

fig&sass

story | culture | strategy



YOUTH CALIFORNIA

Digital Engagement

April 25, 2023

Introductions

Please drop into the chat and share:

- Name
- Organization
- Location
- What's your favorite social media platform?



Welcome



Michaela



Meena



Meredith



Communications Series with Fig + Sass

90 Minute Training Webinars

Communicate the Change
January

Messages That Move
February

Working with Media
March

Digital Engagement
Today!

The Power of Story
May 16th

60 Minute Technical Assistance Workshops

- Small group, hands-on workshop that customize webinar learnings for your organization + context
- Fig + Sass coaching and peer workshopping of your work-in-progress
- Offered at multiple times following each webinar

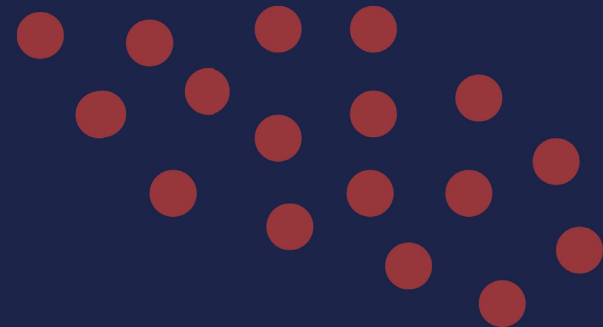


Today's Agenda

- Welcome & Introductions
- Reviewing our north stars
- What channels are right for my org?
- Your audience
- Branding & multichannel marketing
- How to plan & execute content
- Activity: create your own editorial calendar
- Packaging and promoting content
- Activity: draft your own digital campaign plan
- Analytics
- Questions & closing time



Let's get started



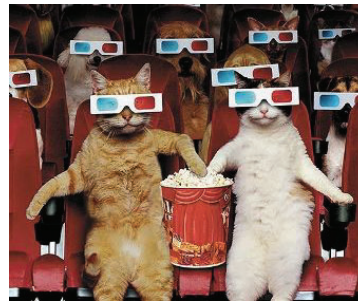
Review: Strategic Communications

Start with your Goal



- What do you want to achieve?
- The SMARTer the better:
 - Specific
 - Measurable
 - Achievable
 - Relevant
 - Time-bound

Determine your Audience



- Who are the specific people without whom you cannot achieve your goal?

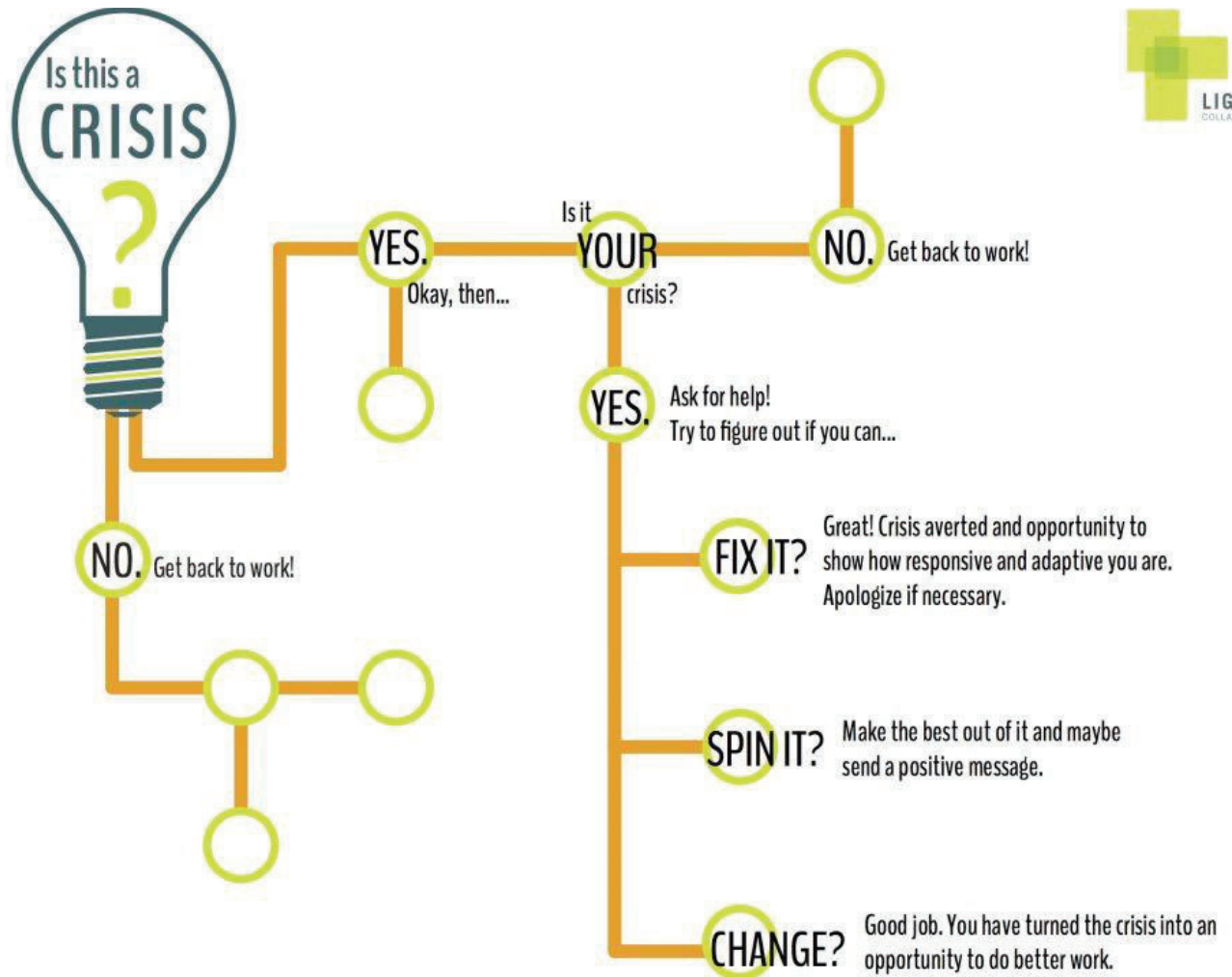
Target your Audience



- What do they care about?
- What could be their blocks?
- Who influences them?
- Where do they get their information?
- Who will they identify with?
- What frameworks do they have?
- What are they feeling when they interact with your content?
- What do they need to feel to take the action you need?



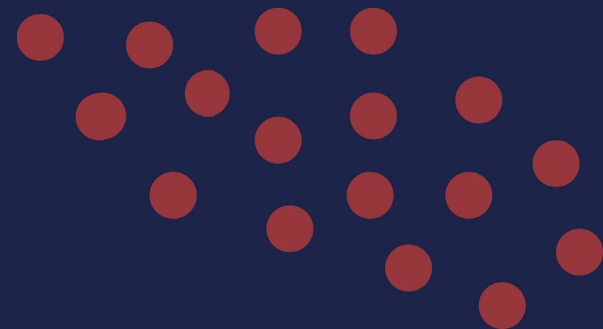
What about Rapid Response?



Learn more:

www.lightboxcollaborative.com/question-crisis-communications/

**What channels are
right for my org?**



Channels your organization may already be on

- Instagram
- TikTok
- Facebook
- Snapchat
- Youtube
- Twitter
- LinkedIn
- What else?

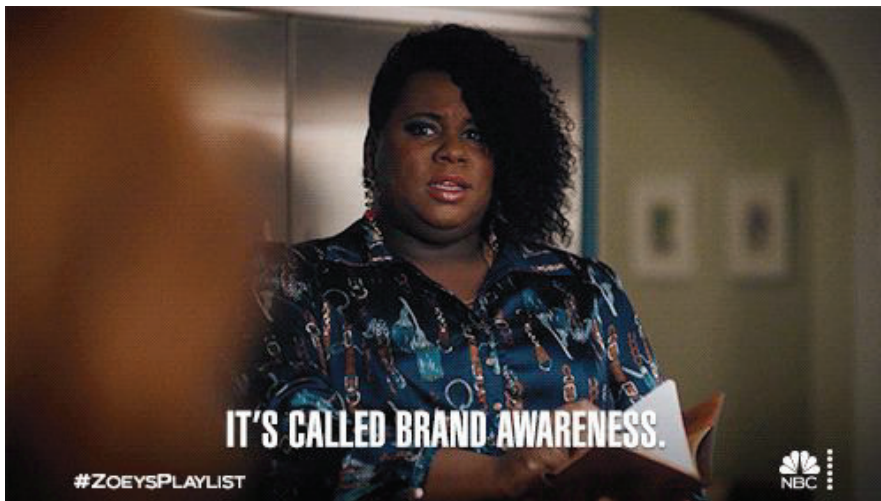
Should You Introduce **New Channels** into this Mix?

What is the special purpose this channel could serve for your organization's mission?

If it doesn't serve your mission, **skip it!**



When to join new channels



- They have to be maintained **forever.**
 - Is there capacity to take this on?
- Is my audience there?
- Do I have the resources and expertise to speak to them effectively?
 - Do you have a large photo archive? Tons of video content and an editor on payroll?

When to sunset your social media channels

- Remember: Go where your audience is.
- So if your target audience isn't there, then it's time to divest.
- How?
 - Determine your goals for the platform.
 - Sometimes it makes sense to stay on for brand awareness. So maybe it's idle or infrequently posted to.



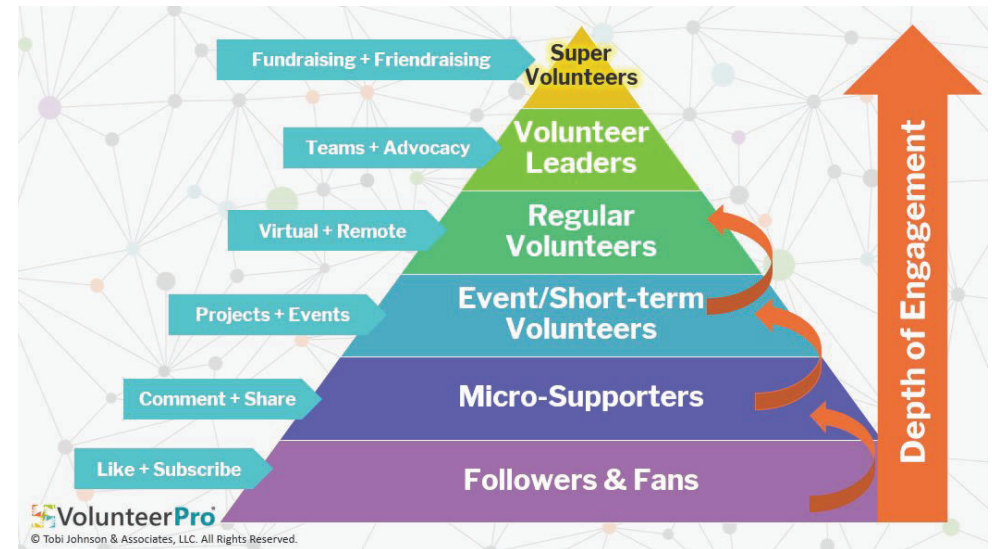
My unsolicited advice

- The world is constantly evolving and changing so rapidly. There will always be some new platform or engagement tool to reach your audience on.
- So it's not about being on top of the next new thing, it's about building relationships and meeting your goals. Maybe there are other ways to do that besides via social media.



My unsolicited advice

- Think of social media as a potential **entry point**, not an end goal.



Your Audience: The Youths



Zoom poll: What platforms are your youth on?

- Instagram
- TikTok
- Youtube
- Snapchat
- Reddit
- Twitch
- Facebook
- Twitter
- I have no idea



Info about youth on social media

- Black & Latine teens (age 13-17) are more likely than White teens to say they are online almost constantly
- Teen girls are more likely than boys to use TikTok, Instagram and Snapchat
- Teen boys are more likely to use Twitch, Reddit and Youtube
- Black teens are especially drawn to TikTok compared to other groups



What platforms youth are on

- Youtube 95%.
 - Roughly 1 in 5 teens are almost constantly on Youtube.
- TikTok 67%
- Instagram 62%
- Snapchat 59%

Note: this data is from 2022. The social media landscape is constantly changing. The survey only covered 10 social networks.



Messages must be unique to your audiences



Effective messages are a **tool** that are in service of your stories and larger narratives.

Messages are **unique** per platform. Repackage it, every time!

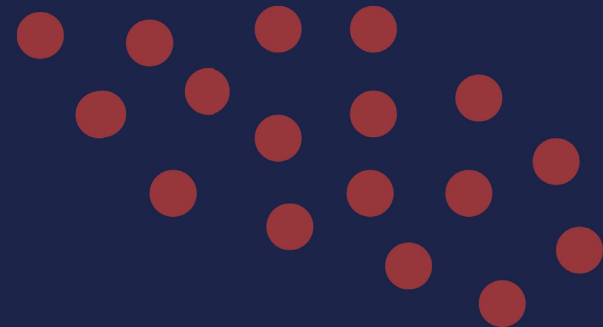
Messaging is **repetitive**.

Don't forget: the youth are not your ONLY audience

- Philanthropy
- Donors
- Journalists
- Thought leaders / issue experts
- Policy makers
- Educators
- Parents
- Potential Staff or Board Members



Branding & Multichannel Marketing



Beyonce is a brand.

Core Elements of a Brand


- Brand Guidelines a.k.a. Style Guide
- Voice guide
- Messaging Guide



Personal Social



Profesh Social

 **Janna Zinzi**
June 18 · 🌐

Please read and share. These don't necessarily involve donating money.
[#keepfamilies Together](#)

HOW YOU CAN HELP

Five Actions You Can Take to Help End Family Separation and Support Families



Requesting asylum is a fundamental human and legal right—and a last resort for those seeking safe haven. Above all, families fleeing with children should not

- 1. KNOW THE FACTS AND SPREAD THE WORD**
 - Learn the facts about family separation and the impact of the Trump administration's policies.
 - Request asylum and support families.
 - Share information with friends and family.
 - Use social media to spread the word.
- 2. DONATE MONEY OR SUPPLIES**
 - Donate money to support families.
 - Donate supplies like clothing, food, and hygiene products.
- 3. CONTACT YOUR U.S. SENATOR AND REPRESENTATIVE**
 - Write to your U.S. Senator and Representative.
 - Ask them to support families and end family separation.
- 4. LEARN HOW YOU CAN SUPPORT OR RESCUE UNACCOMPANIED CHILDREN**
 - Learn how to support or rescue unaccompanied children.
 - Contact organizations that help unaccompanied children.
- 5. VOLUNTEER WITH LOCAL ORGANIZATIONS**
 - Volunteer with local organizations that help families.
 - Offer your skills and time to support families.

WOMENSREFUGEECOMMISSION.ORG

Five Actions You Can Take to Help End Family Separation and Support Families

Requesting asylum is a fundamental human and legal right—and a last resort for those seeking safe haven. Above all, families fleeing with children should not

  Amanda Cooper and 6 others

6 Shares

 **Amnesty International USA**
Yesterday at 10:48 AM · 🌐

Over 700 children are waiting to be reunited with their parents. Tell the Trump administration that [#FamiliesBelongTogether!](#)
<http://bit.ly/AIUSAfams>



   132

10 Comments 50 Shares

Find Your Organization's Voice

Character/Persona		Tone	
<ul style="list-style-type: none">• Friendly• Warm• Inspiring	<ul style="list-style-type: none">• Playful• Authoritative• Professional	<ul style="list-style-type: none">• Personal• Humble• Clinical	<ul style="list-style-type: none">• Honest• Direct• Scientific
Language		Purpose	
<ul style="list-style-type: none">• Complex• Savvy• Insider• Serious	<ul style="list-style-type: none">• Simple• Jargon-Filled• Fun• Whimsical	<ul style="list-style-type: none">• Engage• Educate• Inform• Enable	<ul style="list-style-type: none">• Entertain• Delight• Sell• Amplify

Social Media Brand Voice

Watch Your Tone

Character/Persona	Casual, Playful, Inspiring	<ul style="list-style-type: none">• Like this: Break out the biscuits and celebrate! The Dog Days Sale is here - what pet products are you stocking up on?• Not this: Don't miss the Dog Days Sale, unless, of course, you don't love your dog!
Tone	Personal, Honest, Humble	<ul style="list-style-type: none">• Like this: We love our dogs - which is why we love the Dog Days Sale. Get everything you ended for your best friend right here.• Not this: We have the best sale in the world! Buy now or miss out.
Language	Simple, Fun, Savvy	<ul style="list-style-type: none">• Like this: Our Buy One, Get One sale is the cat's meow! Stock up now on our favorite kitty treats, toys and essentials.• Not this: We have lots of fab stuff for you and your kitteh. Be ITK on our BOGO sale.
Purpose	Engage, Delight, Entertain	<ul style="list-style-type: none">• Like this: Our Breed of the Week is Wire Terriers. Bring yours in & We'll take a pic for our Wall of Fame. What's your favorite breed?• Not this: We think Wire Terriers are the best. Send usa pic.

Values-based messaging in action at We Make the Future

- We keep us safe. From Kenosha to Louisville, Portland to the Twin Cities, we are coming together to #DefendBlackLives & build stronger communities for all of us. We will move our money from militarized police and fund resources that our families and neighbors depend on.
- Across race, age & zip code, we're taking to the streets to #DefendBlackLives. Certain politicians try to spread lies about our calls for justice to distract from their failures & hold onto power. Together, we will raise our voices until justice is truly for all.
- No matter who we are or what we look like, we all deserve to walk down the street without fear - to know we'll be treated equally under the law. AND we will fight for #DaunteWright #GeorgeFloyd, #BreonnaTayler & so many more who've been denied these basic rights, until justice is truly for all.

Download: [Realize the promise of liberty and justice for all](#)



How to plan and execute content



What's a Content Strategy or Plan?

The goal of a content strategy is to create meaningful, cohesive, engaging, and sustainable content.

Content planning not only includes the words on the page, but also the images and multimedia that are used.

S O C I A L M E D I A
EXPLAINED

with a donut.

AGENCYNATION.COM



**HERE'S A PICTURE
OF MY DONUT**



I LIKE DONUTS



**HERE'S A
DONUT RECIPE**



**I'M EATING A
DONUT**



**MY SKILLS INCLUDE
DONUT EATING**

Elements of a content plan

1. Create content themes and plot them out in an editorial calendar
2. Build content partnerships
3. Social listening



Content Themes

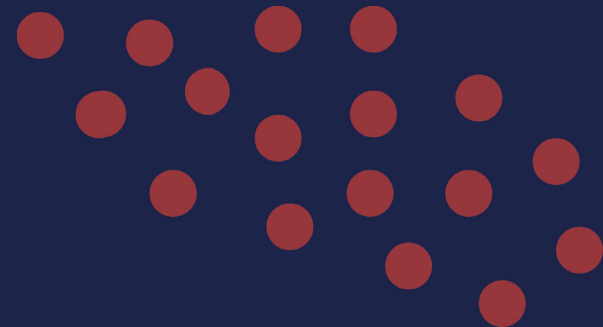
These are the things you already work on, programs and campaigns.

Use lots of third party content.

I recommend an 80/20 or 90/10 ratio.



Activity: Create your own editorial calendar



Building Content Partnerships



Translate your real world partnerships into the digital world.

The best way to build power quickly.

Why is this important?

Attract and convert similar audiences

Gets you more social reach for that big campaign push.

Social listening



Hashtag research

Twitter lists

Follow pages

Listen to thought
leaders!

Pre-schedule Content. Plan it in your Editorial Calendar. Schedule it using Hootsuite.

I miss being the age when I thought I would have my shit together by the time I was the age I am now.



your  cards
someecards.com

memecenter.com 



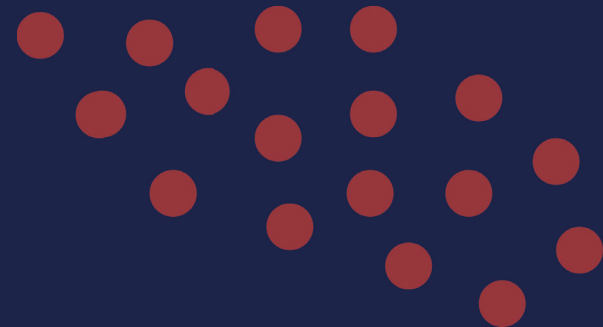
Consistency

is

the

Key

Packaging and promoting content



You Need a Communications Cadence.

The New York Times

BuzzFeed

CNN



Map out a cadence for your communications output

Website
(once a week)

Email
(once every two weeks)

Twitter and Instagram
(2-3 times a week)

Pitch LA Times
(once a quarter)

Let's say you have a five minute video...

Youtube

Post the full 5 minute video.

Instagram

Make 3 reels with clips from the footage.

Post full video to IGTV

Cross-promote everything on stories

Twitter

Create two, 60-90 second clips.

TikTok

Make 3 TikToks, which can be the same as Instagram reels.

Let's say you have a one written story...

Website

Post the story as a blog on your website.

TikTok

Create a TikTok for the story and post.

Twitter

Write a tweet and link to the blog post on your website. Include a hashtag.

Write another tweet for the image I created for instagram. Include hashtag and link to blog post.

Instagram

Create a graphic, meme, or use a related photo. Write a caption and include hashtags.

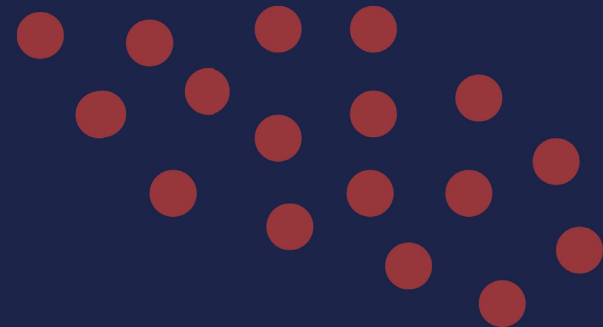
Put the link to the blog in my bio. Repost my post to stories to get traction.

Post the TikTok I created to reels.

Activity: Draft your own Digital Campaign Plan



Analytics



Track your progress!



Create simple monthly reports

Track your growth monthly

Monthly reporting

Sep 2020 · 30 days

TWEET HIGHLIGHTS

Top Tweet

earned 1,165 impressions

The [@Water_Hub](#) is calling on LA-based grassroots groups to submit proposals for digital communications grants of \$5k-\$25k. Help us build toward a world where all people have equitable access to [#safewater](#) bit.ly/2DLazF0 pic.twitter.com/2cX7eKBRLl

Funds to support digital organizing

For grassroots groups working on water in the

🔗 5 ❤️ 4

View Tweet activity

View all Tweet activity

Top Follower

followed by 32.5K people



Tiffany Ashley Bell

@tiffani · FOLLOWS YOU

Top mention

earned 157 engagements



Sarah Bucci
@bucci_co · Sep 14

Some professional news - I've got a new gig! Thank you [@GRID](#) for 2 incredible years. I'm very excited to be joining the team at [@water_hub](#) and [@ClimateNexus](#) working on water justice in the west!

👤 4 ❤️ 32

View Tweet

Top media Tweet

earned 710 impressions

RT to spread the word! We are offering grants of \$5-25k for digital communications to groups based in LA working on [#water](#) issues. Deadline is September 24th: bit.ly/2DLazF0 pic.twitter.com/0UW5KOqTYD



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SEP 2020 SUMMARY

Tweets

49

Tweet impressions

14.4K

Profile visits

115

Mentions

29

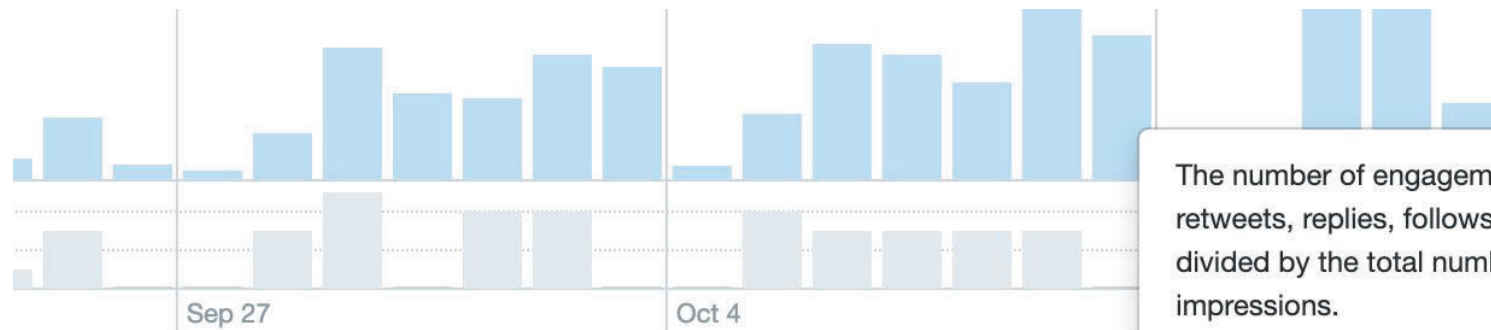
New followers

24

Some key metrics to track are:

- Top 3 successful posts of the month. And why you think they were good.
- Number of new followers
- Any thought leaders
- Your engagement rate so you can create benchmarks

What is engagement rate?



Retweets and replies Promoted Impressions Engagements Engagement rate

e Nexus @water_hub · 2h
ing, [@eric_siegel1](#) reports how a
us leaders, ranchers,
more succeeded in defeating a plan to
ons of gallons of groundwater out of
[countrynews](#)
0/s...

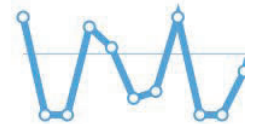
85

2

2.4%

Engagements
Showing 28 days

Engagement rate
1.3%



Link clicks

Measure against
yourself, over time!

Next Steps & Closing

- Digital Engagement Workshops this week!
 - Talk through your strategy- why and which channels to use
 - Work on your editorial calendar + digital campaign plan
 - Creating systems and processes when social is shared across the team
 - Discuss questions, challenges, and opportunities
- Final Session: Storytelling-May 16th
 - Why stories are so important for all communications work
 - What is a story?
 - Storytelling best practices
 - Building a culture of storytelling at your organization



THANK YOU!

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