



ENGAGING ON SOCIAL MEDIA – IDEAS AND TIPS

We must always be thinking through how best to engage with your target audiences. Social media is an important way to do this, but not all platforms are built for the same kind of communications.

^{1,2} Audience data sourced from the Pew Research Center. You can find more demographic data for Facebook, Instagram, Twitter, and other social networks at Pew's website: <https://www.pewresearch.org/fact-tank/2019/04/10/share-of-u-s-adults-using-social-media-including-facebook-is-mostly-unchanged-since-2018/> and, <https://www.pewinternet.org/2018/05/31/teens-social-media-technology-2018/>.

³ <http://mediakix.com/2019/03/top-tik-tok-statistics-demographics/#gs.djit0v>

⁴ <https://expandedramblings.com/index.php/medium-facts-statistics/>



If you're deciding where to direct your social media efforts, think...

- Target Audience**—Who is your target audience(s) and where are they most active online and on social media? For example, if you are hoping to reach young adults (ages 18–29), Instagram skews significantly more toward that audience than other platforms.
- Objectives and Purpose**— How to select the appropriate channels to distribute content based on your target objectives and purpose? What is the purpose of your online activities? How will your social media messages and content support your larger social marketing/communications strategy? What is the action that you want your engaged audiences to do? Is it to access services and supports? To increase awareness about children's mental health or the systems of care approach?
- Process and Resources**—What resources do you have to devote to your social and digital media strategy? Consider potential writers, graphic designers, social media publishers, and community managers. Who are the key approvers on messaging and rapid responses, should they be needed? Is there a paid media budget for social media amplification? How will you evaluate your efforts?
- Images and Videos**—What visuals can you create or repurpose that will amplify your message on social media? What images or data visualizations from evaluation data could you share? How can you tell your system of care story through video?

Following is a list of commonly used social media platforms and channels, their best-use scenarios, engagement ideas, and professional tips based on today's general trends and insights. Because your audiences, topics, and campaign content will vary from effort to effort, it's important to regularly gather insights and analytics from your profiles and adapt your efforts accordingly.

SOCIAL MEDIA PLATFORMS	AUDIENCE ^{1,2}	BEST USES	ENGAGEMENT IDEA	PRO TIP
FACEBOOK 	Facebook remains one of the most widely used social media sites among adults in the U.S. with about 7-in-10 adults using the platform. Users come from a range of ages; however, more than two-thirds of people 50 or older use the platform.	News and announcements; event highlights; photos or albums; online conversations among community and directly with organization; links to relevant articles or blog posts; videos	Facebook Live: This latest and very popular feature allows you to broadcast video in real time for your followers to watch and/or interact with.	Use Facebook's own built-in scheduler to schedule posts ahead of time. Use its built-in Insights feature to explore analytics information for your posts.
TWITTER 	22 percent of U.S. adult Internet users are on Twitter. Internet users in urban areas are much more likely to use Twitter than users in suburban or rural areas. Unlike Facebook and Instagram, more men use Twitter than women.	News and announcements; customer service; links to articles or blog posts; blogging; live tweeting from events; participation in trending conversations	Twitter Moments: Consider using Twitter Moments, a feature within the Twitter app and website, to aggregate and publish a series of relevant tweets from a tweet-worthy moment together in one place. For your Twitter Moment, you can aggregate a mix of your tweets along with other relevant tweets from other accounts.	The best Twitter profiles don't just share links; they begin conversations, interact with users, and have a personal tone behind the account. Find a relevant hashtag that has gained some traction and be part of the larger conversation as well as gain some new followers.
INSTAGRAM 	Instagram skews significantly toward younger adults (ages 18–29). Only 15 percent of U.S. teens ages 13 to 17 say they use Instagram most often.	Creative or aesthetically pleasing photos (don't forget to use the built-in filters and photo effects to maximize visual impact); humor and aspirational content; short-lived content known as Stories	Hashtags: On Instagram, the rules of hashtags are simple. The more hashtags you use, the more likes you're going to get. The downside is your posts might look a bit spam-like to your most engaged followers, so be sure to balance which hashtags you use. Best practice allows for up to 10 hashtags within a post.	When on mobile, you can easily discover popular hashtags to consider putting in your post. Start writing a hashtag with the “#” sign and a drop-down menu with possible hashtags and their number of occurrences will appear.
SNAPCHAT 	Snapchat boasts strong daily engagement among youth and young adults (ages 12–34).	One-way conversations (though you can snap with other users, for brands and organizations it's best to keep your communication limited to your one-way story); humor; behind-the-scenes of events, meetings, or conferences; storytelling	Snapchat Memories: A feature within the Snapchat app now allows you to save Stories in the cloud or your phone and to share photos and videos taken at any time that have been saved on your phone.	The best Snapchat Stories let us peer into a sector of someone's life or an organization's process that isn't normally showcased, all while telling a good story. Using geotags for a live event can help increase visibility and showcase what you did during the event.
LINKEDIN 	LinkedIn has grown from a job search platform to a strong social media platform for professional development. It is primarily used by professionals who are college graduates and live in higher income areas.	Thought leadership and/or subject matter expertise; networking opportunities; partnership development; organizational news and announcements such as job opportunities; participation or moderation of topic-specific groups	LinkedIn Showcase Pages: These subpages allow organizations to showcase specific campaigns, initiatives, products, or sub-brands. Showcase Pages have their own destination and ability to post relevant content and amass followers, but they do not have all the features of a company/organization page.	Company Pages are SEO-friendly. Google previews up to 156 characters of your page text, so be sure that your description leads with powerful, keyword-rich copy.
YOUTUBE 	It is the world's second largest Internet search engine. Nearly three-fourths of U.S. adults use YouTube, especially users ages 18-29. Nearly one-third of U.S. teens ages 13 to 17 say they use YouTube most often.	Short-form videos; shareable and discoverable content; popular content includes how-tos, music, and animals	YouTube Playlists: Create a playlist that groups your videos together based on a common theme, topic, or message area. Sharing playlists allows you to provide users with a video conversation about your intended topic.	Include relevant hashtags and links in your YouTube description as a way to pull in audiences who are interested in learning more.
TIK TOK 	This is currently the most popular non-game phone app with more than 100 million U.S. users. Sixty percent of active users are 16-24 years old. ³	Short looping videos of 3-60 seconds; short music video videos of 3-15 seconds	Challenge Promotion: Develop an activity challenge for Tik Tok users to participate in and post videos using a designated hashtag.	Engage system of care youth leaders and council to develop strategies and content for Tik Tok since the majority of users are youth and youth adults.
MEDIUM 	This blogging and publishing site has 60 million monthly readers. ⁴	Longer-form content and complex ideas; content with multiple accompanying media; articles; beginning discussions; search engine optimization	Multimedia Embeds: Add an engaging, eye-catching image, video, audio, or other Medium posts or social media content to your posts. It will help break up your text while also providing readers with additional ways to explore your topic.	The ideal post length is however long it takes to succinctly and articulately get your point across. Many find that 600 words is optimal for getting views and shares.