

NWCA Communications Guidance – Factsheet 2
Social Media Toolbox for NWCA Communications
Creating Quality Social Media and Website Content

Improving Content on Your Sites:

Social marketing and social networking is not necessarily the same thing as developing social content. What you want to do is create high quality, useful content for your target audience that, once they review it, they want to share with others and that stimulates productive comments and discussion. This effort is called developing high quality social content. You seek to develop website content, blogs, video, and commentary that are valued by your target audience. This may be in terms of information sharing, instructional content, advocacy efforts, technical assistance, or even humor. Knowing what your audience values and needs and preparing it for them in the “right-sized” delivery package via their preferred social media platform.

Ten things you can do to improve your content:

1. Engage the reader from the first words (you have a lot to compete with) – average time a reader spends looking at one post? Percent of posts that lead the reader to click on follow-up information? Number of times it takes to get someone to like your page/subscribe to your twitter feed?
2. Boil it down to the one (up to two) key thoughts you want to share
3. Base everything you write on citable facts (and be ready to justify or engage in discussion)
4. Don't use or help your readers understand any technical concepts and terminology
5. Write in an engaging, simple style, designed to tell the story of your information and draw in the reader
6. Use great images that help tell that story
7. Use links or direct them to other website content or blogs to share more detailed information
8. Write to engage readers in discussion with your program and other readers
9. Give them something to do (call to action, even if its just getting the word out)
10. Keep your eye on the ball - It's a lot easier to lose a follower than to gain one

Increasing Traffic to Your Content:

Use GoogleAd's free research tool – Google Keyword Planner to find pertinent, popular, trending words to add to your content to make them come up more frequently in searches. Use “get search volume” to research keywords that have a balance of both high number of searches and low amount of competition to increase user traffic to your content.

Pitfalls to Avoid:

- Using automatic reply tools
- Not communicating regularly
- Not checking site daily

- Letting a detractor get your riled up (responses are carefully watched – take the high road)

Are there any tools to help me deal with the timing of posts?

There is a free online tool called “Buffer” that allows you to pre-plan posts to social media for automated release at scheduled times. This takes the uncertainty out of what will be posted when and allows you to target posting at optimal times. Remember, however, that automating comes at the risk of posting something that you might have chosen to wait on or change if you were doing at that time. This effort requires careful vigilance, but if used wisely and carefully, can be a great asset.

Which are the most useful social media sites for sharing NWCA information?

Research indicates that the most popular social media sites with the greatest overall reach for most nonprofits and government agencies are:

- Twitter - Twitter is an online social networking and microblogging service that enables users to send and read short 140-character text messages, called "tweets". Registered users can read and post tweets, but unregistered users can only read them
- Facebook - Facebook is an online social utility that connects people with friends and others who work, study and live around them. Google+
- Linked In - LinkedIn is a business-oriented Social networking service used primarily for professionally-oriented networking
- YouTube - YouTube is a video-sharing website on which users can upload, view and share videos. Most used video sharing site.
- Pinterest – Pinterest is a visual discovery tool that people use to collect ideas for their different projects and interests. Pinterest is currently receiving more activity than twitter.
- Instagram - Instagram is a photo-sharing app for iPhones
- Other popular sites include: Tumblr, Snapchat, MySpace, Flickr, Epernicus, FullCircle, FourScore and Slideshare
- For special audiences, such as researchers, you may want explore sharing via Academia.edu and ScienceStage

Infographics

A data simplification effort designed to simplify a complicated subject matter or turn an otherwise boring subject into an engaging experience and improve cognition by increasing a viewer’s ability to see patterns and trends. Often have an artistic or at least aesthetic feel to them. Can make one about your program, your report, specific findings or connections you want viewers to make.

Native Advertising

Native advertising is an online advertising method that allows you to gain attention by providing content in the context of the user's “organic” experience. Native ad formats match both the form and the function of the user experience in which it is placed. The advertiser's intent is to make the paid

advertising feel less intrusive and thus increase the likelihood users will click on it. Quote: "People read what they want to read, and sometimes it's an ad." Examples include: Promoted tweets, Sponsored stories on Facebook and TrueView Videos on YouTube. Related Online Advertising: Google Ads, Recommended for you.... and inserted advertisements (wait six seconds...)