

Social Media Trends and Best Practices



SCHOOL OF GOVERNMENT

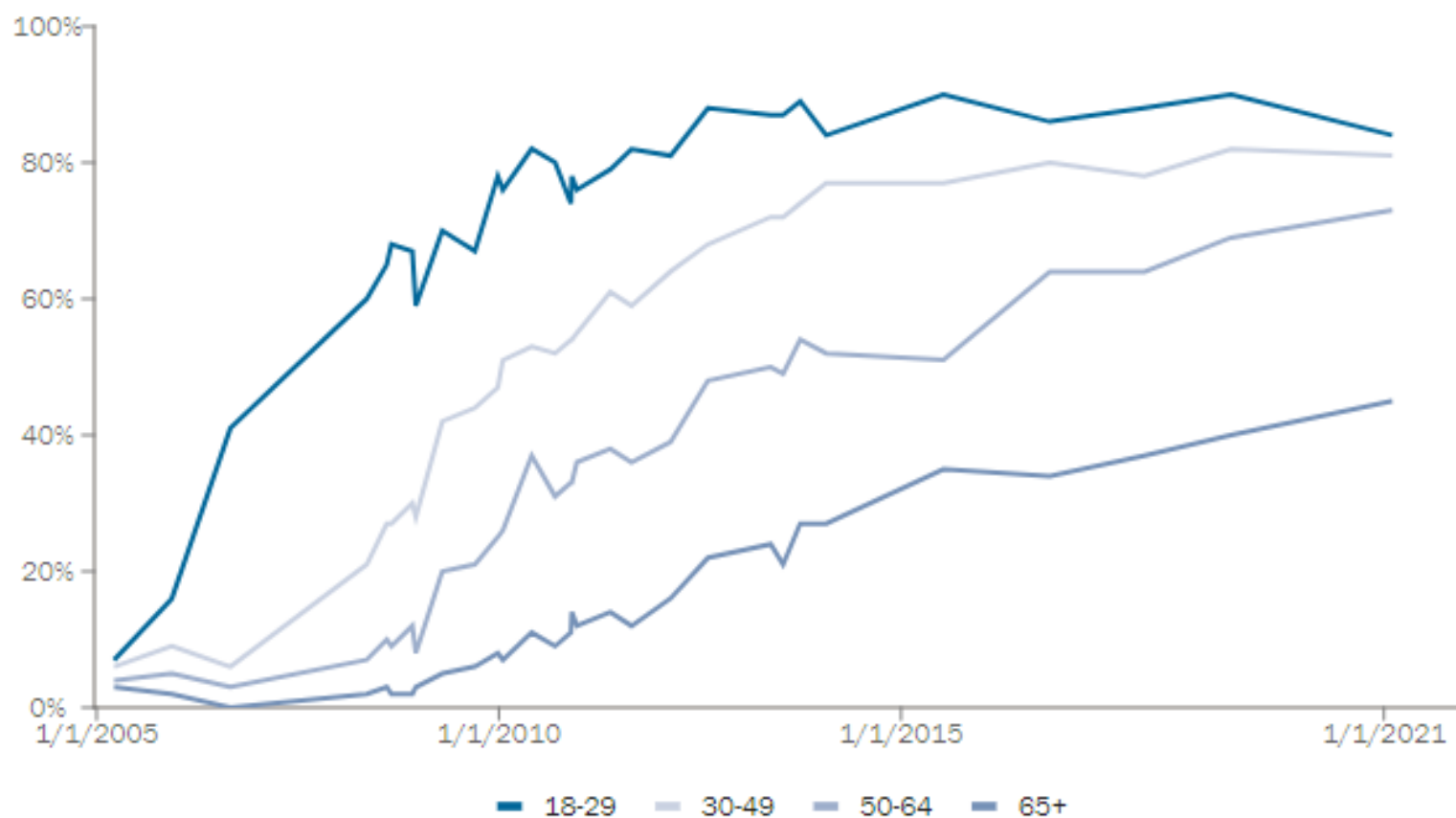
Center for Public Leadership and Governance

Overview

- Key trends shaping social media
- Best practices
- Content Creation
- Influencers
- Tools

Social media use by age

% of U.S. adults who say they use at least one social media site, by age

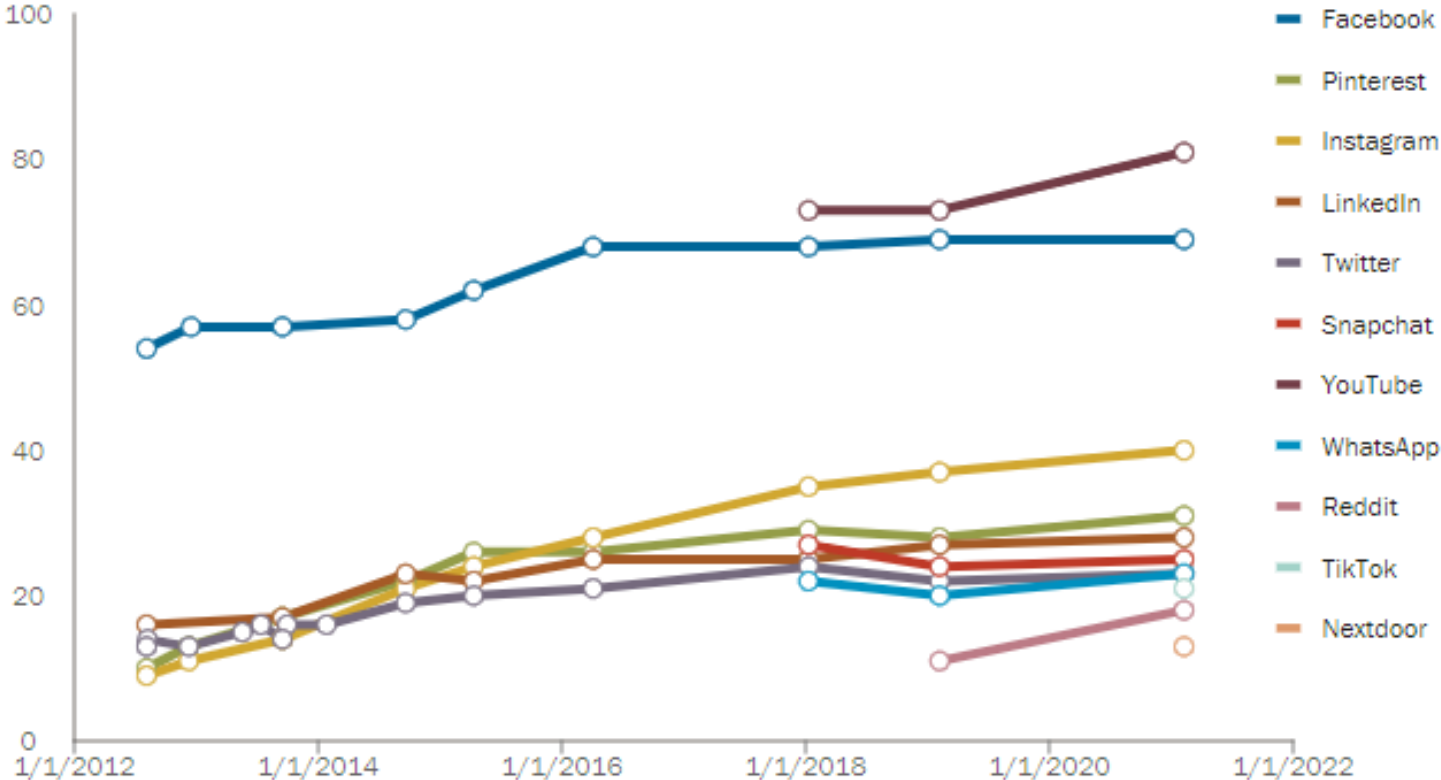


Note: Respondents who did not give an answer are not shown.

Source: Surveys of U.S. adults conducted 2005-2021.

Most Popular Social Media Platforms

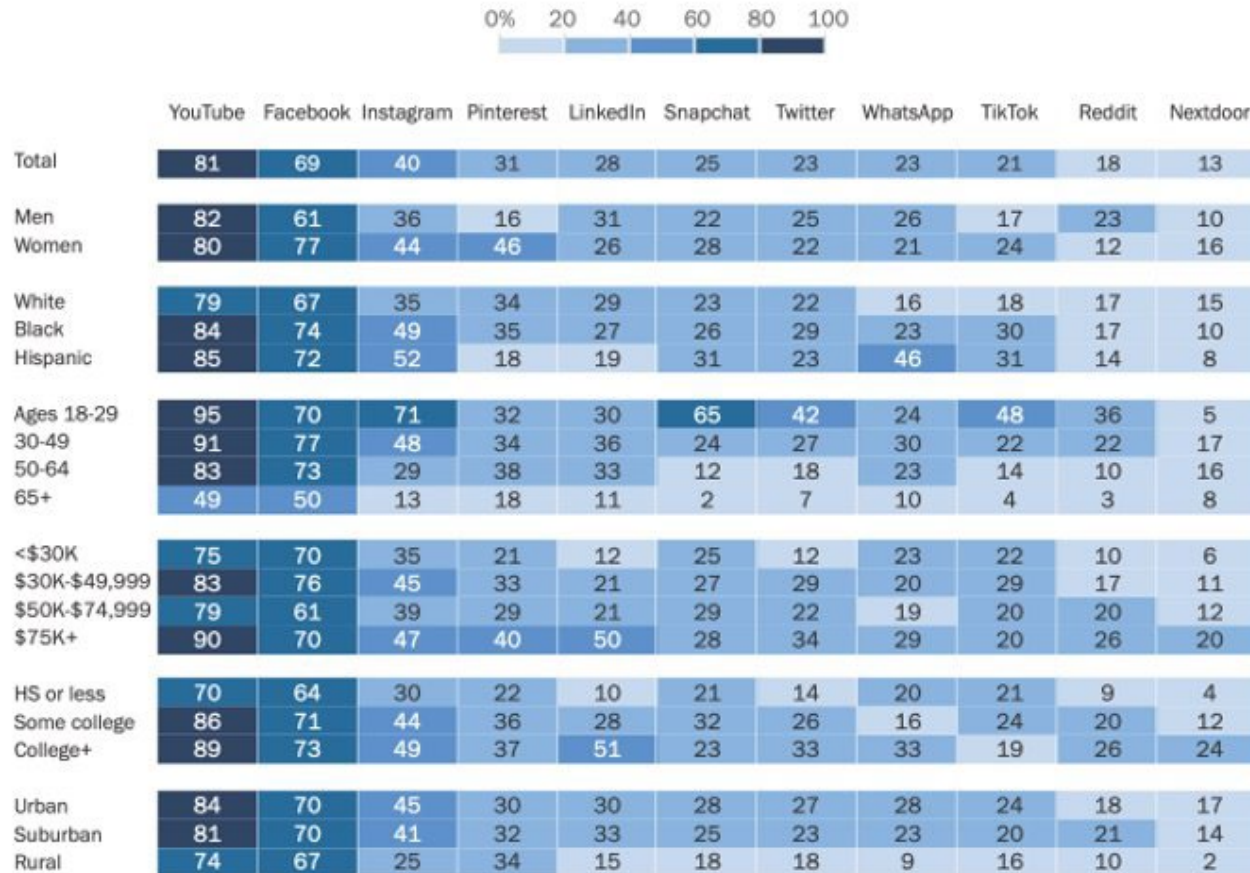
% of U.S. adults who say they ever use ...



Note: Respondents who did not give an answer are not shown.
 Source: Surveys of U.S. adults conducted 2012-2021.

Use of online platforms, apps varies – sometimes widely – by demographic group

% of U.S. adults in each demographic group who say they ever use ...



Note: White and Black adults include those who report being only one race and are not Hispanic. Hispanics are of any race. Not all numerical differences between groups shown are statistically significant (e.g., there are no statistically significant differences between the shares of White, Black or Hispanic Americans who say they use Facebook). Respondents who did not give an answer are not shown.

Source: Survey of U.S. adults conducted Jan. 25-Feb. 8, 2021.

"Social Media Use in 2021"

PEW RESEARCH CENTER

Key Trends

- Video content (including live video and reels)
- Social media stories/Ephemeral content
- Personalization
 - User generated content**
 - Influencer Marketing
 - Conversation and connection

Key Trends Continued

- Social media for customer service
- Edutainment
- Mission driven content

Other Trends to Watch

- Algorithms
- Niche social media
- Social listening and monitoring
- Accessibility

SMALL GROUPS



What are your social media goals for this year?

What are the challenges you're facing?

What's working/what's not?

BEST PRACTICES



Where to start?

Social media audit- A snapshot

- Run performance metrics
- Research current audience
- Look at the current look and feel of your social pages
- Research and compare to other social pages



Do you use a strategy?



Where to start?

- Know your.....



Audience



Personality



Goals

Know your audience

- What channels are they on?
- What does the data say?



Know your personality

- Who does your organization want to be on social?
- How do your goals drive this?



Goals



Set your profiles up for success

**STAY STRONG,
STAY SAFE.**



City of Boston ✓
@cityofboston · City Hall

[Sign Up](#)
boston.gov

[Home](#) [About](#) [Photos](#) [Videos](#) [More](#)

[Like](#) [Message](#) [Search](#) [More](#)

About [See All](#)

- Welcome to the City of Boston's Official government page. For the latest public health updates visit: [Boston.gov/covid-19](https://boston.gov/covid-19). For non-emergency services call 311.
- We expect conversations to follow the rules of polite discourse and we ask that participants treat each other, as well as our employees, with respect.... [See More](#)

City of Boston is live now.
4m · 44

LIVE 5:02 44

When to post on social?

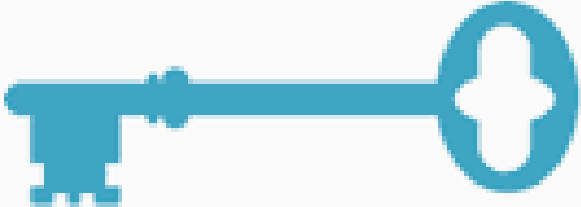
Channel	Best Day	Worst Day	Time
	Wednesday	Sunday	10am – 3pm
	Tuesday/ Wednesday	Saturday	9am
	Wednesday/ Friday	Sunday	10am – 11am
	Wednesday	Sunday	9am-10am or 12pm
	Thursday/ Friday	Weekends	12-3pm

How often does your business post on social media?



Source: HubSpot Research, North American Survey, Jan - Feb 2020

The most common publishing cadence on social media is 3-4 times per week.

CONSISTENCY
IS 

Engage with your audience



Engaging with your Organization



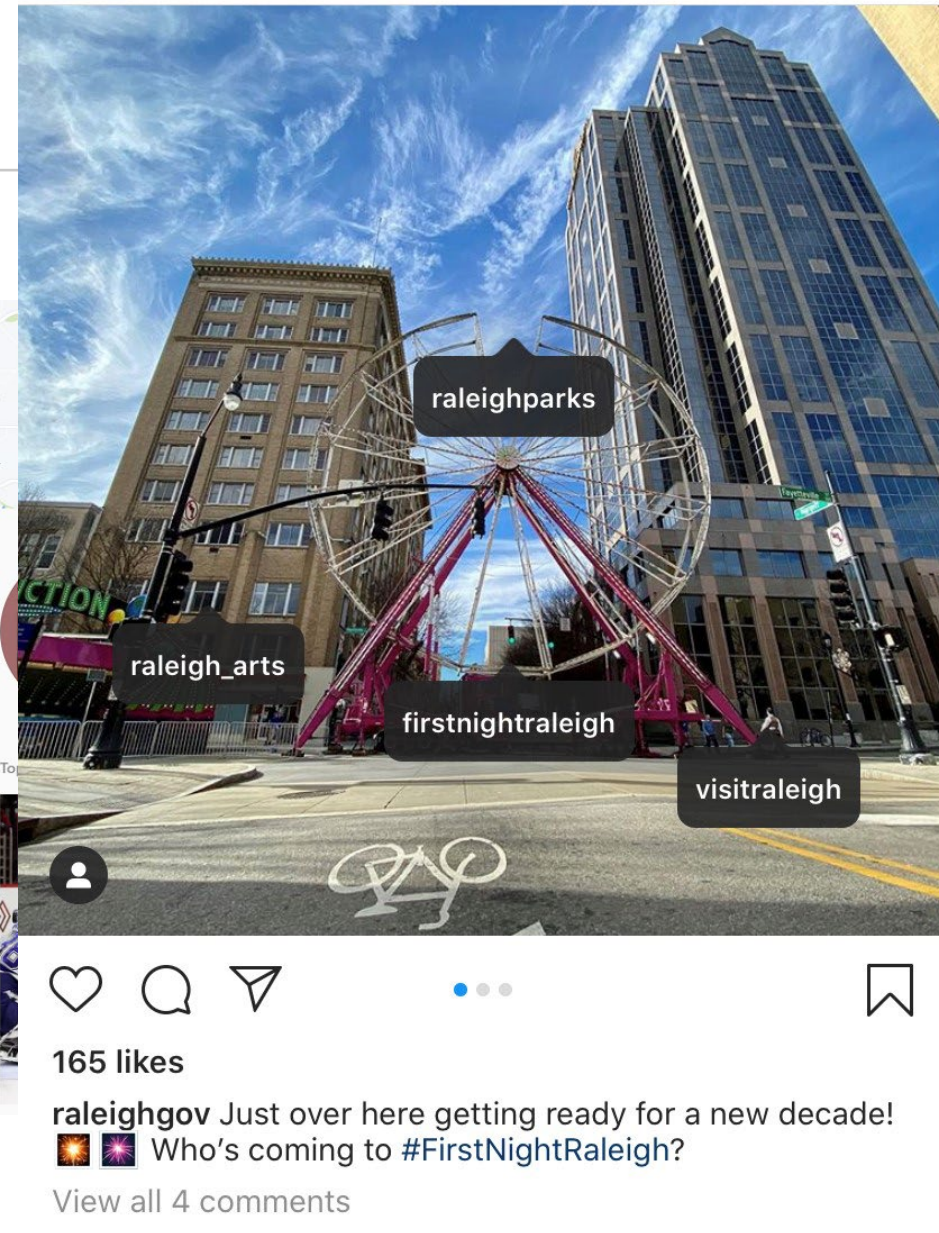
Posting

- Always use graphic, image, or video
- Keep it simple
- Be relevant
- Be platform conscious



@Tag, #Hashtag, and 📍 Geotag

- Tag people, places, organizations
- Use relevant hashtags
- Use the geotagging feature



Are you tracking data?



Track Data

- Followers gain or loss
- Top performing posts
- Number of comments
- Number of shares/saves

- Number of likes
- Post reach
- Number of clicks on post links or links in bio
- Number of story views
- Number of video views
- Number of posts

Keyhole Example



Social Media Content Creation, Influencers, and More



SCHOOL OF GOVERNMENT

Center for Public Leadership and Governance

(INSERT THE MONTH HERE)

www.lilachbullock.com

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Motivational update		Sales update		Happy weekend! Image		Holiday

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
	Blog post promotion					

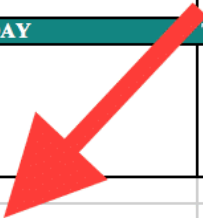
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
			New product! Social media campaign	Social media campaign		

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Bank Holiday		Blog post promotion				

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
		Webinar			Videos/GIFs	

Key:

Holiday
Events
Social media campaign
Blog post promotion
Sales updates
Product/service launch
Webinar
Images
Videos/GIFs
Motivational



What makes a social media post engaging?


Value add

**Call to
action**

**Evokes
emotion**

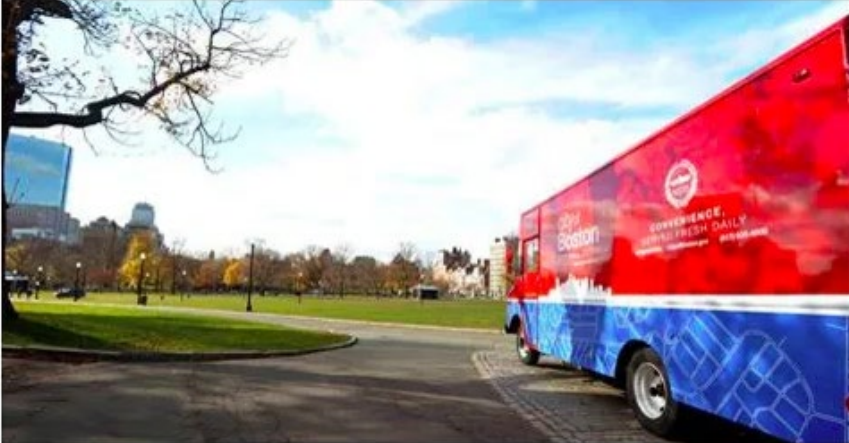
**Engages
audience**

Examples: Value add

 **City of Boston**
February 16 at 3:21pm · 🌐

Busy day for the City Hall to Go cart with stops in East Boston (12-2pm) and Charlestown (3-6pm.)


From parking permits to dog licenses, City Hall to Go offers a selection of City services from across departments. See you out there!



City Hall To Go 2/16: East Boston and Charlestown

We bring City Hall to all of Boston's neighborhoods. From parking permits to dog licenses, we offer a selection of City services from across departments. Through our food-truck inspired mobile truck as well as our mobile cart, we bring City Hall to...

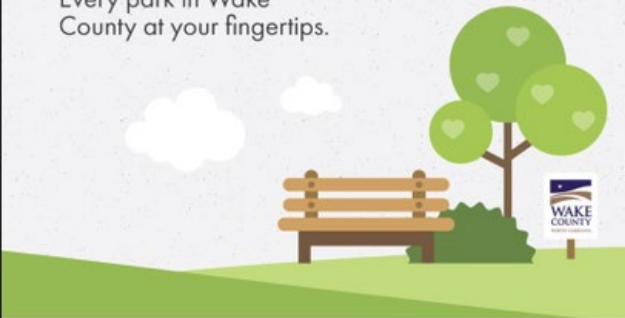
BOSTON.GOV

 **wakegov** · Following ...

PARK LOCATOR

wakegov.com/parklocator

Every park in Wake County at your fingertips.



👍 🗨️ 📍

24 likes

wakegov There's no better place to celebrate this beautiful first day of #spring than at a Wake County park or preserve... more

March 20, 2022

Examples: Call to action



Examples: Evokes emotion



Charlotte Fire Department, Charlotte NC
February 19 at 8:54 AM · 🌐

WEDDING NIGHT RESCUE: First, congratulations to Mr. and Mrs. Jha on your wedding day. Although Charlotte Fire wasn't formally invited, we weren't exactly wedding crashers either. Early this morning, our crews responded to an elevator entrapment. When Charlotte Fire crews arrived, 6 people were trapped in a hotel elevator between the first and second floor. Firefighters rigged equipment to hoist those trapped up out of the elevator to the best access point on the fourth floor... See more

👍❤️ 1.9K 49 💬 115 ➦

👍 Like 💬 Comment ➦ Share

Most relevant ▾

Dogs of the Charlotte Fire Department · Follow
What an uplifting...story.
Like Reply 3w 🧡👍 28
↳ 3 Replies

Debra Kay Hensley
What a story to tell ... Charlotte Fire Dept #1
Like Reply 3w 🧡❤️ 2
↳ 1 Reply

Dusty Noonan
Congrats to the beautiful couple, and nice job CMFD
Like Reply 3w 🧡❤️ 2

Elizabeth A. Hardin
Ok, Charlotte Fire, I always like to read about you... but this tops it

Write a comment... 🗨️ 😊 🧡 🧡 🧡

Examples: Engages Audience



TAKE A WALK IN THE PARK AND WIN!

SWIPE

WEDNESDAY 3/30/2022

National #TakeAWalkInTheParkDay
#WalkInWakeParks

wakegov • Following

wakegov It's National #TakeAWalkInTheParkDay! There's no better place to celebrate than at our @wakegovparks!

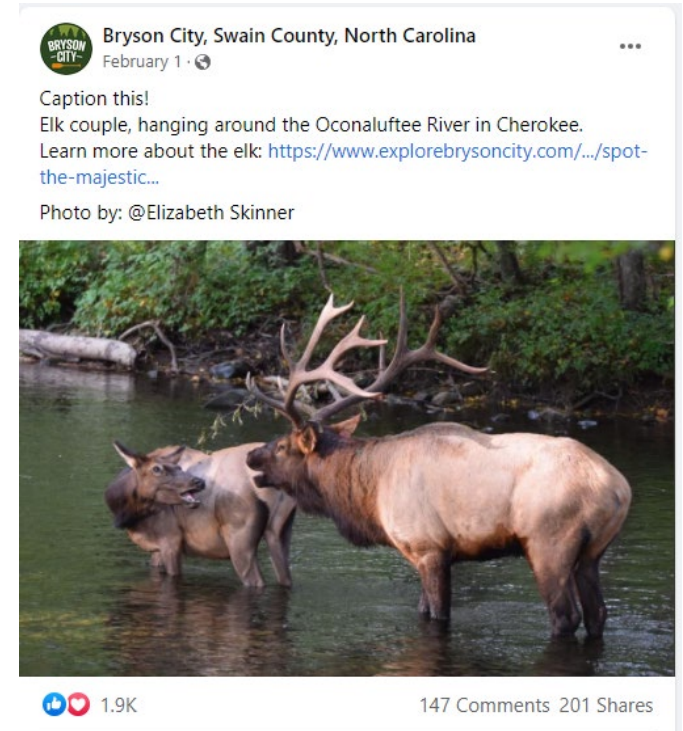
To thank you for visiting, we're hiding Wake County Parks tote bags around our eight parks. Come across one, and it's yours! If you find one, post a picture and tell us why you like to #WalkInWakeParks. You can also check into or mention the park on Facebook so we can see your shots!

The following parks are participating:

- American Tobacco Trail
- Blue Jay Point County Park
- Crowder County Park
- Green Hills County Park
- Harris Lake County Park

17 likes MARCH 30

Add a comment... Post




Bryson City, Swain County, North Carolina

February 1

Caption this!
Elk couple, hanging around the Oconaluftee River in Cherokee.
Learn more about the elk: <https://www.explorebrysoncity.com/.../spot-the-majestic...>

Photo by: @Elizabeth Skinner



1.9K 147 Comments 201 Shares

Exercise

Good morning from Town Hall. [#ChapelHillNC](#)



Exercise

Texas shows its true colors best during bluebonnet season. Be sure to visit our website for a live map of where bluebonnets are blooming the strongest!



OPTION A

Texas shows its true colors best during bluebonnet season. See our live map of where bluebonnets are blooming the strongest:



5 Great Places to See Bluebonnets Near Fredericksburg

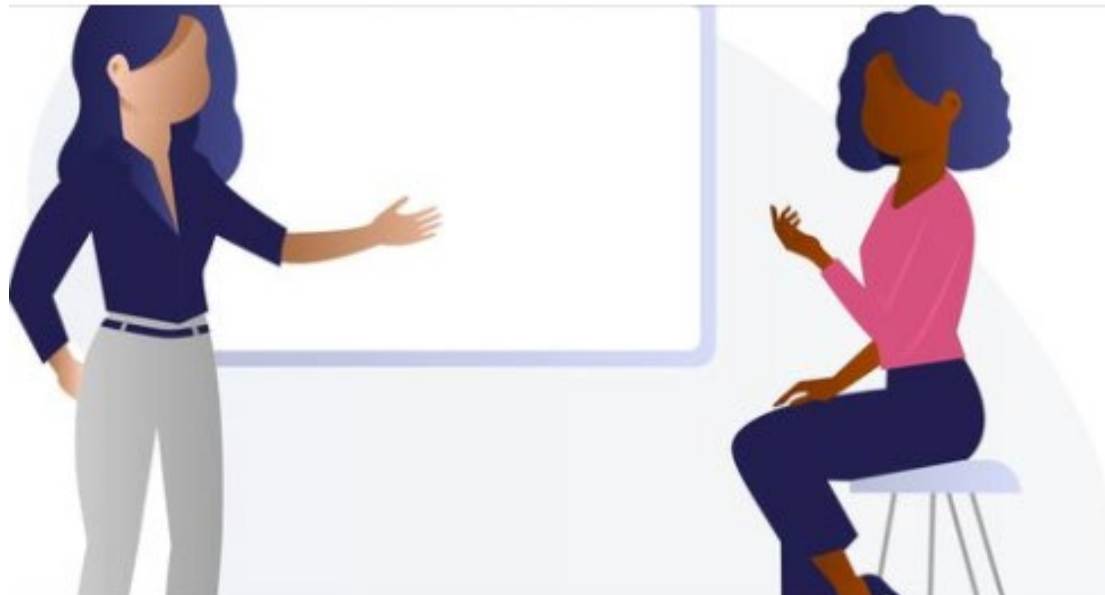
Bluebonnets have already begun to bloom in many places. Are you trying to decide which wildflower-enveloped place to visit? Consider these locations.

OPTION B

Exercise

Join us on Wednesday for a panel discussion on holistic coaching in supportive housing programs. Tickets are free:

<https://www.eventbrite.com/.../panel-discussion-mobility...>



TOMORROW AT 2 PM EST

Panel Discussion: Mobility Mentoring® in Supportive Housing Programs

You like EMPATH

☆ Interested

The Case of the MBTA

4. Massachusetts' Bay Transit Authority Asks Audiences to Post "What They Love About It"

On Valentine's Day this year, the MBTA launched a contest asking Twitter audiences to tweet a 60-second video about something they loved about MBTA. Those who entered the contest could win a round-trip JetBlue flight for two.



The case of the MBTA

Replying to @MBTA and @JetBlue

I love the Alewife stop, because it is always well stocked to meet my needs



13 35 382



MBTA @MBTA · Feb 14, 2020



♥ This Valentine's Day, we want to know what you love about your MBTA stop, dock, or station & the neighborhood it serves. Make a video, 60 seconds or less, and share it on Twitter for your chance to win 2 roundtrip flights courtesy of @JetBlue.

#NextStopTheWorld

NEXT STOP:



Mike C

@Michael74720941

I love Quincy center because the parking garage was so run down and dangerous the had to tear it down !! It's also nice that they sell food so you have something to do while you wait for your delayed train.

9:18 AM · Feb 14, 2020

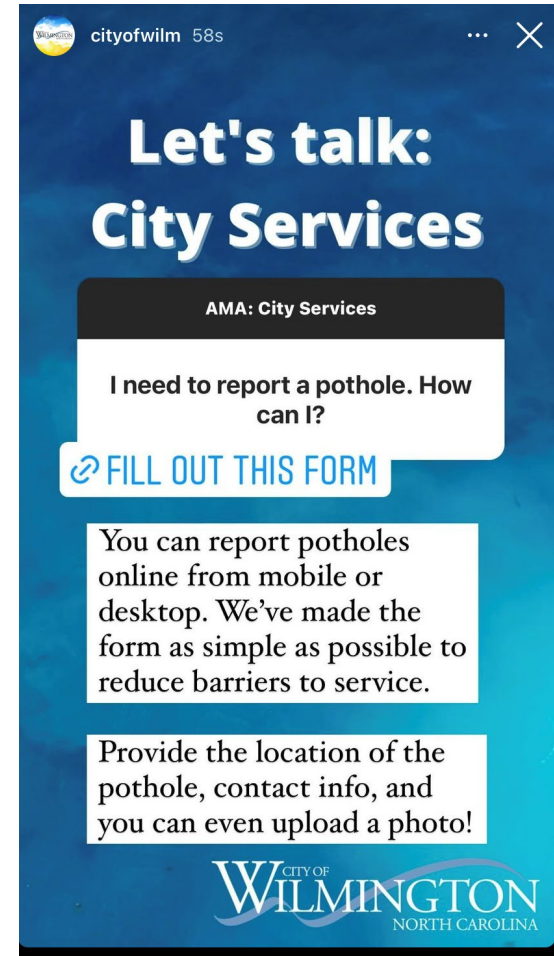
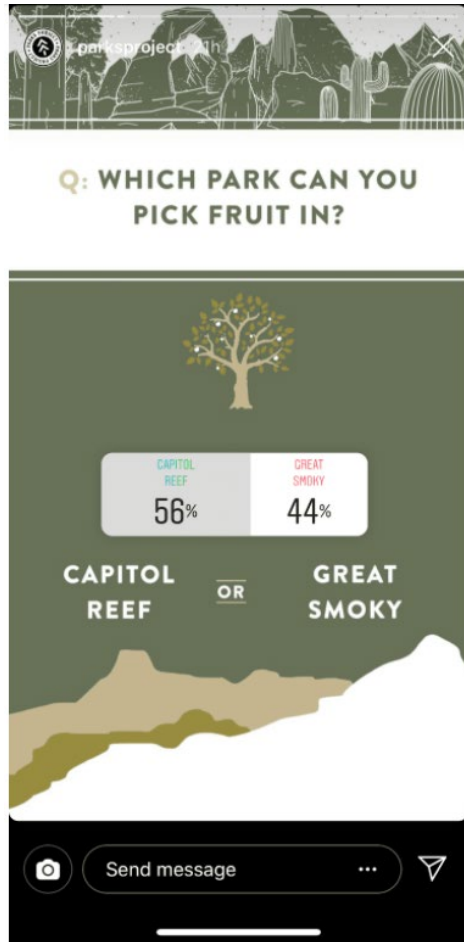


♥ 82 4 Copy link to Tweet

What's working for you?

YOUR TURN

Stories



YouTube



Content Ideas/Sourcing Content



Employees

1. A day in the life
2. Personal wins
3. National X day (i.e. national dog day)
4. Volunteer/ in the community



Community

1. Stories from the community
2. Contests
3. National X day (i.e.. national dog day)
4. Community events



Key partners

1. Initiatives/Activities
2. Success stories
3. Feedback requests
4. Q and A's

Promoted Posts

AD

Altos
Sponsored (demo) · 🌐

We could weigh the pros and cons of removing like counts on Instagram forever—but we're not going to. Instead, let's chat about the 4 Instagram marketing strategies that are much more deserving of your attention.

ALTOSAGENCY.COM

The Case Of The Disappearing Instagram Likes: How To Handle The App's Recent Update [Learn More](#)

👍 Like 💬 Comment ➦ Share

BOOSTED POST

Altos
Published by Buffer [?] · January 23 · 🌐

We could weigh the pros and cons of removing like counts on Instagram forever—but we're not going to. Instead, let's chat about the 4 Instagram marketing strategies that are much more deserving of your attention.

ALTOSAGENCY.COM

The Case Of The Disappearing Instagram Likes: How To Handle The App's Potential Update [Learn More](#)

Influencers and Collaborations



Going viral



WHY IT'S SO HARD TO GO VIRAL



Source: Forbes.com

FACTS

- * 5 billions of item of content per day on Facebook
- * 500 million Tweets daily
- * 500 million LinkedIn users
- * Stanford University study - less than 1% of content goes viral; only 1 Tweet in a million goes viral
- * Most of the people that click on a article, don't even read it!



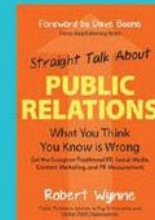
REALITY

- * Most viewed content comes from famous people and brands. Top 5 Most Followed on Twitter 2017 - Katy Perry, Justin Bieber, Barack Obama, Taylor Swift and Rihanna.
- * Social Media works best as an Accelerator, not an Originator. Most posts go "viral" after they've appeared on TV or in the media.



BEST STRATEGY

- * Be brief, don't be boring
- * Be Newsworthy
- * Be Helpful
- * Avoid Facebook (More Journalists are on Twitter)
- * Be Live in a Crisis - Update and Respond in Real Time
- * Be Consistent, build an audience over Time.



WYNNPR.COM

Have fun wit



Anthony Matthews Ooms

1d



Oklahoma Departme...



12h

How's your Friday going?



149



1,335

20 52

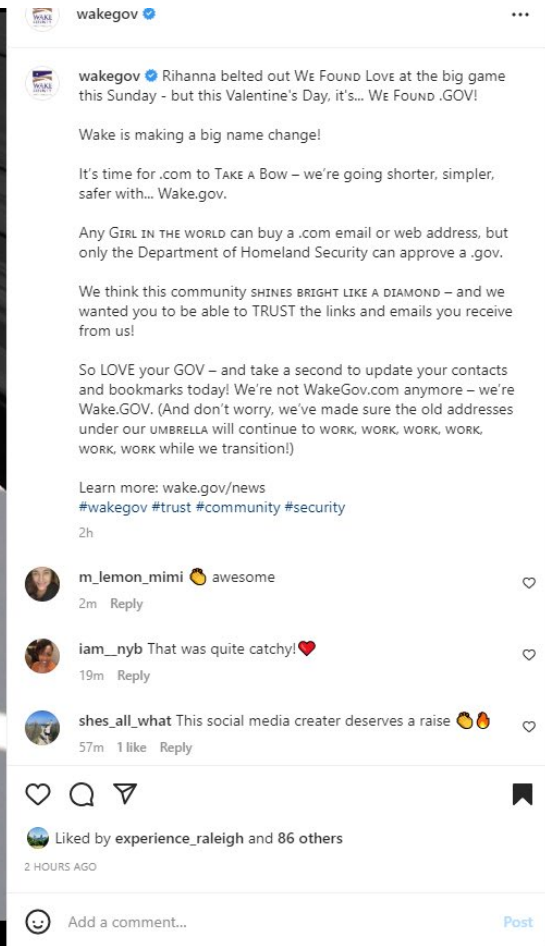


9,476

4,240



Have fun with it!



Tools

- Hootsuite
- Buffer
- Canva
- Meltwater
- Talkwalker
- Monday.com
- Keyhole
- Government Social Media