
Increasing Your Engagement on Social Media

Increasing Your Engagement on Social Media

Principles and best practices

- Many strategies include tactics of public relations & community engagement
 - This helps you save money!

Tools

- Collaboration/Scheduling
- Research/Curation
- Design
- Measurements



PR News ✓
@PRNews



Following

"Marketing is the ingredients, PR is the cake displayed in the window." -PR News Social Community bit.ly/1xfXhof

Principles & Best Practices

The Groundswell POST Method



Assess your supporters' social activities

Decide what you want to accomplish

Plan for how relationships will change

Decide what social technologies to use

People

1. Who are your readers?
2. What motivates them?
3. Where do they spend time online?
4. What are you trying to get across?
5. What's unique?
6. What's in it for your readers?

**SOCIAL MEDIA &
TECHNOLOGY ARE
NOT AGENTS OF
CHANGE. THEY ARE
JUST TOOLS. WE,
THE CONNECTED
PEOPLE, ARE THE
AGENTS OF
CHANGE.**



Objectives

1. What is success to your League?
2. How can you measure that success?
 - Traffic
 - Increased donations
 - Email leads
 - Volunteer sign-ups

Strategies

- Don't make a Twitter to make a Twitter
- Connect your pages
- Consistently brand across platforms



LWV League of Women Voters
Sponsored · 🌐

Congressional districts and government legislative bodies should be apportioned substantially on population. Sign up to oppose gerrymandering that strips rights away from voters.

MAKE YOUR VOICE COUNT

LWV

WWW.LWV.ORG
Sign up to support fair redistricting Sign Up

Like Comment Share

FACEBOOK AD



EMPOWERING VOTERS.
DEFENDING DEMOCRACY.

LWV

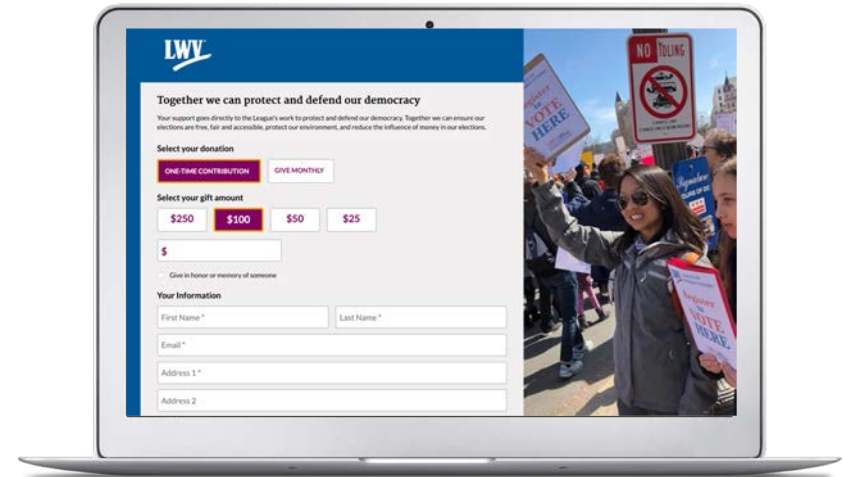
LWV of the US @LWV
Seeking to improve government and impact public policies through education & advocacy. Also at @VOTE411 for elections info!

Washington, DC lww.org
Joined September 2010

3,852 Following 24.2K Followers

LWV LWV of the US @LWV · 5h
People across the country are getting inspired by the #Yes2SecondChance win

TWITTER



LWV

Together we can protect and defend our democracy

Your support goes directly to the League's work to protect and defend our democracy. Together we can ensure our elections are free, fair and accessible, protect our environment, and reduce the influence of money in our elections.

Select your donation
 ONE-TIME CONTRIBUTION GIVE MONTHLY

Select your gift amount
 \$250 \$100 \$50 \$25

\$

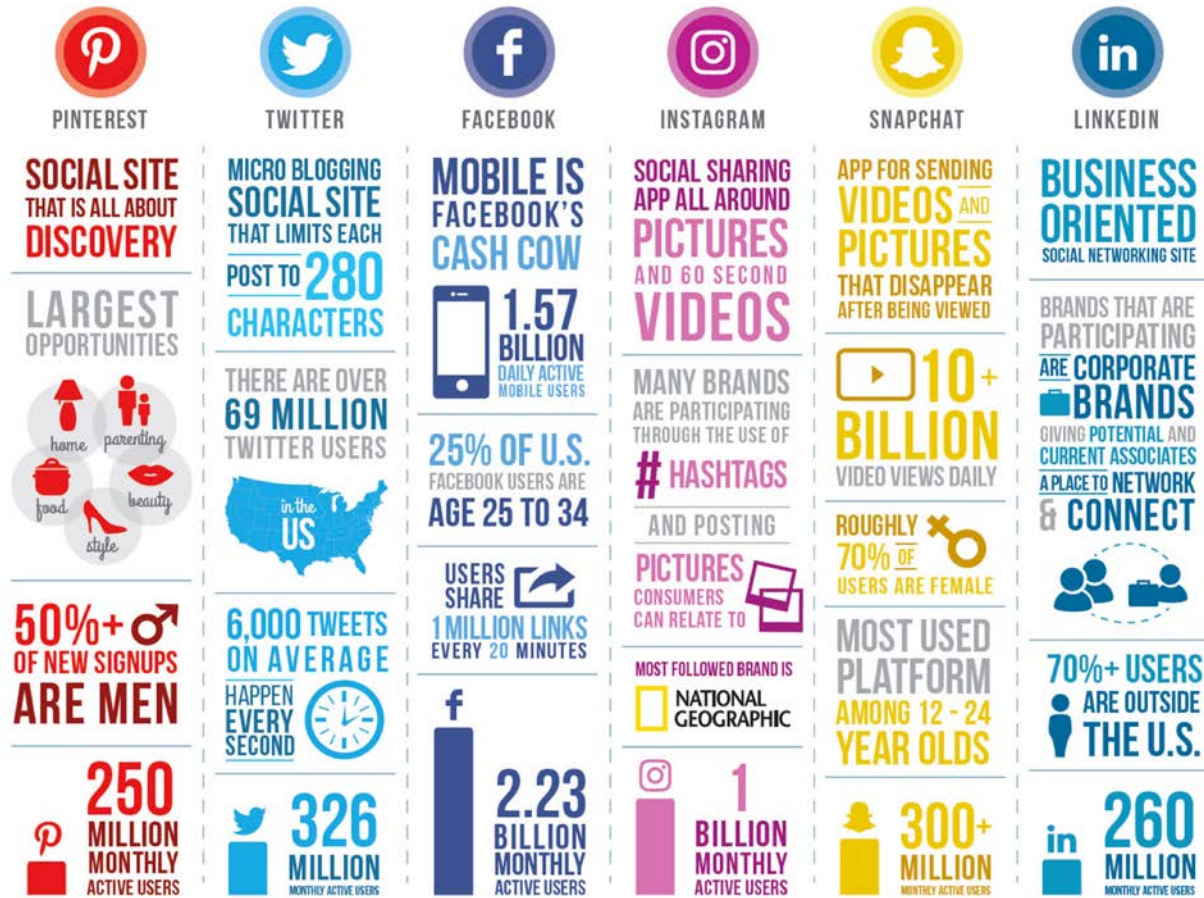
Give in honor or memory of someone

Your Information
First Name * Last Name *
Email *
Address 1 *
Address 2

DONATION FORM



Technology



Statistics as of 12.27.2018 Designed by: Leverage - leverageest.com



Barack Obama
@BarackObama



Follow

This seat's taken. [OFA.BO/c2gbfi](https://www.Obama.BO/c2gbfi),



RETWEETS 56,406
LIKES 22,576



12:29 AM - 31 Aug 2012



Barack Obama
@BarackObama



Follow

Four more years.



RETWEETS 785,843
LIKES 366,278



11:16 PM - 6 Nov 2012

DONATE TO THE LEAGUE

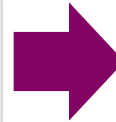
STAND WITH THE LEAGUE

READ ABOUT THE LEAGUE

LOOK AT A PICTURE OF THE LEAGUE

This screenshot shows four tweets from LWV of the US (@LWV) dated December 15 and 16, 2016. The first tweet promotes League membership as a gift, linking to registerguard.com. The second tweet encourages signing a petition to stop voter suppression, featuring a graphic that reads "Stand up for Voting Rights & Stop Voter Suppression". The third tweet reports that tens of thousands of new citizens registered to vote in 2016. The fourth tweet shows a black and white photograph of President Truman with the League of Women Voters National Board.

2016



This screenshot shows three tweets from LWV of the US (@LWV) dated February 6, 2019. The first tweet discusses the #ForThePeople Act and includes a video of Rep. John Sarbanes. The second tweet is a retweet from LWV of Cville Area (@LWVCVA) regarding Senator Creigh Deeds' comments on redistricting. The third tweet discusses a court case in Michigan regarding state house districts, including a map of Michigan's political districts and a link to michiganradio.org.

2019





2016

2019

What should I post about?

Create a simple content calendar

- Schedule all your publications across all channels
 - Email, blog, FB, Twitter, newsletter, events, press releases, etc.

Abide by the 80/20 rule

- Readers will remember where they got the information, not who originally published it

Make it easy

- We're all short on time, so make your posts easy to share!

Post suggestions:

- Celebrate a goal
- Event updates
- Newsletter highlights
- Industry news
- Neighborhood news
- Blogs
- Highlight volunteers
- Share stories



Getting reporters to
cover your nonprofit
means telling
compelling stories.

JAMES BURNETT



charitywater FOLLOW

2,914 likes 1w

charitywater We have teams in Bangladesh and Nepal right now capturing stories of amazing people like Chandona Raption, a woman who used to drink dirty pond water and is now the caretaker of a household rainwater harvesting system serving clean water to 31 people in Bangladesh. Follow along to hear more stories from the field about how your support is changing lives.
 #charitywaterbangladesh
 #charitywaternepal

- bobbyandstuff** @jenfedrizzi
- the_lochnessa_monster** @_kaciiiiii_
- taylorwest** @tayluhsimmons
- megabrienn** @lindatreska
- soul_rebel95** @jazz_ny
- carlostorrees** @andreabellorin awesom
- anabellalopez8** @reckless_davidh 🥰🥰

Add a comment... ⋮

charity: water ⚙️ Follow

Every \$30 can bring clean water to one person. How many lives will you change today?
cwtr.org/1VAfqGv



RETWEETS **76** LIKES **92**

You can't do it alone.

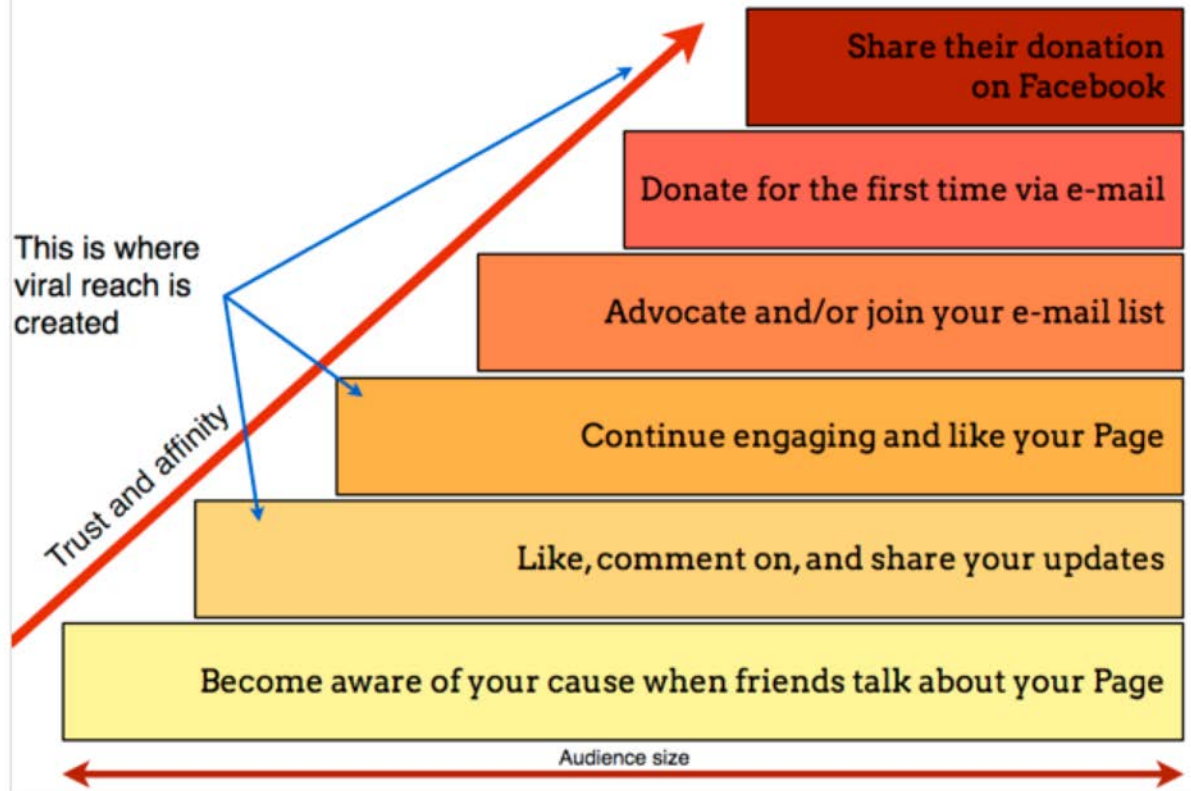
Who in your organization can help? Who is excited about social media?

Get them to:

- Brainstorm ideas
- Take photos!
- Like, comment, and share



The Facebook Ladder of Engagement

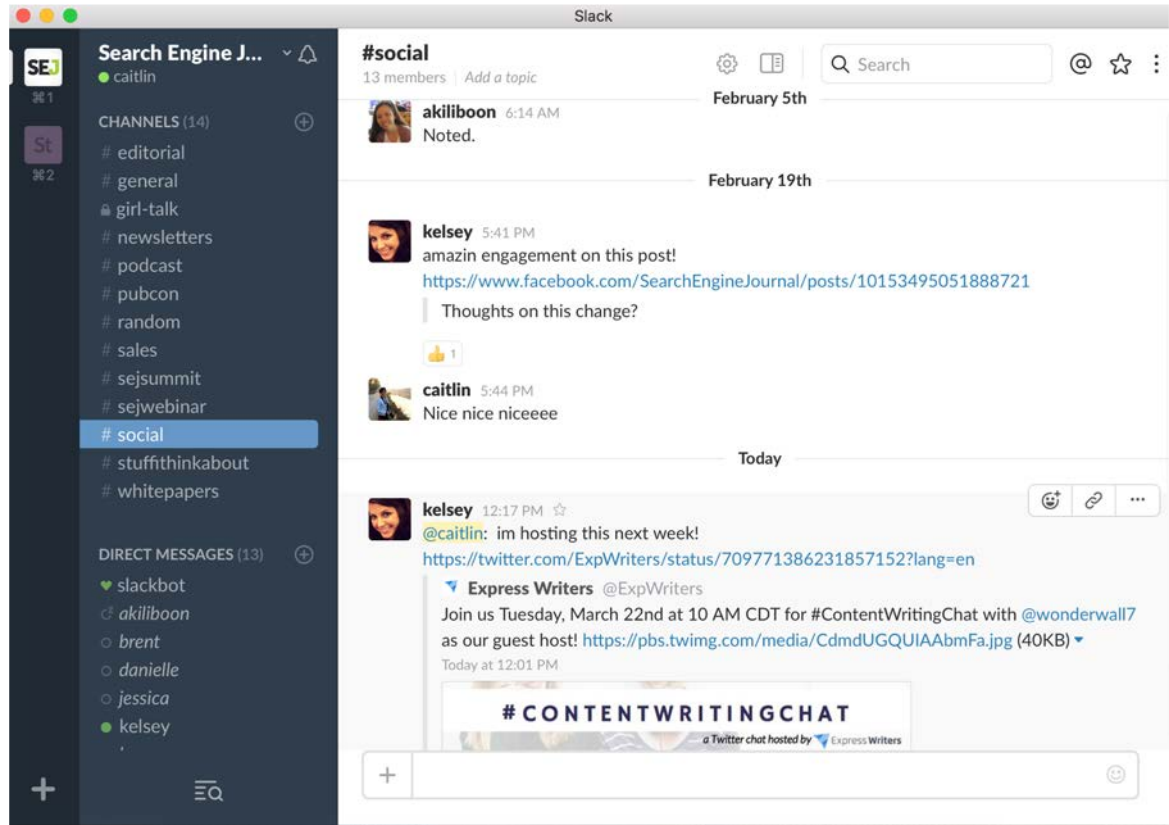


Tools

Collaborate & Schedule

Slack

Free for small teams



Collaborate & Schedule

Buffer

Free for a single user, team plans start at \$99/mo.

A screenshot of the Buffer web interface for scheduling a tweet. At the top left is the LWV Twitter profile. The time zone is set to "Washington, DC - United States". There is a section to "Add a new posting time" with a dropdown for "Every Day", a "Choose time" section with a digital clock set to 12:48 PM, and an "Add Posting Time" button. Below this is a "Posting Times" table with a header row for days of the week and a sub-header "Turn off" for each day. The table contains two rows of scheduled times for each day.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Turn off	Turn off	Turn off	Turn off	Turn off	Turn off	Turn off
10 : 02 AM	08 : 02 AM	10 : 00 AM	07 : 00 AM	10 : 00 AM	08 : 02 AM	12 : 15 PM
05 : 54 PM	10 : 50 AM	10 : 10 AM	09 : 10 AM	12 : 15 PM	10 : 10 AM	05 : 54 PM



Curate & Research

Twitter Lists

Free

Subscribed to **Member of**

LegLit Priority State

12 Members



State Leagues

State leagues on Twitter

39 Members



Partner Organizations

164 Members



Local Leagues

Local Leagues on Twitter

207 Members



US Election Partners by Twitter Government

Government and nonprofit civic engagement groups focused on elections and voting.

67 Members



Curate & Research

Tweetdeck

Free

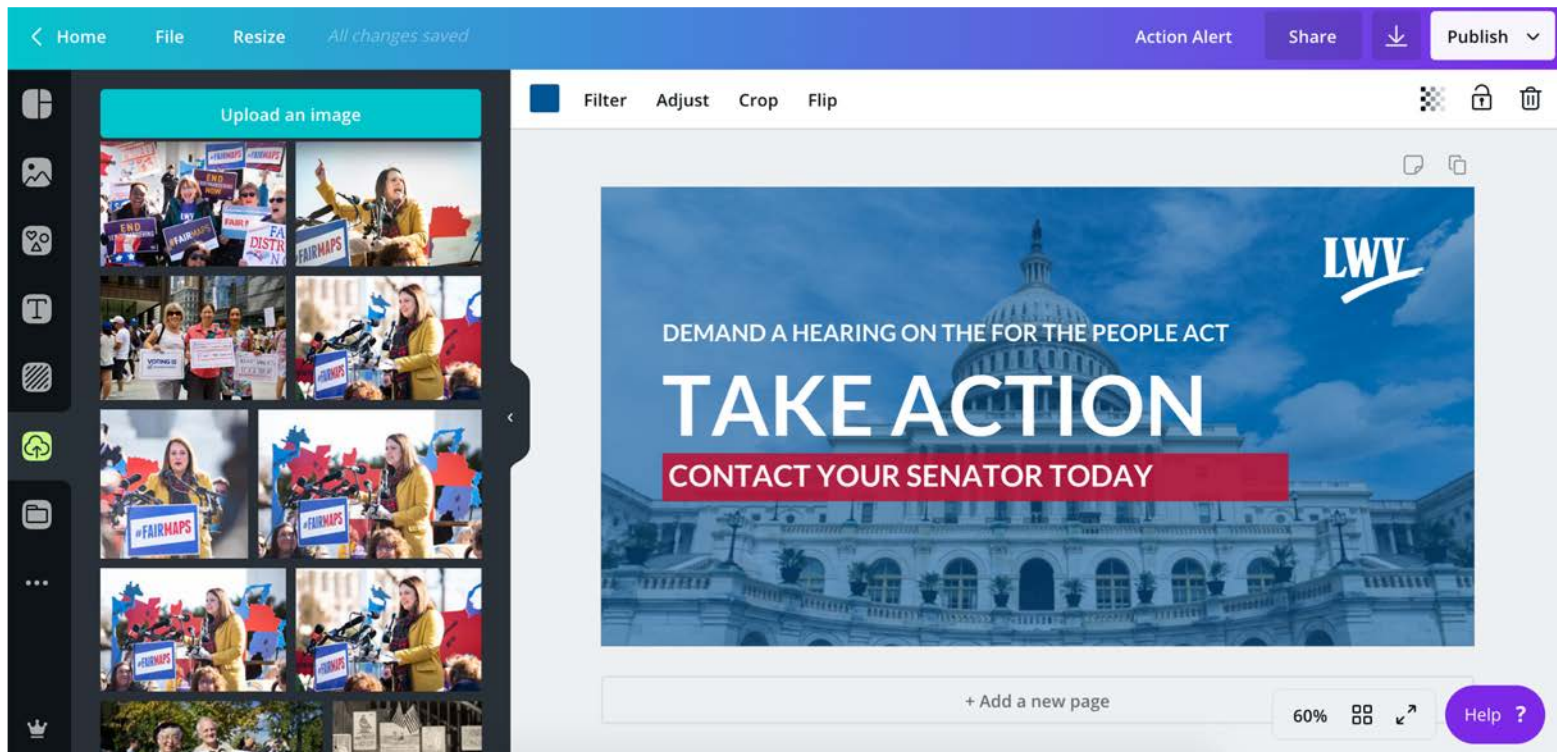
The image shows a screenshot of a Twitter Tweetdeck with five columns. Each column represents a different search or notification stream:

- Column 1: Notifications @LWV**
 - Tweet from LWVNEW @LWVNEW: "As the license plates in DC say, 'Taxation Without Representation'"
 - Retweet from LWV of the US @LWV: "D.C. residents have neither representation in Congress, nor freedom to govern themselves without interference from Congress—they have been denied the full voting rights & political equity guaranteed to them by the Constitution. It's time to change that. bit.ly/2R0oj10"
 - Reply from Real Talk, Real Life @RealTa...: "Thank you!"
 - Reply from RI Coalition for Reproduct...: "Repeating to @rhoderedpvd @SenLyn..."
- Column 2: Notifications @VOTE411**
 - Tweet from LWVC Education Fund @cav...: "Thanks but @VOTE411 is a project of the @LWV - we host California #election info on @VotersEdge - votersedge.org #CAvotes #voting #elections"
 - Retweet from ndaniels1028 @ndaniels1028: "@cavotes Thank the League of Women Voters Education Fund for creating vote411.org, an online tool to help voters make decisions based on nonpartisan presentation of candidates and positions. I value objective tools that empower voters!"
 - Tweet from Maggie @dcmaggieb: "Hey VA: we have a primary election Tuesday and you might be able to vote absentee today! We voted because justice reform and voting rights were at stake here in #Arlington. VOTE411.org can tell you what's on your ballot. @VOTE411 #VOTE #futurevoter"
- Column 3: league of women voters**
 - Tweet from MagnifyYourVoice @teamm...: "Want to celebrate 100 years of advocating for women? Join the League of Women Voters Metro St Louis for their Centennial Sashay and parade with them on the 4th of July! RSVP here: magnifyyourvoice.com/centennial sash..."
 - Tweet from jen @jensull2011: "I just discovered the League of Women Voters. I think this is where I'm meant to be."
 - Tweet from Rochester Hills @Rochester...: "The League of Women Voters Oakland Area will present a Candidates' Forum for the upcoming Primary Election in the City of Rochester Hills. The forum will be held on June 18th at 7:00 p.m. in the City Hall auditorium. City Hall is located at 1000 Rochester Hills Dr"
- Column 4: lww**
 - Tweet from LWV Pueblo @LWVPuebloCo: "Happening soon! #Vote #Voting #Voters #Engagement #Pueblo"
 - Tweet from LWVGreaterCleveland @L...: "The Electoral College May Not Actually Help Smaller States Think you know which kinds of voters have the most clout in the Electoral College? Don't be so sure. bloomberg.com/opinion/articl..."
 - Tweet from LWV of Portland @LWVPort...: "Upcoming event July 1, 7:30PM Book Talk by Joshua Douglas, author of 'Vote for Us: How to Take Back Our Elections and Change the Future of Voting'. Event cosponsored by @Powells Powell's Books. Learn about the book here: powells.com/book/vote-for-..."
- Column 5: vote41**
 - Tweet from Cristob: "Replying Vote411"
 - Tweet from Amystic: "We have Voter Re tonight."
 - Tweet from Carlos I: "Replying I found which I! @vaELE took me link."
 - Tweet from M. Mika: "Info on e oversee Voter I.C Guide C you can Ballots F Hours M"

Design

Canva

Free. Paid features available



Design

Free Image Sites

- StockSnap.io
- morgueFile
- Pixabay
- LWVUS Flickr



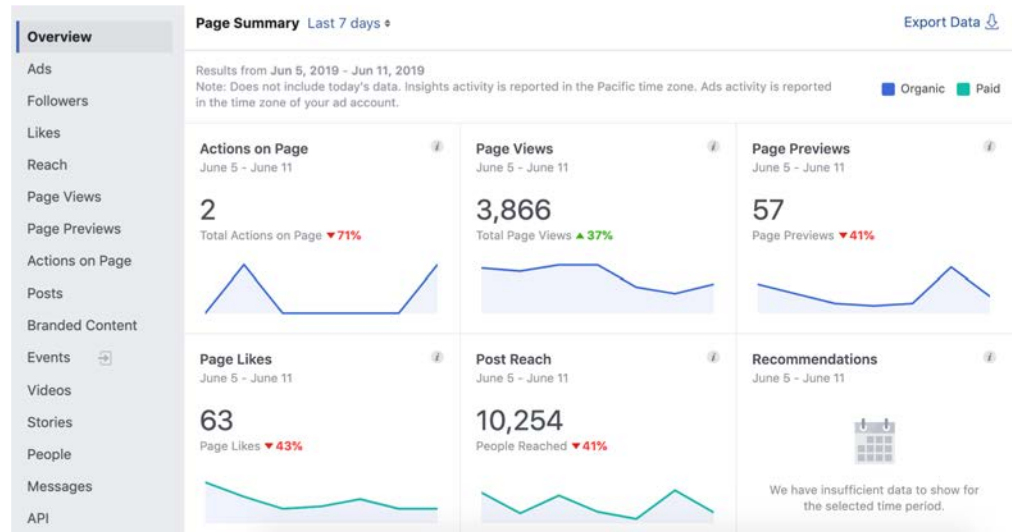
Mindy Weinstein / March 26, 2019

907 17K
SHARES READS



Measure

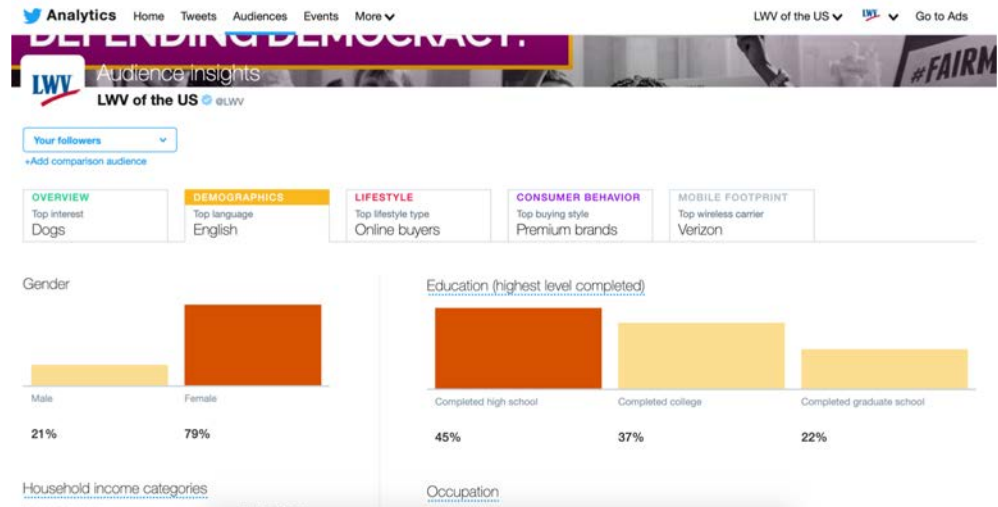
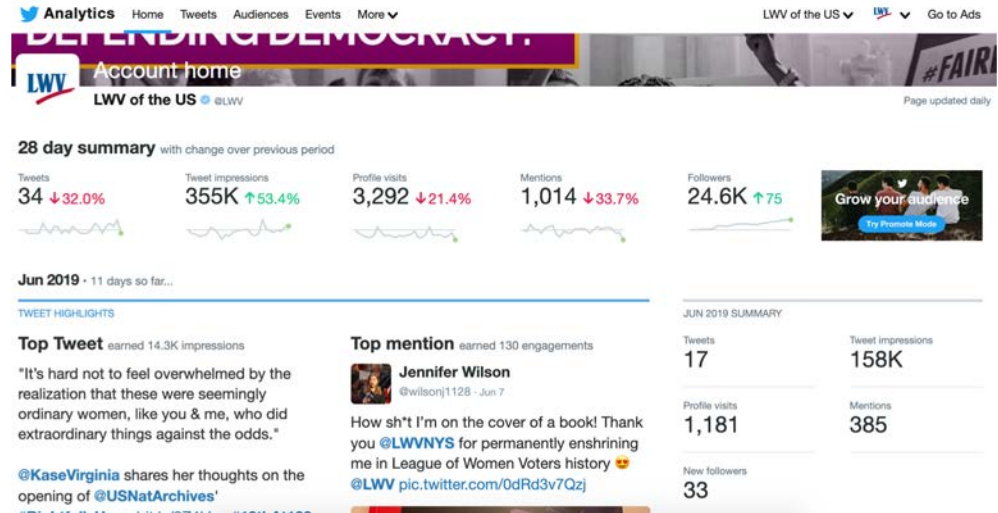
Facebook Insights Free



Measure

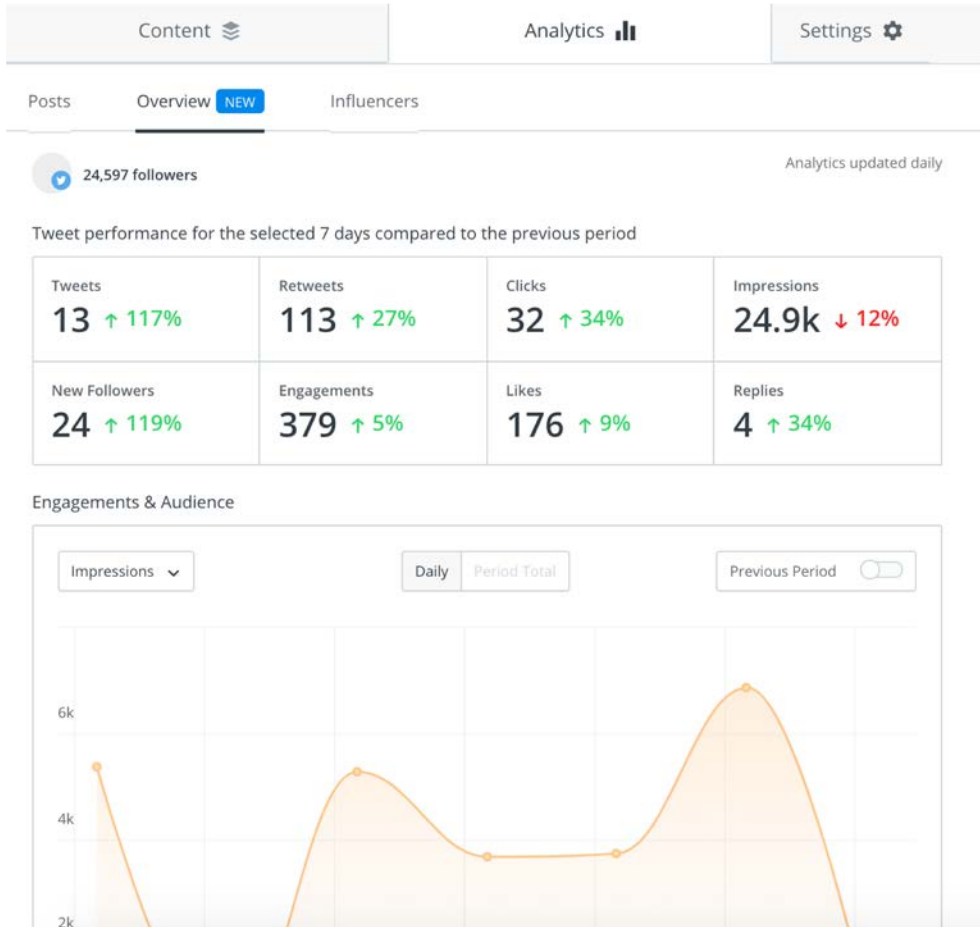
Twitter Analytics

Free



Measure

Buffer Analytics Free



Helpful tools

Collaborate/Schedule

- Slack
- Buffer

Curate/Research

- Twitter Lists
- TweetDeck

Design

- Canva
- Free image sites

Measure

- Facebook Insights
- Twitter Analytics
- Buffer Analytics

THINK ABOUT SOCIAL AS A
SUPPORT TO WHAT WE
ALREADY HAVE. SOCIAL CAN

MOVE THE NEEDLE

ON THE GOALS YOU ALREADY
HAVE ESTABLISHED FOR
YOUR COMPANY.

CHRIS KERNS

Increasing Your Engagement on Social Media