

Social Media 101 Webinar



Agenda



- I. Why social media?
- II. Getting Started Tips
- III. Choosing Your Platform
 - Facebook
 - Twitter
 - LinkedIn
- IV. Content Tips
- V. Measurement
- VI. Tools & Resources
- VII. Contact

Why social media?

Social media can help you accomplish...

1. Building an online community: communicating with current students and their parents about activities via a private Facebook group
2. Engaging local leaders and journalists: sharing success stories and photos of your work with the greater community on Facebook, Twitter or LinkedIn
3. Maintaining relationships: staying connected to students after they graduate via the B2E LinkedIn group

Getting Started Tips

- Become a **reliable source** of information on B2E and partnerships for youth in your community.
- Use the “**coffee shop rule**” – if you wouldn’t discuss this information there, you shouldn’t talk about it on social media either.
- Bring attention to and share your **personal point of view** on an issue you care passionately about.
- Be **sensitive to oversharing** - and make sure to follow your institution or organization social media regulations.
- Establish **relationships** with local peers and leaders - including those on the webinar now.
- Photos are great - but **double-check with the person** you are photographing before posting.
- **Shape the change** you want to see in your community and the narrative around business-education partnerships.
- Be thoughtful about **security settings** and remember - once it’s posted, it can’t be taken back!

Choosing Your Platform

	Facebook	Twitter	LinkedIn
Type of Content	Mid-length text, embedded photo/video, link	Short-form text, embedded photo/video, links	Mid-length and long-form text, embedded photo/video links
Audience	Peer leaders, organizations	Broader community, thought leaders	Peers, organizations, thought leaders
Global Penetration	1.4B users Top countries: US, India, Brazil, Indonesia	232M users Top countries: USA, UK, Canada, Australia, Brazil	467M users Top countries: US, India, Brazil, UK, China
Creative Visuals	Still and animated	Still and animated	Still and animated
Action Types	Click, comment, share, like/emotion, reply, tag	Click, favorite, retweet, quote tweet, reply, tag	Like, comment, reply, tag
Best For ...	Making relationships, following updates	Watching and engaging in conversations	Connecting and sharing content with other professionals

Facebook

Facebook is best for...

- ✓ Large reach
- ✓ Event promotion
- ✓ Photo and video sharing via albums and posts
- ✓ Private groups to share resources
- ✓ Online community building
- ✓ Driving traffic to the BTE website, BTE topic articles and news

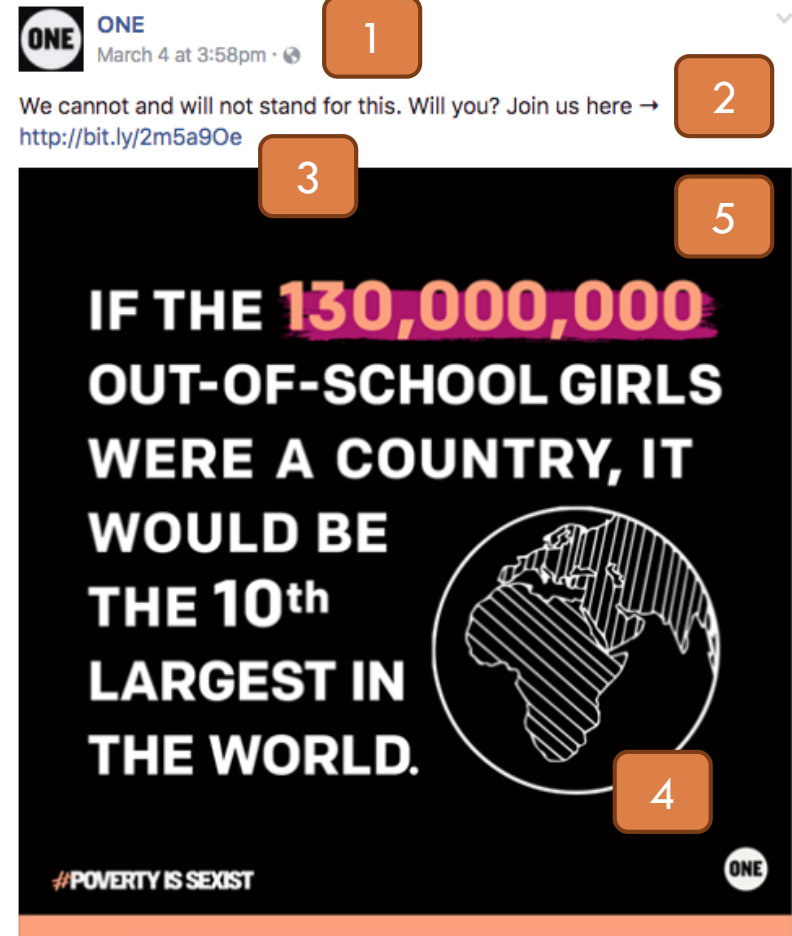
Avoid Facebook for...

- ✗ Influencer outreach
- ✗ Hashtags (unless for large-scale campaigns!)
- ✗ Auto-posting from Instagram or Twitter
- ✗ Engaging with teens, one to one

Facebook

5 Tips for the Best Facebook Post + Image

1. Copy under 200 characters
2. Call to action
3. Short link
4. High-quality, properly sized photo
5. Low text-image ratio (under 20%)



Twitter

Twitter is best for...

- ✓ Connecting and listening to fellow education advocates
- ✓ Real-time conversations from events
- ✓ Gathering new resources
- ✓ Connecting with local journalists and leaders
- ✓ Sharing happenings in real time from birthday parties, BTE events, and more!

Avoid Twitter for...

- ✗ Long-form content
 - Don't waste characters!
- ✗ Baby Boomers and the Great Generation
- ✗ "Set it and forget it" approach
- ✗ Automatic posting from other channels like Facebook

Twitter

5 Tips for the Best Twitter Post + Image

1. Copy under 140 characters
2. Hashtag used in sentence
3. High-quality image or video
 - Live: Periscope
 - Direct Upload: Twitter
 - On Platform: YouTube
4. Correct usernames
5. Link shortener



UNDP
@UNDP

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As a former #childsoldier, Bindu missed out on learning. W/ @UNDPNepal, she gets a fresh start w/ #bizskills: ow.ly/CuYI309QZkf #CSW61

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LinkedIn

LinkedIn is best for...

- ✓ Professional connections
- ✓ Promoting thought leadership
- ✓ Staying in touch with alumni
- ✓ Mid-length blog pieces
- ✓ Driving traffic to external BTE resources and materials
- ✓ Sharing your site success with the greater BTE community

Avoid LinkedIn for...

- ✗ Live coverage
- ✗ Broad community engagement (outside of B2E groups)
- ✗ Standard updates

LinkedIn

5 Tips for the Best LinkedIn Post + Image

1. Copy under 300 characters
2. Call to action
3. Short link
4. High-quality, properly sized photo
5. Professionally geared copy



Content Tips

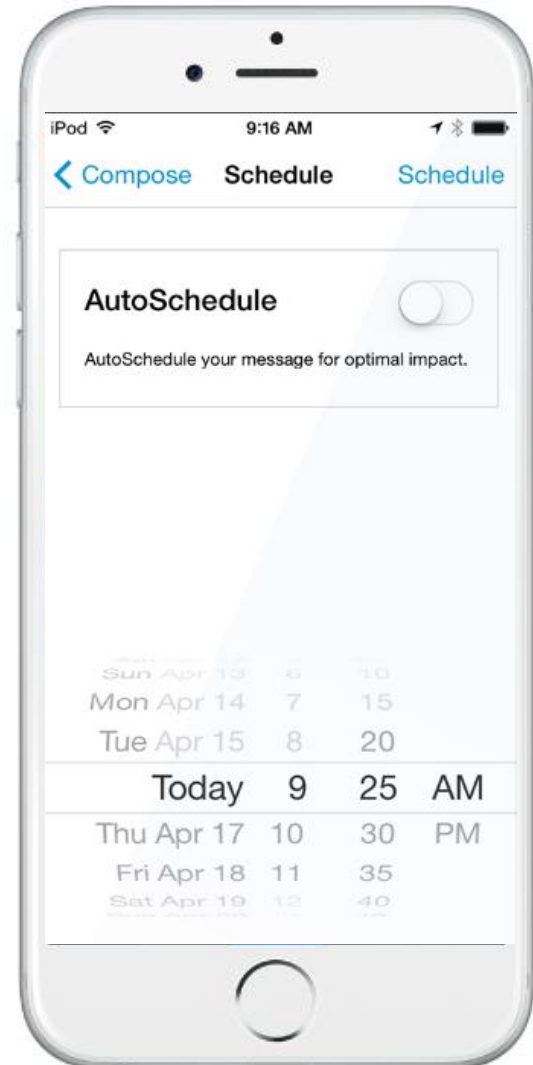
- Don't forget the *social* in social media!
- Build a content plan reflecting upcoming activities – stick to it.
- How many hashtags should I use?
 - 1-2 hashtags average 593 interactions
 - 3-5 hashtags average 416 interactions
 - 6-10 hashtags average 307 interactions

Get started by using these hashtags:

- #B2E
- #B2E_____ < your site
- B2ECelebrates
- #ABTS2017 (this October!)

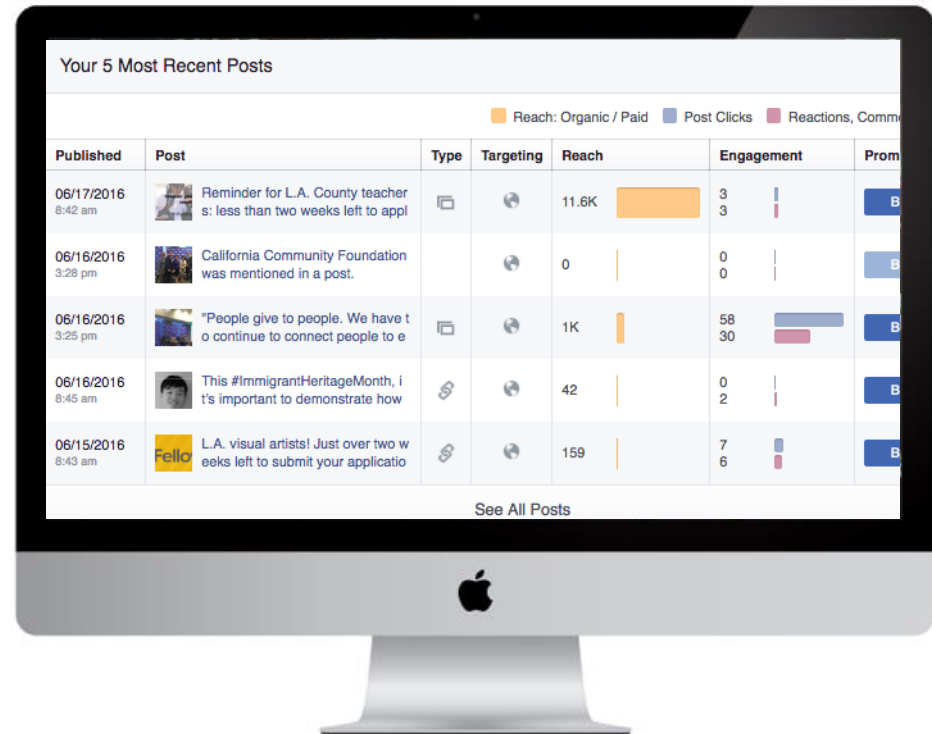
Manage Your Community

- Our favorite tools:
 - Hootsuite (free!)
 - Sprout Social
- Monitor channels in one place
- Schedule content in advance across all social channels
- Set up streams to listen to specific hashtags and users like @btetweets!



Measuring Success

- Awareness: Impressions, reach
- Engagement: Likes, comments, video views
- Clicks: Link clicks, click through rate, conversions
- Follower data: Follower growth (if you have an Instagram account)



Tools & Resources

- Schedule your posts and listen to your community with Hootsuite or Sprout Social:
- See how you're doing with *free* Facebook and Twitter analytics
- Develop your own social media checklist using the top 5 tips per channel



What's next?

Join the #SkillsGap Twitter Chat with @btetweets!

Tuesday, April 11, 2017

10 am ET / 3 pm Cork / 4 pm Madrid and Naples / 5 pm Cape Town

Use the #SkillsGap Partner Guide in 'Files' to get started!

Have questions? Get in touch!

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