Increasing Your Engagement on Social Media

Taking it to the Next Level
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
Increasing Your Engagement on Social Media

Principles and best practices

Outreach and turnout

• Promoting events online
• Building your email list

Facebook advertising

• Goals
• Disclaimers & Authorizations
• Ad Types

Live video and streaming
Principles & Best Practices
"Marketing is the ingredients, PR is the cake displayed in the window." - PR News Social Community bit.ly/1xfXhof
The Groundswell POST Method

- **People**
  - Assess your supporters’ social activities

- **Objectives**
  - Decide what you want to accomplish

- **Strategies**
  - Plan for how relationships will change

- **Technology**
  - 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?
Outreach & Turnout
Meeting people where they are
How to build your list online

- Add a call to action in your communications
- Add a link to your email signatures
- Encourage supporters to share and forward your emails to their networks
- Use targeted ads
Facebook Advertising
Objectives

1. What is success to your League?

2. How can you measure that success?
   - Traffic
   - Increased donations
   - Email leads
Prepare to Run Ads About Social Issues, Elections or Politics

To help provide information to people about who’s responsible for the content and funding of ads about social issues, elections or politics on Facebook Products, we require you to become authorized to run this type of ad.

Where Will You Run Ads?

You can only run issue, electoral or political ads in a country where you’re authorized. In most cases, this is the country where you currently live. Learn More.
Disclaimers & Authorizations

Confirm Your Identity • Personal identity

Everyone who will create, edit or manage issue, electoral or political ads must confirm their personal identity.

If you manage multiple Pages, your confirmation will apply across all of those Pages.

Caitlin Rulien

View

Manage Your Disclaimers

Paid for by LEAGUE OF WOMEN VOTERS OF THE UNITED STATES

Approved

Linked to 1 ad account(s) - Manage Ad Accounts

View your disclaimer and Ad Library information ➜
# Ad Types

What's your marketing objective?  [Help: Choosing an Objective](#)

<table>
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<tr>
<th>Awareness</th>
<th>Consideration</th>
<th>Conversion</th>
</tr>
</thead>
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<td><img src="image" alt="Traffic" /></td>
<td><img src="image" alt="Conversions" /></td>
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<td><img src="image" alt="Messages" /></td>
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Ad Types

Traffic
Send more people to a destination such as a website, app or Messenger conversation. Learn More

Create A/B Test
A/B test your creative, placement, audience and delivery optimization strategies. Learn More

Campaign Budget Optimization
Optimize your budget across your ad sets. Learn More

Show More Options

Continue

Optimization & Spending Controls
Define how much you’d like to spend, and when you’d like your ads to appear:

Optimization for Ad Delivery

Cost Control
The lowest cost bid strategy doesn’t have a cost control.

Schedule

Ad Set Spend Limits
This ad set is part of a campaign that is using campaign budget optimization. If you have spending requirements for this ad set, add them here.

Add spend limits to this ad set
Live Video & Streaming
Reach a wider audience with livestreaming

- Consider livestreaming your discussions to Facebook or YouTube Live
- Automatically stream from Zoom to Facebook or YouTube
LIGHTS (camera, action)
Thank you to our wonderful facilitators!

Alma Couverthie  
NATIONAL ORGANIZING DIRECTOR

Alicia Gurrieri  
ORGANIZING MANAGER

Luana Chaires  
ORGANIZER

Samyuktha Mahadevan  
CAMPAIGN ORGANIZER
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