THE WHO, WHAT, WHEN, AND WHY OF SOCIAL MEDIA

A DOWNLOADABLE BOOKLET


A downloadable guide to helping you understand the possibilities of each social media platform and get to the heart of what your organization needs in terms of a social media presence.

http://www.usbreastfeeding.org/social-downloadable
The “why” provides the rooting you need to maintain your commitment to social media management.

The “why” provides grounding and direction in a fast-paced environment.
Why?

- It’s important to have realistic expectations for what social media is capable of accomplishing:
  - follower growth takes time
  - your goals determine which metrics to focus on

Let’s talk about the “Why”
What does your organization expect to accomplish by having a social media presence?
Why?

- Let your mission and strategic goals help determine your “why”

Who?

- Two parts of the “Who”
  - The audience
  - The manager/team
Who?

☐ The Audience
  ■ “Everyone” is not a helpful audience goal.
  ■ Having a target audience isn’t *necessarily* discriminatory/inappropriate

Who?

☐ Segmentation can/should happen at the organizational level or the campaign level.
  ■ You are already doing this:
    ☐ state –level organizations
    ☐ cultural organizations
Who?

Segments that might matter:
- Location
- Race / Cultural Background
- Income Level
- Education Level
- Location
- Religious Affiliation
- Alma Mater
- Location

Who?

The Manager/Team
- The life/temperament of the person(s) managing social media matter
- Design something sustainable and be gentle with yourself from the start.
Let’s talk about you as the “Who”: 4 poll questions to get us thinking

What?

- Sharing the content and the context.
  - What do we share?
  - Where do we find all this?
  - How can we provide context? The “So What?”
The Who, What, When and Why of Social Media

What?

- What are we sharing?
  - Return to your “Why” for clarity.
- Where do we find it?
  - The basics:
    - Newsletters
    - Google Alerts
    - Social Media
  - Ready made content
    - www.usbreastfeeding.org/policy-toolkit

So What?

- Have you noticed the USBC Insights in the WW?
  - There is a lot of content, people want more of explanation of why it matters and the connection with other things.
Connections are everywhere.

- Context: “the parts of something written or spoken that immediately precede or follow a word or passage and clarify it’s meaning.”

- Context is in the connection.

- Remember the “Who”: how laser focused are you on breastfeeding specifically.

Let’s talk about the “What”
What kind of content do you post the most? Why?
When?

- You shouldn’t post the same thing everywhere. Otherwise why should people follow you. Each platform is designed to highlight a different aspect of your creativity/personality.

When?

- Long paragraphs: Instagram and Facebook
- Great images or video: All but Instagram (Pinterest)
- Thoughts and strong statements: Twitter, Instagram (why not Facebook)
When?

- Politician/Advocate facing advocacy: Twitter
- Public facing campaigns: Instagram, Facebook

LINKS! LINKS! LINKS!
Think about links on the front end for easier social media sharing.
When?

More on the “When” in the downloadable!

http://www.usbreastfeeding.org/social-downloadable

Don’t forget: www.usbreastfeeding.org/policy-toolkit

Let’s talk about the “When”
Going live and recording stories?
When is that appropriate?
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TWO 4-WEEK PROGRAMS

Program #1: Newsletters with Mailchimp
- Week 1: Who, What, When, Why?
- Week 2: Setting up effective Systems?
- Week 3: Plug and Chug: Creating Email Templates in MailChimp
- Week 4: Finding your Key Performance Indicators (KPI’s)

Program #2: Managing Twitter with Hootsuite
- Week 1: Systems for Managing Data
- Week 2: Setting Up your Hootsuite Account
- Week 3: Scheduling 101
- Week 4: Customizing your dashboard
Poll Questions

- How many social media apps do you have on your phone right now? (0,1,2,3,4)
- How many photo editing apps do you have on your phone right now? (0,1,2,3,4)
- Have you ever tweeted from an event? (yes/no)
- Where do you go from your news? (Newspapers, Twitter, News App, Email, Facebook, Other)