

Communicating Equality II Social Media for Equality Bodies

How To Approach Social Media Strategically
Mahtab Khan & Adam Stokes

Including Social Media in a General Communications Strategy

- Social presence is part of a **wider marketing** presence
- Consistent **brand messaging** and **tone of voice**
- **Social tone** must be agreed to ensure that organisation's **values** and **personas** are still reflected
- **Social campaigns** can often be influenced by the wider marketing material included in newsletters and online - these activities can help to inform the social media calendar.

Why is social media important to your organisation?



Planning Your Social Media Schedule

- Planning your social posts can be made easier with **automation platforms** such as Hootsuite, Sentione & Zoomsphere
- Hootsuite can collate all social media platforms within a **single interface**
- Schedule posts in 2 ways – **manually** or in **bulk**
- Schedule multiple posts on multiple platforms almost instantaneously



Setting The Work Flow

- Creating a **12 month social calendar** is a good way of planning ahead
- **Topical** content shows that your profile is current
- **Evergreen** content is relevant all year round

What kind of topical or evergreen content do you post?



Reporting on Social Media Use

Return On Investment & Key Performance Indicators - **Visible metrics**

- **Engagement** - clicks, likes, shares, comments, mentions, active followers
- **Reach** - followers or fans, impressions, traffic data
- **Leads** - reach, site traffic, sign ups
- **Conversions** - share of voice, conversation rate, applause rate



Reporting on Social Media Use

Tools you can use to gain this information include the following;

- Hootsuite reporting
- Twitter analytics
- Facebook analytics
- True Social Metrics
- Zoho



Monitoring Social Media

Monitoring your social media is important in maintaining a consistent social presence

- Maintaining relationships with other organisations, followers and figureheads help to shape your portrayal online. **How many people do you follow?**
- Monitoring negative comments is just as important as the positive, and shouldn't be ignored
- Knowing who is talking about you and when you are being talked about is important for maintaining reputation
- There are many tools that can be used to help you monitor your social presence online – these include:
 - Klout
 - Tweetdeck
 - Hootsuite [video](#)



Social Media Platforms

Social Media for Equality Bodies

Adam Stokes & Mahtab Khan

The New Possibilities of Social Media

Social Media reaches wider audience instantaneously.

- **Advantages**

- Cost effectiveness
- Time effectiveness
- Connecting
- Multimedia advertising

- **Disadvantages**

- Crowded Marketplace
- Interactivity
- Reputation Management
- Visibility – paid v organic



facebook

Facebook



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facebook

Facebook



1.38 Million
Posts Analysed

POSTED ON FACEBOOK



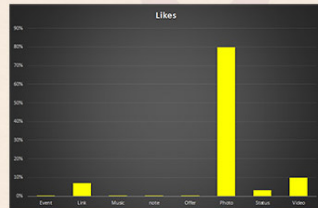
1647
Pages
Analysed





Post Type

Pictures are liked, commented or shared
almost **80%** more

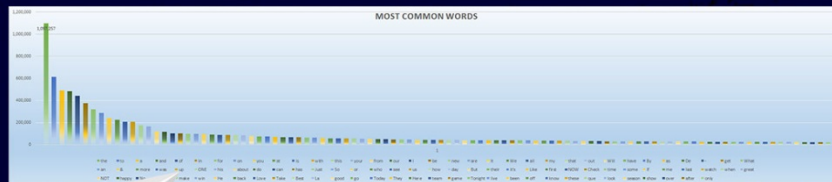




Post Length



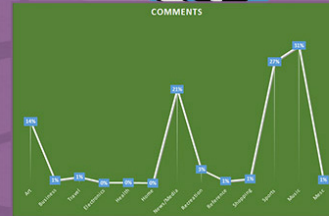
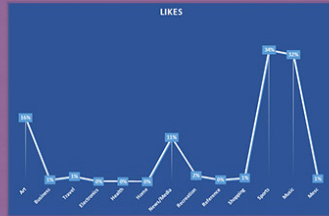
99% posts liked, commented or shared have 75 or less words



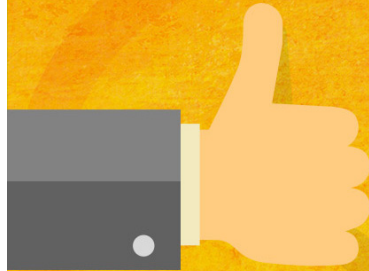
Posts with high number of referential words (like "I" and "We" or "You" and "Your") tend to get more likes, shares or comments.



Category



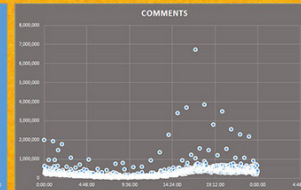
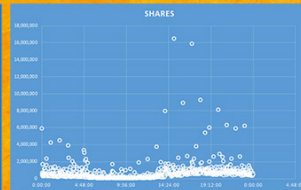
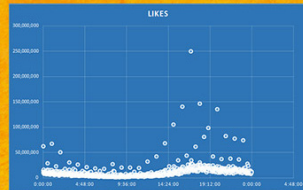
Sports is the most liked while music is the most shared or commented.



Time of Day



Best time to post is between
14:00 and 23:00



facebook

Facebook



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Twitter



- Fastest paced lifespan of a tweet = 18 minutes
- Drastically affected what we say and how we say it
- Short lifespan and fast paced nature means it is important to stay consistent with your social posting
- Messages can rely on one another to portray a message as a whole.
Campaigns of messages all surrounding one subject & utilising relevant # can help to gain visibility
- Politicians and journalists can be reached directly
- Having a voice, interacting with others and going against what is expected can help to be heard





YouTube



- Platform for **video sharing**
- Easily **embed** video onto webpages and **share** them across other social media platforms
- Can be **accessed simultaneously** through other social media platforms – heightening visibility
- Catchy and shareable videos = perfect place to **host** and **share** them
- Video estimated to take over the majority of all content online - it is a **worthy investment** when wanting to be heard.

[The priest & imam Amazon advertisement](#)

[Amazon ad campaign](#)





Linkedin

LinkedIn



- Tone & intent = **formal & professional**
- People use for **business news**
- Different **demographic**
- People listed in their **professional capacities**
- Find and connect with people via their **job roles** as well as their **interests/causes** they believe in
- Designed for networking, can help to find people with **similar beliefs and goals** to your organisation
- Useful to promote **industry insights**, as these often gain the best visibility

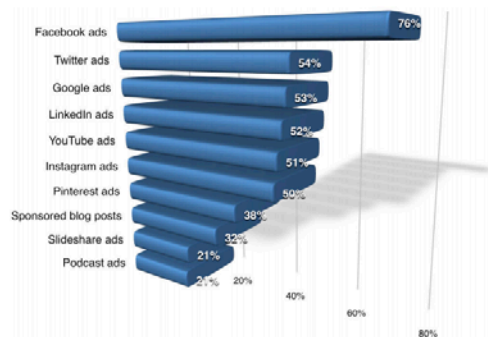


Catchy Content and Trends



Social Media Platforms & Content

Paid social media options marketers want to learn more about



We asked marketers to identify the paid social media options for which they most want to improve their knowledge. **Facebook took first place at 76%.**

B2C marketers are more interested in learning about Facebook ads (80% B2C vs. 68% B2B), Pinterest ads (41% B2C vs. 32% B2B), and Instagram ads (54% B2C vs. 40% B2B) than their B2B counterparts. And B2B marketers are far more interested in learning about LinkedIn ads (68% B2B vs. 43% B2C) and SlideShare ads (27% B2B vs. 18% B2C).

2016 SOCIAL MEDIA MARKETING INDUSTRY REPORT

How Marketers Are Using Social Media to Grow Their Businesses

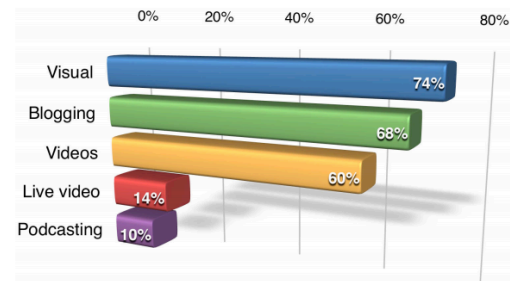
MAY 2016

BY MICHAEL A. STELZNER

Published by



Commonly used types of content



We asked marketers to identify the types of content they use in their social media marketing.

A large percentage (74%) use visual assets in their social media marketing, up from 71% in 2015. Close behind were blogging (68%) and video (60%).

Live video (such as Facebook Live and Periscope) is a new form of content in this year's report, with 14% of marketers using it.

Podcasting is only used by 10% of marketers and represents an opportunity.

B2B marketers are much more likely to use blogging (78%) when compared to B2C marketers (6%).

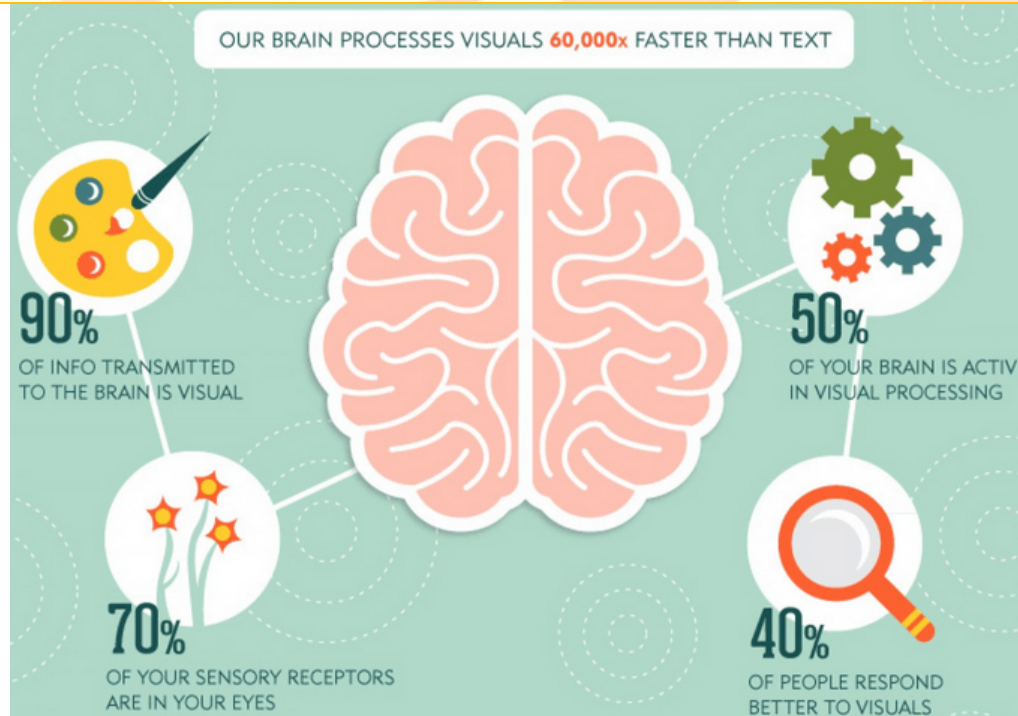


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Visual content



What Kind of Content Is Key?

3 key goals you want to achieve

- **Noticeable** distinguishable & different = valuable
- **Shareable**
- **Engaging**



Kingston Police branded both 'disgusting' & 'legendary' after #Awkward appeal to burglary suspect Tracey Dyke



Dear Tracey Dyke,

We have come round to see you a number of times recently but it looks like you'd rather not speak to us, which is very disappointing.

We are a friendly bunch here at Kingston Police, I'm sure our followers will vouch for this. We take pride in reducing crime in Kingston and work hard to keep our residents safe.

We have a slight suspicion that you might be blanking us #Awkward. You don't text, you don't call back and haven't accepted our friend request 😞.

Our Detectives currently have you as a suspect for multiple burglaries in Kingston, where sadly vulnerable victims have been targeted - this has left them traumatised and very upset.

We won't stand for this and want to have a discussion with you at our custody suite in Kingston. Now, you have two options:

- 1) Hand yourself in at the Police Station.
- or
- 2) Give us a call on 101 and we'll come and pick you up.

In the mean time, we shall be asking our friends on our social media pages to share the post which will then be seen by thousands of local people.

Our advice to them will be to call 999 if you are seen which will get a rapid response from our officers.

The public also have an option to call our Detectives directly on (07881 352381) to pass any information on in confidence.

So I'm sure you'll understand its best to pop in or give us a call straight away.

Looking forward to seeing you soon and happy new year....

TTFN

Love
Kingston Police



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What Kind of Content Is Key?

3 key goals you want to achieve.

- Noticeable
- **Shareable** interesting, shocking or need-to-know
- Engaging

<http://rightsinfo.org/infographics/the-14-worst-human-rights-myths/>

The screenshot shows the 'Rights Info' website interface. At the top left is the 'Rights Info' logo. The main header reads 'Human Rights News, Views & Info'. To the right are social media icons for Twitter and Facebook, and an 'ABOUT' link. Below the header is a navigation menu with categories: NEWS, FEATURES, OPINION, YOUR RIGHTS, and EXPLAINERS. Under 'NEWS', there are sub-categories: CHILDREN, DISABILITY, EQUALITY, FAMILY, HEALTH, JUSTICE, PRIVACY, RELIGION, WORK, REFUGE, SPEECH, and CRIME. The main content area features a large illustration of a pig, a rabbit, and a chicken with various symbols, and the title 'THE 14 WORST HUMAN RIGHTS MYTHS'. Below the title is a paragraph: 'This myth-busting visualization will take news-making human rights stories and explain the reality behind the headline'. To the right of the main content is a grid of 14 cards, each with a headline, an illustration, and a 'Find out what really happened' link. The cards are:

- 1. 'HUMAN RIGHTS CASES ARE BEING DECIDED BY UNELECTED EUROPEAN JUDGES' (Illustration: Courtroom)
- 2. 'THE HUMAN RIGHTS ACT ONLY FAVOURS CRIMINALS' (Illustration: Scales of justice)
- 3. 'THE EUROPEAN UNION IS RESPONSIBLE FOR HUMAN RIGHTS' (Illustration: EU flag)
- 4. 'A SERIAL KILLER RECEIVED HARD CORE PORN IN JAIL THANKS TO HUMAN RIGHTS' (Illustration: Porn magazine)
- 5. 'A MAN WAS ALLOWED TO STAY IN THE UK BECAUSE HE HAD A PET CAT' (Illustration: Cat)
- 6. 'POLICE GIVE FRIED CHICKEN TO A BURGLAR BECAUSE OF HIS HUMAN RIGHTS' (Illustration: Chicken)



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What Kind of Content Is Key?

3 key goals you want to achieve.

- **Noticeable**
- **Shareable**
- **Engaging** interactive, creative or exclusive

[Shall we try this interactive infographic together?](#)



You
waste
a lot of **time** 
at **work**

Just because you're at work doesn't mean you're getting work done.
You're drowning in email, stuck in dead-end meetings, and constantly interrupted.
When do you have time to do any real work? Don't worry. You're not alone.

Identifying Trends

Working out what content works and why is essential for creating catchy content.

- Tools and platforms that can be used for this; paid and free:

- **Google Trends**

- **Buzzsumo**

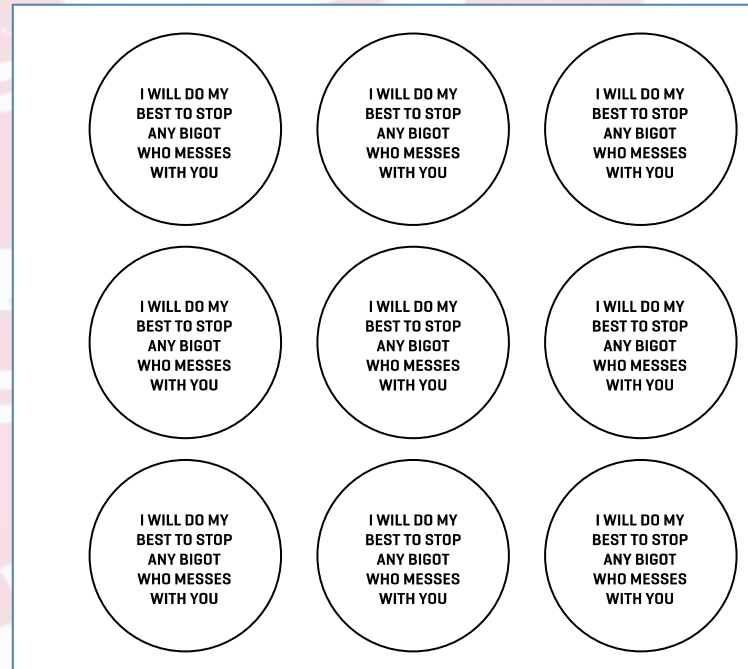
- **TrendSpottr**



Working With Ambassadors

- Schools, colleges & university campaigns
- Religious, voluntary/charity & social housing groups
[Facing Facts - Do you know what a hate crime is? Video 1min 24 secs](#)
- Police, health & other public services
[UK police work with tea analogy on sexual consent < 3mins](#)
- Community, commercial & state media
- Political & other **campaigning groups**

Use this template to make your own button badges



Workshop 1 or 2?

WORKSHOP 1: Where to begin with Social Media?

- Developing your digital strategy – Katrine G. Pettersen, Equality and Antidiscrimination Ombud, Norway
- How to get the most out of your social media – Josip Grgic, Ombudsperson for Gender Equality, Croatia

Starting to use social media within your organisation

WORKSHOP 2: How to get the most out of your social media use?

- Developing new forms of content and handling problems successfully – Ann Kathrin Sost, Federal Antidiscrimination Agency, Germany
- Learnings from Social media campaigns – Jack Gibson, Irish Human Rights and Equality Commission

Advanced users will exchange on how they make the most of social media & deal with challenges



A morning of planning activities

Mahtab Khan
&
Adam Stokes

Best practices

- Spellcheck & quality assurance
- Consistent tone of voice
- Efficient posting times
- Respond to interactions
- Always include something to share
- Share original & like-minded content [Jane Elliot 1 minute video](#)
- Always monitor & change accordingly



Killer Content Plan

Being organised with what you want to create, why you want to create it, and then evaluating how it performs to help influence content further, is ideal to creating a content plan

- The **Periodic Table** of Content Marketing focuses on exactly that:
Let's try using this with our calendar scheduler



- **Strategy** • **Format** • **Content Type** • **Platform**
- **Metrics** • **Goals** • **Sharing Triggers** • **Checklist**



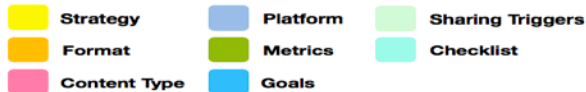
Use calendar scheduler

The Periodic Table of Content Marketing

An overview of the key elements of content marketing

A seven-step guide to success

1. Take some time to define a **strategy**.
2. Figure out the **formats** you plan on using.
3. Think about the **content types** that will appeal to your audience. Do your research. Brainstorm ideas. Create.
4. Share your content across the key content distribution / social **platforms**.
5. Track the **key metrics**, and map these to your **goals**.
6. Be aware of the main sharing **triggers**. Be sure to work the emotions.
7. Always **double check** your work.



1 Cs Content strategy	10 Ar Article	Sh Slideshow	11 V Video	Vi Visualisation	12 Im Image	Pr Press release	13 Ev Event	Wb Webinar	14 Gm Game	Ap App	15 To Tool	Eb Ebook	16 P Print	So Social	17 Ei E-learning	Em Email	18 Ho How-to-based	19 Iv Interviews	20 Qz Quizzes	21 Re Reviews	22 As Ask the experts	23 Ex Experiments	24 De Definitions	25 Qu Question-based	26 Rs Resources	27 Pd Productivity	28 Gl Glossaries	29 Ga Galleries	30 Ti Timesaving	31 Lb Linkbait	32 Fu Fun	33 Da Data	34 Mm Mindmaps	35 Bp Best practice	36 Hi Hiemind-based	37 Te Templates	38 Pc Product-based	39 Fr Frameworks	40 Co Compilations	41 Ee Event-based	42 Bg Beginner's Guides	43 Sv Surveys	44 Tm Testimonials	45 Ca Case study	46 Rc Research	47 In Inspiration	48 An Analysis	49 Dm Demos	50 St Stats	51 Tr Trends	52 Op Opinion	53 Fi Fiction	54 Nj Newsjacking	55 De Debates	56 Cm Competitions	57 Ch Checklists	58 Gf Gifs	59 We Website	60 Tw Twitter	61 Yo YouTube	62 Re Reddit	63 Bl Blogs	64 Fa Facebook	65 Vm Vimeo	66 Ig Imgur	67 Hn Hacker News	68 Pv Page views	69 Nl New leads	70 Bm Brand metrics	71 Of Offline media	72 Li LinkedIn	73 Gp Google+	74 Vn Vine	75 Ps Partner sites	76 Uv Unique visitors	77 Do Downloads	78 Rp Reputation metrics	79 Mi Microsite	80 Pi Pinterest	81 Fo Forums	82 Sl Slideshare	83 Ad Advertising	84 Nv New visitors	85 Cl Cost per lead	86 Pm PR metrics	87 Am Acquisition metrics	88 Tu Tumblr	89 Ft Flickr	90 Fl Flickr	91 Br Bounce rate	92 Kp Key pages	93 Dg Demographic metrics	94 Rm Retention metrics	95 Is Instagram	96 Tu Tumblr	97 Sm Social metrics	98 Eg Engagement metrics	99 Tf Traffic	100 Le Leads	101 Br Branding	102 Sa Sales	103 S Search	104 Nm New members	105 Sh Shares	106 En Engagement
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107 Fu Funny	108 Sx Sexy	109 Sg Shocking	110 Mv Moving	111 Un Unbelievable	112 Cv Controversial	113 Co Cool	114 Ig Illuminating	115 Rd Random	116 Zg Zeitgeist	117 Aw Cute	118 Up Uppitting	119 Di Disgusting
120 Sq Search queries	121 Se Search optimisation	122 Ce Copy editing	123 Fm Formatting	124 Hd Headline optimisation	125 Tv Tone of voice	126 Gd Brand guidelines	127 Pe Plain English	128 Do Device optimisation	129 Fc Fact-checking	130 Cd Credit sources	131 Ct Calls to action	132 Fd Invite feedback

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Best practices

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- Consistent tone of voice
- Efficient posting times
- Respond to interactions
- Always include something to share
- Share original & like-minded content [Jane Elliot 1 minute video](#)
- Always monitor & change accordingly



What type of navy does Trump want?

Yahoo Finance @YahooFinance

The biggest business news platform on the planet.

New York, NY finance.yahoo.com

1,771 FOLLOWING 716.2K FOLLOWERS

Tweets Media Likes

Yahoo Finance @YahooFi... · 13m

Trump wants a much nigger navy:
Here's how much it'll cost yhoo.it/2iVAieO

Home Notifications Moments Messages Me

Dub @WMsDiary

Another news outlet conquered by the "b" and "n" keyboard proximity

4:55 AM - 6 Jan 2017

20 13

How To Make Your Social Media Campaign Successful



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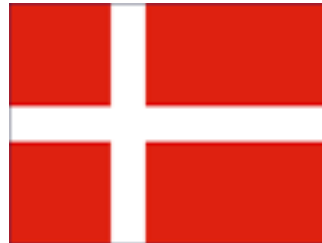
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Contests and campaigns in social media and beyond

- Badging



- Contests / free gifts – win a wristband etc.



How To Target Different Audiences



Tackling Negativity



Fighting Negative Comments on your pages

Learning by
metaphor



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How would we respond to...

- Why do we care more about foreigners?
- Why should we let terrorists into our country?
- Muslims threaten our national/western values like gender equality and freedom of speech.
- Immigrants are an economic burden and a threat to our welfare system.
- Why do you only care about women? A lot of men face discrimination too, and in a much more serious form.
- Disabled people should work like everybody else! It is too easy to live off social benefits in this country.
- Homosexuality isn't natural!

Manual on Social Media for Equality Bodies



What would you change or add?



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**Thank you for your
attention!**

Any questions?



eyewitnessappuk

Mahtab Khan & Adam Stokes

www.eyewitnessapp.com

info@eyewitnessapp.com

www.equineteurope.org