

Social Media Trends and Best Practices



SCHOOL OF GOVERNMENT

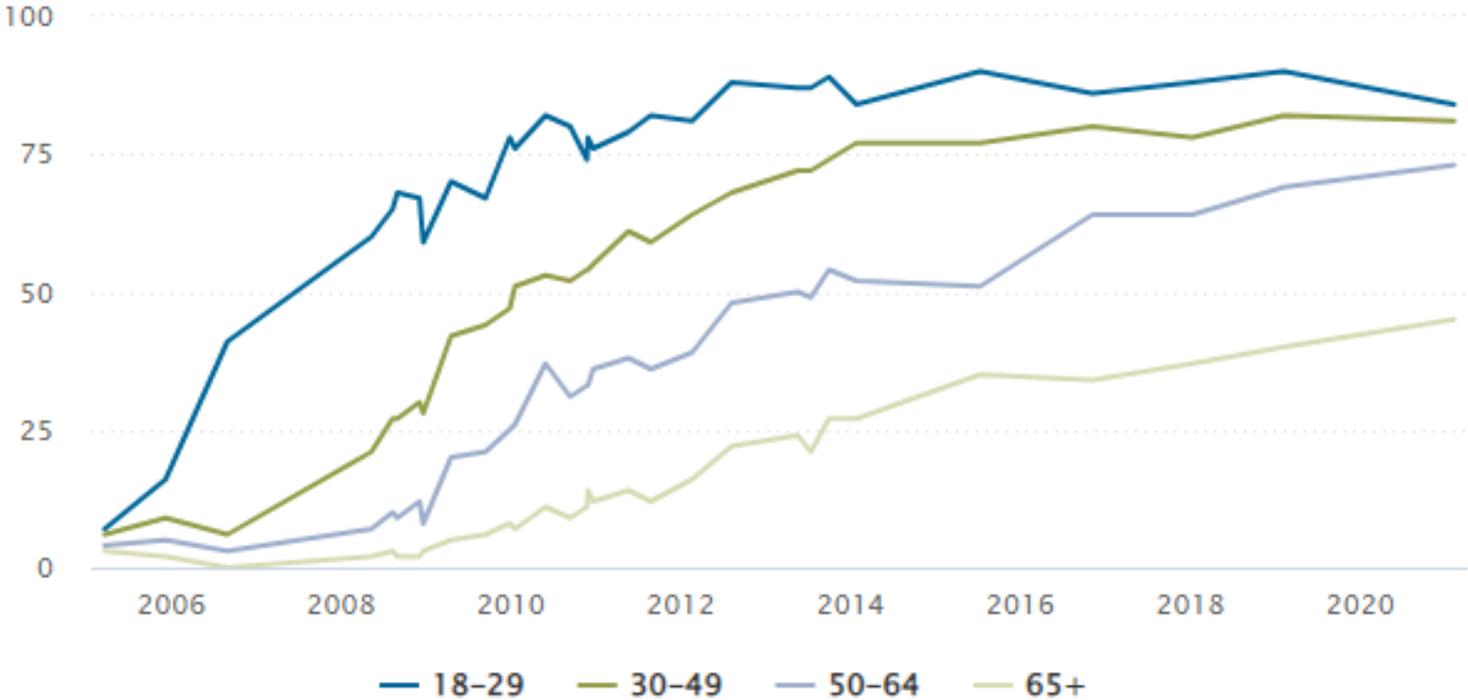
Center for Public Leadership and Governance

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

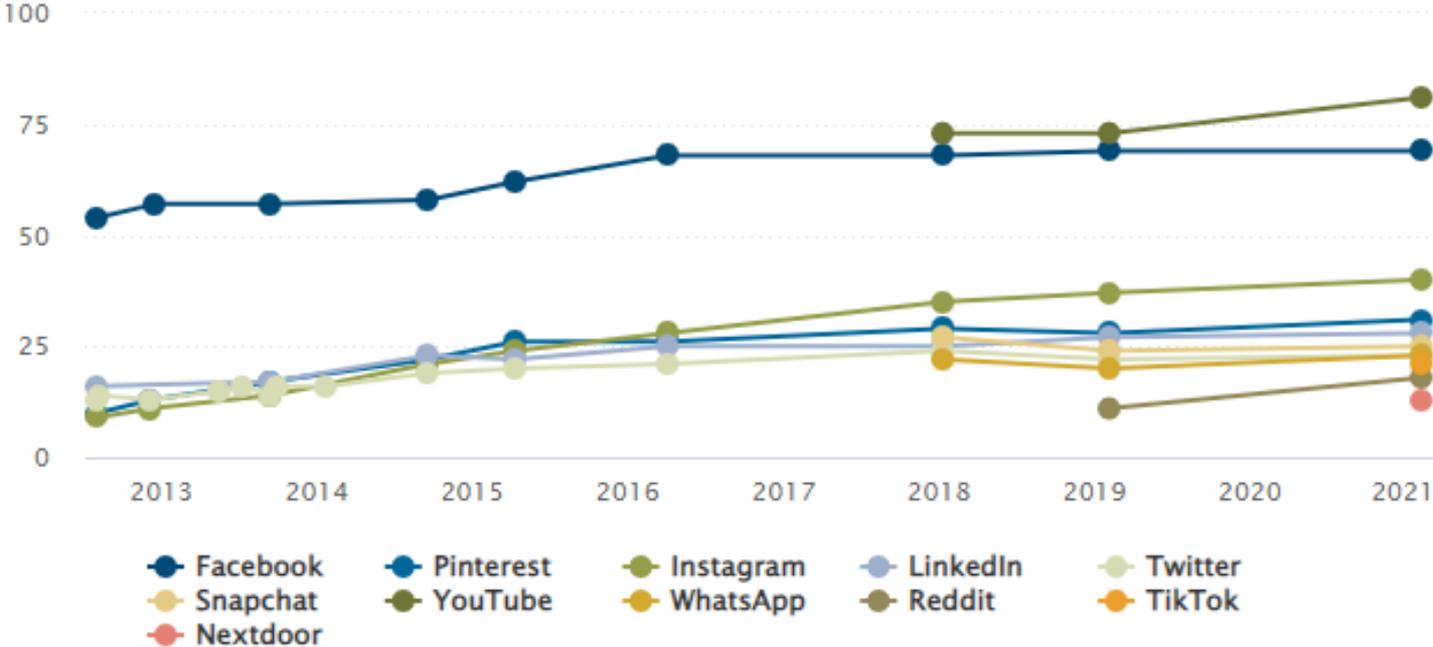


Note: Respondents who did not give an answer are not shown.

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

Most Popular Social Media Platforms

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



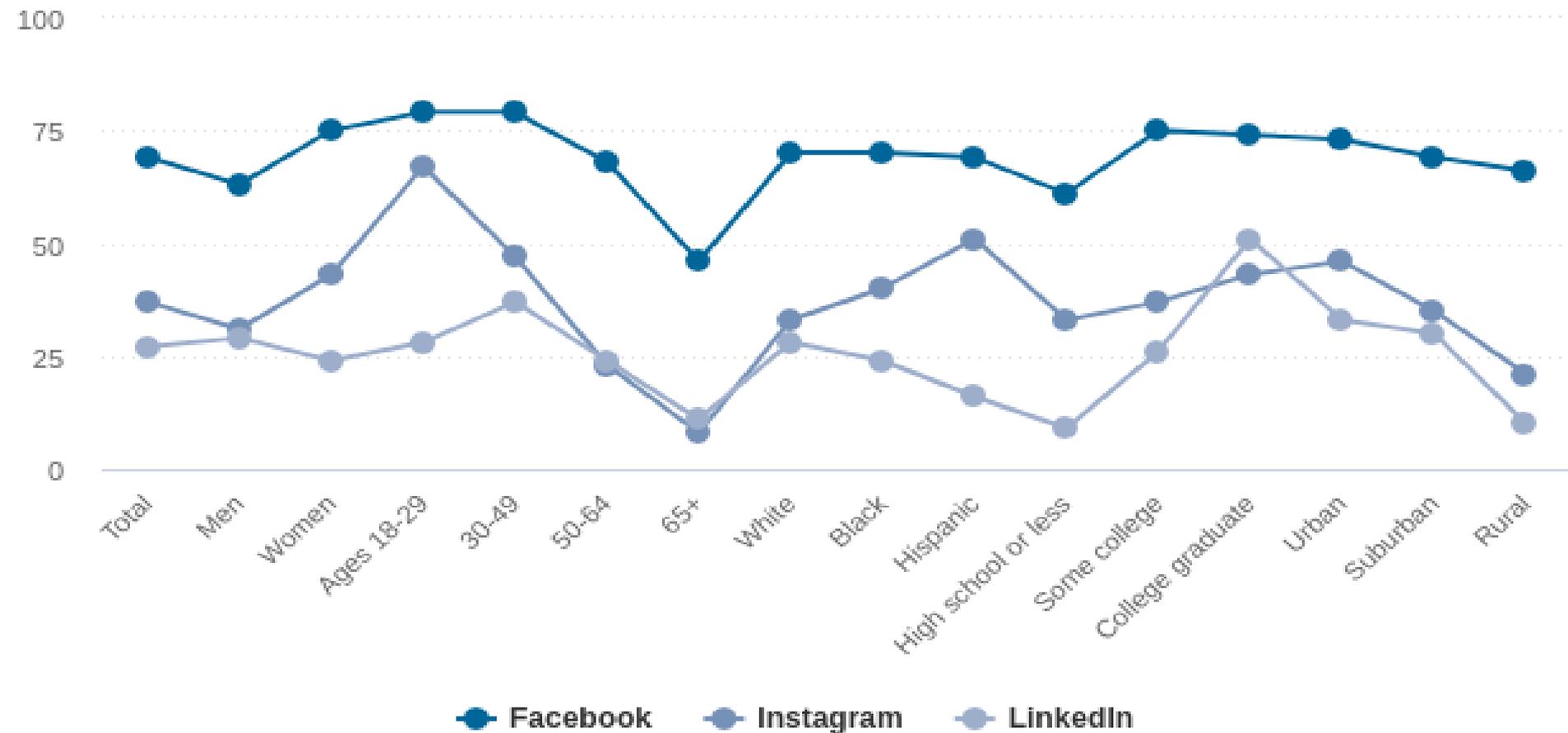
Note: Respondents who did not give an answer are not shown.

Source: Surveys of U.S. adults conducted 2012-2021.

Who uses Facebook, Instagram and LinkedIn

% of U.S. adults who use each social media platform

% of U.S. adults who use ...



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
- Local targeting
- Mission driven content

Other Trends to Watch

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

BREAKOUT ROOMS



How have the last two years shaped or changed your approach to social media?

What were the biggest lessons?

What worked/what didn't work?

BEST PRACTICES



Where to start?

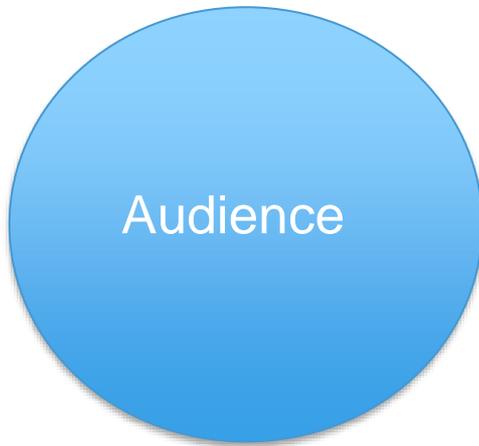
Social media audit- A snapshot

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



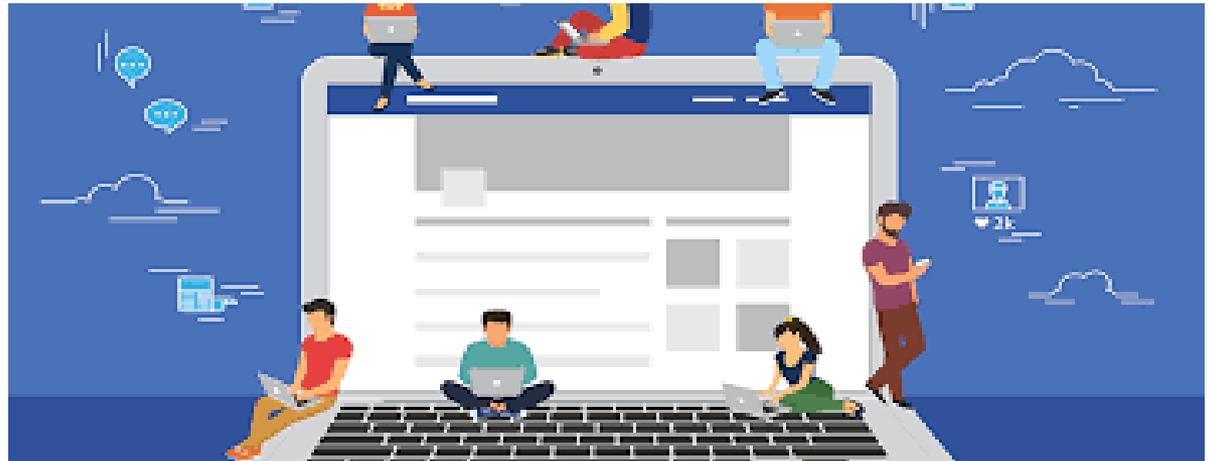
Where to start?

- Know your.....



Know your audience

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



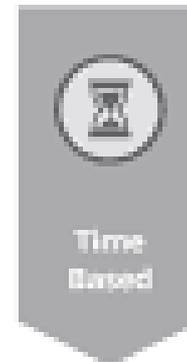
Know your personality

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



Goals

SMART



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 views



When to post on social?

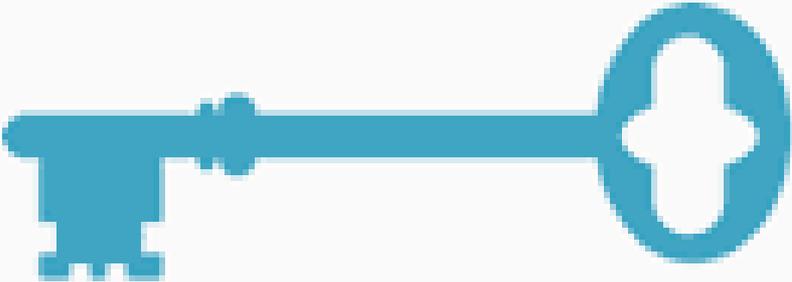
Channel	Best Day	Worst Day	Time
	Wednesday	Sunday	10am – 3pm
	Tuesday/ Wednesday	Saturday	9am
	Wednesday/ Friday	Sunday	10am – 11am
	Wednesday	Sunday	9am-10am or 12pm
	Thursday/ Friday	Weekends	12-3pm

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



Posting

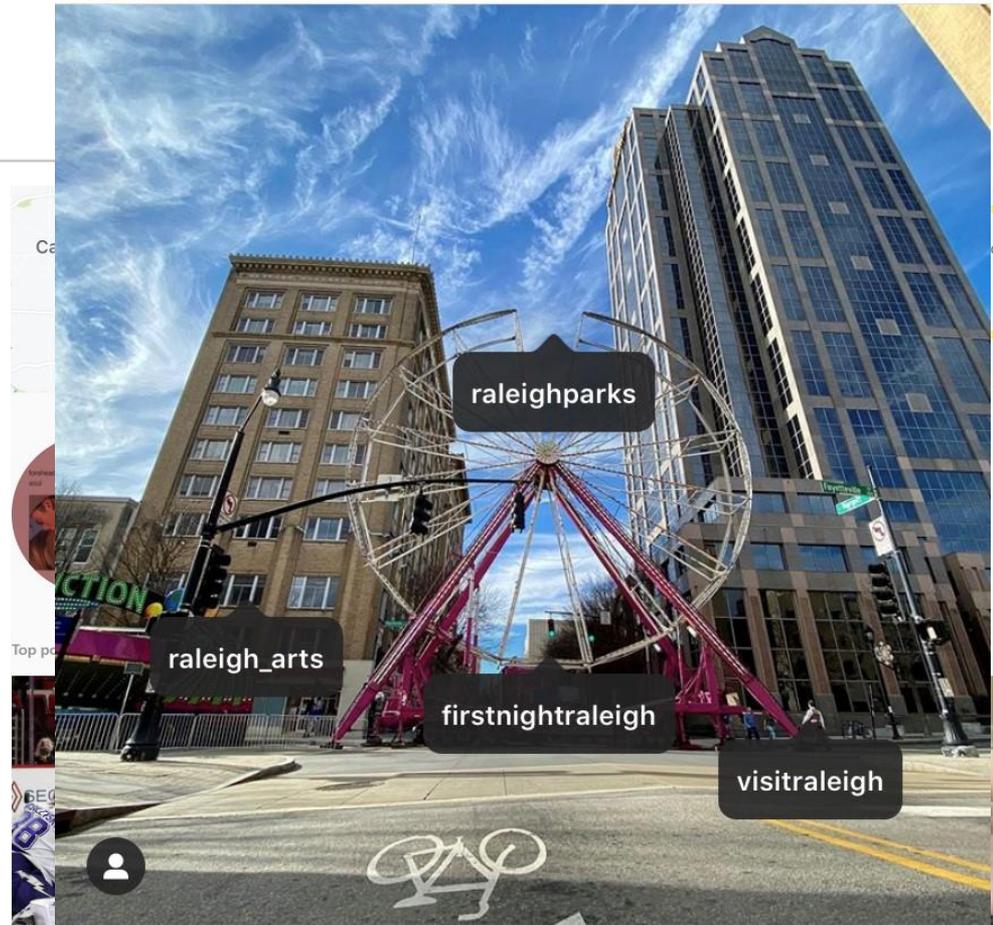
- Always use graphic, image, or video
- Keep it simple
- Be relevant
- Be platform conscious





@Tag, #Hashtag, and 📍 Geotag

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



165 likes

raleighgov Just over here getting ready for a new decade! 🌟🌈 Who's coming to #FirstNightRaleigh?

View all 4 comments

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



Durham Parks and Recreation

October 15, 2020 · 🌐

Wondering what facilities are open these days? Visit our website for the most up-to-date information on our operations due to COVID-19. <https://buff.ly/3blahQm>



Examples: Call to action

City of Redwood City Retweeted



SamTrans @SamTrans · Apr 5

We Want Feedback!!

We're conducting a Fare Survey and want your feedback. With this help we can better plan our fares in the future. Use the form or phone # to get a survey.

samtrans.com/Planning/Plann..



Town of Chapel Hill

February 19 at 1:09 PM

We need your input! Have you used Chapel Hill's first temporary in-road 'street path' on Honeysuckle Road and Booker Creek Road? Share your feedback at <http://chplan.us/3aOT5nA>. Town staff will evaluate the street path, and if it is a success, the Town will install them on other roads in the community.

The street path, which links trails at Cedar Falls Park to the Booker Creek Greenway, is a six-foot area on the side of the street intended to delineate an area for people to ... [See More](#)



Examples: Evokes emotion



raleighgov • Following

City of Raleigh - Government



Great work by #RaleighFD Ladder 12 and firefighter Brett Taylor! As crews fought to control a house fire, Taylor found the homeowner's dog-- Sassy Cinnamon--and helped save its life. [Story on RaleighNC.gov/NEWS](#) | #Raleigh #RaleighNC #SassyCinnamon #Firefighter #RescueDog #RescuedDog #CityOfRaleigh

6d



alleyinraleigh LONG LIVE CINNAMON! ❤️ 🙏 🥺 🥺 🥺



6d 9 likes Reply

View replies (1)



1,795 likes

6 DAYS AGO



Add a comment...

Post

Examples: Engages Audience

 **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

It's a winter wonderland in #RaleighParks this morning! ❄️❄️❄️ A dusting of snow overnight left our parks looking beautiful. 🥰👦 Happy Snow Day! ❤️



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



EMPath

Yesterday at 10:00 AM · 🌐



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

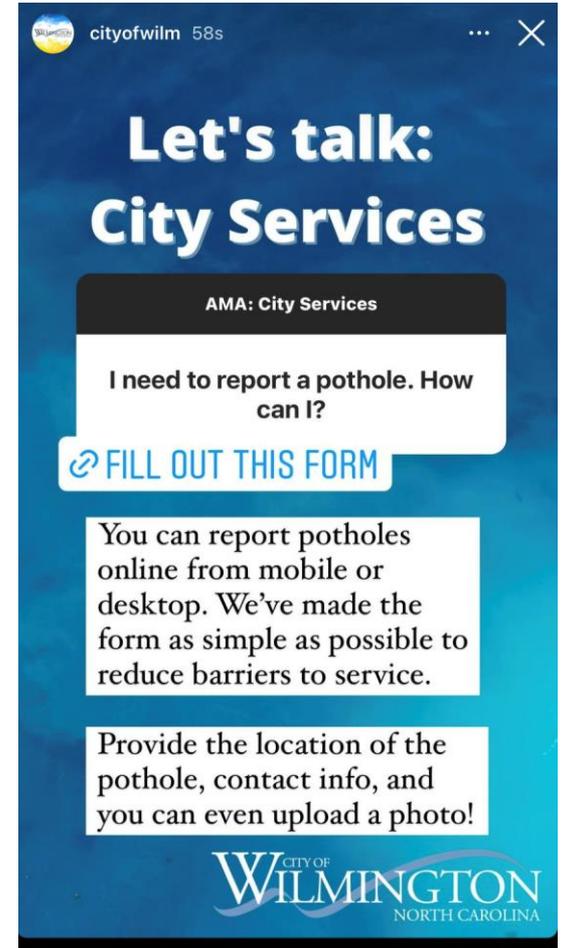
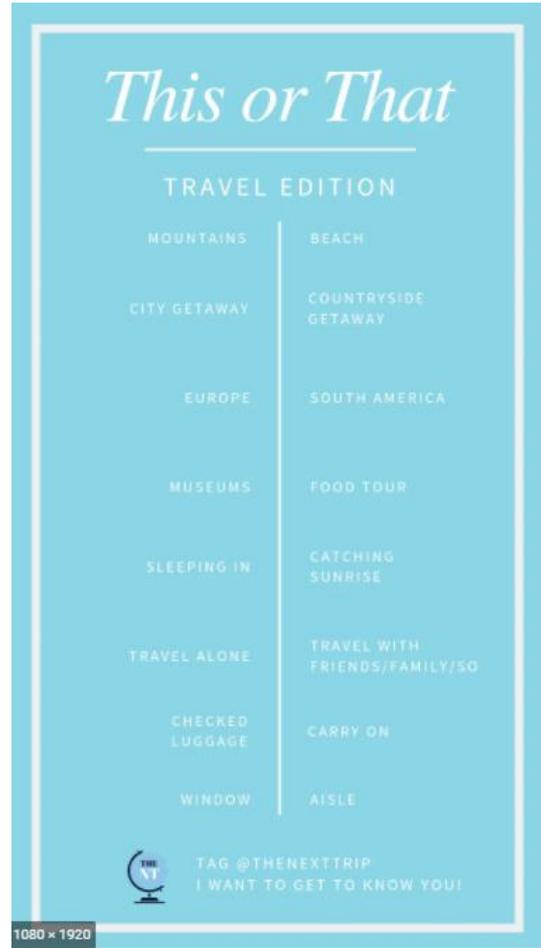
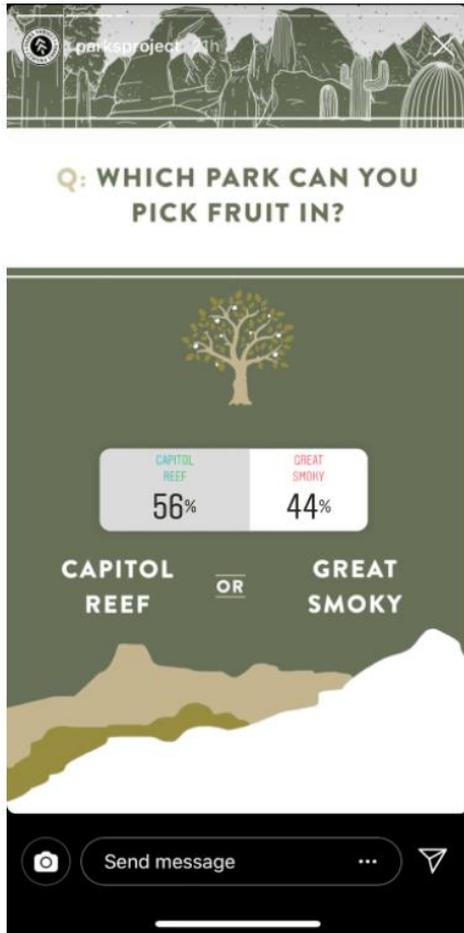
I love Quincy center because the parking garage was so run down and dangerous the had to tear it down !! It's also nice that they sell food so you have something to do while you wait for your delayed train.

9:18 AM · Feb 14, 2020



♥ 82 4 Copy link to Tweet

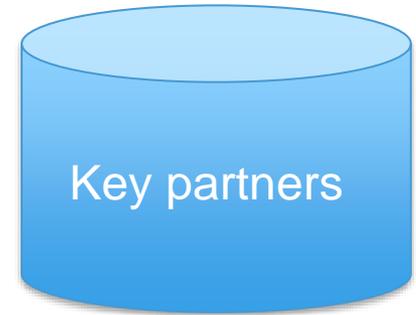
Stories



YouTube



Content Ideas/Sourcing Content

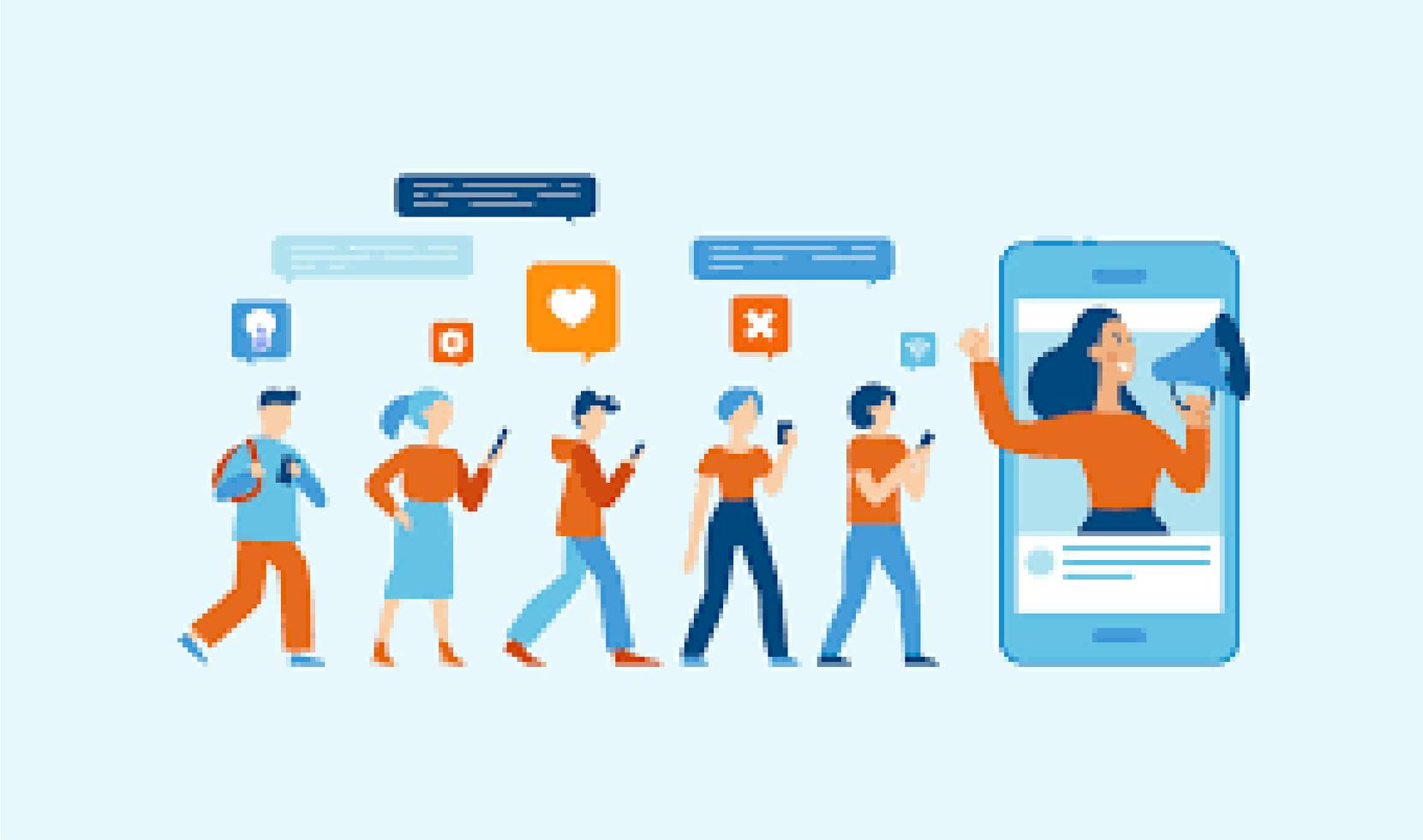


1. A day in the life
2. Personal wins
3. National X day (i.e.. national dog day)
4. Volunteer/ in the community

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

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

Influencers and Collaborations



Going viral



WHY IT'S SO HARD TO GO VIRAL



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!



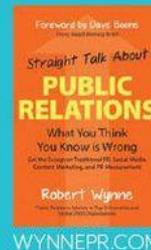
REALITY

- * 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.



Source: Forbes.com

Have fun with it!



Anthony Matthews Osma

1d



Oklahoma Departme...



12h

How's your Friday going?



149



1,335

20 52



9,476

4,240



Tools

- Hootsuite
- Buffer
- Canva
- Meltwater
- Talkwalker
- Monday.com
- Keyhole