

# *Social Media 101 - Our Experience, Insights and Tips*

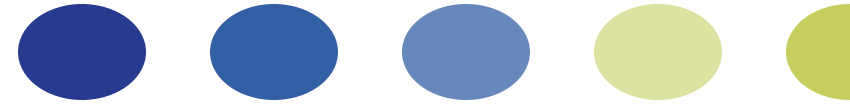




## **Synergy Alberta and Social Media**

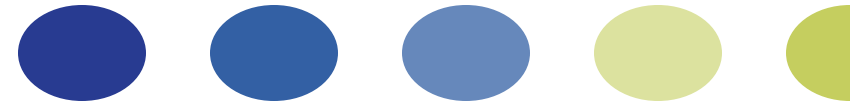
- Facebook and Twitter in 2011
- Dedicated Social Media manager in April 2015
- Facebook followers went from 89 (2015) to 186 (today)
- Twitter followers 180 (2015) to 527 (today)

\*note: SA follows only 250 accounts\*



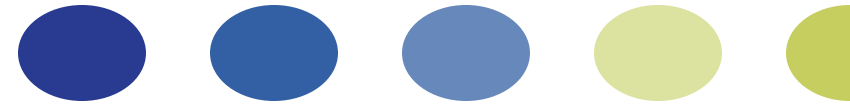
## Our Audience

- Facebook: Synergy group members, related community groups, our funders
- Twitter: Synergy group members, related community groups, our funders, government groups and individuals, the general public, Albertan industry members



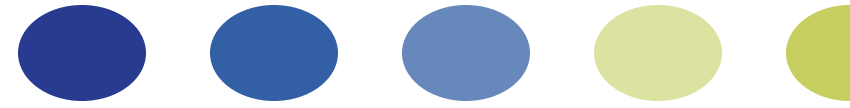
## Follow and Be Followed

- Quality vs. Quantity on Facebook – Mostly local, should you have members be approved or not (IAP2 Wild Rose example)?
- Quality vs. Quantity on Twitter – prepare for wingnut followers and trolls



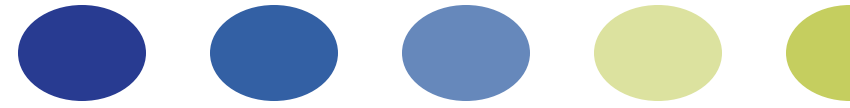
## **CMAG's experience**

- CMAG is a a small group – about 12 core members
- Facebook (2014): 17 followers
- Twitter (2014): 130 Followers (following 214)
- Audience similar to Synergy Alberta's, but Twitter is more local – lots of companies from Olds/Didsbury area, local government, local companies
- Mostly follow-backs.



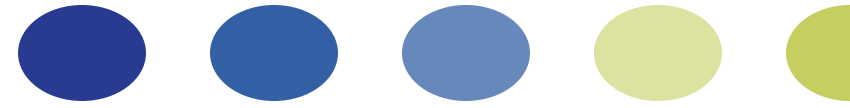
## **Define Your Audience, Determine Your Needs**

- Ask (honestly) who are you try to reach?
  - Members
  - Community members who are not involved
  - Local organizations and industry members
  - Local government
  - Beyond your boundaries or local community



## Define Your Audience, Determine Your Needs

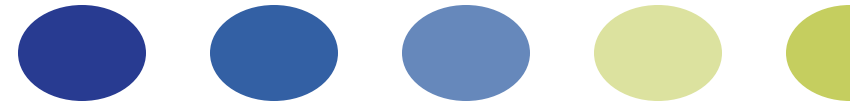
- Demographic for Facebook:
  - Largely middle-aged and up - teens stay off for a reason!
  - Lots of local organizations and government
  - Many individuals who may be involved in your group
- Demographic for Twitter:
  - More mixed – you can find some young people here too!
  - Lots of government and media activity
  - Less localized, but can still reach those people



## **Define Your Audience, Determine Your Needs**

- Demographic for Instagram:
  - Teens and pre-teens, young adults, SoMe Influencers
  - None of the groups I manage have chosen to go down the IG path for now





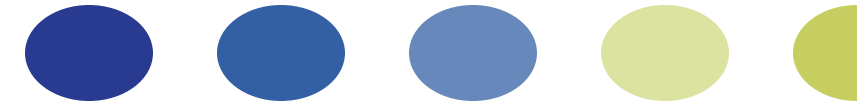
## Facebook

- Like an online bulletin board, with opportunity for comments (or not)
- Multi-media – share videos and photos
- Can have event that can be shared and have invites
- Doesn't have to be updated daily
- Easy way to share newsletters, articles and updates



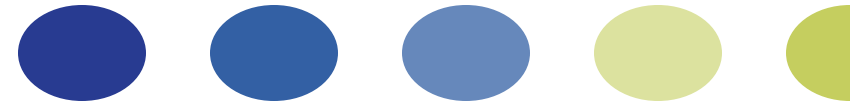
## Twitter

- 280 characters per tweet, but less is more!
- Can post photos/short videos, but many people have the setting that turns them off of auto-open, so may not reach everyone
- Should be in there 4-7 times a week, retweeting and liking posts that are applicable to your audience (this shares them) and posting your own content as much as possible, without inundating (there's a 'mute' button for annoying Twits)



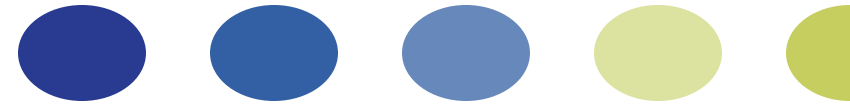
## Content

- Event information – meetings, special events you are hosting or attending, AGMs, etc
- Other group information that might be of interest to your members or the community at large
- Relevant government decisions or current events
- Photos and snippets from conferences you're involved in
- Did you know... for general facts (send them to your website!)



## Best Practices

- Choose a platform that you know you can handle and will use, and that will best reach the audience you are trying to reach
- If you don't have a lot of time, start with Facebook
- Always use Plain Language – avoid acronyms, even on Twitter
- Use hashtags on Twitter if applicable, but don't go crazy (remember the mute button?)



## Best Practices

- Use your Social Media to link back to your webpage/website when possible
- Think of your website/page as your group's hub, and Social media as anchors back to your hub.

It can be a great way communicate!

## Questions?

"Never doubt that a small, group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has."  
--Margaret Mead



*info@synergyalberta.ca*  
1.877.461.1323