
Increasing Your Engagement on Social Media

A Beginner's Guide

Housekeeping

- This meeting will be recorded to keep accurate notes and to share with attendees after the call
- Staff will be monitoring the chat box
- If you are not speaking, please mute yourself to minimize distractions
- Slides and additional resources will be available on the League Management Site: <https://www.lwv.org/league-management/recruitment-engagement/organizing-resources-build-league-power>

Community Norms

- What is learned here leaves here!
- Use the chat box to add thoughts, experiences, and/or questions to the conversation!
- Bring your full self!
- It's ok to slow down in this new normal of COVID-19
- Trust people's intentions
- Exercise patience
- Have fun!

*Any additions to our Community Norms?
Share them in the chat box!*



Increasing Your Engagement on Social Media



Caitlin Rulien

COMMUNICATIONS MANAGER

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

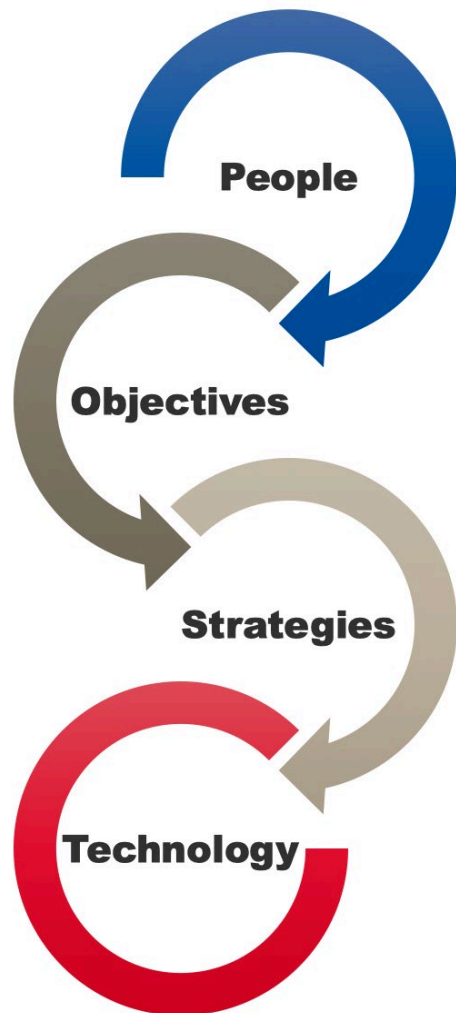


Following

"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.**



**STUART
ELLMAN**



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

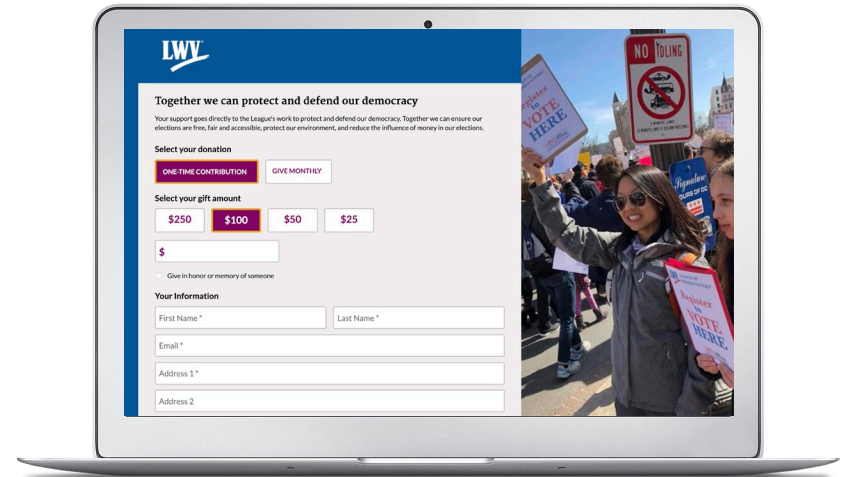
LWV of the US @LWV
Seeking to improve government and impact public policies through education & advocacy. Also at @VOTE411 for elections info!

Washington, DC lwv.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

\$

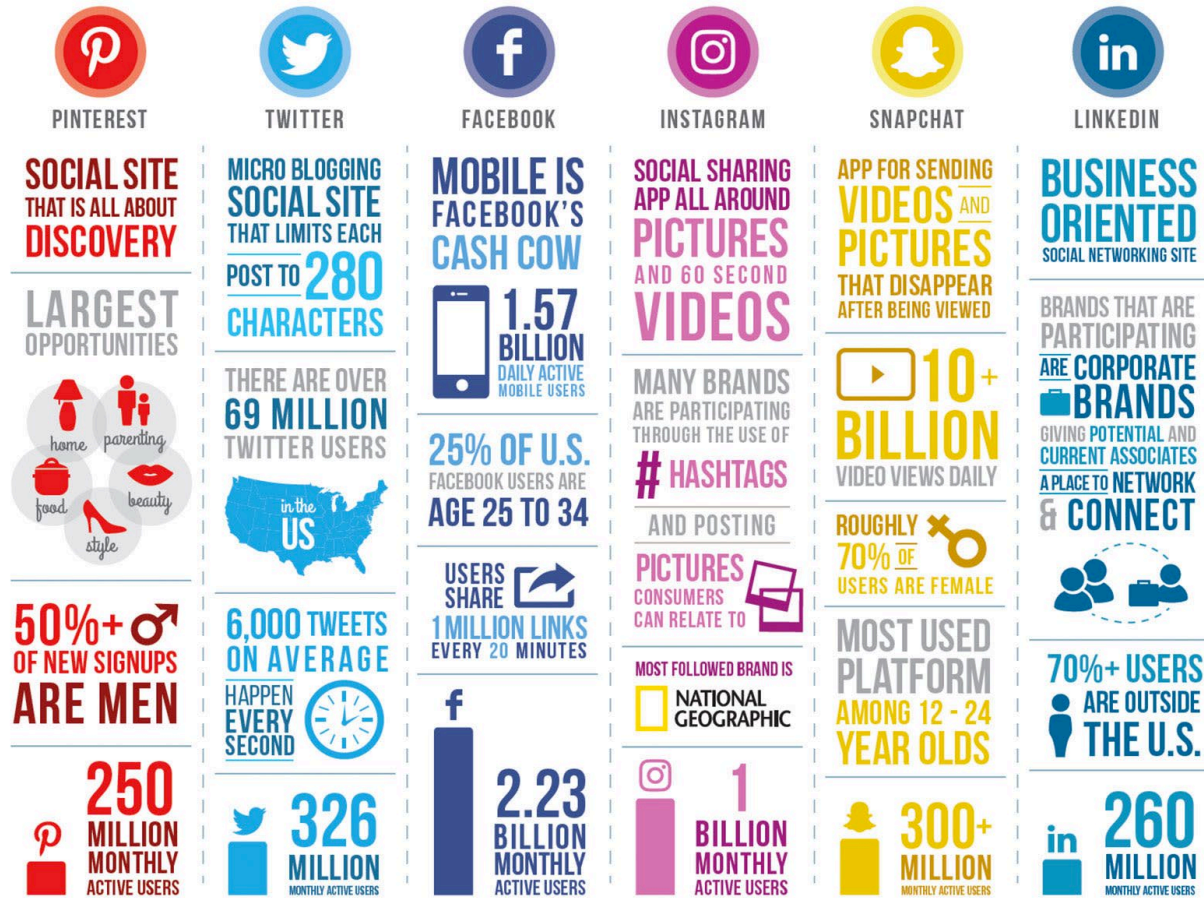
Give in honor or memory of someone

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

DONATION FORM



Technology



Statistics as of 12.27.2018 Designed by: Leverage - leverage.st.com

<https://www.leverage.st.com/social-media-infographic/>



Barack Obama ✓
@BarackObama



Follow

This seat's taken. OFA.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

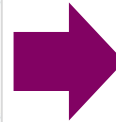
STAND WITH THE LEAGUE

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 is a text-based post about gift ideas for League members. The second tweet includes a video thumbnail with the text "Stand up for Voting Rights & Stop Voter Suppression" and a link to a petition. The third tweet is a text-based post about League volunteers. The fourth tweet includes a black and white photograph of a group of women, identified as 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 is a text-based post about the #HR1 bill, featuring a video thumbnail of Rep. John Sarbanes. The second tweet is a retweet of a tweet from LWV of Cville Area (@LWVCVA) about Senator @CreighDeeds. The third tweet is a text-based post about a court case in Michigan, featuring a map of Michigan's political districts.

2019



LWV LWV of the US
@LWV

TAKE ACTION: STOP THE REPEAL OF HEALTH CARE [#ProtectOurCare](#)
[participate.lwv.org/c/10065/p/dia/ ...](#)

ACTION ALERT!

Stand with the League and tell your Senators to oppose repeal of the ACA.

10:09 AM - 31 Dec 2016

8 Retweets 9 Likes



LWV LWV of the US
@LWV

We want a government that works for all of us—that gives us all a say and puts our needs ahead of special interests. Add your name to demand that Congress makes a bold show of support for our democracy and the [#ForThePeople](#) Act. [bit.ly/2QThsox](#)

7:10 PM - 15 Jan 2019

32 Retweets 50 Likes



LWV LWV of the US
@LWV

League works to preserve civil liberties [#LWV](#)
[#votingrights](#)
[journalreview.com/opinion/articl ...](#)

5:47 AM - 15 Dec 2016

7 Retweets 3 Likes

LWV LWV of the US
@LWV

We're in court in Michigan this week, making sure state house districts will be redrawn to fairly represent voters. This case is a key step in putting power back where it belongs: in the hands of the people.

6:35 AM - 6 Feb 2019

23 Retweets 42 Likes



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
@charitywater



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.

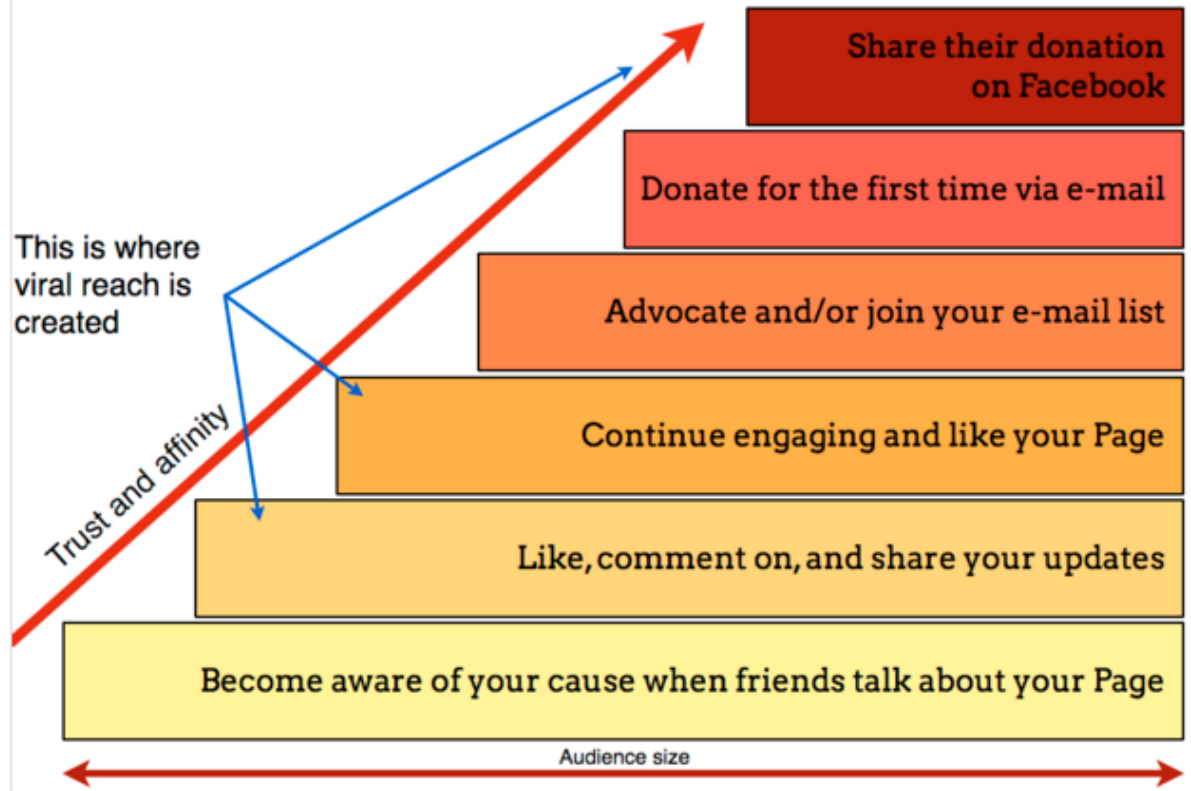
Who in your organization can help? Who is excited about social media?

Get them to:

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



The Facebook Ladder of Engagement



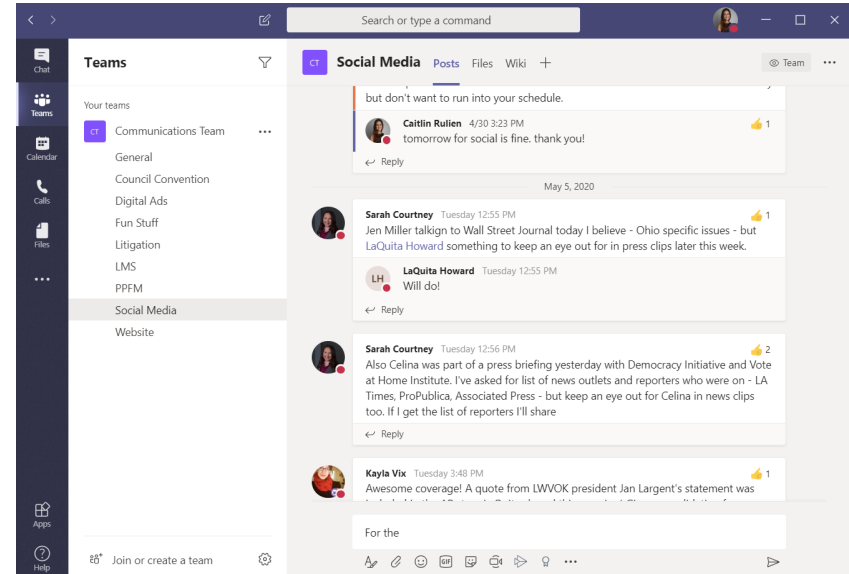
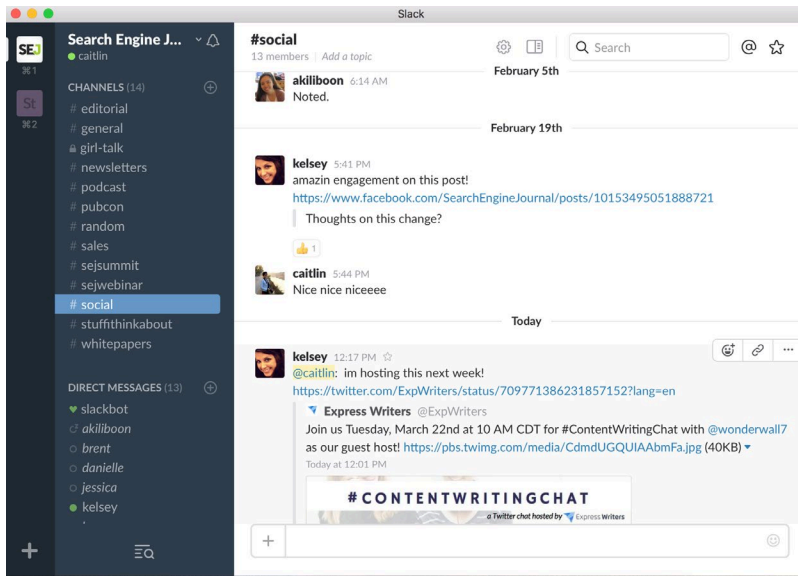
Tools

Collaborate & Schedule

Slack

Microsoft Teams

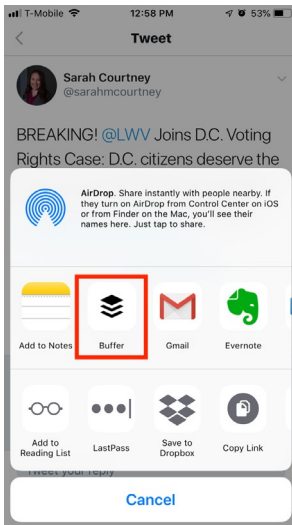
Free for small teams & basic functions



Collaborate & Schedule

Buffer

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

A screenshot of the Buffer web interface. At the top left is the LWV Twitter profile. The "Timezone" is set to "Washington, DC - United States". Below this is a form to "Add a new posting time". It includes a dropdown for "Every Day", a "Choose time" section with input fields for "12", "48", and "PM", and an "Add Posting Time" button. Below the form is a "Posting Times" table with columns for each day of the week and their respective scheduled times.

Sunday Turn off	Monday Turn off	Tuesday Turn off	Wednesday Turn off	Thursday Turn off	Friday Turn off	Saturday 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

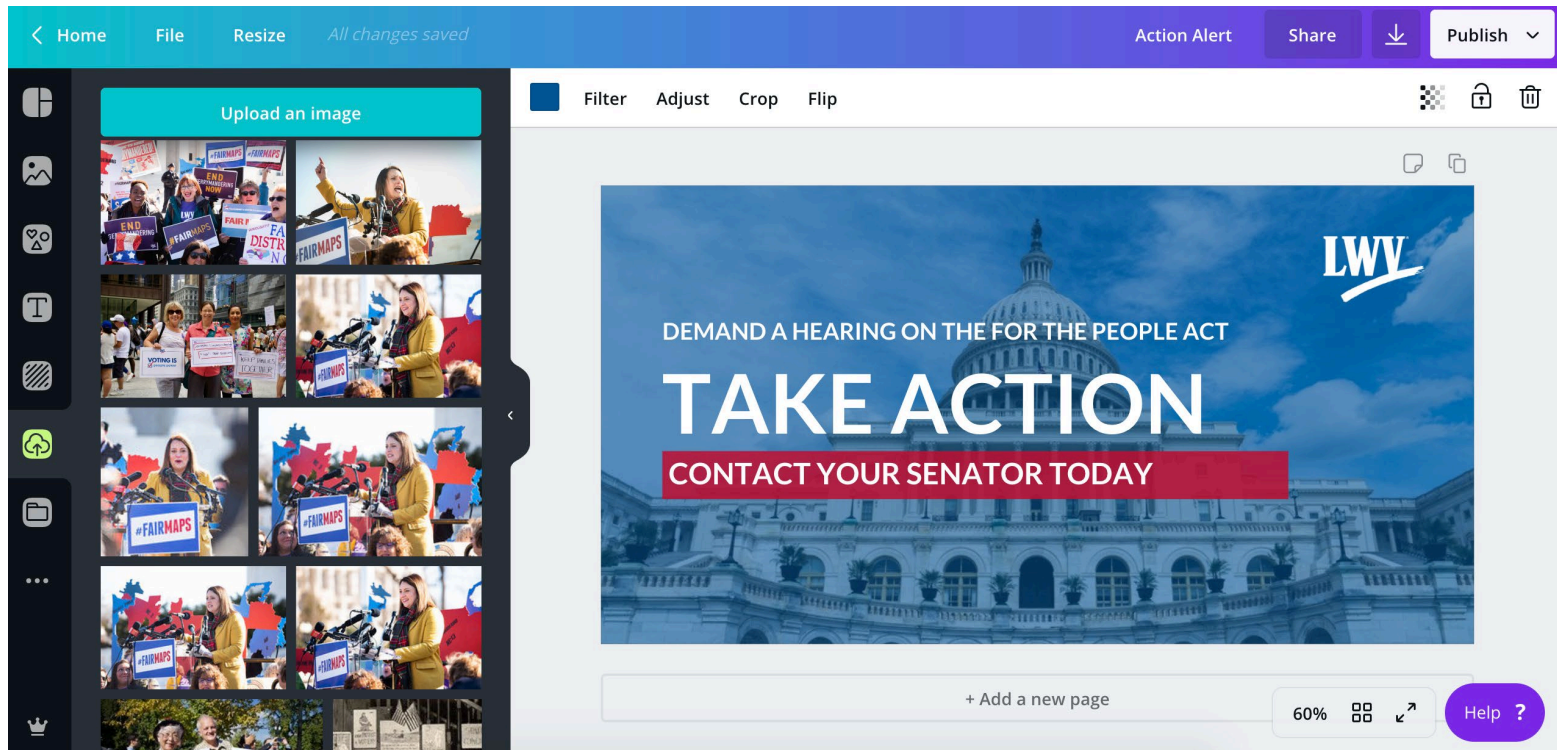
Free

The screenshot displays a Twitter Tweetdeck with five columns. Column 1 shows notifications for @LWV, featuring a tweet from LWVNEW about license plates in DC and a retweet from LWV of the US. Column 2 shows notifications for @VOTE411, featuring a tweet from LWVC Education Fund and a retweet from ndaniels1028. Column 3 shows a search for 'league of women voters', featuring tweets from MagnifyYourVoice, jen, and Rochester Hills. Column 4 shows a search for 'lww', featuring tweets from LWV Pueblo, LWV Greater Cleveland, and LWV of Portland. Column 5 shows a search for 'vote411', featuring tweets from Cristob, Amystic, Carlos, and M. Mika. Each tweet includes the user's profile picture, name, handle, and content, along with engagement icons for replies, retweets, and likes.

Design

Canva

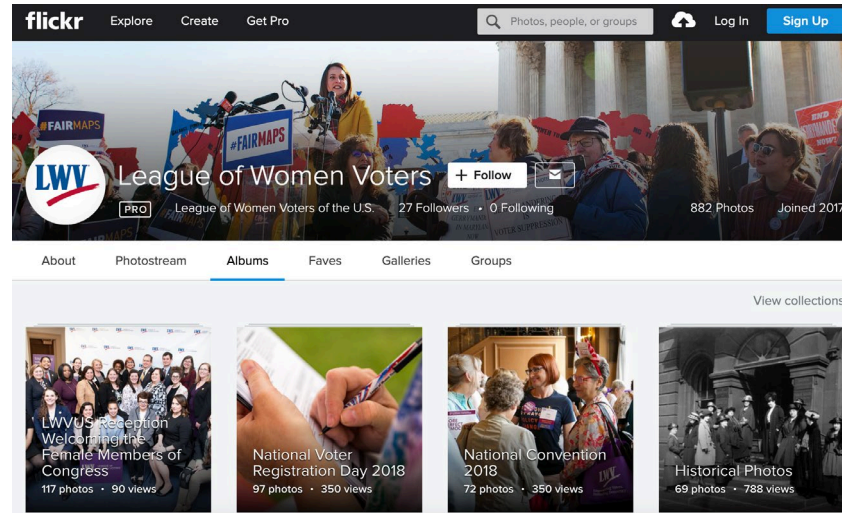
Free. Paid features available



Design

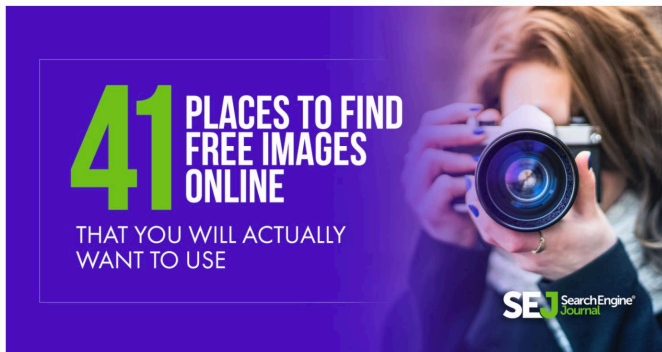
Free Image Sites

- Pixabay
- StockSnap.io
- morgueFile
- **LWVUS Flickr**



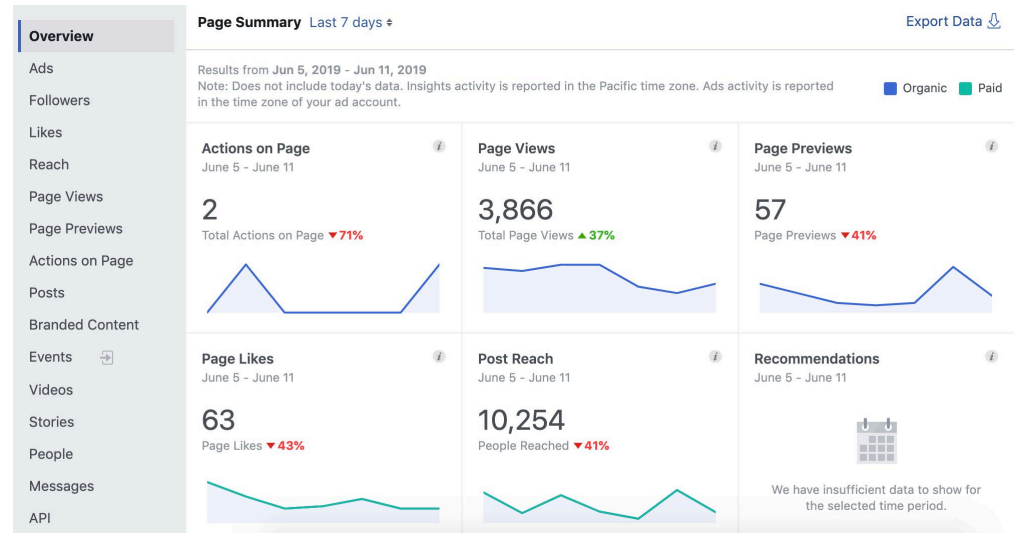
Mindy Weinstein / March 26, 2019

907 17K
SHARES READS



Measure

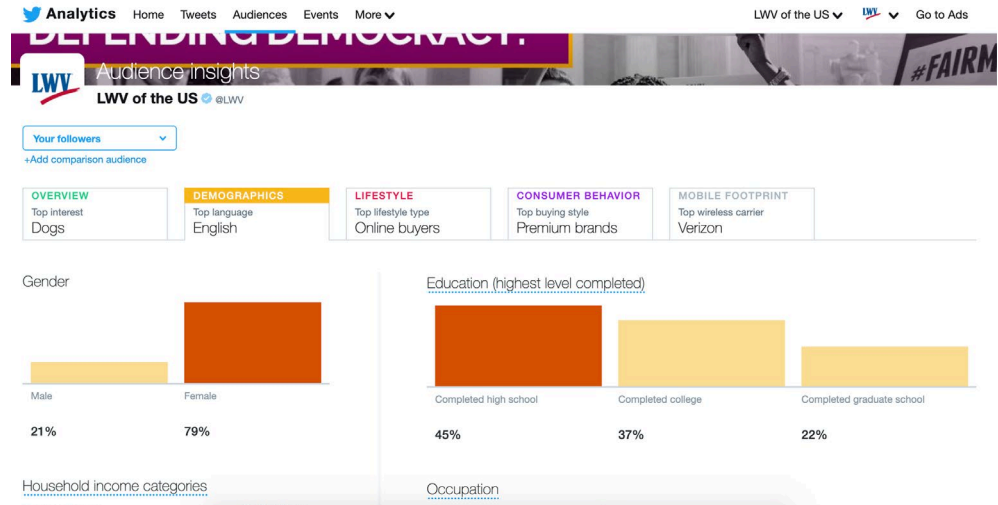
Facebook Insights Free



Measure

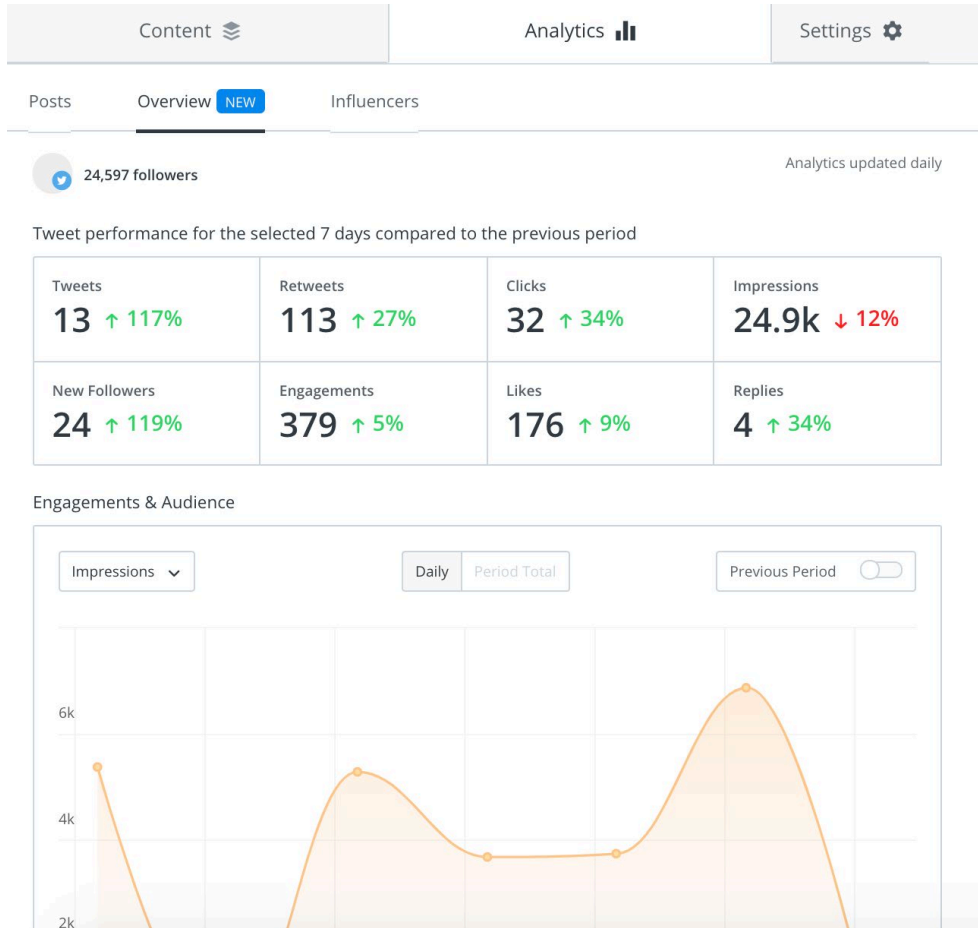
Twitter Analytics

Free



Measure

Buffer Analytics Free



Helpful tools

Collaborate/Schedule

- Slack
- Microsoft Teams
- 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

VOTE FOR VOTE411 IN THE WEBBY PEOPLE'S VOICE AWARDS

bit.ly/vote411webby



WFH
WEBBYS FROM HOME

24TH ANNUAL
PEOPLE'S VOICE

VOTE FOR THE BEST
OF THE INTERNET

Thank you to our wonderful facilitators!



Alicia Gurrieri
ORGANIZING MANAGER



Luana Chaires
ORGANIZER



Alma Couverthie
NATIONAL ORGANIZING DIRECTOR

Increasing Your Engagement on Social Media

A Beginner's Guide