

Building engagement through social media

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Overview

- 6 w's: why, who, what, where, when?
- Data analysis
- Updates in Twitter and Facebook
- 30 min: break out session
- 10 min: recap
- Questions



The 6 w's

Why social media?

Reaching your (target) audience by a simple action, Call-To-Action (engagement), create more awareness and great outreach, more interaction with community, low-of-cost campaigns, get to know your audience

Who is the target audience?

Research and education communities in your region, European Commission, project partners, end-users

What content to disseminate?

News updates, project updates, partner updates, events, relevant articles, blog entries, posts from others, videos and images, other visuals explaining your project/org such as infographics

Where to post?

Twitter, Facebook, LinkedIn and YouTube

When to post?

Not too early, not too late. Most of the users are active when a working day starts others around lunch time and in some countries the evenings are best to target users. **Note to often!** As users can unfollow once they feel 'spammed'.



Data analysis: Google Analytics

• If your website is not linked yet, sign up for Google analytics at analytics.google.com



- Once you open the analytics page. Go to acquisition > all traffic > source/medium and/or referrals
- **Source:** the location where a link is placed and the user clicks from (e.g. a domain, a search engine)
- Referral: the medium that is used to get a user clicking the link (e.g. a social media platform, a
 domain)

Example: a user clicks on an article published on your website mysite.org/article (your website = source) and a user clicks on the link to the article on your website but on your Twitter page 'read our article: mysite.org/article' (Twitter = referral)



Updates Twitter and Facebook

Twitter

Current number of characters: 280

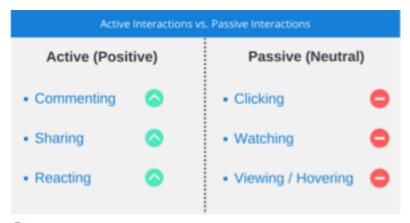
Tag twitter accounts in image

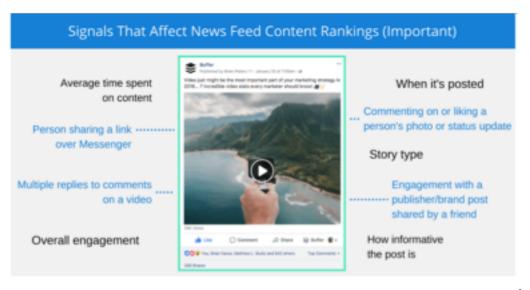
Create a 'feed' by adding another tweet

Facebook

Facebook changed the algorithm and broke it down to 4 components: inventory, signals, predictions, overall score

Facebook values 'active' over 'passive' interactions
Active interactions: commenting, sharing, reacting







Updates Twitter and Facebook contd.

Facebook

Commenting: post relevant and inviting stories,

do not use engagement bait tactics.

Sharing: publicly and privately (Facebook Messenger),

including conversations on a shared post.

Reacting: less strong compared to commenting and sharing,

a tertiary way of judging quality of content.



Post for the people, understand the audience, back to the 6 w's.



Breakout session (30 min)

As a group try come up with a digital engagement strategy under the following circumstances:

You don't have a dedicated digital engagement officer.

You are uncertain about what social media platforms to use.

You have a lot of content to widely disseminate.

You want to increase your website's traffic.

You realize that your audience is actively present on social media.



Recap

Sharing the mini strategies

Questions





Thank you

Any questions?

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