Social media for recreation professionals

October 26, 2021

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What we're going to cover today

- Defining your target audience
- Ways to create interesting content and how to use hashtags
- Measuring success
- Social media automation
- Q+A

Make your online marketing make sense.

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Guidelines for participating in the workshop

Mute/unmute

Keep audio off to reduce background noise

Camera on/off

This is up to you

Rename yourself

Include your name and your company name

Participation

Chat, reactions, yes/no, polls, breakout rooms
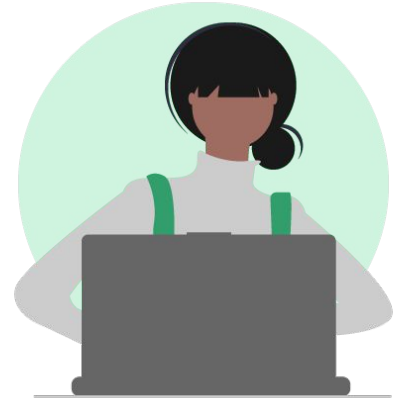
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Poll

What's your biggest social media challenge?

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Defining a target audience

First: Narrow your view

- Focus on attracting the *best* customer

- Maximize the time and money available

- Make sure the right audience takes notice

- Demographics are a start, but psychographics help to better define and segment an audience

  - What habits and behaviours does the audience have in common?
  - What problems does the business solve for its ideal customer?
  - If you don't know -- ask

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The *best* audience

- Has a need or desire, even if they don't know it yet

- Has the ability or desire to pay full price

- Talks to others who are just like them

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Niche marketing

- Niche marketing is a strategy that focuses on a very specific target market

- Instead of marketing to everyone, it focuses on one specific segment within a larger target market

- Brands can build authority and develop deeper, more meaningful marketing messages that resonate with a distinct set of customers

- It sends a signal to the ideal customer that the brand understands them and can help them

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Marketing funnels

The concept of a "funnel" is often used in marketing to describe various stages of the customer journey.

The proportions of each audience group get smaller as the audience moves "down the funnel."

For example, the actual number of sales of a product or service is much smaller than the number of people who view social media posts from the brand.

How Marketing Funnels Work

Online Marketing

Awareness: Attract your target audience.

Interest: Show that you offer a viable solution to their problem.

Consideration: Convince them that you're the **right** solution to their problem.

Conversion: Give them a final "nudge" — a compelling reason to buy.

Source: https://ahrefs.com/blog/marketing-funnels/

ahrefs

Post in chat

What do you know about your ideal customer?
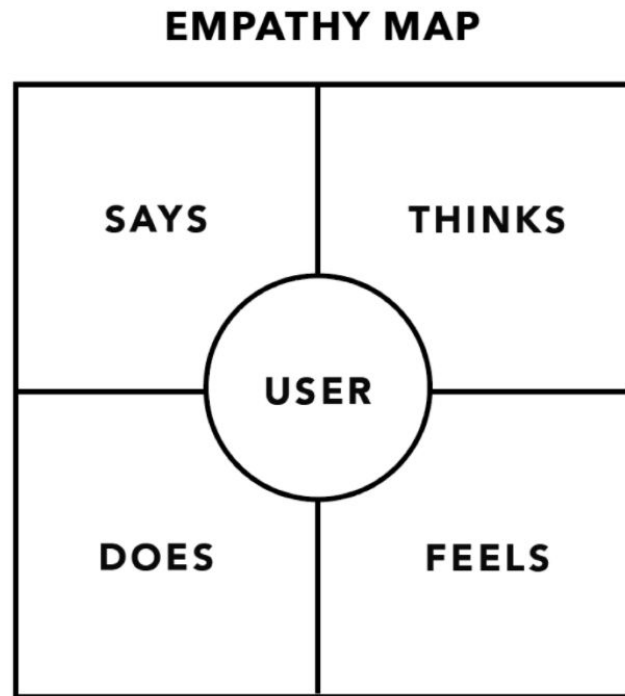
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Empathy maps

Definition: An **empathy map** is a collaborative visualization used to articulate what is known about a particular type of customer.

It externalizes knowledge about customers to:

- Create a shared understanding of user needs
- Help with decision making

EMPATHY MAP

SAYS	THINKS
DOES	FEELS

USER

The quadrants

Says: Contains what the customer says out loud. Ideally, it contains verbatim and direct quotes from research.
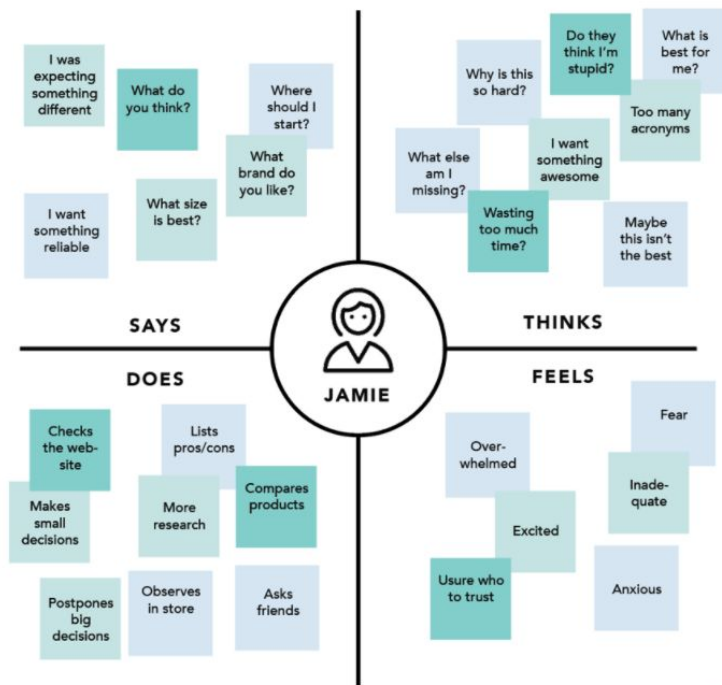
Thinks: Captures what the customer is thinking throughout the experience. Ask what occupies the customer's thoughts? What matters to them? It is possible to have the same content in both *Says* and *Thinks*. Pay special attention to what customers think, but may not be willing to vocalize. Try to understand why they are reluctant to share — are they unsure, self-conscious, polite, or afraid to tell others something?

Does: Encloses the actions the customer takes. From the research, what does the customer physically do? How do they go about doing it?

Feels: The customer's emotional state, often represented as an adjective plus a short sentence for context. What worries your customer? What do they get excited about? How do they feel about the experience?

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# Empathy map example

EMPATHY MAP *Example (Buying a TV)*

SAYS
- I was expecting something different
- What do you think?
- Where should I start?
- What brand do you like?
- What size is best?
- I want something reliable

THINKS
- Why is this so hard?
- Do they think I'm stupid?
- What is best for me?
- Too many acronyms
- What else am I missing?
- I want something awesome
- Wasting too much time?
- Maybe this isn't the best

JAMIE

DOES
- Checks the web-site
- Lists pros/cons
- Compares products
- Makes small decisions
- More research
- Postpones big decisions
- Observes in store
- Asks friends

FEELS
- Fear
- Over-whelmed
- Inade-quate
- Excited
- Usure who to trust
- Anxious

NNGROUP.COM NN/g

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Activity

Empathy maps

Your turn: 5 + 5

Take the next 5 minutes and start to jot some ideas down about who your ideal customer is. Create an empathy map and write down the words that come to mind in each quadrant.

Then go into breakout rooms for 5 minutes and share your ideas with others to generate new ideas.

EMPATHY MAP

SAYS | THINKS

USER

DOES | FEELS

NNGROUP.COM **NN**/g

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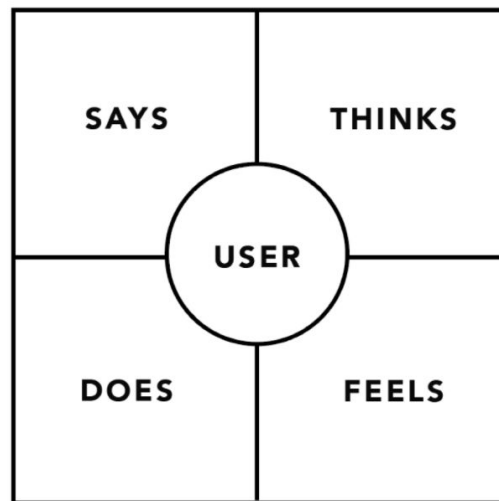
Creating interesting content

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Facebook content guidelines

Facebook

- Shorter posts get better engagement (aim for 100 characters)
- 88% of users are on mobile when they check Facebook
- Avoid putting text on your images -- put it in the post instead
- Use more than 1 image to create gallery or carousel posts
- Hashtags aren't commonly used on Facebook

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Facebook

Assiniboine Park & Zoo ✔
November 4 at 12:01 PM · 🌐

Enjoying your snack, Earl? 🦙

Earl Grey is growing up so fast. Stop by for a visit while he's still little!

👍❤️😮 273   15 Comments 23 Shares

👍 Like   💬 Comment   ↗ Share

Coal and Canary
November 10 at 4:33 PM · 🌐

To our amazing customers, as you know the COVID restrictions in Manitoba tightened up further this morning. Our location at The Forks will be open tomorrow from 1-7 pm and then closed after that until we are allowed to re-open. During this time, we will still be accepting online orders! ❤️🖤

To note, we have also experienced major delays from our suppliers due to COVID-19 and the storm out west this past week. It has been extremely difficult for us to predict and has delayed our current ship times. We are working around the clock doing what we can until we receive these shipments. Thank you again for your continued patience and support during this time, we're crossing our fingers we receive our supplies this week! Xo 💜💜💜

👍😮❤️ 54   1 Share

👍 Like   💬 Comment   ↗ Share

Canadian Museum for Human Rights
November 12 at 9:35 AM · 🌐

What does a Canadian senator have in common with Star Trek's Captain Jean-Luc Picard?

Star Trek has offered an intelligent, socially conscious approach to science fiction since it debuted in 1966. While the intergalactic adventures of characters boldly going where no one has gone before may seem like pure imagination, often, they have a lot more in common with the real world than you might think.

Read about some of these similarities and discover a few of the hidden Easter eggs celebrating human rights defenders.

HUMANRIGHTS.CA
Star Trek and human rights | CMHR
Star Trek has offered an intelligent, socially conscious approach ...

👍❤️😆 126   8 Comments 53 Shares

👍 Like   💬 Comment   ↗ Share

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Instagram content guidelines

Instagram

- Account types: Personal, Business, Creator
- Platform features: Feed, Stories, Highlights, Video, Live, Reels, Guides
- The grid: The top 6-9 posts give followers a visual snapshot of the brand
- Feed posts: Brands connect with their audiences using captions that tell a story
- Profile highlights: A collection of saved stories grouped under a common theme
- Video: Reels (15-30 seconds), Stories (24-hour video content) Lives (longer videos)
- Website or content links have to be in the profile's bio (links in captions don't work)

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Instagram examples

Grid

Highlights

Reels

Video
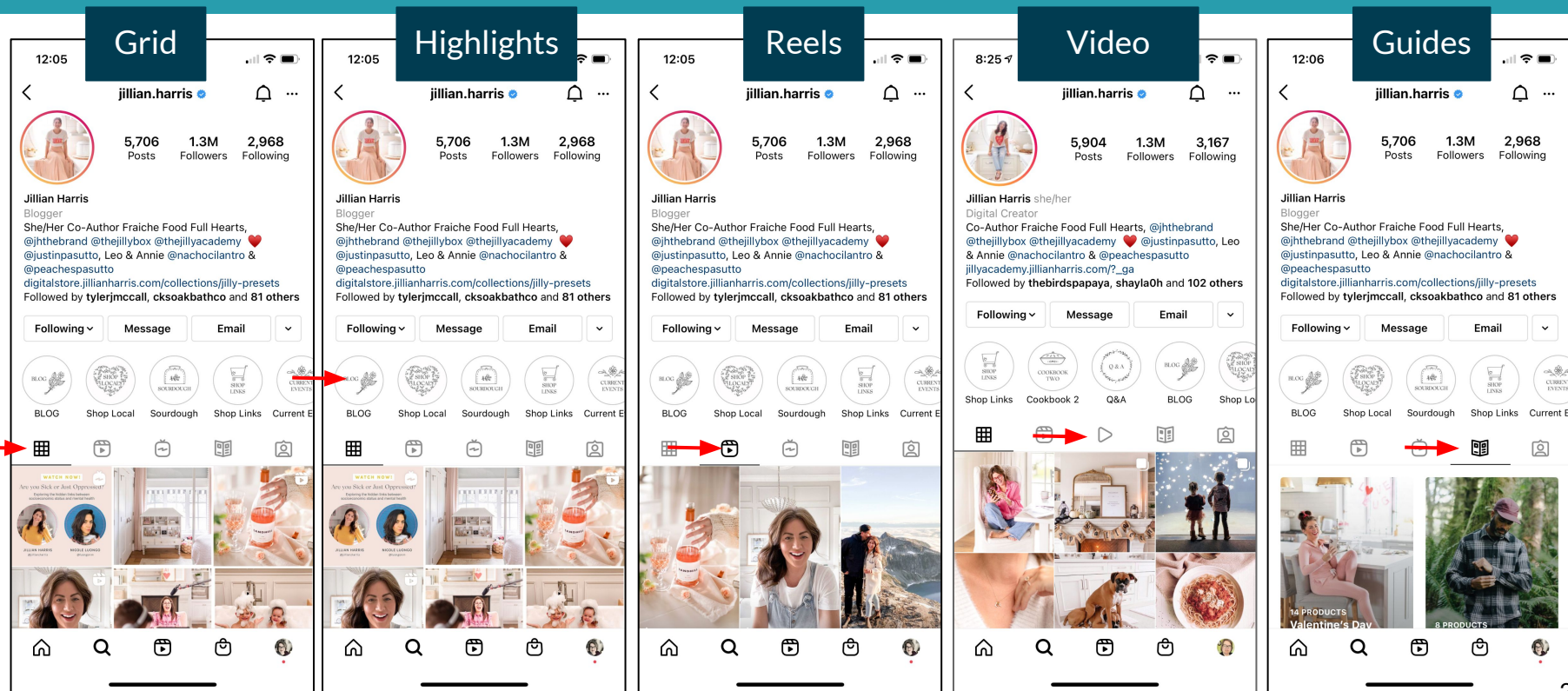
Guides

Twitter content guidelines

Twitter

- Tweets with visuals get 150% more retweets than plain text
- 280 character limit
- Jump onto trending topics
- Tag people or accounts in your tweets
- Use 1-3 hashtags per tweet (check them first)
- Create an event hashtag and keep the conversation rolling

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Twitter

Katmai National Park ✔ @KatmaiNPS · Nov 9
Like photographer Ansel Adams used images to highlight wonders of National Parks, our park staff also take photos capturing Katmai. We hope these photos around Katmai will inspire you. Use as a wall paper for your devices, meetings backgrounds, or for a moment of Zen.

NPS Photos

💬 14   🔁 202   ♡ 1.6K   ⬆

Starbucks Coffee ✔ @Starbucks · Nov 13
Don't forget to paws and take a meowment for yourself. 💚

GIF

💬 53   🔁 436   ♡ 2.2K   ⬆

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LinkedIn content guidelines

LinkedIn

- Posts can be up to 1,300 characters, however only 2 lines show in the feed

- Showcase your products and services by focusing on how they help your page followers

- Don't limit your posts to your job or your company; think about your industry or content about your core values, culture or leadership

- Find relevant articles from other publications and share them by adding your comments to it -- tell your network what you liked, didn't like or what surprised you

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LinkedIn

Headspace Inc.
101,158 followers
3w · 🌐
+ Follow · · ·

42% of today's workforce on average feels "burned out" or "extremely burned out." How does your organization help prevent burnout?

👍 💙 ❤️ 569 · 24 Comments

👍 Like   💬 Comment   ↪ Share   ✈ Send

Career Stories
2,766 followers
3d · 🌐
· · ·

If you are thinking about a career change, some skills to flex are:

1. Curiosity
2. Persistence
3. Flexibility
4. Optimism
5. Risk-taking

It's usually not having one of those things that naturally that hold you back the most.
How many of the five do you have?
I'm 5/5!
#careers

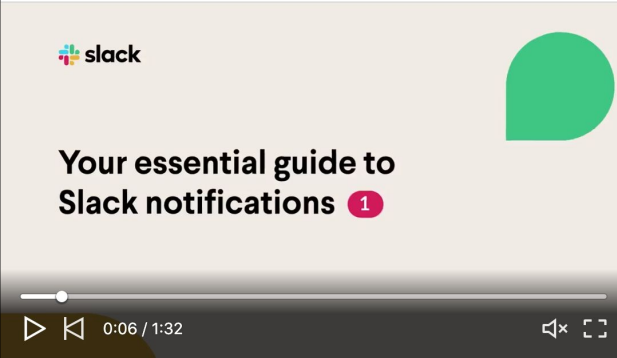## Five skills to flex in a career transition

CURIOSITY

PERSISTENCE

FLEXIBILITY

OPTIMISM

RISK-TAKING

with **Kerri Twigg**
Career Stories.

👍 1

👍 Like   💬 Comment   ↪ Share   ✈ Send

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Slack
491,565 followers
2mo · 🌐
· · ·

Even at Slack, we sometimes need a break from our notifications. So we put together this watchable guide to show you how to customize the whens and ways you get notified. https://bit.ly/2FxlYcH

slack

Your essential guide to Slack notifications 1

⏵ ⏮ 0:06 / 1:32   🔇 ⛶

Your essential guide to Slack notifications

👍 💚 ❤️ 87 · 4 Comments · 2,873 Views

👍 Like   💬 Comment   ↪ Share   ✈ Send

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Why is it important to pay attention to voice?

- It's conversational
- It's consistent
- It creates connection
- It builds trust
- It becomes a foundation

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Defining a brand voice

Your brand voice = what you say

Some prompts to consider:
- What are your organization's core values?
- What words would your organization to talk and interact with people?
- Are there words your organization *wouldn't* use?
- How do other people describe your organization? What do you want them to say?

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What makes a strong brand voice?

- It's aligned with your mission and vision
- It connects your brand values to the words you use (and don't use)
- It helps people remember you and creates a bond
- It stretches across the entire organization -- the inside *and* the outside

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Brand tone: Social media audiences

The difference between voice and tone is that voice is about *what* you say.

Tone is *how* you say it.

Your voice never changes, but tone may change depending on the situation.

To develop your brand tone, consider:

- How does your tone change across different customer groups?
- What does your brand stand for?

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Examples

- Mailchimp: https://styleguide.mailchimp.com/voice-and-tone/
- Sprout Social: https://seeds.sproutsocial.com/writing/voice-and-tone/#

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Get more strategic and intentional

Ask yourself why you're posting content before you hit publish

- Who is it for?
- Why will it help them?
- What's the purpose of the content?
- What's the best format to convey the message?

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What makes great content

Great content is

- Credible - the audience has to believe it
- Shareable - add value that your audience wants to share
- Useful or fun - "so what?"
- Interesting - from your audience's perspective
- Relevant - newsworthy, trendy or meaningful
- Timely - the right place at the right time
- Different - differentiate from what's been done before
- On brand and authentic - link between the content and your organization

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Mine the conversations you're already having

Reflect on conversations and questions -- whether that's with you directly, with staff or others involved in your organization.

Make a list:

- Questions you get asked again and again
- Strengths you receive compliments on
- Things people in your industry are talking about all the time
- Things you see or overhear

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Prioritize organizational goals

There are endless ideas for content and it's tempting to try things because you see everyone else doing it.

Aligning and framing the content you create with your organization goals gives you clarity and creates an end-to-end strategy for what you do and why.

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Follow the 80/20 rule

Give generously first

- 80% of the content you share is about **serving or helping** your audience
    - Educate, entertain, inform, inspire

- 20% of the content you share can **ask** something of your audience (selling or promotional content)

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Platforms are always changing

- Try the latest features
- The algorithms will always favour early adopters
- When you are the first to figure things out, others will see you as an expert

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Social media content creation tools

- Editorial calendar
  - Spreadsheet or paper planner
- Document to keep track of + capture your ideas
- Content curation: Feedly
- Canva or other social media graphics package
- Free stock photo websites www.pexels.com, www.unsplash.com, www.pixabay.com or thenounproject.com
- Phone or camera for pictures + video
- Optional: Ring light, tripod

Activity

Editorial calendars

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Your turn: 5 + 5

Use the editorial calendar template to map out some yearly activities in your organization. (copy the file to save it to your Google Drive)

https://docs.google.com/spreadsheets/d/1MqUWHslKhBYPfK2PeIdsWKp0tEEccys4cEmhhCYY5dA/edit?usp=sharing

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Amplifying your message with hashtags

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Poll

How hashtag savvy are you?

Best practices

- Hashtags make content discoverable by using words in your niche market

- Hashtags should be easy to spell and memorable

- Strategic hashtags take research and planning, just like content

- Hashtags are #notastringofmadeupwords or a #hashtag #on #every #word

- Brands can create branded hashtags using their company name, campaign name or event name

- Use CamelCase to make them easier to read and more accessible

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Hashtags: Twitter

- Use the with a relevant keyword or phrase that your target audience would use to search for your content
- Limit to 1-3 (hashtags are included in character counts)
- Before you use a hashtag, research it by looking it up on Twitter to see if it's already being used and what type of content is tagged with it

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Hashtags: LinkedIn

- Hashtags are standard fare for LinkedIn and are more straightforward
- Use 5-7 with every post
- LinkedIn will suggest hashtags when you create a post
- Reinforce branded hashtags in your profile cover photo and posts
- Add hashtags to your company page to engage in conversations
- Research ones with enough followers (between 1K – 10K)

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Hashtags: Instagram
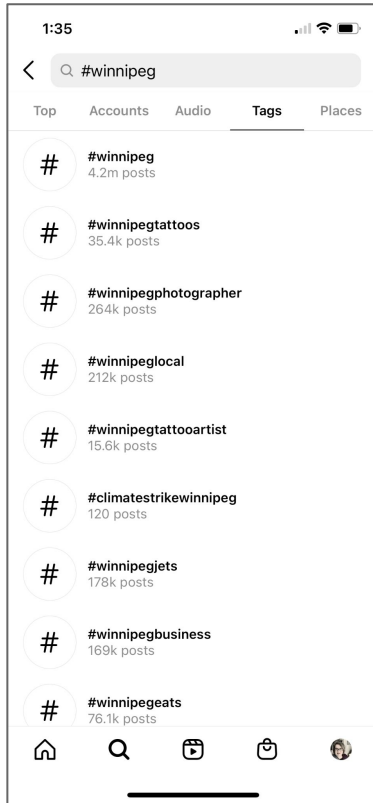
- You can use up to 30 hashtags on Instagram
- Use location hashtags (#winnipeglocal, #winnipegbusiness)
- Use niche, lifestyle or tags that relate to your post (#movementmatters, #healthylifestyletips, #balancedlifestyle)
- Check that the content in the hashtag is a fit with yours
- Avoid using exactly the same tags with every post
- Choose hashtags between 80K and 750K posts
- Save 2 or 3 hashtag sets that you can use with different content types
- Check your analytics to see what's working

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Activity

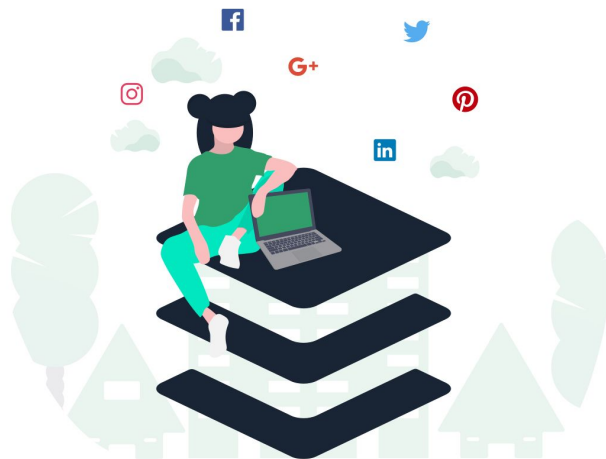# Researching hashtags

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Exercise: 5 + 5

Take 5 minutes to research hashtags on Instagram, then go to breakout rooms to share your findings with others.

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Yes/no

Are you using a social media automation tool?

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What is social media automation?

- A way of organizing your social media strategy in a way that works for you
- A system that publishes content to all of your social media platforms
- Brings all of your social platforms together in a dashboard so you don't have to log in to each account individually
- Can give you access to historical analytics that are more comprehensive than some social media platforms provide

Benefits of automation

- Streamlines and optimizes the entire social media presence and publishing process so your content performs better
- Eliminates the need for manual posting in every social media platform
- You schedule content to be published at peak times for your audience
- Allows you to respond and engage like you would on the platform
- Some platforms include access to content publishers you can curate and share

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The pitfalls

- Pre-scheduled content can lead to neglect and introduce risk that it is seen as offside or tone deaf
- It's not a "set it and forget it" approach
- Avoid planning too far in advance
- Can result in a loss of engagement

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Considerations to keep in mind

- Price
- Functionality
- Platform coverage
- Other marketing integrations
- Ease of use

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Tools

There are free and paid options; it's a matter of understanding the limitations and figuring out what you want from it.

- Facebook Creator Studio
- Hootsuite
- Sprout Social
- AgoraPulse
- Later
- CoSchedule
- Meet Edgar
- Buffer
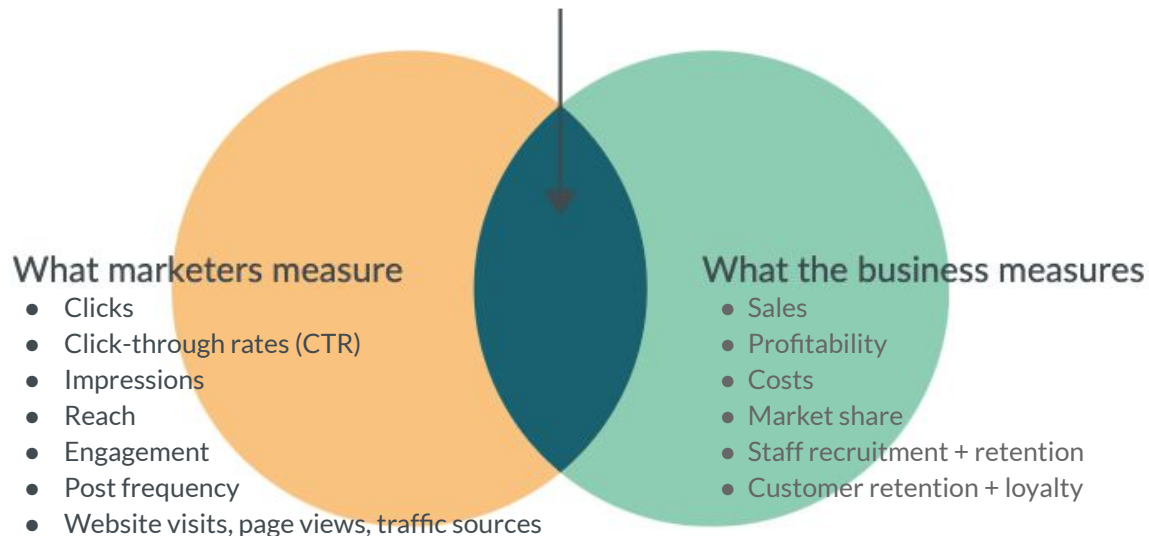
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Automation best practices

1. Automate, don't alienate
2. Figure out what content you can automate
3. Schedule posts at strategic times
4. Dedicate time to engage and be present
5. Don't schedule content too far in advance

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Measuring your social media marketing

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Connect metrics for powerful results

The metrics that matter and the stories worth telling

What marketers measure
- Clicks
- Click-through rates (CTR)
- Impressions
- Reach
- Engagement
- Post frequency
- Website visits, page views, traffic sources

What the business measures
- Sales
- Profitability
- Costs
- Market share
- Staff recruitment + retention
- Customer retention + loyalty

Focus on outcome-based metrics that help your audience and meet organizational goals

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Setting your key performance indicators

Set benchmarks + measure performance over time periods.

- Audience: Who's engaged, trends over time + how they discovered you
- Content performance: Channel, time of day, day of the week or type of content
- Leads generated: Define what qualifies as a lead + track the actions you take
- Conversions: Sales, downloads, email signups
- Business impacts: Customer retention, profitability, cost reduction, impact in other areas of the business (customer service, operations, sales, product)

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Facebook Insights
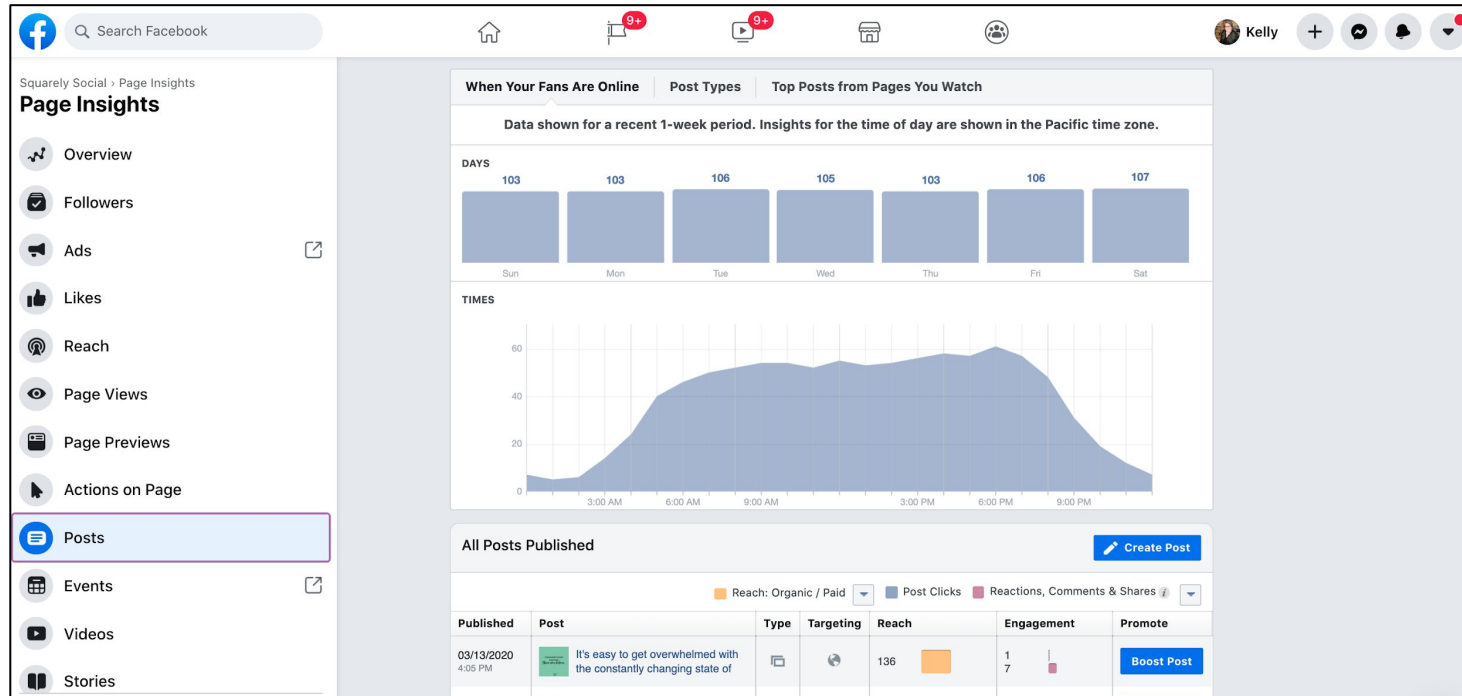
Instagram Insights (mobile only)
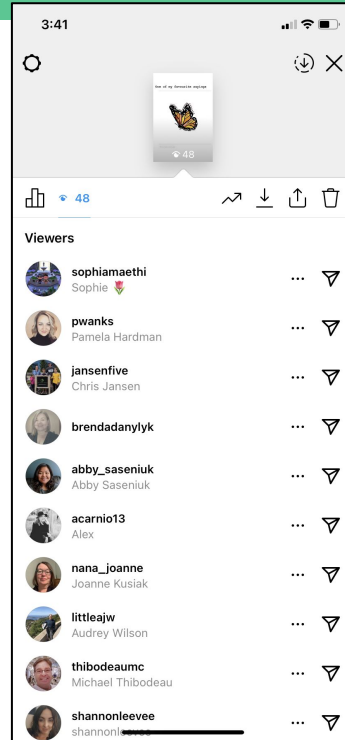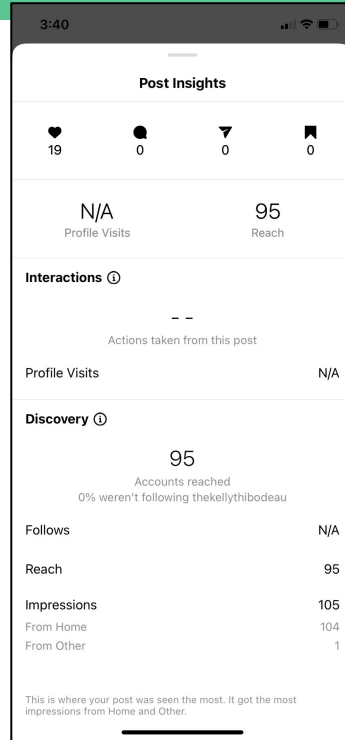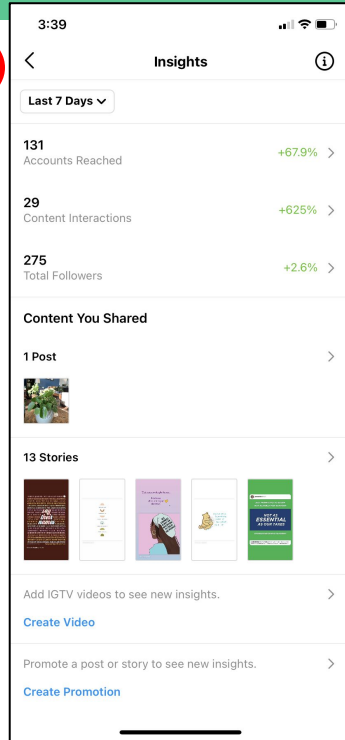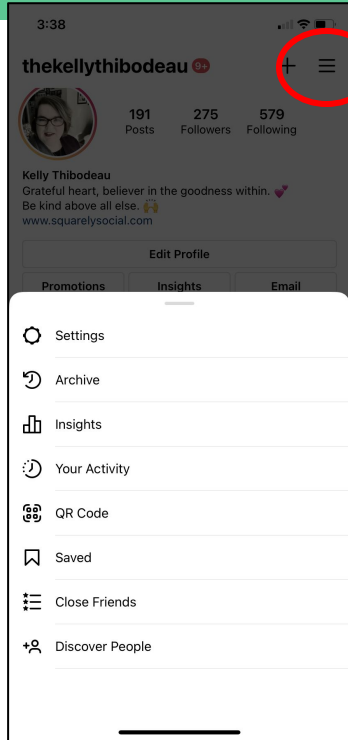
How to get it done

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Build a framework

- Map out the things that happen every year in your organization
- Then layer in your (sales) goals + think about what marketing needs to do to achieve them (for non-profits this could be tied to community outreach objectives, funders/donors or projects/programs)
- Be prepared to be flexible -- because things change!

Make your online marketing make sense.

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Guiding principles

Step 1 isn't writing; it's research + data collection

- Understand what conversations are happening in your niche market
- Analyze how your content is performing to find patterns + trends
- Review comments + conversations on your content
- Generate new ideas by consuming content

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Small team + shared skillsets

Dedicate a specific day of the week as a social media day. Be the voice of social media inside your organization. Map out review + approval processes.

Daily: Check notifications on accounts, respond + engage. Collect content ideas in a central spot + jot them down as they occur (Notes app, Google doc or other place instead of email).

Weekly: Set aside 1 day a week to create + schedule content for the following week. Ask others for input you might not be aware of.

Monthly: Confirm + review quarterly goals. Adjust content to address any gaps. Create + distribute performance reports.

Yearly: Ask about annual business goals, launches + marketing activities. Recommend + evaluate channels to inform decisions about what's working + what's not.

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Dedicated marketing roles

Engage stakeholders + connect marketing to the entire organization. Understand what success looks like + build small wins to create champions + influence change.

Daily: Check notifications on accounts, respond + engage.

Weekly: Set aside 1-2 weeks to create, review, approve + schedule content for the following month.

Monthly: Compile analytics reports. Meet with line of business specialists to plan campaigns + review analytics. Hold editorial team meetings to review quarterly goals, set themes + share ideas.

Yearly: Set strategy. Ask about annual business goals, plan launches + marketing activities. Evaluate channels to make decisions about what's working + what's not.

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Questions?

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Thank you!

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