Social Skills of Social Media

In Class Exercises

Part 1: The "Social Skills"

Warm Up Exercise: What They Want vs. What We Give Them

Here are the six topics:

- Public Events (e.g. festivals, volunteer activities, etc.)
- Updates on construction and repairs that affect traffic
- Environmental tips, offers, and incentives for consumers
- Tips for preventing clogged pipes and sewage backups at home
- Updates on any health/safety problems that affect them
- Utility Announcements (e.g. awards received, new hires, etc.)

Social Media User Survey Results	Water Utility Benchmark Results

Exercise #2: Estimating the Reach of Your Connections

Social Media User Survey Results	What You Found
Population of the Area That You Serve	
# of Facebook Connections	
# of Twitter Connections	
Total Connections:	
% of Population That Follows You on Facebook and Twitter	

Note: Use the "Quick Facts" at www.census.gov to check the population of the area that you serve.

Exercise #3: Observing Others' Use of Tags, Sharing, etc.

Organization	#Hashtags Used	Other Users Tagged	Shared/Retweeted From
New York City Water Twitter: https://twitter.com/NYCWater	#NYE2017, #Happy2017, #hermosaNYC, #Bronx	@TimesquareNYC @NYCParks @NYCSchools	Ciudad de Nueva York NYC DDC NYC IntlAffairs
Iowa Department of Natural Resources Twitter: https://twitter.com/iowadnr			
San Francisco Baykeeper Facebook: https://www.facebook.com/ sanfranciscobaykeeper/			

Exercise #4: Begin With Behavior

Social Media Users Say They Want	What Content You Might Be Able to Provide
Updates on any environmental problems that affect their health or safety	
Updates on construction, repairs, closures, and other actions you might take that inconvenience the community	
Tips, offers, and incentives for how they can help protect the environment	
Tips for protecting themselves, their family, and their property	

Exercise #5: Message Method Steps #2, #3, #4, and #5

Account	#2 Foolproof Photos (Faces, Action, Before & After)	#3 & #4 Words (Facebook ~6 words, Twitter ~12 words)	#5 Testimonials (Third party validation)
American Rivers Facebook https://www.facebook.com/americanrivers	Mostly pretty landscapes, not many faces, action, or before and after.	Most posts are too long for optimal sharing, but none evoke the dreaded "read more" link.	4.6 star rating from supporters. Outside magazine sez they are one of the best groups to support.
American Forest Foundation Facebook https://www.facebook.com/AmericanForestFoundation/			
Ohio EPA Twitter https://twitter.com/OhioEPA			

Part 2: "The Slope"

Warm Up Exercise: Memes (and Where They Go)

Topic	Landing Page	Image	Text (8 words or less)
Updates on any environmental problems that affect their health or safety			
Updates on construction, repairs, closures, and other actions you might take that inconvenience the community			
Tips, offers, and incentives for how they can help protect the environment			
Tips for protecting themselves, their family, and their property			

Exercise #7: Targeting Social Media Users
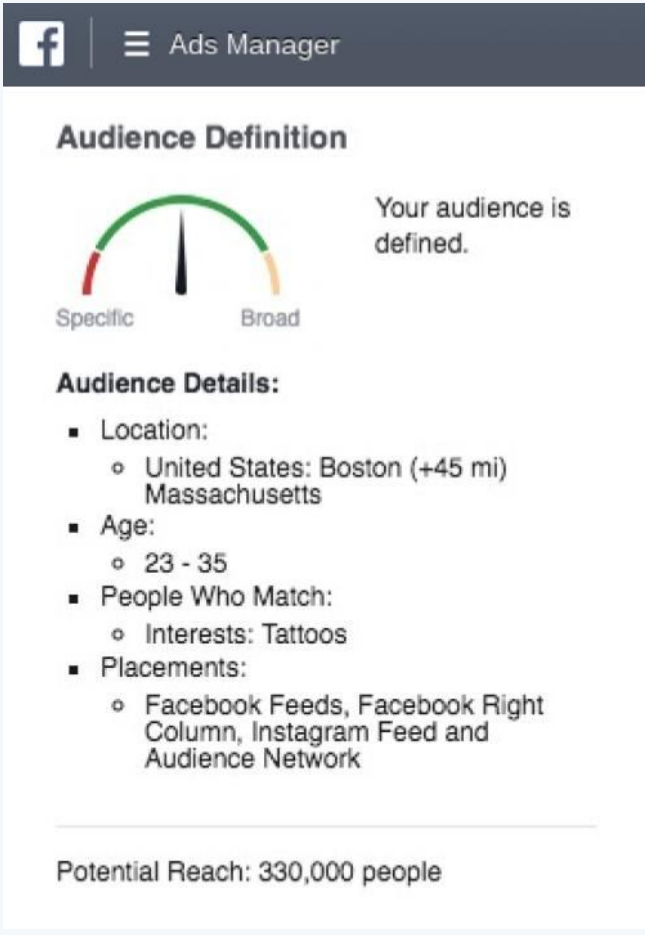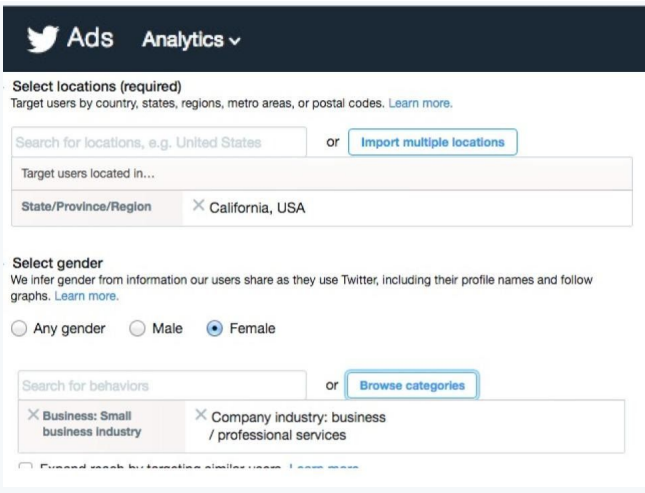
Sun

Occupation: Accountant **Education**: College **Native English:** Y
Homeowner: Y **Votes:** Y **Follows News:** N

Sun's father was a G.I. stationed in Korea. He brought her back to the U.S. when she was 5. She's ambitious and tired of her family asking when she will get married. Sun likes to bike and swim in the pool. She thinks whitewater kayakers are crazy.

Harold

Occupation: Cashier **Education:** High School **Native English:** Y
Homeowner: N **Votes:** Y Follows **News:** Y

Harold has been a loner and night owl since he was a teenager. He works the graveyard shift at the local supermarket. It's rarely busy, so he keeps up with the news by reading the tabloids at his checkout aisle. In his free time, Harold watches TV shows he recorded on his DVR and plays video games.

Gabriela

Occupation: Business Owner **Education**: Junior College **Native English:** N
Homeowner: Y **Votes:** N **Follows News:** N

Gabriela and her husband own a small general contracting business. Gabriela answers the phone and handles the administration, while her husband goes on jobs. On weekends, she unwinds with big family cookouts at a riverside park. Some of the men fish. They never buy a license and they eat almost everything they catch.

Brendan

Occupation: Fireman **Education**: B.A. **Native English:** Y
Homeowner: Y **Votes:** Y **Follows News:** Y

Recently retired from a middle management job at a big city fire department, Brendan is now wondering if his golden years will be what he hoped for. Brendan's wife has a rare degenerative nerve disorder, and his daughter has an online gambling addiction. Brendan blows off steam by by jogging around Lake Elsinore . He is annoyed by people who feed those dirty geese.

Cindy

Occupation: Cosmetologist **Education**: Trade School **Native English:** Y
Homeowner: N **Votes:** N **Follows News:** N

Just 28 years old and twice divorced, Cindy cuts hair and does nails at a local salon. She lives with her mom and her two kids in a mobile home park. Cindy isn't very outdoorsy, but her new boyfriend hunts and she appreciates that he brings home fresh venison. It's a welcome break from hot dogs and bologna sandwiches.

David
Occupation: Misc **Education**: H.S. Dropout **Native English:** Y
Homeowner: N **Votes:** N **Follows News:** N

David bounces from job to job, washing dishes, chopping veggies -- any food service job that is out-of-sight from customers, who object to his tattoos and reek of stale cigarettes. When he's not working, he parties. He recently ran out of minutes on his pre-paid cell phone. It was nice that the bill collectors couldn't reach him for a while.

Janice
Occupation: Nurse **Education**: Masters Degree **Native English:** Y
Homeowner: Y **Votes:** Y **Follows News**: Y

Janice loves to help people! That's why she works as a emergency room nurse. With a high stress job, three kids to raise, and daddy long gone, she doesn't have much energy at the end of the day for community issues. Janice's idea of enjoying nature is a beach chair, a trashy novel, and an adult beverage.

Hector
Occupation: Construction **Education**: H.S. Dropout
Native English: N
Homeowner: N **Votes:** N **Follows News:** N

Thanks to family connection, Hector has a green card. But he doesn't have much English or any particular skills, so he paints and swings a hammer for a living. Hector has two children, and their mother has finally agreed to marry him -- on the condition that gets himself baptized and start attending her Pentecostal church each week.

Barbara
Occupation: Office Clerk **Education:** Junior College
Native English: Y
Homeowner: Y **Votes:** Y **Follows News:** N

Barbara sorts the mail and answers the phone for a shopping center management company. She's a sweet lady who looks forward to the holidays when she sets aside an evening to read appeals from charities and give some of them a few bucks. Barbara and her husband have an old RV and they go camping a few times per year.

Steve
Occupation: Retail Sales **Education:** High School **Native English:** Y
Homeowner: Y **Votes:** Y **Follows News:** N

Need a washer? Dryer? Kitchen range? Steve is your guy. He's the longest serving appliance salesman in town. Thank god shoppers are reluctant to buy these items online. Steve knows that customers ask more questions about electricity and water usage than they used to, he likes to point out the Energy Star and Water Sense labels.

How They Could Find Your Message (Even if they aren't connected to you)	Who is most likely to find your message this way
Facebook Group WHATS UP LAKE ELSINORE 8,316 members · 110 new members A local group to find the happenings in & around Lake Elsinore! An AWESOME group of people socializing & building friendships. Enjoy Elsinore Peeps Please do not join WHATS UP LAKE ELSINORE ... +1 Join	Brendan likes to jog around Lake Elsinore. He might be a member of this group, and then he might see a post if I put it there.
Twitter User Robert T. Kiyosaki @theRealKiyosaki · 22 D Do you know why money isn't really mone Investor	Entrepreneur	Author He has 1.3 million followers!	Sun is interested in money, so she might follow Robert Kiyosaki on Twitter. If we tagged Robert Kiyosaki, or he retweeted us, Sun might see it.
Hashtags: #energystar (293,342 impressions last week) or #watersense (109,000 impressions last week)	
Twitter User Sofia Vergara @SofiaVergara · instagram.com/ Sofia is a hispanic actress who stars on ABC's Modern Family sitcom. She has 9.13 Twitter million followers!	
Facebook Group Wild Game Cooking Recipes 6,357 members · 24 new members	

How They Could Find Your Message (Even if they aren't connected to you)	Who is most likely to find your message this way
Hashtag: #pentecostal (602,291 impressions in the last week)	
Facebook Page **Cash To Payday-Cana** Loan Service · 319 like this Cash To Payday in Cana, Virginia o 📞 Call Now 👍 Like	
Twitter User 戦 **Weird News** @weirdnews · 20 Dec 2016 Texas Man Kicked Out of Six Flags for Loc We try our best to bring the weirdest and most offbeat news as possible... to You. Tag @weirdnews on anything you want us to see. If you tagged @WeirdNews or if they retweeted you, they have 130,000+ followers!	
Facebook Group **VW Camper Chicks** 2,878 members · 18 new members A group for ladies who love VW Campers!	
Facebook Page **Bethany Beach Books** 4.6 ★★★★½ (69) · Book Store · 3,007 like this Bethany Beach Books is an independently owned bookstore, locat... 🛍 Shop Now 👍 Like If this page shares your post, they have 3,000+ fans.	

Exercise #8: Targeting Audiences When You Pay For It

Social Media Paid Targeting	Who is most likely to find your message this way

f ☰ Ads Manager

Audience Definition

Your audience is defined.

Specific — Broad

Audience Details:

- Location:
  - United States: Seattle (+50 mi) Washington
- Age:
  - 30 - 40
- People Who Match:
  - Interests: Retail
  - Job title: Sales
- Placements:
  - Facebook Feeds, Facebook Right Column, Instagram Feed and Audience Network

Potential Reach: 190,000 people

🐦 Ads   Analytics ⌄

Target users located in...

State/Province/Region

✕ Texas, USA

Select gender
We infer gender from information our users share as they use Twitter, including their profile names and follow graphs. Learn more.

○ Any gender   ○ Male   ⦿ Female

Select languages   Remove language targeting
Reach only users who understand any of the specified languages, or leave blank to not target by language. Learn more

Search for languages

Target users who understand...

Languages

✕ Spanish

Facebook Ads Manager

Audience Definition

Your audience is defined.

Specific — Broad

Audience Details:

- Location:
  - United States: Atlanta (+25 mi) Georgia
- Age:
  - 30 - 55
- Gender:
  - Female
- People Who Match:
  - Interests: Romance novels
- Placements:
  - Facebook Feeds, Facebook Right Column, Instagram Feed and Audience Network

Potential Reach: 78,000 people

Twitter Ads — Analytics

State/Province/Region

✕ Michigan, USA

Select gender

We infer gender from information our users share as they use Twitter, including their profile names and follow graphs. Learn more.

○ Any gender   ○ Male   ⦿ Female

Search for behaviors   or   **Browse categories**

✕ Demographics: Income

✕ Household income: $20,000 - $29,999

✕ Lifestyles

✕ Coupon users

Audience Definition

Your audience selection is fairly broad.

Specific — Broad

Audience Details:

- Location:
  - United States: Texas
- Age:
  - 45 - 60
- Gender:
  - Male
- People Who Match:
  - Interests: Jogging
- Placements:
  - Facebook Feeds, Facebook Right Column, Instagram Feed and Audience Network

Potential Reach: 13,000 people

Ads Analytics ⌄

Metro area
⨉ Miami-Fort Lauderdale FL, FL, USA

Select gender
We infer gender from information our users share as they use Twitter, including their profile names and follow graphs. Learn more.

○ Any gender   ◉ Male   ○ Female

Select languages   Remove language targeting
Reach only users who understand any of the specified languages, or leave blank to not target by language. Learn more

Search for languages

Target users who understand…

Languages
⨉ Spanish

Audience Definition

Your audience selection is fairly broad.

Specific — Broad

Audience Details:

- Location:
  - United States: New York
- Age:
  - 24 - 50
- Gender:
  - Male
- People Who Match:
  - Interests: Weird News, night shift or Video games
- Placements:
  - Facebook Feeds, Facebook Right Column, Instagram Feed and Audience Network

Potential Reach: 2,000,000 people

Ads Analytics ⌄

☐ iOS devices · Choose specific iOS devices/versions
☐ Android devices · Choose specific Android devices/versions
iOS/Android connection type options
☐ Blackberry phones and tablets
☑ Desktop and laptop computers
☐ Other mobile

Select mobile carriers

[Search carriers] or [Browse carriers]

Target new devices
☑ Target users based on when they first used Twitter on a new device or carrier

  ◉ Target people who first used Twitter on a new device within [1 month ⇕]

  ○ Exclude people who first used Twitter on a new device within [1 month ⇕]

Exercise #9: Guestimating Impressions You Get Using Social Skills

Social Media Activity	Potential Audience	% That The Algorithm Delivers (We can only guess)	# of Impressions	# of Click Throughs or Other Responses
Post or Tweet to your own account	Assume you have 1,500 connections	10%	10% x 1,500 = 150	5% x 150 = 7 or 8 responses
Post to a Facebook Group that serves your target audience	5,500	7%		
Get shared or retweeted by 5 other users	Assume each user has 1,500 connections = 6,000 total	6%		
Tag another user	Assume that user has 1,500 connections	5%		
Like or comment on another user's post	Assume that user has 1,500 connections	2%		
Add a popular hashtag to your post	1,500,000	.03%		
Total:				

Exercise #10: Guestimating Impressions You Get "Buypassing" the Algorithm

Note: This assumes you get average results. Half your campaigns will perform better, and half will perform worse!

Target Audience	# of Facebook Users	Budget	# People Reached	# Impressions	# of Click Throughs or Other Responses
Boat owners in Maryland and Virginia	320,000	$890	$890 x 100 = 89,000 people	890,000 x 3 = 267,000 impressions	$890 x 3= 2,670
Men between the age of 18 and 65 who are interested in agriculture	18,000,000	$10,000			
Homeowners in Phoenix, AZ	720,000	$500			
"Green Moms" in California	530,000	$3,500			
Total:					

Exercise #11: Common Conversions

How well would these common types of "conversions" work for your organization?

Conversion	Absolutely Not	Probably Not	Maybe	Probably
Public Comment			✕	
Petition				
Donation				
Event Registration				
Contest Entry				
Hotline Report				
Wildlife Observation Report				
Permit/License Application				
Request for an appointment				
Newsletter Subscription				
Customer Service Request/Complaint				
Job Application				
Purchase				
Paperless Billing Signup				
App Download				
Online Survey				
Database Query				
Data Submission				
Membership Application				
Campsite/Room/Carpool/Table/Hunting Blind or Other Reservation				
Grant or Reimbursement Application				

Which three of these conversions would be the best fit for your organization?

Is there another conversion not listed here that might work for your organization?

Exercise #12: Common Cultivation Messages

How well would these common types of "conversions" work for your organization?

Conversion	Cultivation #1	Cultivation #2	Cultivation #3
Public Comment	Confirmation that comment has been received	Notification when decision will be released	Release of decision
Petition			
Donation			
Event Registration			
Contest Entry			
Hotline Report			
Wildlife Observation Report			
Permit/License Application			
Request for an appointment			
Newsletter Subscription			
Customer Service Request/Complaint			
Job Application			
Purchase			
Paperless Billing Signup			
App Download			
Online Survey			
Database Query			
Data Submission			
Membership Application			
Campsite/Room/Carpool/Table/Hunting Blind or Other Reservation			
Grant or Reimbursement Application			

Part 3: Managing Social Media Programs

Exercise #13: Social Media Policy Areas

Conservative: Lower risk, less effort, slower growth	Where would your organization likely land?				Aggressive: Higher risk, more effort, faster growth
Developing clear guidelines for acceptable content on official channels					Giving staff wide latitude in determining what is and isn't acceptable
Limiting posting permission to a small number of senior staff					Authorizing many staff to post to the organization's accounts
Disabling user comments or moderating user comments before they appear					Removing offensive or inappropriate comments after they appear
Strict password and security procedures, which take time away from content					Loose password and security procedures, so staff can focus on content
No staff clearly assigned to respond to incoming messages					One or more staff assigned to respond to incoming messages

Exercise #14: Social Media Work Plans

Activity	How often would you do this?				
	Once at the Start	Daily	Weekly	Quarterly	Annually
Develop social media policies, guidelines, and budget					
Deal with incoming direct messages and comments					
Tweet 3-5 times					
Review results internally with communications/social media team					
Assess your photo collection and seek additional photos					
Review results and report to senior management					
Review and configure social media account settings					
Monitor social media for conversations about your organization/mission, respond if appropriate					
Post to Facebook 3-5 times					
Compare your posts and tweets to best practices for photos, word count, etc.					
Search for new relevant journalists, officials, and other influencers to connect with					
Update social media policies and guidelines					
Brief middle and senior management on goals, policies, and tactics					
Search social media for Facebook posts worth sharing and tweets worth retweeting Write and schedule posts and tweets					
Review results and report to middle management					
Assess team capacity and needs					
Tally up likes, shares, retweets, page visitors, new connections, link clicks, etc.					

Exercise #15: Social Media Work Plans

Once at the Start	What Might Go Into It	How Long It Might Take
Total:		

Daily	What Might Go Into It	How Long It Might Take
Total:		

Weekly	What Might Go Into It	How Long It Might Take
Total:		

Quarterly	What Might Go Into It	How Long It Might Take
Total:		

Annually	What Might Go Into It	How Long It Might Take
Total:		