Social Media Trends and Best Practices
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.

PEW RESEARCH CENTER
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.
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
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......

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

SMART

Specific  Measurable  Attainable  Relevant  Time Based
Set your profiles up for success

STAY STRONG, STAY SAFE.

City of Boston
@cityofboston · City Hall

About
Welcome to the City of Boston’s Official government page. For the latest public health updates visit: 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
### When to post on social?

<table>
<thead>
<tr>
<th>Channel</th>
<th>Best Day</th>
<th>Worst Day</th>
<th>Time</th>
</tr>
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<tbody>
<tr>
<td><img src="https://via.placeholder.com/20" alt="Facebook" /></td>
<td>Wednesday</td>
<td>Sunday</td>
<td>10am – 3pm</td>
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<tr>
<td><img src="https://via.placeholder.com/20" alt="Twitter" /></td>
<td>Tuesday/Wednesday</td>
<td>Saturday</td>
<td>9am</td>
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<td><img src="https://via.placeholder.com/20" alt="Instagram" /></td>
<td>Wednesday/Friday</td>
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<td>10am – 11am</td>
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<td><img src="https://via.placeholder.com/20" alt="LinkedIn" /></td>
<td>Wednesday</td>
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<td>9am-10am or 12pm</td>
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<td><img src="https://via.placeholder.com/20" alt="YouTube" /></td>
<td>Thursday/Friday</td>
<td>Weekends</td>
<td>12-3pm</td>
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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
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
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<th>MONDAY</th>
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<tr>
<td>Motivational update</td>
<td>Sales update</td>
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<td>Happy weekend! Image</td>
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<td>Blog post promotion</td>
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<td>New product!</td>
<td>Social media campaign</td>
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<td>Bank Holiday</td>
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<td>Webinar</td>
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<td>Videos/GIFs</td>
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**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!

**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

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

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...
Examples: Evokes emotion

ralieghgov 🇺🇸 • Following
City of Raleigh - Government

ralieghgov 🇺🇸 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! 💙 <<< haul 💶

6d 9 likes Reply

View replies (1)

1,795 likes
6 DAYS AGO

Add a comment...
Examples: Engages Audience

Bryson City, Swain County, North Carolina

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

Photo by: @Elizabeth Skinner
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!

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 A

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.

MBTA @MBTA · Feb 14
Replying to @MBTA and @JetBlue
Show us what makes your MBTA spot & neighborhood special. Maybe the people, a restaurant, museum, park, or special event sets your neighborhood apart.

We're looking for creativity & originality, not production value. So get out your cell phone & let your imagination do the work.

MBTA @MBTA · Feb 14
What you need to know:
1️⃣ You must be 18 years or older to participate
📅 Share by 11:59 PM on February 28
.Inject post with #NextStopTheWorld
3️⃣ Judges will pick 1 winner 🏆
✈️ Win 2 roundtrip flights to any @JetBlue city
Full contest details: mbta.com/NextStop
The case of the MBTA

Relying to @MBTA and @JetBlue
I love the Alewife stop, because it is always well stocked to meet my needs

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.
Stories

Q: WHICH PARK CAN YOU PICK FRUIT IN?

CAPITOL REEF 56%
GREAT SMOKY 44%

This or That
TRAVEL EDITION
MOUNTAINS | BEACH
CITY GETAWAY | COUNTRYSIDE GETAWAY
EUROPE | SOUTH AMERICA
MUSEUMS | FOOD TOUR
SLEEPING IN | CATCHING SUNRISE
TRAVEL ALONE | TRAVEL WITH FRIENDS/FAMILY/SO
CHECKED LUGGAGE | CARRY ON
WINDOW | AISLE

Let's talk: City Services
AMA: City Services
I need to report a pothole. How can I?

You can report potholes online from mobile or desktop. We’ve made the form as simple as possible to reduce barriers to service.

Provide the location of the pothole, contact info, and you can even upload a photo!
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
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 an 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.
Have fun with it!

Oklahoma Department...

How's your Friday going?

our lighthearted tweet about not letting wild animals indoors

the entire state of Oklahoma wanting to pet a mountain lion
Tools

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