Follows, Retweets, & Likes: Effectively Marketing Your Organization Through Social Media

GLOBAL | COLLABORATIVE | INNOVATIVE | PASSIONATE | LEADER

CADCA Member Benefits
- Advocacy on Capitol Hill including emailed legislative alerts and updates regarding CADCA's public policy efforts and time-sensitive legislative issues
- Discounted registration rates up to $200 for CADCA's National Leadership Forum and Mid-Year Training Institutes
- Electronic newsletters and two printed newsletters per year
- Unlimited postings to the CADCA's Prevention Job Board
- Volunteer requesterrals
- Unlimited Roster
- CADCA Community

Questions? Contact Lauren Blackwell at lblackwell@cadca.org or 703-706-0560 x261

Webinar Wednesday Member Perk
Webinar presenters will be on the members-only CADCA Community for one-hour after each webinar. Members can ask questions, interact and engage for a more in-depth experience on what you have just learned.

This is a members-only benefit. Learn more and join: cadca.org/memberbenefits
Opening Activity

In the chat box, answer the following question:

- What is your coalition/organization's primary social media goal?

Why is Social Media Important for Your Organization?

- Social media provides a powerful, free tool for marketing products, services, and initiatives and for building a receptive engaged audience.
- 92% of ad agencies use social media in their campaigns to compete with tobacco, alcohol, and other harmful advertising.
- Meet your target audience where they are.

Social Media Usage

% of U.S. adults who use:

- Facebook
- Pinterest
- Instagram
- LinkedIn
- Twitter
- Snapchat
- YouTube
- WhatsApp
- Reddit

Source: Pew Research Center
Social Media Usage

Source: Pew Research Center

10 Reasons to use Social Media

- Users are engaged
- Allows businesses to tell a story
- Ideal for customer service
- Can support email marketing strategies
- Social media is everywhere
- Spreads the word and generates brand awareness
- Popular among many audiences
- Cost-effective (free or low cost)
- Reaches all ages and demographics
- Encourages two-way communication

Source: Constant Contact

Best Practices - Facebook

- Set up a business page
- ALWAYS include photo/video
- Embed video (rather than linking) to receive more engagement
- Aim to post 2-5 times/week
  - Articles, research, activities of other coalitions, photos of meetings/events, what you’re working on, etc.
- Engage - messages, comments, etc.
Best Practices - Twitter

- Short format
- Ideal for live updates from events, breaking news
- No set limit on number of posts
- Retweets = endorsements
- Signature hashtags
- Tag partners/sponsors

Best Practices - Instagram

- Dynamic pictures
- Short videos on grid, longer videos on IGTV
- Short captions
- Avoid overediting
- Tag partners
- Limit to 2-3 posts per week

Best Practices - TikTok

- Ideal for younger audience
- Youth can takeovers
- Short videos (1 minute max)
- Great for coalition events
Social Strategy - ABOUT

- Audience
- Branding
- Objectives
- Use
- Timing

Define Your Audience

- Who are you ideally trying to reach? Students? Parents? Community Leaders?
- What are you doing to meet them where they are?
Engage Your Audience

Infographics Capture Viewer Attention

JUULing Infographic:
- CADCA's most popular Facebook post ever
- 13,792 people reached
- 1,199 engagements

Branding – Utilize Cover Art Real Estate
Tell Us About Yourself

- Keep business description (bio) consistent across all channels.
- Brainstorm a handful of essential and SEO-friendly words that describe your company.
- Only first 140 words appear in search engines, so important info first.
- Link to the most relevant area of your website.

Objectives

Objectives within a social media strategy should always be: SMART

- Specific
- Measurable
- Achievable
- Realistic
- Time-bound

Platform Metrics (Measurable)

- Available with each platform for business pages
- Can track for previous week or previous month
- Reach: how many people saw the post
- Engagement: how many people interacted with the post
Use

- Frequency
- Rules
- Administrators
- Consistency

Use – Consistency

Timing

- Always be updating!
- Live videos/tweets draw in a ton of engagement
- If you wait, it's too late
# How to Go Viral

## #IceBucketChallenge

- [https://www.youtube.com/watch?v=sdSEhG90n9I](https://www.youtube.com/watch?v=sdSEhG90n9I)
- In 2014, the hashtag #IceBucketChallenge became one of the most popular hashtags of all time.
- Raised more than $220 million.
- Money allowed scientists to discover a gene related to ALS.

## Use Social Media to Get Media Coverage

- Reporters look to social for story ideas.
- Market system.
- What they look for:
  - Character/charm an aspect.
  - In other.
  - In part (social first).
  - Find, follow, engage.
Outstanding Coalition Examples

Q&A on CADCA Community

Join me on the CADCA Community right now for one-hour of Q&A!

Go to community.cadca.org

This is a members-only benefit

Learn more and join:

cadca.org/memberbenefits

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Activity: Share Your Most Engaging Social Media Post

- On the CADCA Community, share your post(s) that receive the most engagements throughout the month of March. Our team will review your post(s) and share our thoughts and/or recommendations.
Date: Wednesday, April 14, 2021
Time: 1:30 pm EDT
Trainer: Kim Linkel
Topic: Sector Collaboration Drives Community Change
Register: bit.ly/3qeXKxY

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