

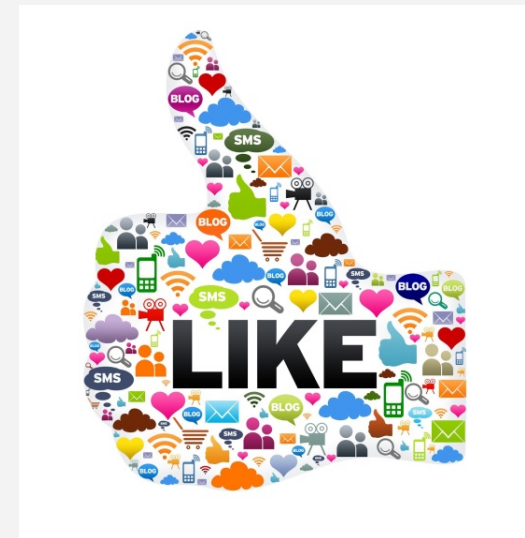
SOCIAL MEDIA 101

April 19, 2016



Objectives

- Gain insights on practical steps to get started with social media messaging
- Share best practices for engaging African American and Hispanic online audiences
- Identify case studies of successful messaging with social media platforms for multicultural audiences



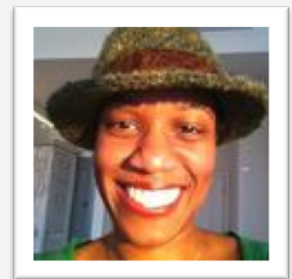
Agenda

- **Introductions**
- **Get started**
- **Building a brand**
- **Engaging audiences**
- **Case studies**



Guest Panel

- **Alfonso Pernía** social media and cultural communications consultant, former Project Director for the CDC National Digital Media Outreach Campaign
- **Natacha Ginocchio**, Editor-in-Chief, Alma Emprendedora Magazine Founder of Latino influencer marketing firm Azucar Communications
- **Jeannine Hunter** award winning communicator, writer, and online influencer Innovation Specialist for 18F and web writer for Children's National Health Systems





hootsuite™

Social Media Dashboard



Benefits

- **Centralize:** Manage all your social media networks and **schedule messages** for future posting
- **Listen:** Learn, engage, and interact with your audience. Add streams
- **Metrics:** Receive social media analytics in order to adapt, implement and react. Great research tool
- **Multiple Users:** Share control of your networks to team members
- **Security:** Profile protection

← → ↺ 🏠 <https://hootsuite.com/dashboard#/>



Compose message...



Red Hippo - Twitter x Red Hippo - Facebook x KryoHost (Twitter) x LiveForJESUS.today x Website Articles x Red Hippo - Google+ x RedHip

↺ ▾ + Add Stream + Add Social Network

🐦 Home RedHippoOnline

 Nov 28, 2013, 7:45pm via Twitter for iPhone

لا فخر من الخنثى ، لا خنثى ، لا خروج ولا بهانيات ،
... يستكون يدولنا حثي و هم غايون

400 retweets 135 favorites

🔄 6cs retweeted



Mostcharcom

Oct 29, 3:24pm via Tweetbot for iOS

🤔 التعلب على الاكتاب

د مصطفى أبو سعد

📍 18 محرم

📄 goo.gl/CdZyxd

@drmostafa64

🐦 Mentions RedHippoOnline



CheetahsFanApp

Oct 23, 4:17pm via Central Cheetahs App

@RedHippoOnline We're really pleased you're following us, be great if you joined us on Facebook too! spont.ly/1MIOTRE



CheetahsFanApp

Sep 23, 12:20pm via Central Cheetahs App

@RedHippoOnline We're really pleased you're following us. Did you know we have a Facebook page too? spont.ly/1MIOTRE

 GustavoKramolat

🐦 Messages (Inbox) RedHippoOnline



css_success

Oct 27, 6:57pm

Glad to connect! Are you a designer or developer? I built Designing Nation from the ground up to support designers and developers. Just launched the platform. Would love to get feedback bit.ly/designnation



Chantal08717

Oct 25, 10:56am

انتشار واعلان ريلويث حقيقي على اكثر من مليون متابع
خليجي فاهل يوجد عروض مغرية جدا ومتابعين المراسلة
للحائزين فقط انتظر ذلك وشاب 00962789187963

Other Resources



 **buffer**



- **Tweetdeck:** Allows future posting, only for Twitter, can be downloaded as desktop software. **Free**
- **Buffer:** Multiple users, schedule also posts on Pinterest. \$25-\$250 p/month
- **Social Pilot:** Easily integrate your App Store & Google Play accounts, supports +300 apps, Google Chrome plug-in with Bitly integration
- **SocialOomph:** Posting from unlimited posts & blogs, unlimited accounts, auto-responder functionality. \$0-\$35 p/month

Planning a Social Brand that Connects



Plan to Win

A. Be realistic:

- Define the time and cost you have to invest. Ask yourself how much money and how many people you can allocate to work on your social media so that you have a constant flow of quality content per channel.
- Define how many channels you will be able to have
- Decide how you want to grow your channel. Organic may take a long time with better quality or sponsored posts?
- Select the best channel for your audience, based on results from your industry.
- Select your ideal audience and go deep into their **likes and dislikes**. What magazines they like to read? What do they like to do in their free times? Size of their family? Income?



Plan to Win

B. Build a visually appealing brand

- Invest in a great team that can help you transmit the quality of your brand. A **culturally savvy** photographer, videographer and copywriter are key to differentiate yourself among your competition.
- Fiverr.com, Fotor.com y freedigitalphotos.net are some of the free and low cost alternatives that can make your images look more professionals.



Plan to Win

C. Create quality content and give value to your audience

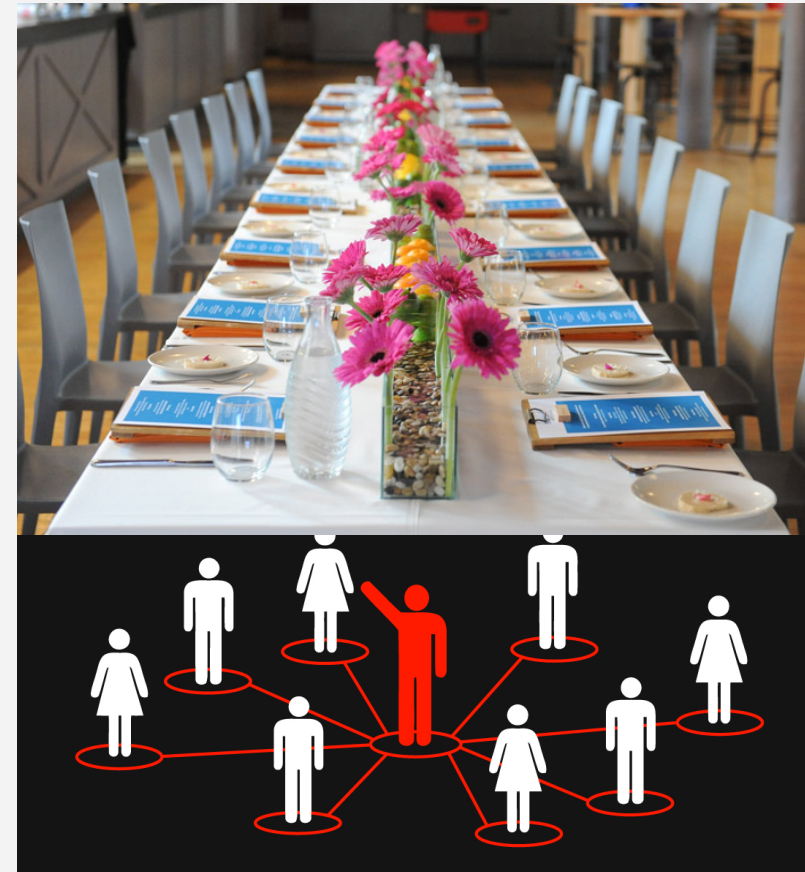
ALWAYS:

- Define your tone and message. How do you want your audience to perceive you? Fun, serious? What is the main takeaways?
- Create content that responds to the necessities of your audience. What is your audience looking for? E.g., What are the natural foods that burn fat?
- Give your audience what they want and they will give you what YOU want.
- Do it consistently.



Tips to Create Engagement

- Integrate your social media efforts to your overall marketing, advertising, PR and grassroots campaigns.
- Respond within 24 hours to your audience.
- Be transparent.
- Sponsor posts based on your audience's preferences.
- Add celebrities, local personalities and influencers that already promote healthy behaviors and can create original content for your brand.
- Create cool events that affect your audience directly and use the occasion to make an impact in the community your trying to capture.
- Just... have fun! It's social!



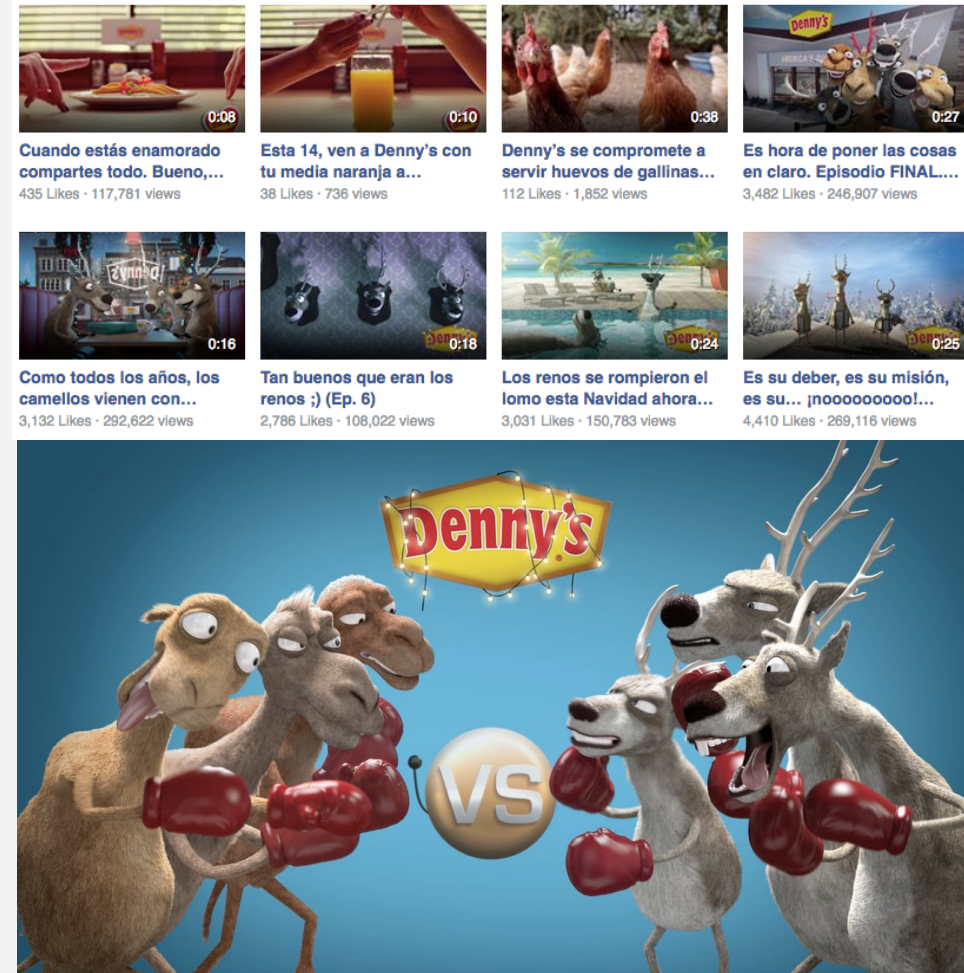
Case Study

Brand: Denny's Latino

Summary: The campaign aimed to bring people together during the holidays by adding comedy to the clash of two classic worlds that stems from a strong and unique Hispanic insight. The mini-series features eight animated episodes, with the first installment released on Nov. 30, 2015.

Results 1.7 M views and 27K comments

Why it works? Fun culturally relevant execution. It's not language but culture what makes a person relate to this message.



Knowing your Audience

Jeannine Hunter

African Americans and Social Media

- A Pew's Internet & American Life Project study in 2013 broadly found that youth of all backgrounds are increasingly engaging in social-media activities, African American teens were more likely to be social friends with athletes, celebrities or musicians than white teens.
- Twitter is the preferred social network of African American teens compared to white teens (39 percent of African-American teens reported using Twitter while only 23 percent of white teens preferred it).
- And for African Americans overall, 26 percent who use the Internet use Twitter* compared to 14 percent of whites; and 11 percent said they use it at least once a day compared to 3 percent of white Twitter users.

Influencers Common Qualities

- **Specialized** - they have the ability to reach a targeted audience = stronger following that gives you direct access to folks most likely to want to hear your message
- **Trustworthiness** - their followers recognize that they provide honest and real information; building their trust = building trust with their audience
- **Creativity and Responsiveness** - actively engaged on different platforms, using different media, often compelling others to act due to their posts

Tips for Social Media Platforms

- **Identify** opportunities to enable improved access to your message
- **Connect** with trusted partners for specialized messaging such as HHS and CDC and African American health-oriented groups, professional associations, civic organizations
- **Establish** key stakeholder groups
- **Discover** best practices and pain points within the community

Mistakes Made when Developing Content

- **Ignoring** tone - in text and imagery -- be consistent and become your audience
- **Overlooking** culture and events such as National Minority Health Month as opportunities to engage in real-time, relevant conversation on social
- **Failing to develop content** with African Americans in mind --- for example pictures posted on your Facebook page that inaccurately reflects your target market
- **Not looking beyond the obvious** - find out, research what African Americans are talking about and are currently interested in; know your audience, become your audience

Reaching African American Audiences

- **Avoid relying on stereotypes** when developing your campaign
- **Find an emotional connection** with the audience
- **Research your audience** - know your audience, become your audience; for example, American Airlines found that creating the niche digital space for African Americans would fill a void for travelers
- **Test assumptions and work networks** (social networking sites, microsites, or blogs)

Questions/Answers