86% more likely to get retweeted** — and this extra exposure can help drive **traffic back to your website**.
 - Tweets with a **photo garner 3x the engagement** as those without.
 - When it comes to Twitter, the **value of visual storytelling** applies now more than ever.

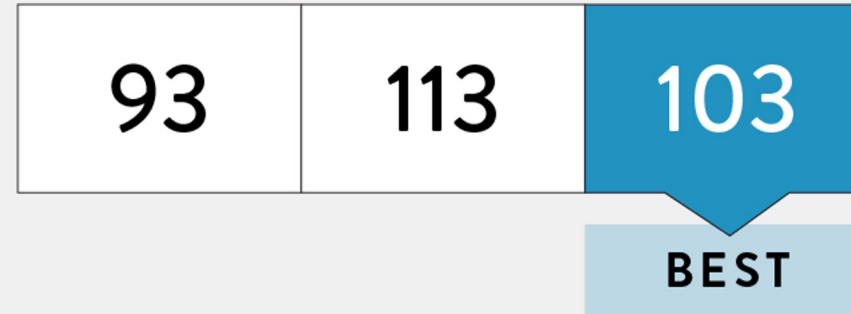


How To Write For Twitter



MESSAGE TYPE

CHARACTER COUNT



BEST # OF HASHTAGS



OKAY: 1



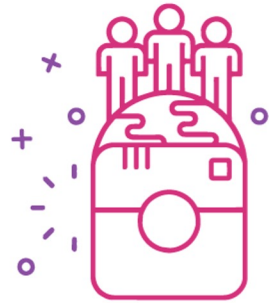
BEST # OF EMOJIS



OKAY: 0

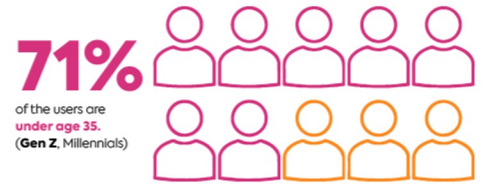


Instagram



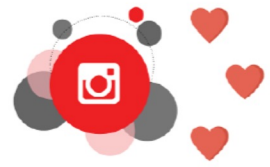
Instagram has
1 billion
 monthly active users and **more than 500 million of them use the platform every day worldwide.**

Users Gender Ratio

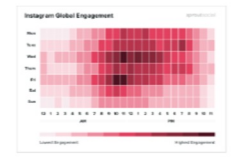


Photos
 Videos (60s)
 Live streams
 Stories

Instagram is targeted toward **mobile** social sharing

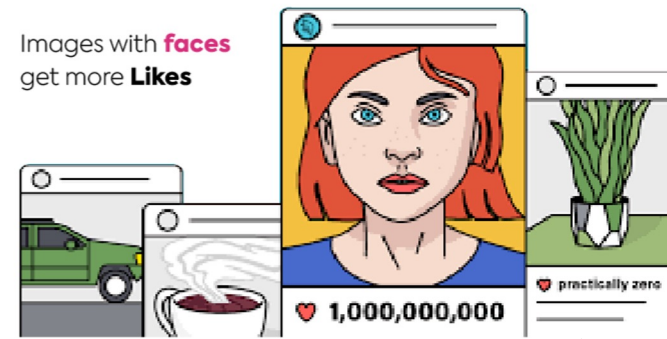


Videos on Instagram are **38% more engaging**



Best time to post is between **10 am - 3 pm**

Images with **faces** get more **Likes**



Value of Instagram

- Nonprofit organisations can use photos to transcend linguistic boundaries and instantly connect supporters with your story.
- Hashtags help with content discovery and curation. 5-11 Hashtags (#) allow users to search for images using certain keywords or trending topics.

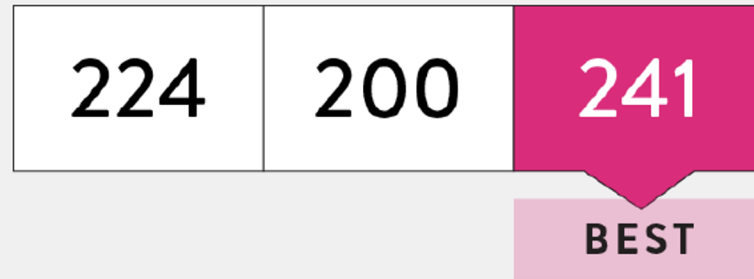


How To Write For Instagram

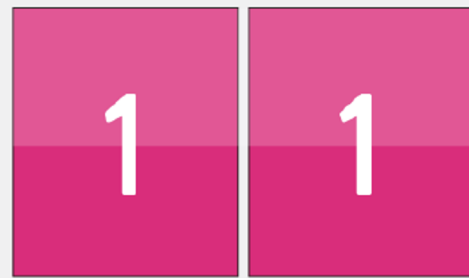


MESSAGE TYPE

CHARACTER COUNT



BEST # OF HASHTAGS



GOOD: 5



OKAY: 10



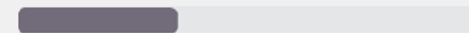
BEST # OF EMOJIS



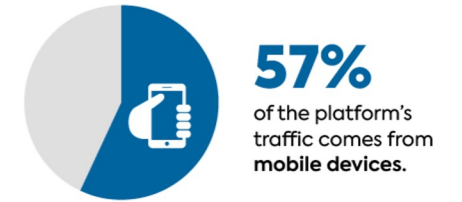
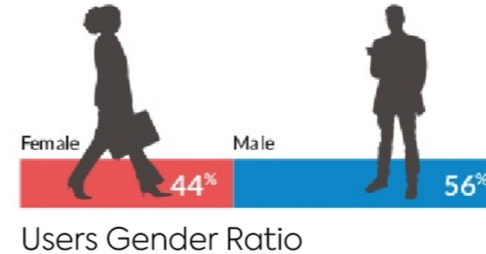
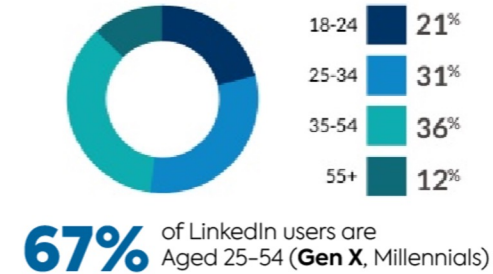
GOOD: 2



OKAY: 1



LinkedIn

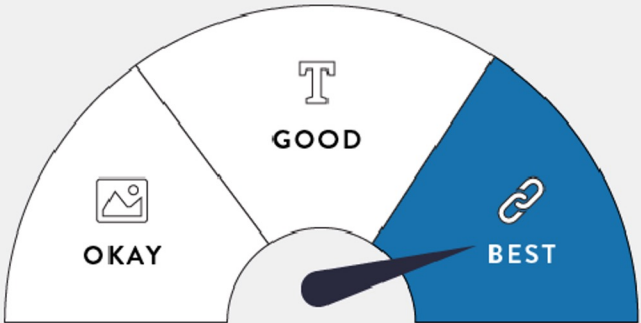


What to post?

- Your organisation's Company Page gives you the opportunity to increase your visibility and engage your audience by sharing updates and news, communicating your story, and building brand awareness.
- Use Your Team to Expand Your Reach
- Post Updates to Engage Followers
- Build Thought Leadership
- Locate and Recruit Volunteers/Employees.



How To Write For LinkedIn

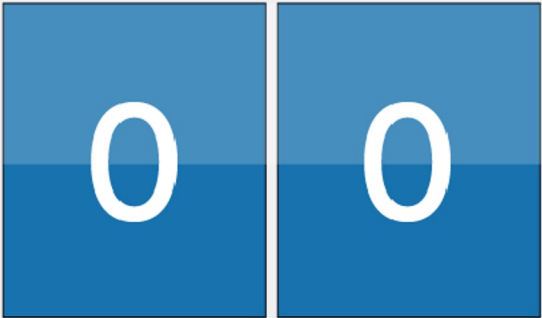


MESSAGE TYPE

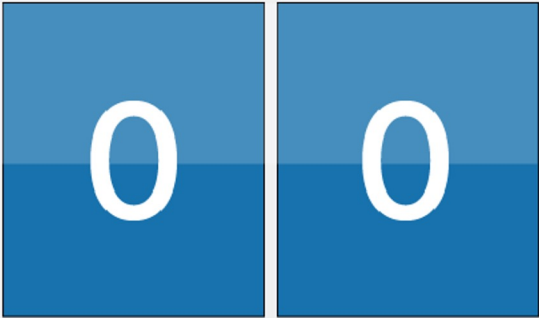
CHARACTER COUNT



BEST # OF HASHTAGS



BEST # OF EMOJIS



YouTube



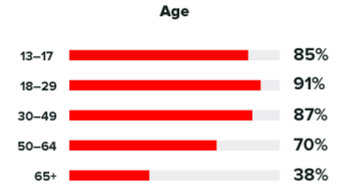
YouTube Has
2 billion
users worldwide, and reaches
95%
of the global internet population.

Users Gender Ratio

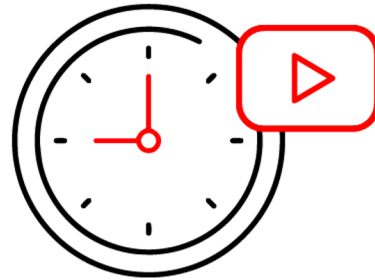
56% Male



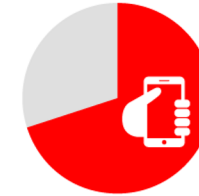
44% Female



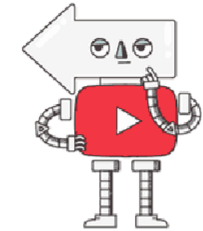
YouTube reaches **almost all generations equally.**



Every day people watch
1 billion
hours of videos
on YouTube and
generate billions
of views.



70%
of the platform's
traffic comes from
mobile devices.



YouTube's
recommendation
algorithm accounts for
70%
of what people watch.

Value of YouTube

- Awareness and Education
- Campaign and Event Promotion
- Illustrate Impact and Appreciation



Best Time to Post on YouTube

MO

TU

WE

TH

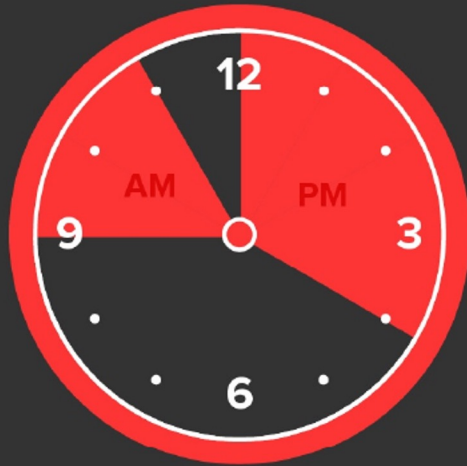
FR

SA

SU

Best Days to Post

Most Views



12 PM - 4 PM

during work days

9 AM - 11 AM

on the weekends

SA

SU

Most viewers watch YouTube on weekend so post on Saturdays and Sundays around 9 - 11 AM.



Most viewers watch videos in the evening. Post at 12 - 4 PM so videos would be indexed by the evening.



● IMAGE

- SPECS: **1200X675PX**
- COPY: **280 CHARACTERS**
- EXPORTED AS PNG

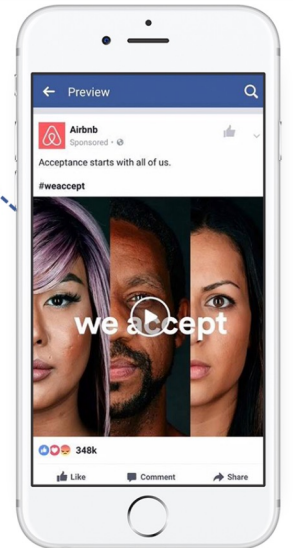


● STORIES

- SPECS: **1080X1920PX**
- ENSURE KEY ELEMENTS APPEAR WITHIN A **1080X1420** TITLE-SAFE AREA
- EXPORTED AS PNG OR .MP4
- **15 SECONDS** MAX

● VIDEO

- SPECS: **1080X1080PX** OR **1200X628PX**
 - COPY: **125 CHARACTERS**
 - HEADLINE: **25 CHARACTERS**
- LINK DESCRIPTION: **30 CHARACTERS**
 - EXPORTED AS PNG
 - CAN ALSO BE **16:9** RATIO
- INCLUDE A CALL-TO-ACTION (CTA) BUTTON

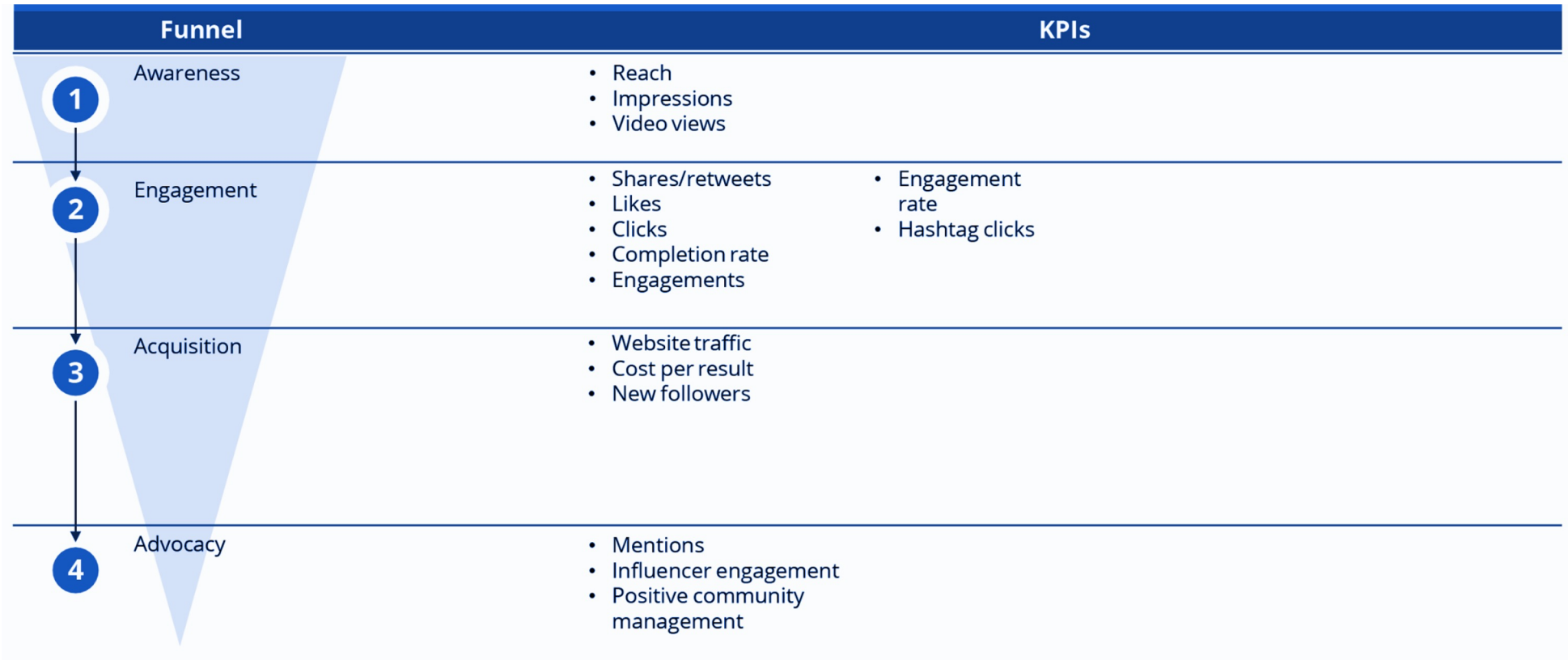


Best Practices

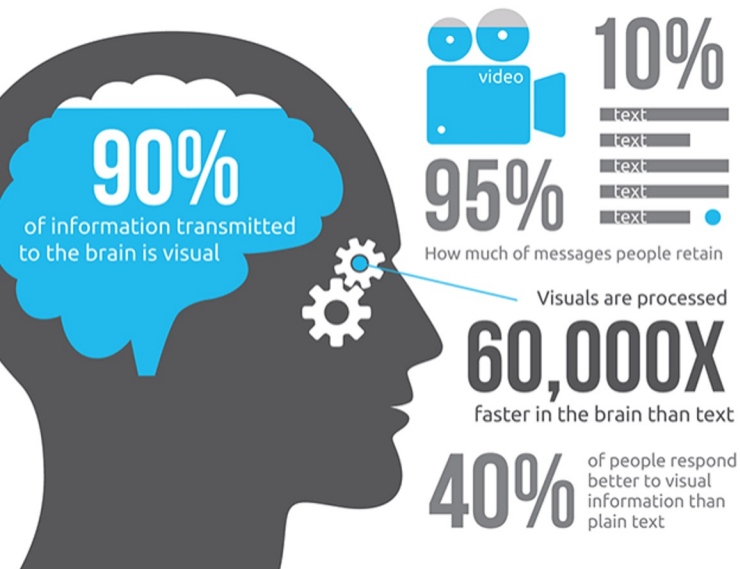
- Respect the copy optimal length, ex. X - 256 char. to leave space for link.
- All posts should include an image, link or video
- Do not repeat your post copy on your visual instead complement it
- Think mobile-first
- Start your copy with an interesting first sentence like a data point or question - LinkedIn
- Most people watch videos on mute - video captions are optional but recommended



Set your Key Performance Indicators (KPIs)



Use a lot of visuals



Your fans and followers are **44% more likely to engage** with and share content that contains imagery.

Make sure your social posts stand out with graphics like:

- GIFs
- Quote images
- Short videos (30-45 seconds, with captions)
- Infographics
- Emojis (posts with emoticons get a 57% higher like rate and 33% higher share rate)

Use a lot of visuals



picjumbo




rawpixel




Promote your best content

Why Organic is No Longer Enough...


 **Less than 1%** of the people who 'like' a Facebook page will see posts published organically by the page


 Approximately 15% of LinkedIn followers see page posts; post lifespan = **24 hrs max**


 Lifespan of a tweet is ~18 minutes; **less than 5%** of users following a Twitter brand @handle will see Tweets published by that brand @handle


 Over **300 hours** of video uploaded every minute; approximately **5 billion videos** are watched on Youtube every single day

A Small Amount of Paid Allows You To...

 Target key audiences with desired content while Facebook optimizes for the objective of the post (click, engage, buy)

 Target audiences by job title, function, industry; 500M+ active professionals on LinkedIn; InMail available

 Increased brand/message awareness by getting as many (targeted) people as possible to see a tweet and engage

 Advertising on YouTube is a very cost-effective and low-risk option for nonprofit organizations. In fact, it's possible to run an ad campaign with just \$1.00 per day on YouTube and still get clicks to your website with at least 20-50 video views per day.



DON'TS

1. Don't over-share your content (Max. 1-2 Facebook, Twitter, Instagram posts and Max. 7 Tweets / day should suffice)
2. Don't use poor grammar and spelling
3. DON'T CREATE POSTS IN ALL CAPS
4. #Dont #excessively #use #hashtags

5. Don't share the same messages repeatedly (Twitter is an exception)

6. Don't automate the same content across all networks (Match tone and requirements)

7. Don't use all social media platforms for the sake of it

8. Don't share sadness (empower, inspire, inform and entertain)

9. Don't get hung up on numbers (real value is not the number of followers or impressions, but the level of engagement)

10. Don't try to be everywhere and do everything

11. Don't do all the talking (listen) - Don't ignore comments, questions, messages

12. Don't post text only (Twitter is an exception)

Crisis management on social media

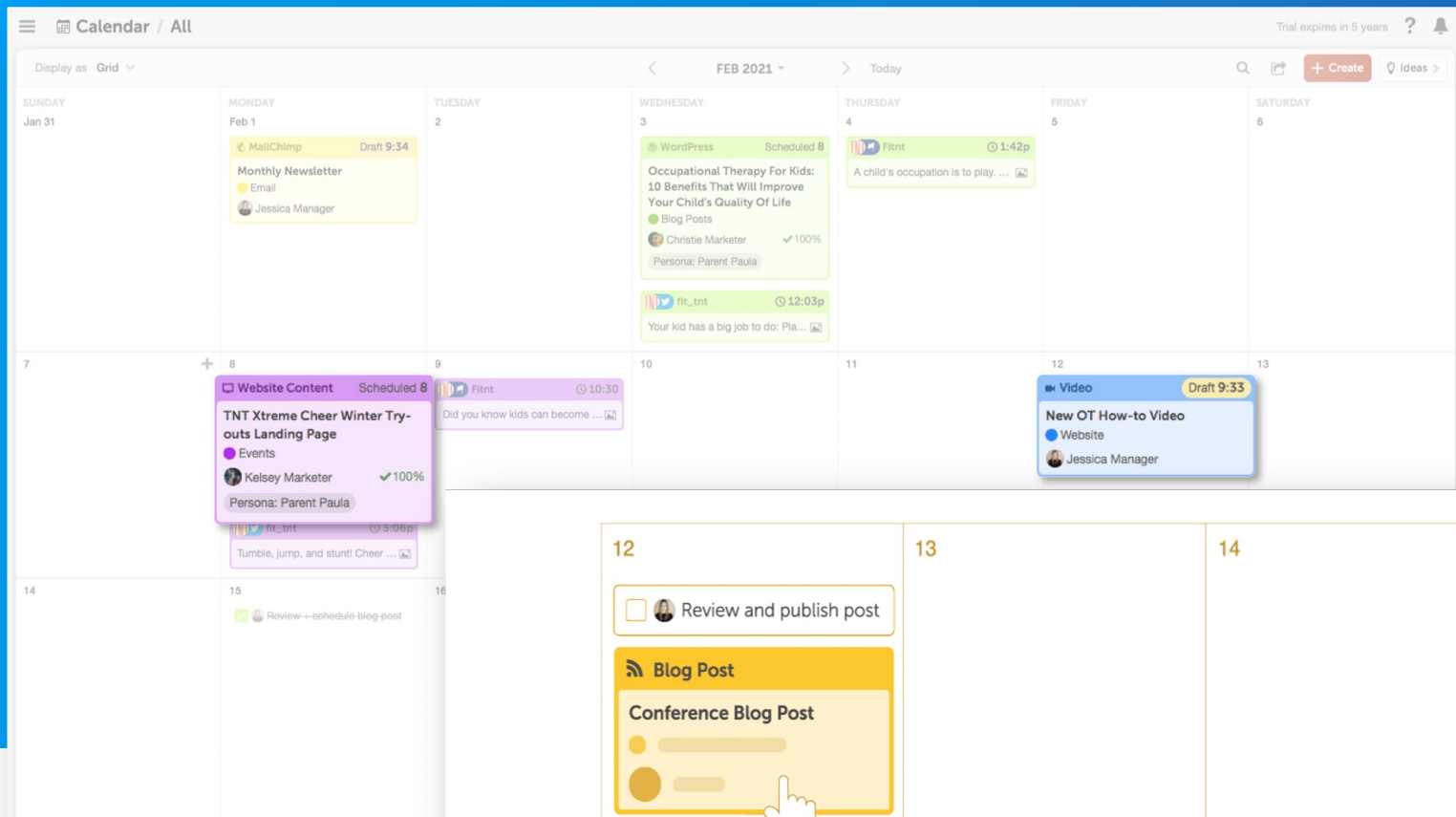
Did you receive a **negative comment or suggestion**?

1. **Eliminate comments only in extreme cases.**
2. **Assess** whether the comment is constructive. Is the user expressing a legitimate criticism or concern? Are they offering constructive solutions? If so:
3. **Thank participation** in an educated manner, avoiding too formal tone.
4. **If wrong, remove the wrong content and correct it.** If the mistake goes viral or a user shares it, recognize the inaccuracy and reiterate the correct information.
5. **Maintain fluid communication** to build trust.
6. **Let them know you will consider their feedback** or invite them to continue the conversation through the platform's **private messaging** tool (if you choose to engage).
7. Most importantly, if the comment is in any way **offensive or hateful**, it should be removed and **flagged** to your superior and **reported** to the social channel as soon as possible.



Marketing Calendar

A Marketing Calendar allows you to organise your blog posts, social media campaigns, newsletters, website, events etc. in a collaborative calendar.



The screenshot shows a web-based marketing calendar interface. At the top, it says "Calendar / All" and "Trial expires in 5 years". The calendar is set to "FEB 2021" and "Today". The view is "Grid". The calendar shows events for various days:

- Monday, Feb 1:** "MailChimp Draft 9:34" (Email, Jessica Manager)
- Wednesday, Feb 3:** "WordPress Scheduled 8" (Blog Posts, Christie Marketer, 100%, Parent Paula), "fit_tnt 12:03p" (Your kid has a big job to do: Pla...)
- Thursday, Feb 4:** "Fitnt 1:42p" (A child's occupation is to play...)
- Friday, Feb 5:** "Video Draft 9:33" (New OT How-to Video, Website, Jessica Manager)
- Monday, Feb 8:** "Website Content Scheduled 8" (TNT Xtreme Cheer Winter Try-outs Landing Page, Events, Kelsey Marketer, 100%, Parent Paula)
- Monday, Feb 15:** "Review + schedule blog post"

An inset window shows a detailed view of a task on February 12th:

- Review and publish post
- Blog Post**
- Conference Blog Post**
- 10:30**
- We can't wait for you to visit...



Thank you for your attention!



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