

# Using Social Media to Promote Community Programming

MSU Public Health Communications Team:  
Jill Vondrasek and Claudia Price

Townsquare Media:  
Jill Watson and Kathi Kirkland



Division of Public Health  
College of Human Medicine  
MICHIGAN STATE UNIVERSITY



## Overview

- Branding and Storytelling
- Social Media Patterns and Trends as it relates to audience use
- Social Media Platforms
- Getting a Strategy Started
- Knowing your Audience
- Awareness vs. Engagement vs. Conversion
- Getting Started on Campaign Planning
- Promoting Events and Program Recruitment
- Highlights of a few Best Practices
- Social Media Toolbox

# What is Branding?

**DEFINE  
YOUR  
VOICE.**

**CELEBRATE  
WHAT MAKES  
YOU...YOU.**

**COMMUNICATE  
YOUR STORY.**

**KNOW  
YOUR  
WHY.**

**BE  
AUTHENTIC.**

More than a logo.

Determines voice, style, and content guidelines.

## Why Storytelling Matters

- Mechanisms that make people care
- Move people to act
  - Participate in an event
  - Engage with a social media post
  - Donate to a cause



The background of the slide is a photograph of an elevator interior. Several people are standing on the floor, which has yellow circular markers. The walls are wood-paneled, and a metal handrail is visible. The lighting is soft and focused on the people.

# Elevator Pitch

A short story or bio

- Who
- What
- Why
- Call to Action

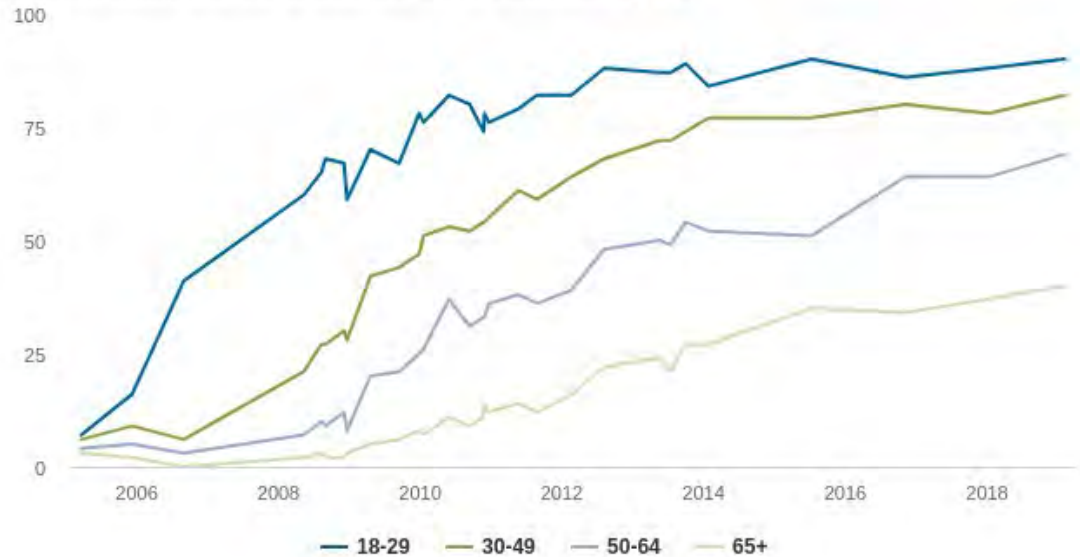
# Patterns and Trends

Age doesn't reduce reach

[According to Pew Research Center, 2021](#)

## Social media use by age

*% of U.S. adults who use at least one social media site, by age*



Source: Surveys conducted 2005-2019.

# Patterns and Trends

- **2.08 hours per day** on social media by the average adult
- **100 minutes per day** consuming video by the average American
- **97% of Americans are online every day**
- 73%, including **half of adults 65+** are on social media regularly

[\\* According to the latest research from Statista, 2021](#)



# Social Media Platforms





## Facebook/Meta



- Connects people
- Most popular network in the world
- 7 in 10 Facebook users admit to visiting the site multiple times per day
- Largest growing age segment is 35-54
- Content types- photo, video, links, offers, carousel
  - Always use images or videos, even with article posts
    - Upload a relevant image if the article does not auto-populate with one
    - No more than 20% of the image should have text on it
  - Video – shorter content is more attention-grabbing
    - :15 is better than :30 with subtext and a strong call to action
  - Carousel and video ads perform better than single image ads



# TikTok

- Fun, brings joy
- Mobile videos
- Up to 3 minutes long
- Over 1B users
- Younger audience, 18-24
- Most downloaded app on the Apple store
- 1 in 5 adults are actively on TikTok





# Instagram



- Image-based platform
  - Visual graphics, photos, video, gifs
- 1/3 of global audience is between 25-34
- Video and stories feature
- Highly engaging content to boost brand personality
- Content types (same as Facebook)
  - Video
  - Single Image/Photos
  - Carousel (2-3 images, listings, items to purchase)



# YouTube

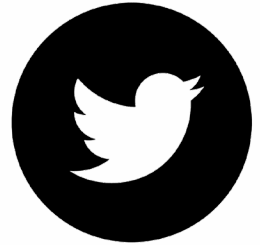
- Video sharing website
- Don't know how to do something "YouTube It"
- Biggest video sharing site in the world
- Over 2B logged-in monthly users
- 81% of adults 18+ spend time on YouTube
- Holds strong among all age groups
- 80% of children 11 and under watch

[\\*Hootsuite, 2021 blog](#)



# Twitter

- News platform
- Largest age segment is 25-34 followed by 35-49
- Use hashtags (ex. #MSUPublicHealth, #Flint, #MentalHealth)
- Tag relevant users
- Tweet with engaging images
- Write concise copy
  - 280-character limit
- Retweet related content
- Use language that a general audience can understand
- Content Types: Video, Photos, Slide Share, News Summaries, Links



# LinkedIn

- Primarily business networking
- Professional audience
- Content types
  - Job openings
  - Connect with potential employees/employers
  - Stories and news related to or happening in your business



## Strategy

- Determining which platforms to use
  - Facebook and TikTok have very different audiences that respond in very different ways
- Look at other campaigns like the one you are planning
  - What do you like and dislike
- Plan ahead for the reporting you need after your campaign ends to recap the results
  - Use the platform and content/ad type that will allow you the data you need





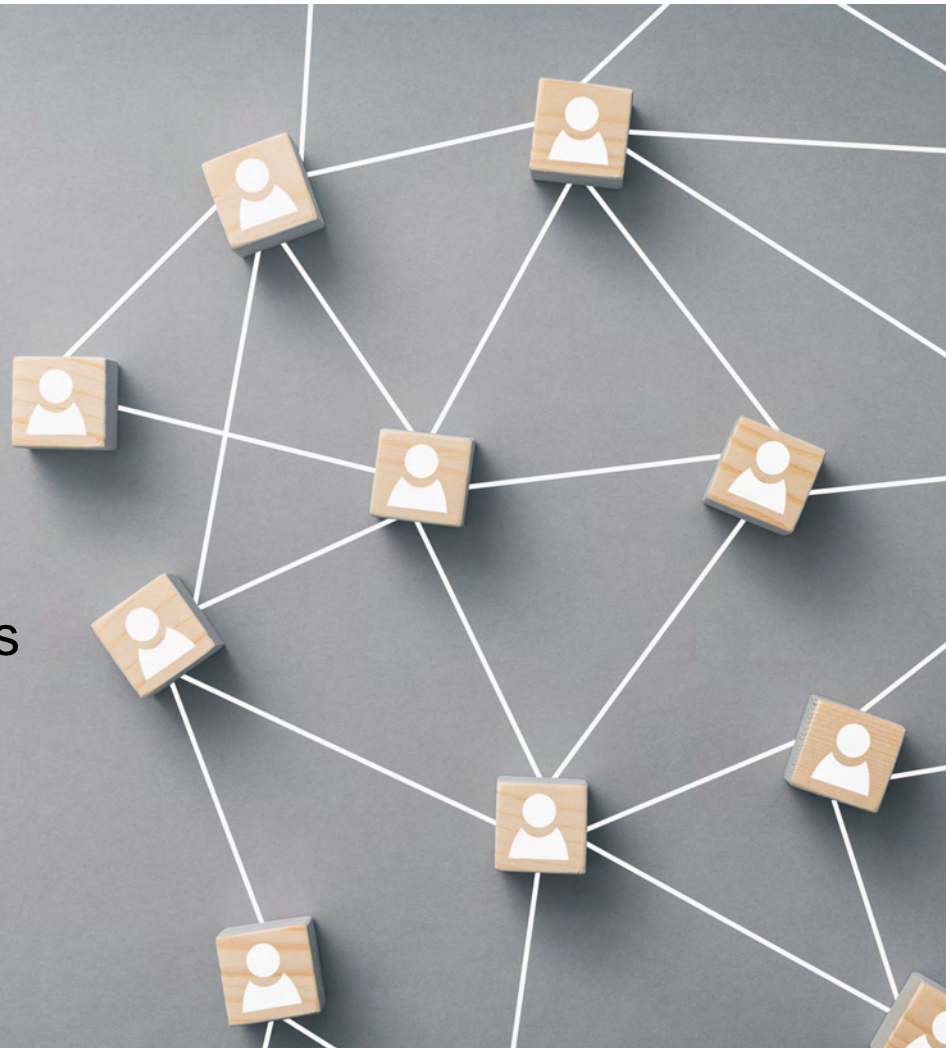
## Behavior: Knowing Your Audience

- Who is your ideal community partner, patron, donor, audience, etc.
- How do the people you need to reach best act on messaging?
  - Do they click ads, comment, fill out forms, call you?
- Consider multiple ways to find your audience
  - The pages they like, content they read, items they intend to purchase, demographics, etc.
- What type of lifestyle, habits do your prospective patients, community members, or donors have?
  - Do they run because they enjoy it, or maybe they just like to wear athleisure clothing? Very different messaging to these two.
  - Do they donate to organizations like yours? Why?
- How does your target audience respond to advertising?
  - Are they more likely click an ad, post a comment, google you and make a phone call or fill out a form?



# Awareness, Engagement, and Conversion

- Awareness is represented with reach, or how many people were exposed to your content
- Engagement is represented with likes, comments, shares, response to your events - community builders
- Conversion is represented with clicks, form fills, purchases, swipe ups (snap chat), etc.





## Getting Started/Campaign Planning:

- What are the goals of this campaign (or key performance indicators/KPI)?
  - Awareness, engagement, or conversion?
  - What evidence will be needed to know how the campaign performed?
  - Example of a strategy – getting people to attend a virtual event
    - Create advertisement with a call to action (CTA)
      - Register online
      - Click on CTA that goes to a landing page
      - Learn more information about event the event


# Promoting Events and Program Recruitment

- In this how-to exercise, share best practices using a social media worksheet to create an advertisement

**Single Image - Link Click / Awareness**

Section	Required Input	Must fill out below field:	Remaining Characters
<b>Name of ad</b> <i>Used for reference purposes only.</i>		MSU Virtual Event 121021	
<b>Post Text</b> <i>Enter text that clearly tells people about what you're promoting.</i>	125 characters	MSU presents Solutions for Social Marketing	87
<b>Name of image</b> <i>Compelling images and videos encourage your target audiences to engage.</i>	1080x1080 pixels (Image ratio: 1.91:1 to 1:1)	Solutions for Social!	
<b>Is the single image in a clear 1080x1080 resolution?</b>	1080x1080 pixels (Image ratio: 1.91:1 to 1:1)	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	
<b>URL of Facebook Page</b>		<a href="http://www.facebook.com/msugettablelive">http://www.facebook.com/msugettablelive</a>	
<b>* STOP HERE IF RUNNING AWARENESS WITH AD THAT DRIVES TO FACEBOOK PAGE (INSTEAD OF WEBSITE), OTHERWISE CONTINUE</b>			
<b>**Headline</b> <i>Describes Link</i>	40 characters	Join us for this live virtual event	5
<b>**Newfeed Link Description</b> <i>Further describes the content of the link being promoted. Only shows in News Feed.</i>	30		30
<b>**Website Destination URL</b> <i>Destination URL that you want to promote.</i>		<a href="https://www.hutlermc.com/live?utm_source=social&amp;utm_medium=social">https://www.hutlermc.com/live?utm_source=social&amp;utm_medium=social</a>	
<b>**Display Link</b> <i>Will show a shorter URL. MUST have some domain as Website Destination URL.</i>			
<b>**Call to Action</b> <i>Please select one from the drop-down menu of right.</i>	Select in drop-down menu	Book Now	
<b>Only for political campaigns</b>			
<b>Disclaimer</b> <i>Your disclaimer must accurately represent the name of the entity or person responsible for the ad. Please see here for guidelines.</i>	350		Not

**CLICK HERE to spell check!**



**Please note, when running a political campaign please be advised of the 2-3 week verification process.**

# Best Practices



- **Develop an editorial calendar**
- **Utilize a scheduler**
- **Repurpose content**
- **Boost high-performing content**
- **Tag relevant accounts to widen engagement**
- **Utilize relevant hashtags**
- **Find a partner to help**

## Social Media Toolbox

- [Writing an Elevator Pitch](#) by businessplantemplate.com
- [Social Media Fact Sheet](#) by Pew Research Center
- [Call to Action Examples](#) by HubSpot
- [Social Media Calendar](#) by HubSpot
- [15 Social Media Scheduling Tools](#) list compiled by Social Pilot
- [National Days of 2022](#) by Calendarr.com
- Creating a Social Media Advertisement from Townsquare Media
  - Send in email
- [How to Use Hashtags](#) Reference Guide by Social Pilot
  - Downloads: Hashtag eBook and Calendar for 2022



# Questions?

**Jill Vondrasek** | [vondras4@msu.edu](mailto:vondras4@msu.edu)

[linkedin.com/in/jillvondrasek](https://www.linkedin.com/in/jillvondrasek)

**Claudia Price** | [pricecl1@msu.edu](mailto:pricecl1@msu.edu)

[linkedin.com/in/claudiaprice](https://www.linkedin.com/in/claudiaprice)

**Jill Watson**

[Jill.Watson@townsquaremedia.com](mailto:Jill.Watson@townsquaremedia.com)

**Kathi Kirkland**

[Kathi.Kirkland@townsquaremedia.com](mailto:Kathi.Kirkland@townsquaremedia.com)