

Social Media & Design

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Summer Policy Institute 2019

Tuesday, Aug 5



OKPOLICY.ORG
Oklahoma Policy Institute



Can't talk now



OK Policy's Mission

OK Policy advances equitable and fiscally responsible policies that expand opportunity for all Oklahomans through non-partisan research, analysis, and advocacy.





2019 SUMMER POLICY INSTITUTE



More than

67%

of Americans are using Facebook as their
primary source of news.

Overview

- Developing a social media strategy
- Building a content strategy
- Do's and Don'ts of social media graphics



Developing a Social Media Strategy

Month/Year	2013	2014	2015
Jan	200	300	400
Apr	300	400	500

■ Sales by product groups



What is a social media strategy?

A social media marketing strategy is a summary of everything you plan to do and hope to achieve on social media.

It guides your actions and lets you know whether you're succeeding or failing. Every post, reply, like, and comment should serve a purpose.



Why do you need a social media strategy?

- It's not enough to just *be* on social media
- Further your org's goal & mission
- Build you org's brand & increase awareness
- Have direct conversations with your audience



To build your social media strategy, you'll need:

1. To map out which social media channels you'll utilize
2. To incorporate social listening & monitoring
3. To identify which key metrics are crucial to your success
4. To integrate social media into full communications strategy
5. To develop a content strategy for your social media plan



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1. Facebook

The image shows a screenshot of the Oklahoma Policy Institute's Facebook page. The page layout includes a profile picture on the left, a navigation menu, a main content area with a cover photo and a post creation box, and a right-hand sidebar with location and rating information.

Profile Information:
Oklahoma Policy Institute ✓
@okpolicy

Navigation Menu:
Home
About
Fundraisers
Events
Photos
Videos
Community
Groups

Page Header:
Go to **Business Manager** to manage this Page.

Cover Photo:
The cover photo features the Oklahoma Policy Institute logo (a white silhouette of the Oklahoma State Capitol dome on a red, white, and blue background) and the text "OKPOLICY.ORG" in blue and red, with the tagline "Better Information, Better Policy" below it. The background of the cover photo is a grayscale image of the Oklahoma State Capitol building.

Interaction Buttons:
Liked, Following, + Create Fundraiser, ...
Donate

Create a Post:
Write something on this Page...

Right Sidebar:
Educational Research Center in Tulsa, Oklahoma
4.5 ★★★★★
Open Now



2. YouTube

The screenshot shows the YouTube channel page for the Oklahoma Policy Institute. At the top, there is a search bar containing the text "oklahoma policy institute". Below the search bar is a banner image featuring the Oklahoma State Capitol building and the text "OKPOLICY.ORG Better Information, Better Policy". To the right of the banner are social media icons for YouTube, Google+, Facebook, and Twitter, along with the website URL "okpolicy.org".

On the left side, there is a navigation menu with the following options: Home, Trending, Subscriptions, LIBRARY (History, Watch later, Liked videos), and SUBSCRIPTIONS (Late Night with..., The Late Show..., Saturday Night Li..., LastWeekTonight, Browse channels). Below the menu is a section for "MORE FROM YOUTUBE" with a link to "YouTube Premium".

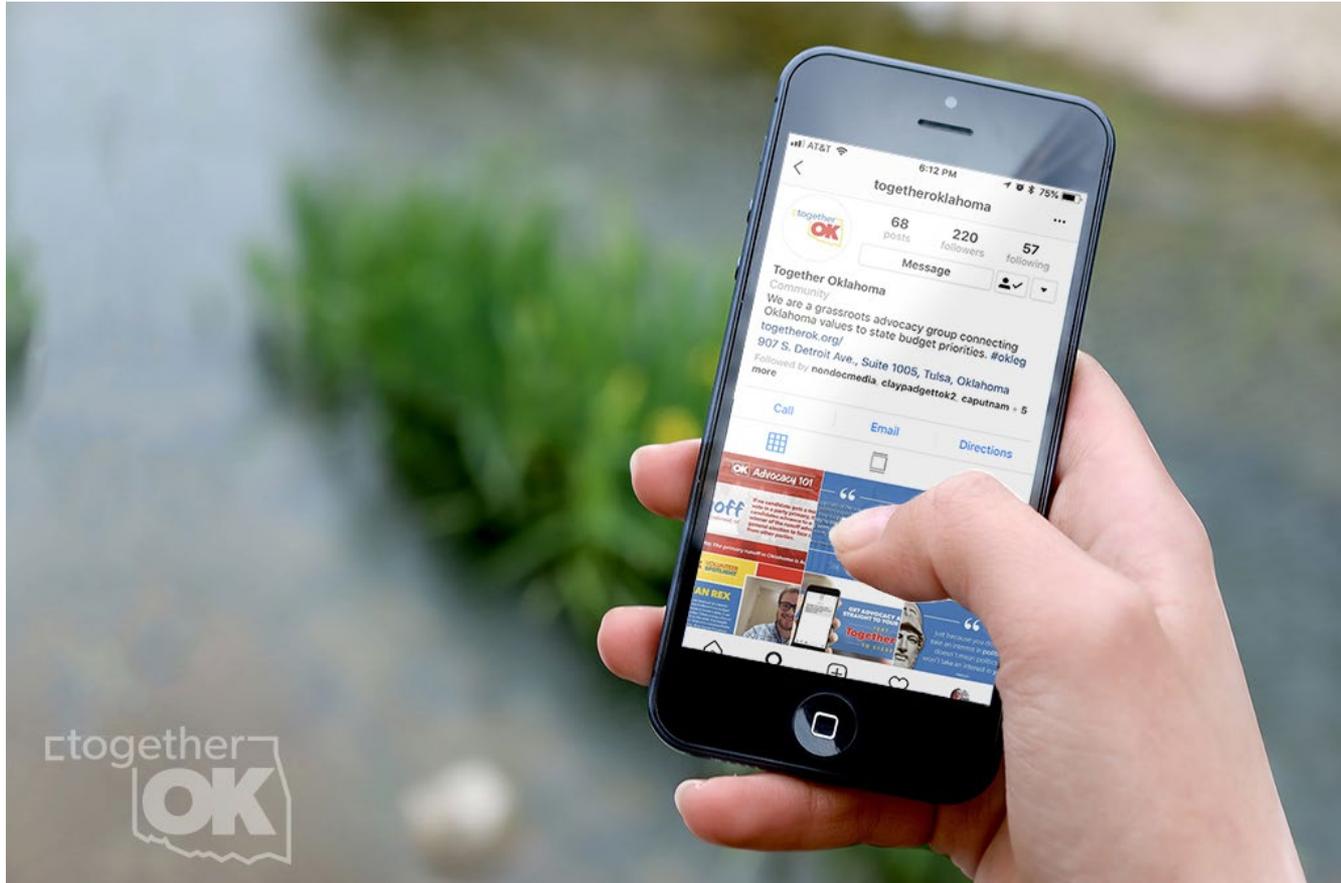
The main content area shows the channel name "Oklahoma Policy Institute" with 87 subscribers and a red "SUBSCRIBE 87" button. Below this are navigation tabs for HOME, VIDEOS, PLAYLISTS, CHANNELS, DISCUSSION, and ABOUT. The "Uploads" tab is selected, showing a row of four video thumbnails:

- What we know - and don't know - about the revenue bil...**
345 views • 2 months ago
CC
- Save SoonerCare for Oklahoma's Workforce**
79 views • 3 months ago
CC
- Save SoonerCare for Oklahoma Workers**
49 views • 3 months ago
- Save SoonerCare for Oklahoma Patients**
54 views • 3 months ago
CC

On the right side, there is a "POPULAR CHANNELS" section with three entries: "The Young Turks" (SUBSCRIBE), "Fox News" (SUBSCRIBE), and "Inside Edition" (SUBSCRIBE).



3. Instagram



4. Twitter

The screenshot shows the Twitter profile page for 'Open Justice Oklahoma'. The header includes navigation links for Home, Moments, Notifications, and Messages, along with a search bar and a 'Tweet' button. The profile banner features the text 'OPEN JUSTICE OKLAHOMA' in large, bold, black letters. Below the banner, the profile name 'Open Justice Oklahoma' is displayed, along with the handle '@OpenJusticeOK', the status 'Follows you', and the date 'Joined April 2018'. There are buttons for 'Tweet to' and 'Message'. The profile statistics are shown as: Tweets 6, Following 14, Followers 31, and Likes 5. A 'Follow' button is also present. The main content area shows a tweet from 'OK Policy @OKPolicy' retweeted by 'Open Justice Oklahoma'. The tweet text reads: '@OpenJusticeOK Director @rcgentzler is taking the stage to examine the challenges facing the criminal justice system and recent efforts at reform, because — as you probably heard — Oklahoma has surpassed Louisiana for the highest incarceration rate in the world #okspi'. Below the text is a video thumbnail showing a presentation slide with the text: 'The goals of the criminal justice system are to prevent control crime, and to'. To the right of the tweet is a 'Who to follow' section with three suggestions: 'RoseRock Ventures @Ros...', 'Lani Habrock @LaniRHabr...', and 'SIR @DirtMcGert80', each with a 'Follow' button. At the bottom right, there is a link to 'Find people you know'.

Home Moments Notifications Messages Search Twitter Tweet

OPEN JUSTICE OKLAHOMA

Tweets 6 Following 14 Followers 31 Likes 5 Follow

Open Justice Oklahoma

@OpenJusticeOK Follows you

Joined April 2018

Tweet to Message

16 Followers you know

Tweets Tweets & replies

Open Justice Oklahoma Retweeted

OK Policy @OKPolicy · 21h
@OpenJusticeOK Director @rcgentzler is taking the stage to examine the challenges facing the criminal justice system and recent efforts at reform, because — as you probably heard — Oklahoma has surpassed Louisiana for the highest incarceration rate in the world #okspi

The goals of the criminal justice system are to prevent control crime, and to

Who to follow · Refresh · View all

- RoseRock Ventures** @Ros... Follow
- Lani Habrock** @LaniRHabr... Follow
- SIR** @DirtMcGert80 Follow

Find people you know



5. LinkedIn

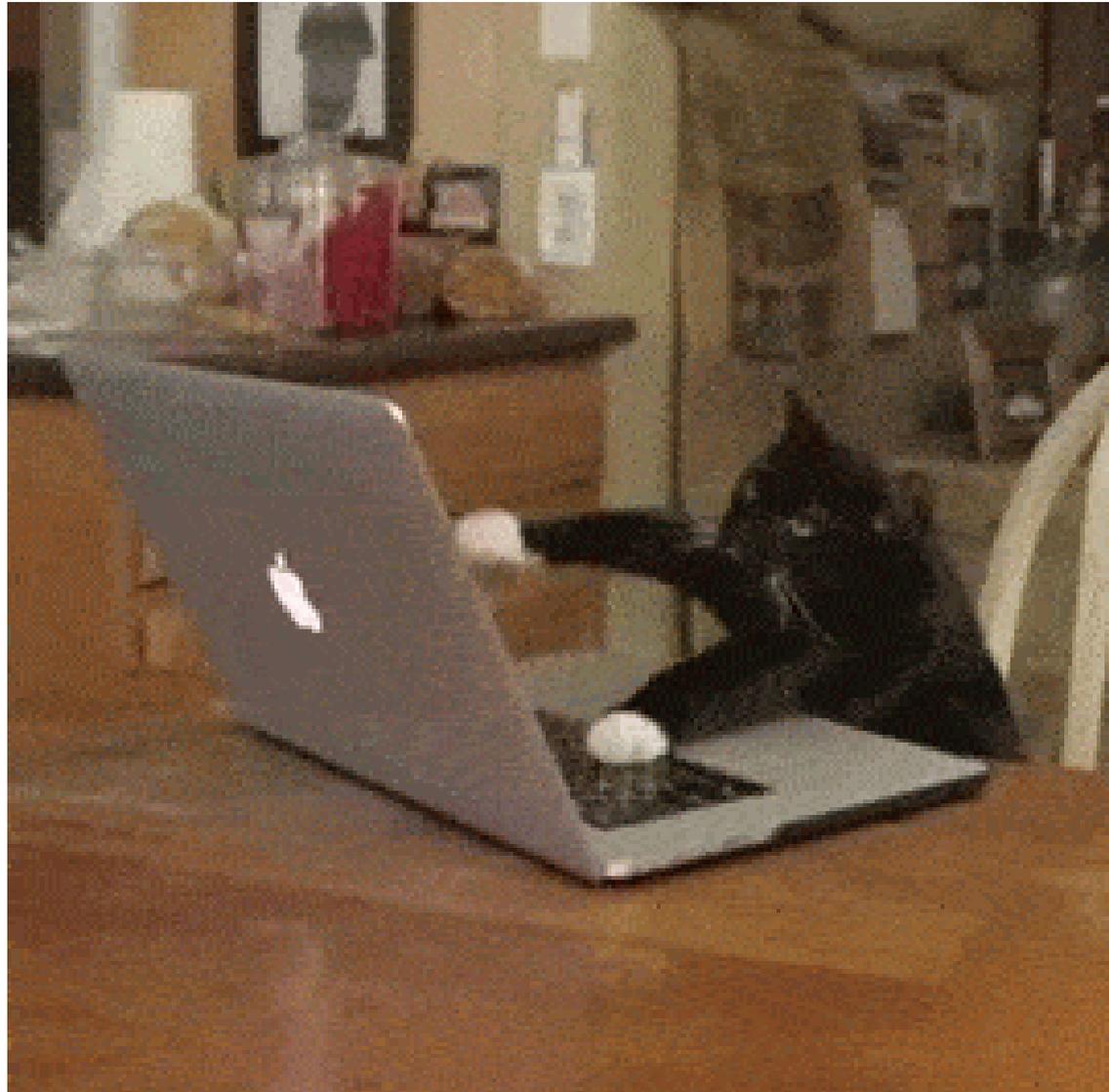
The screenshot shows the LinkedIn interface for the Oklahoma Policy Institute. At the top, there is a navigation bar with icons for Home, My Network, Jobs, Messaging, Notifications, Me, Work, and Post a job. A search bar is located on the left. Below the navigation bar, there is a banner for a job advertisement: "School Principal Certif. - Online, career-enhancing certificate for principals. Apply now! Ad ...".

The main content area features a notification bar with "Notifications 4", "1 like • 3 mentions", and a "See all" link. Below this is the company profile for "Oklahoma Policy Institute", which is categorized as "Research" in "Tulsa, Oklahoma" and has "55 followers". The profile includes a logo, a "Manage page" button, and a "See jobs" button. It also states that "9 connections work here" and provides a link to "See all 19 employees on LinkedIn".

A survey question is displayed: "Is this the correct industry for this company?". The selected answer is "Research". There are "Skip", "No", and "Yes" buttons. A note below the survey states: "Your feedback will not be displayed on LinkedIn."

On the right side, there is a "Promoted" section with three advertisements: "Auditors On The Way?", "Ready To Go Global?", and "Are You A Happy Sampler?". Below the promoted section, there is a "People also viewed" section with a "Messaging" button and a settings icon.





Best FREE Social Media Management Tools

- **Buffer***
- **Hootsuite***
- Oktopost
- Post Planner
- Tweetdeck
- Social Oomph
- Spredfast
- Likeable Hub



Analytics Tools

- Sysomos
- Keyhole
- Brandwatch
- Netbase
- Radian6



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#2 Social Listening & Monitoring

SOCIAL MONITORING:

Caring for your audience by monitoring social media for messages directly related to your brand and responding to those messages appropriately.

[Source: Sprout Social]



#2 Social Listening & Monitoring

SOCIAL LISTENING:

Understanding your audience and improving campaign strategy by accessing the full spectrum of conversation around your industry, organization, and any topics relevant to your organization.





OK Policy @OKPolicy · Aug 2

Oklahoma is making progress on instituting cancer-fighting policies, according to a new report.

American Cancer Society

Report: Oklahoma 'Making Progress' on Policies to Hel...
Oklahoma is one of 29 states and D.C. making progress on instituting cancer-fighting policies, according to a ...
[publicradiotulsa.org](#)



OK Policy
@OKPolicy

Expanding access to health coverage would mean fewer cancer deaths in Oklahoma.



Expanding health coverage could mean fewer cancer deaths in Oklahoma - Oklah...
Oklahoma is in the bottom 10 states for cancer outcomes and can do more to combat it. Expanding coverage has clear benefits that would help catch cancer



Benefits of Social Listening & Monitoring

- Measure the performance of your social media, web, and content strategy
- Reputation management
- Identify your biggest fans and influencers
- Discover new product or service ideas
- Watch the competition
- Shape strategic benchmarks for the future



Social Media Listening & Monitoring Tools

Free

- **Twitter trending topics***
- **Native keyword and phrase searches***
- **Hootsuite***
- Tweetdeck
- Social Mention
- Follower Wonk
- SumAll
- MentionApp

Paid

- Buzzsumo
- Brandwatch
- Keyhole
- TweetReach
- Streamview



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#4 Identifying Social KPIs

KEY PERFORMANCE INDICATOR:

A quantifiable measure used to evaluate the success of an organization, employee or project in meeting objective for performance.



#4 Identifying Social KPIs

- The social KPIs you measure should reflect your org's goals
- 4 types of social media KPIs
 1. Reach
 2. Engagement
 3. Return on Investment (ROI)
 4. Retention and Loyalty



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Building a Content Strategy

Content is the backbone of your social media strategy



Building a Content Strategy

Content Strategy

Content strategy refers to the planning, development, and management of content



Types of Content

- Text
- Visual Images
- Animated gifs
- Stories



250,000,000

people a **day** view Instagram Stories

Health 25w
\$11.3

What is the estimated amount of hospital reimbursements lost from 2013 to 2022 if Oklahoma continues to refuse federal funds to expand Medicaid?

\$11.3

MILLION	BILLION
10%	90%

[Source: Urban Institute]



Seen by 115

More



Types of Content

- Text
- Visual Images
- Animated gifs
- Stories
- Videos



82%

of all consumer IP traffic will be
videos by the year 2021.

Types of Content

- Text
- Visual Images
- Animated gifs
- Stories
- Videos
- Quizzes, surveys, and polls
- Realtime marketing
- Influencer marketing
- User Generated Content (UGC)



76%

of people trust content shared by
“average” people more than brands.



Maddison Williams

@maddisonpaige94

Following



I'm just going to say if you are a college student (undergrad, grad, law) and have a remote interest in policy AND Oklahoma. Then you need it come to [#okspi](#).

2:18 PM - 31 Jul 2018

4 Retweets 17 Likes



4

17



30/60/10 Social Media Principle

- **30% Owned Content:** this is content your organization produced





Oklahoma Policy Institute

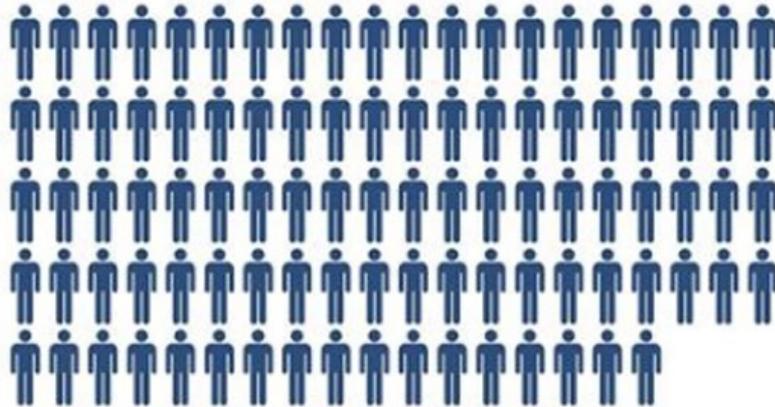
Published by Hootsuite [?] · January 9 ·

More than 150,000 Oklahomans will gain access to health care through Medicaid expansion. This includes some of the 97,000 uninsured Oklahomans with a mental health diagnosis, roughly the entire population of Broken Arrow. Increased access to health care through Medicaid expansion reduces costs for states and helps people with mental illness return to the workforce. <http://ow.ly/wzF30nfCNA>

97,000

Oklahomans could access needed mental health or addiction treatment with Medicaid expansion

Source: Source: Mental Health America Access to Care Data, 2017



1 icon = 1,000 Oklahomans

OKPOLICY.ORG



OKPOLICY.ORG

Want to improve the mental health of Oklahomans? Expand Medicaid. - Oklahoma Policy Institute



30/60/10 Social Media Principle

- **30% Owned Content:** this is content your organization produced
- **60% Content Curation:** this is relevant content that works towards your org's goals and resonates with your audience





Oklahoma Policy Institute ✓



Published by Hootsuite [?] · August 2 at 7:05 PM · 🌐

"Only when Stevie and Lisa arrived at the clinic a little after 2 a.m. did it occur to them how large that medical gap has become in parts of rural America. Dozens of people were sprawled out in sleeping bags on the asphalt parking lot. Others had pitched tents on an adjacent lawn. The lot was already filled with more than 300 cars from all over the rural South, where a growing number of people in medical distress wait for hours at emergency clinics in order to receive basic primary care."



WASHINGTONPOST.COM

'Urgent needs from head to toe': This clinic had two days to fix a lifetime of needs



30/60/10 Social Media Principle

- **30% Owned Content:** this is content your organization produced
- **60% Content Curation:** this is relevant content that works towards your org's goals and resonates with your audience
- **10% Shameless Self-Promotion:** this is content with a "digital ask"





Together Oklahoma



Published by Buffer [?] · July 27 at 11:00 AM · 🌐

Get involved and join a local chapter at togetherok.org. Text TOGETHEROK to 51555 for advocacy text alerts.



Politics ought to be the part-time profession of every citizen who would **protect the rights and privileges of free men.**

- DWIGHT D. EISENHOWER -



Developing Your Strategic Content

- 1. Content Audit:** think about what has worked well in the past
 - Social networks, content types, social campaigns
- 2. Goals & Audience:** your content should work towards your goal and resonate with your audience
- 3. Competitive Research:** find out what your competition is doing and what type of content is performing best for them
- 4. Consider Resources:** think about the size of your team and available resources



Developing Your Strategic Content

5. **Test, Test, & Test:** integrate A&B testing into your content strategy
6. **Content Calendar:** prepare content for upcoming weeks & months
7. **Get Creative:** have fun and stand out above the noise



Other Content Developing Tips

- Think about your overarching social strategy
- Think in term of campaigns
- Hashtags



2x

more engagement are from tweets with
hashtags than those without – **and 55%**
more retweets

Other Content Developing Tips

- Think about your overarching social strategy
- Think in term of campaigns
- Hashtags
- Consider your brand's tone and voice
- Keep length in mind across channels
- Call-to-Action (CTA)
 - Active Voice: Download, Like, Buy, Donate, Share, Watch, Register, Subscribe
 - Be Time Sensitive: Today only, Ends at midnight, For the next 24 hours
- Tagging
 - Don't spam tag



Do's and Don'ts of Designing Social Media Graphics



Online Visual Graphics Creation Tools

- **Canva***

- Stencil

- Infogram

- pablo

- **Visme.co***

- Piktochart

- Snappa

- befunky





Free Photo Sites

- **Creative Commons***
- **Max Pixel***
- **Pixnio***
- pixabay
- Unsplash
- Pexels
- Giphy
- Shot Stash
- visualhunt



Do's of Designing Social Media Graphics

- DO make the image visually appealing by highlighting something
- DO include a piece of your company's branding
- DO be creative with your design content
- DO tell a story with your graphic
- DO use a good color combination
 - 3 color pallet is reliable



Don'ts of Designing Social Media Graphics

- DON'T use more than 2 typefaces.
- DON'T constantly post graphics
- DON'T over-design
- DON'T settle for typography
- DON'T assume everyone is familiar with your topic



Questions?

Jessica Vazquez, Communications Associate

Summer Policy Institute 2018

Wednesday, Aug 1



OKPOLICY.ORG

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