# CAPITAL STRATEGIC SOLUTIONS

*A Woman Owned Business Enterprise*

**Building Trust Through Open Dialogue & Transparency Since 2014**

# Social Media

*Due to the outbreak of COVID-19, we live in a time where interactions with community members are limited, and public outreach is largely performed on social networks.*

Social media has proven to be an effective platform for many organizations. Municipalities and agencies can implement public outreach strategies to find and engage target audiences with tailored messaging, and share information about upcoming important events. More specifically, for government agencies, social media has presented an opportunity to focus efforts on educating and engaging with their community.
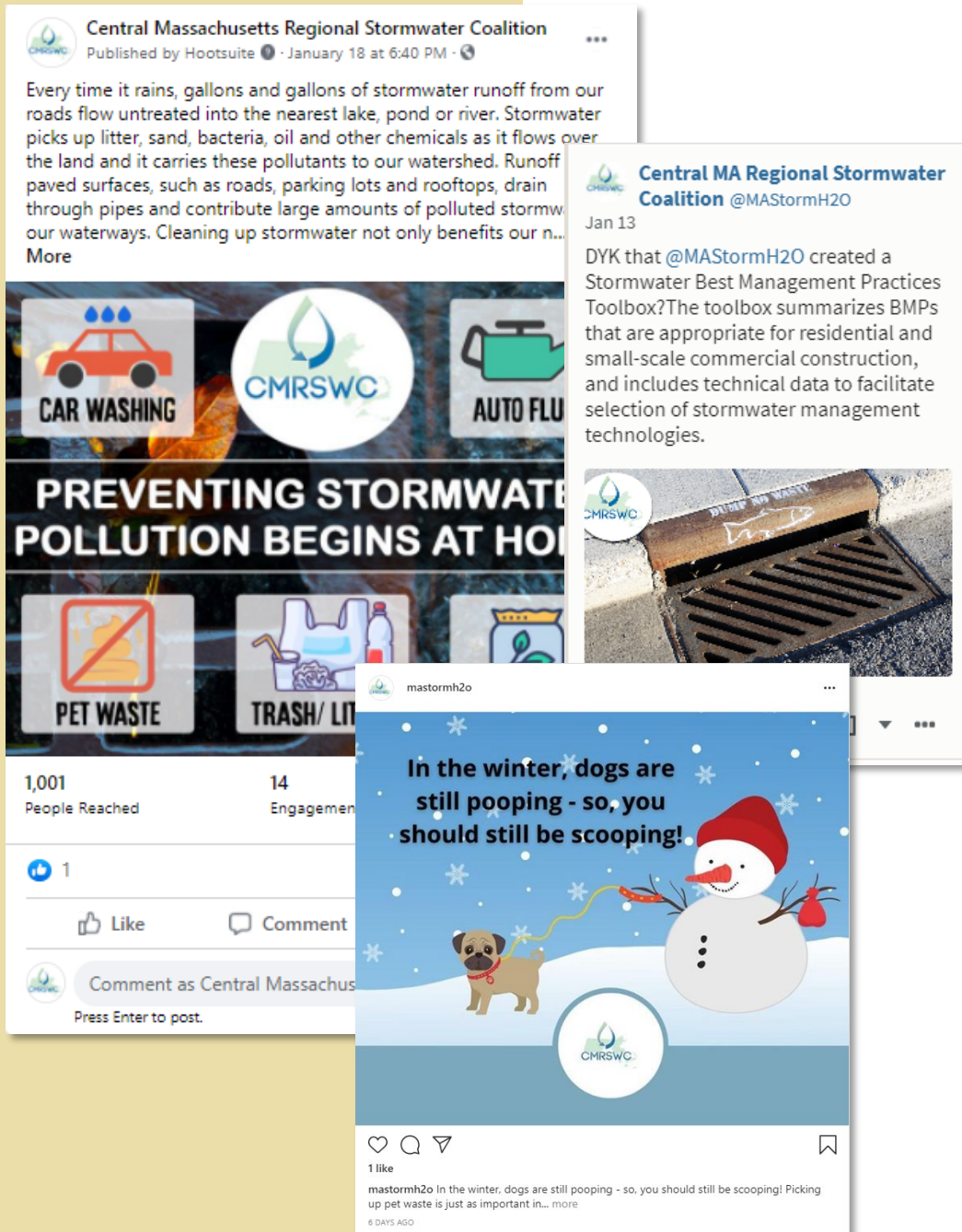
# Find and Target Your Social Media Audience

Social media audience targeting is mainly about narrowing focus while expanding the reach of the social channels. At CSS, we are shaping the CMRSWC's social media audience by defining a niche of pollution prevention messaging through our layered communications approach across Facebook, Twitter and Instagram. As we develop the definition of our target audience, we will be able to progressively become highly specific; tagging partner communities and incorporating them into posts.

| Active Interactions vs. Passive Interactions | |
|---|---|
| **Active (Positive)** | **Passive (Neutral)** |
| • Commenting ⌃ | • Clicking ⊖ |
| • Sharing ⌃ | • Watching ⊖ |
| • Reacting ⌃ | • Viewing / Hovering ⊖ |

# Best Practices to Beat Facebook's Algorithm

In January 2018, Facebook's algorithm changed drastically, causing publishers to see their traffic nosedive. Facebook's newsfeed and how it's ordered and presented is based on four things: **inventory, signals, predictions, and score.**

The content that is posted to Facebook has a score based on on things like engagements, relevancy, and signals. Facebook uses that to order its feed for each individual user. This is where Facebook uses your profile and previous behavior to decide what to show you. They attempt to work out how likely you are into like or interact with content, keeping stuff they think you won't engage with out of your timeline.

**Fb**
Facebook
20.18

**Facebook Algorithm Changes 2018**

# Improve Reach and Engagement on Twitter

**Post at the right time:** Tweets don't last. A tweet has a half-life of just 24 minutes and reaches 75 percent of its potential engagement in less than three hours. That means you need to tweet at the right time to reach the most potential followers and maximize engagement.

**Tweet regularly:** We recommend tweeting several times a day to attract and engage Twitter followers. Experiment with posting more than that, and then pay attention to how your followers react to find the frequency that works best for you. Research has shown that the best posting times are generally 12:00 p.m., 5:00 p.m., and 6:00 p.m. Consider posting at these times in your initial strategy, then adjust as you learn more about what times get the best results with your followers.

**Use analytics to fine-tune your approach:** Use engagement data from Twitter Analytics to adjust your timing once you've gathered some data about how followers are engaging with your tweets. Again, engagement is key on Twitter. Try to boost the number of replies, **Retweets** and **Likes** with your account. You should set more specific goals depending on your follower count.

**Schedule your tweets:** Once you know the best times to tweet for optimal engagement, you can use a platform like Tweet-Deck to save you time and ensure you're optimizing the way you schedule your tweets.

# Benefits of Using Instagram

**Build Community Relationships:** Consumers are spoiled and so they demand a lot of attention. If you want to ensure their satisfaction, you better engage in online communication by posting quality content, asking questions, answering comments, and acknowledging your audience's Instagram efforts. Such a practice will help you to build long-term relationships with your fans and gradually turn them into loyal followers or even brand advocates.

**Launch Campaigns:** Just like Facebook, Instagram also enables you to target three types of audiences through its native advertising platform:

**Core audiences:** You can display ads to users chosen by gender, location, age, interests, and other demographic features.

**Custom audiences:** Instagram gives you the chance to target users who already have some sort of connection with your brand via the website, email, social media, etc.

**Lookalike audience:** There is also the option of targeting people who look like your existing customers.

# Best Practices for Managing For Social Media Accounts

Quality

80-20 Rule

**Create a schedule:** Allocate specific times during your day to devote to social media marketing. Posting content that is timely and relates to current events will get more engagement than cookie-cutter content. Take at least ten minutes each morning to check the news, check twitter, get updates on your industry, and use content that makes the most sense for your audience.

**Use the 80-20 rule:** Spend 80% of your content focusing on things that are educational, engaging and helpful to your audience. The other 20% should be used to promote your brand. People will flock to you for your amazing content, not your self-promotional posts about your business.

**Quality over quantity:** It can be easy to get caught up in the numbers, but it's better to have 1,000 highly engaged and loyal followers than 10,000 followers who sign up to follow you but never acknowledge you again.

**Freebies:** Social Media is great for companies to promote "word of mouth" marketing and reputation. Getting your customers to say nice things about you can be as effective as traditional advertising and more cost efficient. Coupons and rebates make a difference, but given the chance, people will talk more about what they will get for free.

# Posts

**39**
posts

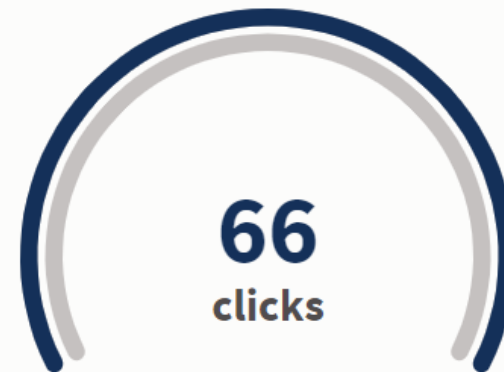↗ **33** from **6**

# Fans

**1**
fan

↘ **2** from **3**

# Engagement

**121**
engagements

↗ **101** from **20**

# Traffic

**66**
clicks

↗ **66** from **0**

# Posts > Page

Central Massach... ↗ **33** **39**
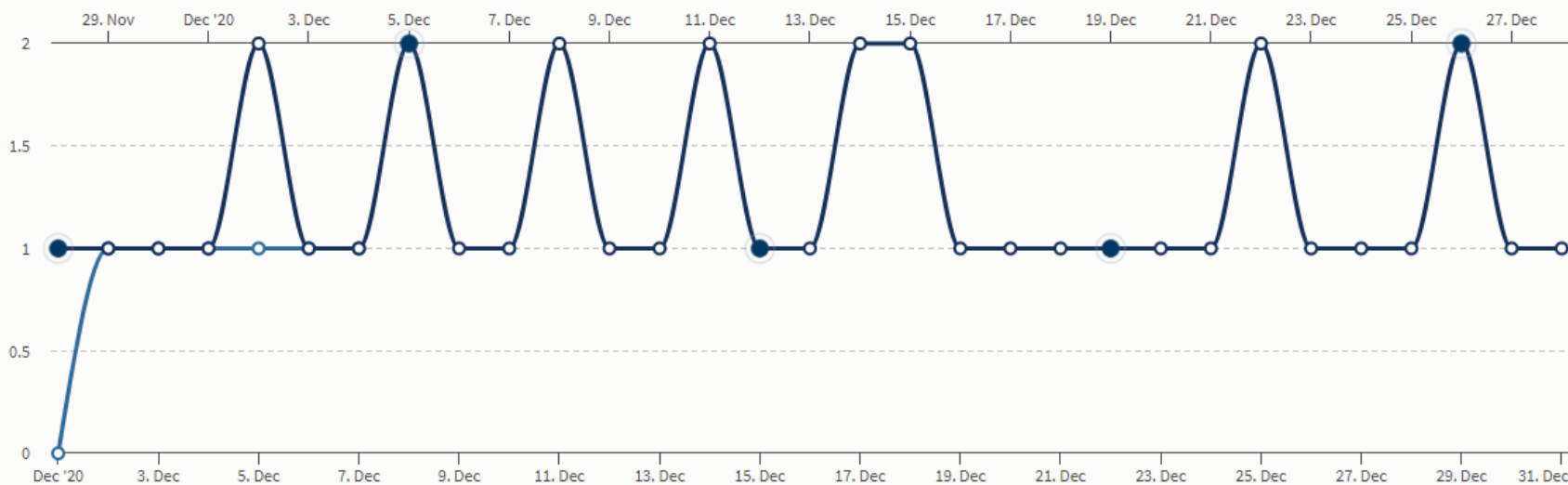
# Posts

**Tweets**

317
tweets

↗ 275 from 42

**Followers**

267
followers

↗ 5 from 262

**Engagement**

467
engagements

↗ 321 from 146

**Traffic**

584
clicks

↗ 584 from 0

**Tweets > Account**

@MAStormH2O  ↗ **275**  **317**

**Tweets**
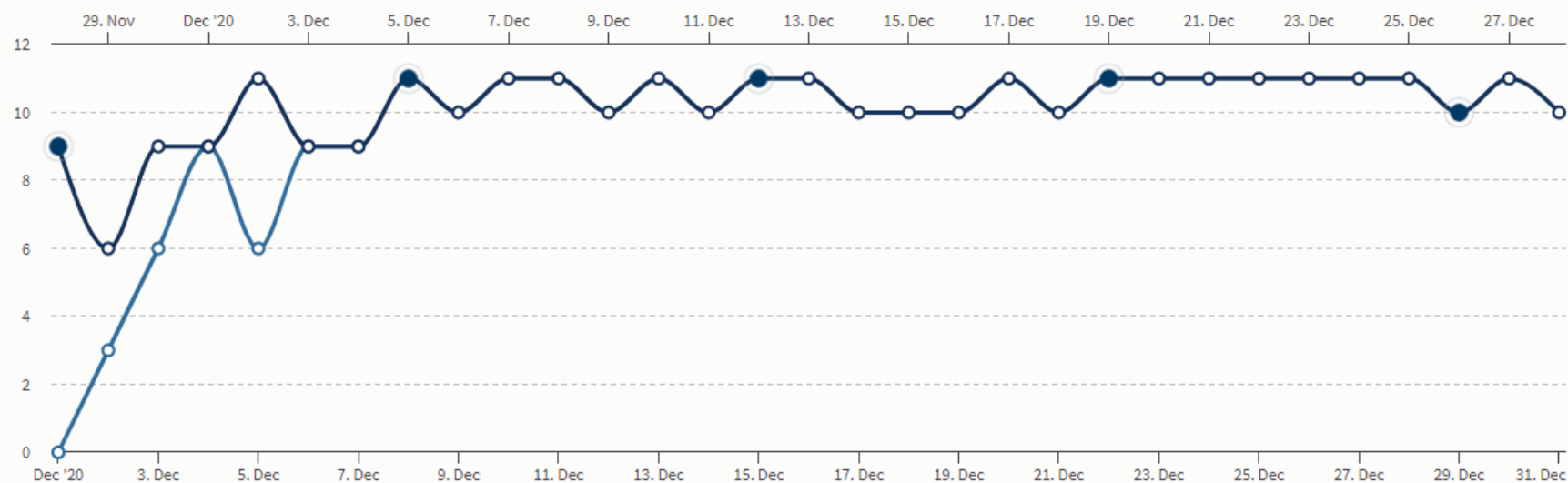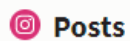
**Posts**

39
posts

↗ 31 from 8

**Followers**

4
followers

0 from 4

**Post Engagement**

9
engagements

↗ 6 from 3

**Video Views**

5
views

0 from 5

**Posts > Account**

centralmastorm... ↗ 31 **39**

**Post Impressions**

123
impressions

↗ 85 from 38

**Post Reach**

96
users

↗ 69 from 27

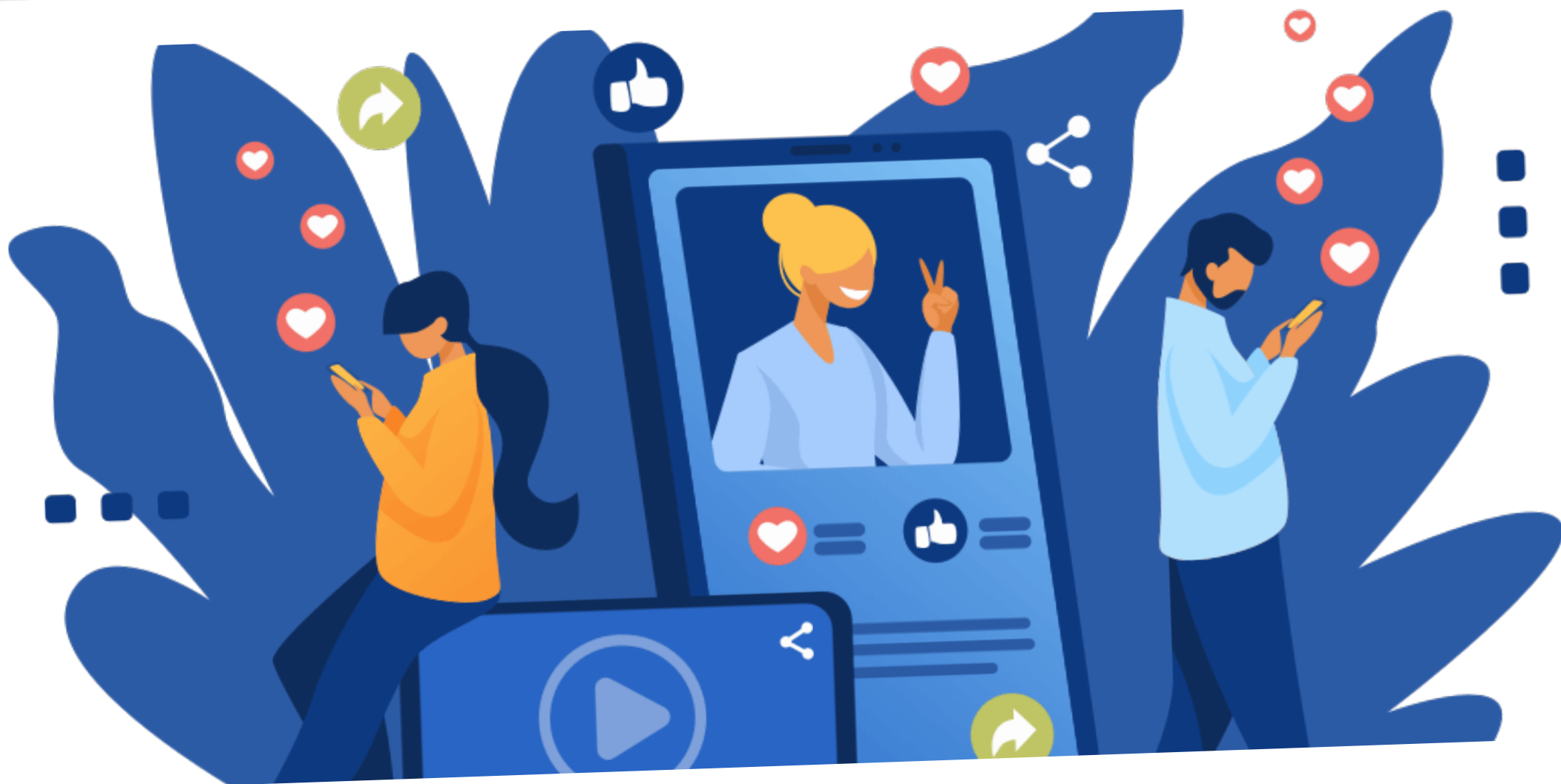**Post Engagement Rate**

12.18%
engagement rate

↗ 0.72 from 11.46%

# THANK YOU!!