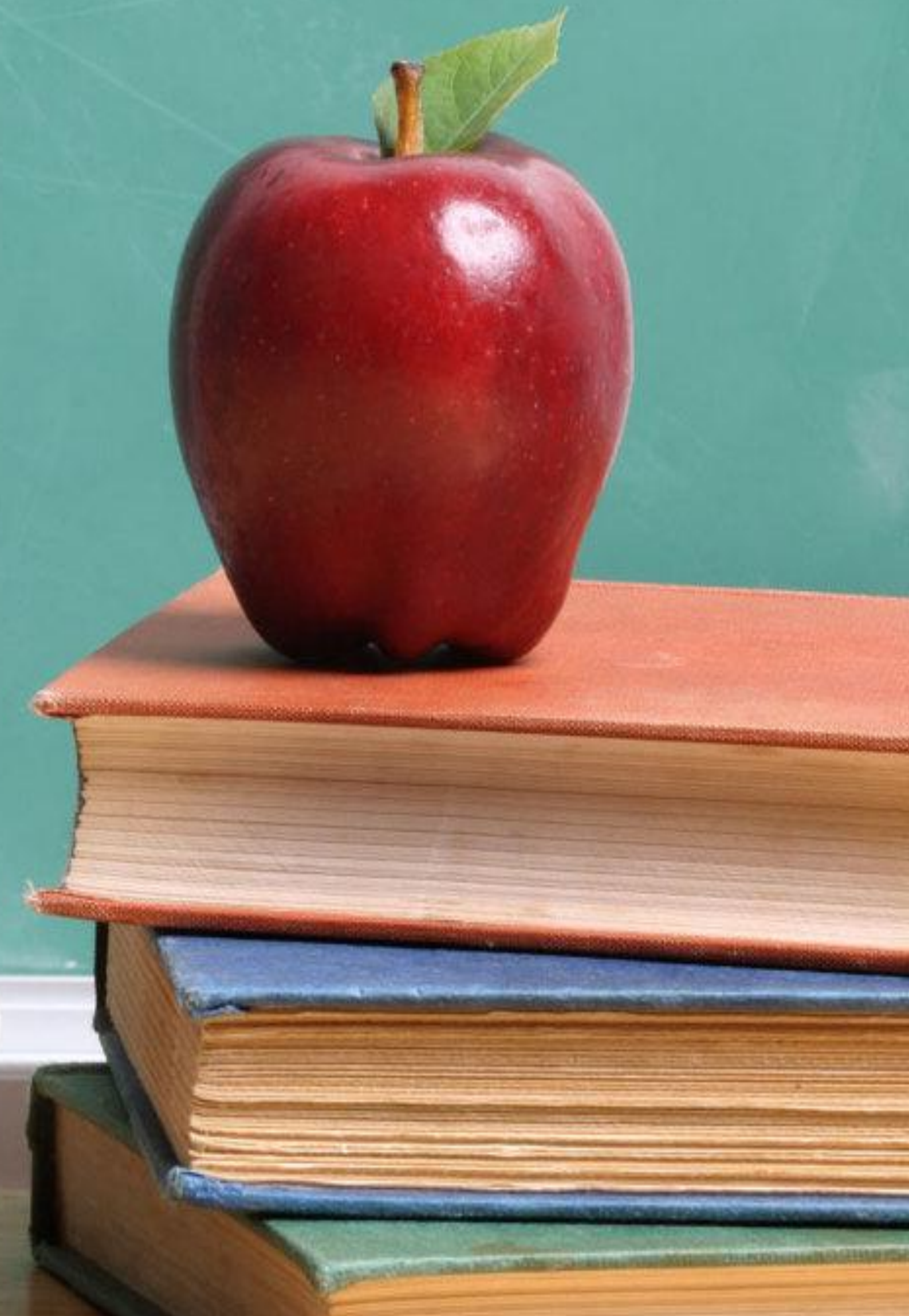




#FNDSocial

New Low-cost Tools for Effective Outreach

Joe La Belle



Who is doing it?

SM

Social Media is not a position, it's a smart culture of teamwork

A common question and concern is, **who is doing this?**

It comes along with,

- We have no money
- Our plates are full already
- I can't ask people to take more responsibility



Social Media is Not Optional

SM

Social Media is a flexible way to communicate

How are we doing this?

- We are creating awareness on the importance of speaking a new language accessible to all
- Think about social media as a tool
- Staff will be excited to measure their impact and amplify their efforts



What is SM Amplification?

How many people usually attend your in-person training?

What else can you do to increase your reach?

How can Amplification help?

Traditional is not enough anymore. In the era of the Internet and Technology you need to amplify, which is nothing more than doing everything you can to spread your content far and wide so it reaches the appropriate audience, and potential new clients.



Amplification Tools

There are two types of amplification tools:

- Free and organic tools
- Paid amplification

Both of them are important, needed, and valid.

Amplification Strategies

1 Talking About Partnership/ SM Community Building

- Identify your partners through a quick online search
- Add your SM logos to your marketing materials and invite people to follow you
- Everytime you follow a partner or potential partner, introduce yourself
- Mention your partners every time you share their content

Amplification Strategies

2

Learning to Talk on Social Media

- Plan for it
- Planning develops Consistency
- Create your own voice and stick to it
- Educate, inform, and **start conversations**
- Interact Live
- Treat your FB messenger system with the same devotion and respect you treat a landline



Amplification Strategies

3

Boosting

- Boosting is optional but it is a low-cost very effective strategy
- Boosting defines your niche and ensures your content is seen by the right people
- Boosting amplifies your content as it reaches people that otherwise might never find you
- We are talking about a small investment to generate reach and opportunities



Social Media is not a Position It's a smart culture of teamwork

1

Assess your current situation

- What do you have?
- What do you need?
- How to implement this culture of teamwork?



Social Media is not a Position It's a smart culture of teamwork

2

Align Social Media with you organization goal

- Again, it's not about adding something else but about amplifying what we are already doing
- What tools do we need to amplify and how can we add them in a motivational and empowering way to help our staff meet their goals?

S specific
strategic
significant

M measurable
meaningful
motivational

A attainable
achievable
adjustable

R relevant
realistic
results

T timely
tractable
tangible

Goal
setting

Social Media is not a Position

It's a smart culture of teamwork

3

Where to begin?

- Be sure all your brochures, materials, and website include your SM information
- Include this information at the beginning and end of every workshop or presentation
- Social Media is an inexpensive marketing tool that serves as brand awareness and community building

YOU ARE
YOUR OWN
BRAND

How to define staff roles

DELEGATING

4

Why do roles matter?

- You need to have structure and administrators to help guide
- Editors can do a lot with you from leadership
- Live contributors just go FB live
- Need a boost?
 - There is a role for that too!



Facebook Pages Roles

5

Who should be assigned which role

Go to: Page Settings.

Page Role

Choose the Role

- . **Admin:** Can manage all aspects of the Page and is the only one who can assign roles
- . **Editor :** Manage all aspects of the Page but cannot assign roles
- . **Moderator:** Can answer messages, respond, and delete comments, create ads, and view insights.
- . **Advertiser :** Can only create ads
- . **Analyst :** Can only review data

Admin

✓ **Editor**

Moderator

Advertiser

Analyst

Live Contributor

Find your organization's voice

1

Who is your audience?

Your audience are the intended people you should be serving in the community. You want to be sure you are targeting the right people!

- Best way to learn how to communicate is to ask - Survey
- Analyze the needs of your community
- Speak in a language they understand
- Talk to them, ask them questions, and give them answers

Find your organization's voice

2

The Human Factor

- You can be professional and still be relatable
- Real people provide real answers
- A personal response is the best way to deal with angry comments or aggressive reactions
- The ability to clarify, when needed apologize, and amend makes a great difference

Find your organization's voice

3

Shared content must be aligned with your voice

You must share content from others but be sure to:

- Stay loyal to your voice & mission and your organizational goals
- Don't turn your page into a viral videos reshared page
- Add your voice to the things you share
- Generate positive discussion by bringing the key topic into a question posed



Find your organization's voice

4

How to do a good job

- Be sure that every piece of information you share is relatable, reliable and easy to digest
- Maintain your brand voice by responding and interacting with your audience
- Monitor your |Audience Engagement|to evaluate what is working and what is not
- Stick to your voice for good: One more time consistency is the key



Creating Success

1. Let's identify the members of your Social Media Committee

Ideal Candidates

- Enjoy connecting and communicating with people
- Are creative and like technology
- They are willing to participate of an exciting and promising project



Creating Success

2. Let's talk about policies

Why do you need a SM policy?

- SM is part of your working strategy, and like any other procedure it needs to be regulated to be successful
- Giving your staff a clear idea about the DOs and DON'Ts on SM reduces the probability of making mistakes and strengthens the ability to fixing them asap if needed
- It defines the voice of your organization as it gives everyone involved the right direction to adjust his or her own voice to the values and culture of your organization



Creating Success

3. Let's Talk About SMART Goals

- Increase your number of followers with a focus target
- Be seen and be found for the right reasons
- Deliver useful and unique resources that will help you achieve your goals as an organization
- Collect and analyze data to determine which strategies work
- Amplification: Increase engagement and reach potential in-person connections



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Creating Success

4. Identify Good Content Sources

Identify your Partners, Follow them, Join their Listserv, Share their Content

- Research: Which are the leaders in Special Education online
- Who are they and why are they so popular
- How can I cure their content to create conversation on my SM platforms when they are the official source but are not friendly
- Be sure you have at least 5 organizations in your list



Creating Success

5. Consistency

- **Facebook - Twice a day**
- **Twitter - Two to Three times a day (conversations have no limits)**
- **Instagram - Twice a day**

One content that serves all the purposes:

- It needs to be family friendly and practical
- It needs to be visual
- The visual has its own voice
- Balance your content between original content and third party content



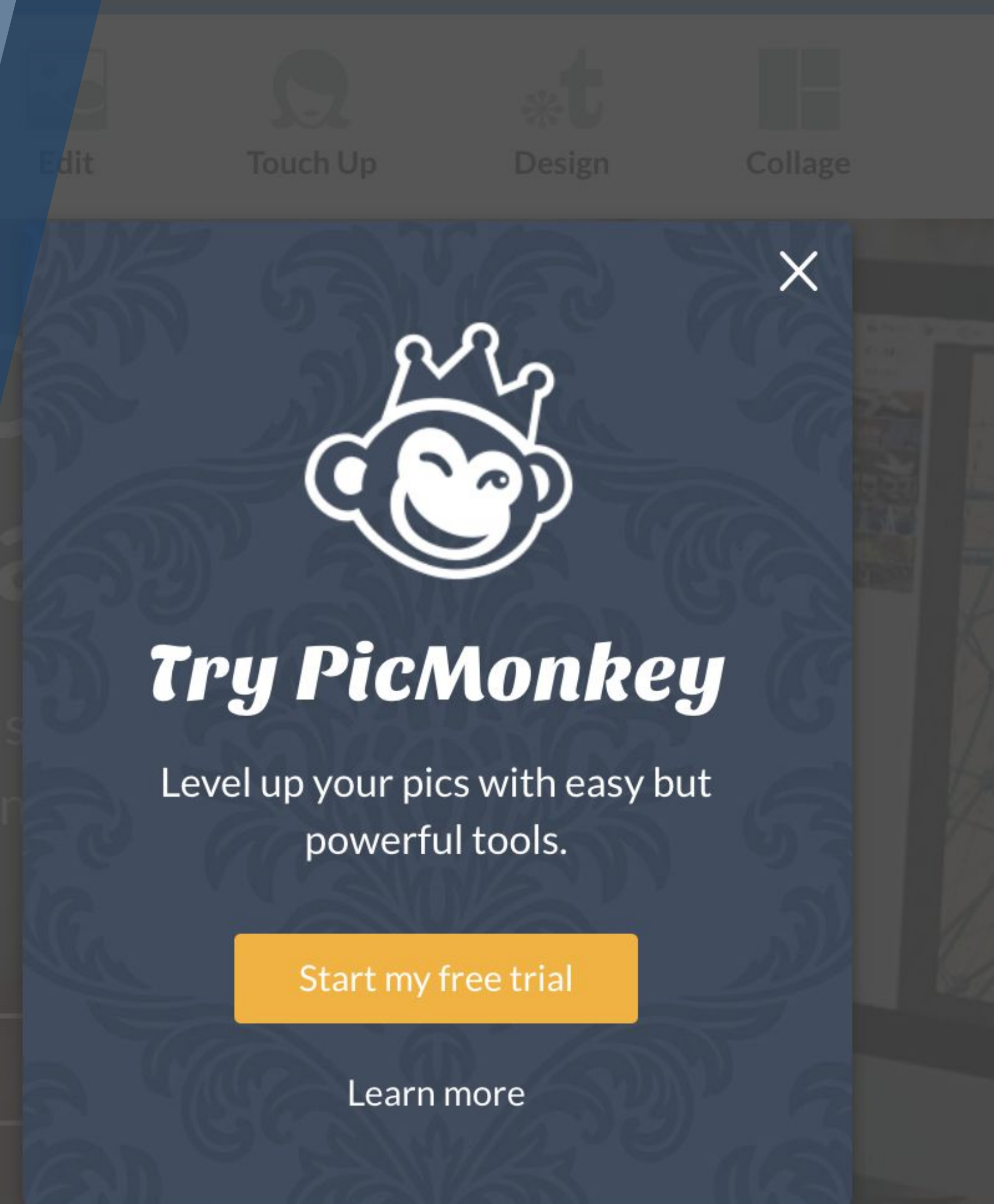
*If content
is king,
consistency
is queen*

Creating Success

6. Create your own Visuals

Low Cost of Free Tools to Make it Easier

- **Visuals are Easy to Create!**
PicMonkey is a wonderful option.
Let's give it a try!
- Open your Free Account at,
www.picmonkey.com



Creating Success

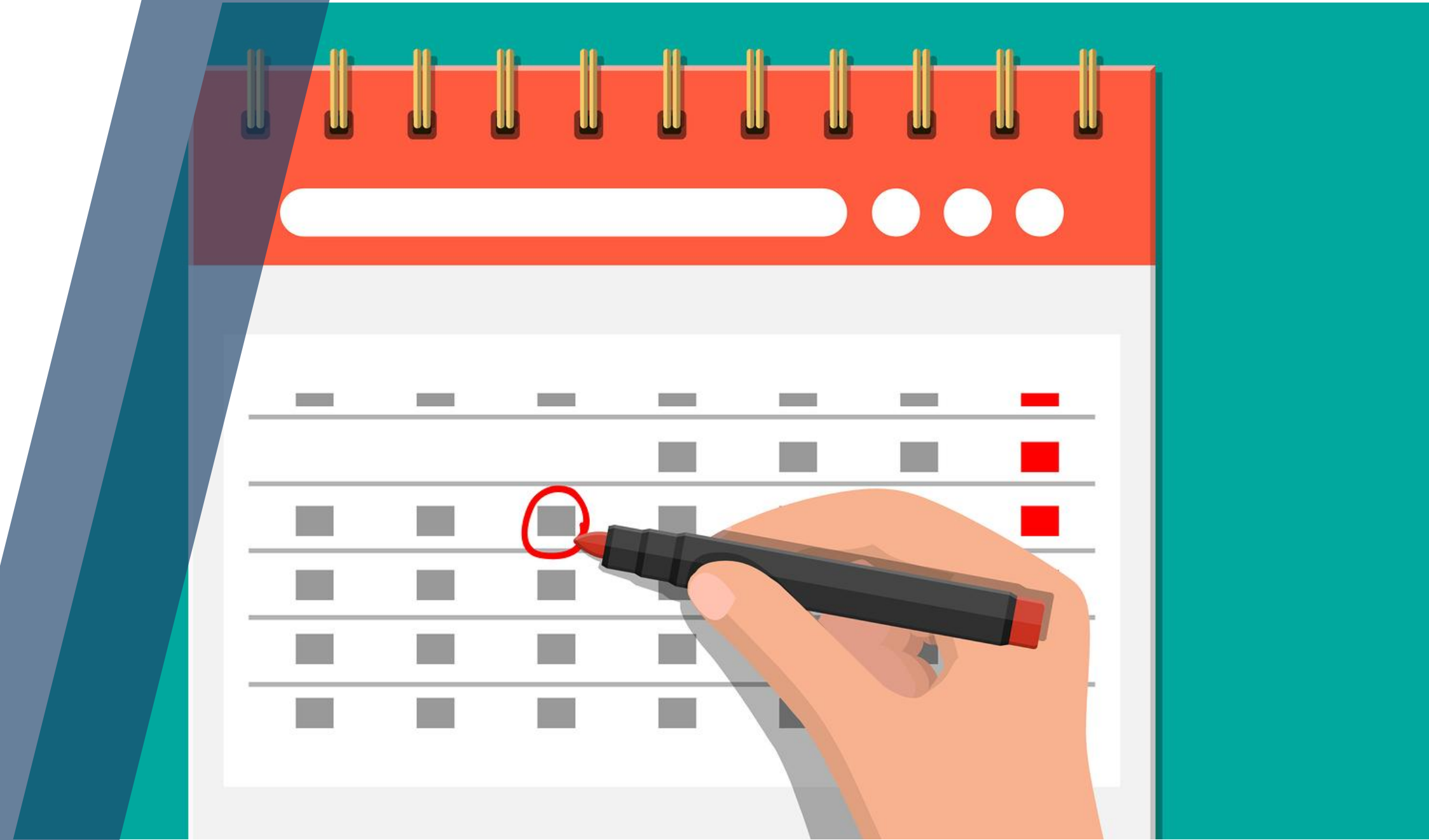
7. Schedule: Work Smart

Low Cost of Free Tools to Make it Easier

- **Buffer it!**

Schedule your posts ahead and share them on TWITTER, INSTA, and FB at the same time.

You have the option to: Review, Approve, and create a team with buffer.



buffer



hootsuite™



Creating Success

8. Planning for Live Content

Suggestions for going LIVE

- Workshops. How long and how many a week?
- Event Amplification/ Partnership
- Special Collaborations

Now that we have a plan, let's write it down!



Creating Success

9. Let's analyze your audience

Who are your followers

Let's take a look at insights to analyze your audience

What are your most popular posts?

How can you use this information to grow your following and keep nurturing your community



Questions?

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