



Social Media 102: You Have Twitter- Now What?



NATIONAL ORGANIZATION FOR WOMEN

JANUARY 11TH, 2014

2:00-3:30PM

Welcome from the NOW National Action Center!



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Agenda Review



- Why use social media?
- Webinar Focus
- NOW Branding
- Best Practices
 - Facebook
 - Twitter
- Introduction to HootSuite
- Social Media Planning
 - Anniversary of Roe v. Wade: January 22nd
 - One Billion Rising: February 14th
- Questions and Next Steps

Why Chapters Should Use Social Media



- Effectively highlights the grassroots nature of NOW
 - Every chapter and every state can have accounts
 - Show your chapter's spirit
 - Ensure your chapter's voice is heard by National NOW
- Reach a larger and more diverse audience
 - Engage audience in real time events- *Think Wendy Davis*
- With training everyone can use it
- Remember social media is FREE!

Webinar Focus



- **Social Media 102 (this webinar)**
 - Designed for Social Media Chapter Chairs
 - Assumes basic knowledge of Facebook, Twitter or Tumblr
- **Social Media 101**
 - Designed for social media beginners
 - “How To’s” can be found in the Action Kit section of the chapters only website (Facebook, Twitter, Tumblr and Hootsuite guides available)
 - Schedule a social media coaching call with a member of the field team (contact us: field@now.org). We are here to help!
- **Don’t Worry**
 - Learning social media takes time
 - You do not have to be perfect

Branding Your NOW Chapter



Create your own chapter logo:



- Proper branding gives your chapter a:
 - Recognizable personality
 - Identity unique from National NOW and other area chapters
- Chapter logos should include:
 - Your chapter's name ("Philadelphia NOW")
 - Bright colors
 - Imagery highlighting your state or local area (see examples on the next slide)

Great Chapter Logos



Facebook Best Practices



- **Branding**
 - Use chapter logo
 - Create an organization page for your chapter- not your personal account
 - Include information about NOW and your chapter
- **Frequency**
 - 3-4 posts a week
 - Follow other NOW chapters
- **What to post**
 - Photos and links -- tag people!
 - NO hashtags on Facebook
 - Avoid saying “like” or “share” in posted text- Facebook will post your messages less (true story)
 - Make sure it’s fun and entertaining!

Facebook Do's

Why we like this post:

- Strong image that is bright and colorful
- Asks a question, elicits a response
- Graphic is the main focus on the post
- No #'s
- Result of strong post
 - 125 likes
 - 37 shares
 - 8,168 people saw this post



National Organization for Women (NOW) shared a link

October 16

Happy Love Your Body Day! Are you celebrating?



National Organization for Women | Top: Love Your Body Grand Prize Winner Natalia...

natlorg4women.tumblr.com

Top: Love Your Body Grand Prize Winner Natalia Kiss Middle (left to right): Category I winner Ruby Moler-Willis; Category II winner Christrina Boyd Bottom: Category IV winner Vijeta Revankar (All from...)

Like · Comment · Share

37

125 people like this.



Top Comments

Facebook Don'ts


Why we do not like this post:

- Image, while colorful, is not engaging
- Caption does not engage audience
- Purely informational- no entertainment value
- Result of weak post
 - 37 likes
 - 2 shares
 - 3,330 people saw this post


In this instance, National NOW did not raise the profile of this event effectively due to a weak post.


 **National Organization for Women (NOW)** shared a link  via Zenaïda Mendez.
October 28 


NOW President Terry O'Neill will be speaking at NOW NYS convention in NYC.





NOW NYS Convention
www.nownys.org


NOW-NYS Annual Convention Saturday, November 9, 2013 The City College of New York, Faculty Dining Room NAC Main Building, 3rd Floor (directions) 

Like · Comment · Share  2

 37 people like this.

 Write a comment... 

...

3,330 people saw this post 

Twitter Best Practices




- **Branding**
 - Twitter handle and chapter name should match
 - Chapter Twitter should only be used for chapter tweets
- **Frequency and Timing**
 - Use Followerwonk.com to figure out when your followers are on Twitter
 - Ideally 1-5 tweets per day- fewer tweets is fine, especially when you are just starting out
 - Frequency recommendations vary between scheduled and live tweeting
 - ✦ Note: If you are live tweeting an event, be sure to announce in a tweet at the onset
- **Content to Post:**
 - Similar to public text message
 - Using # and @
 - 112-114 optimal length for retweeting
 - Do not tweet a link without context- it looks like your account was hacked

Twitter Do's



National NOW @NationalNOW

29 Oct

. @SenRandPaul vows to hold up #JanetYellen nomination j.mp
/1gYPQe1  #ugh

 Hide summary

 Reply  Delete  Favorite  More

Why we like this tweet:

- Uses period before the @ symbol increases your tweet's audience
- Hashtag is used within the context of the tweet resourcefully using your limited characters
- Second hashtag (#ugh) is amusing- Twitter loves snarky
- It is fewer than 140 characters- ideal for manual retweeting
 - Manual retweets allow the retweeter to insert additional text

Twitter Don'ts



National NOW @NationalNOW

30 Oct

"Men's rights" movement is really just "a hate campaign against women." (TW: violence against women) j.mp/19QhW4J

[Collapse](#)

[← Reply](#) [🗑 Delete](#) [★ Favorite](#) [*** More](#)

Why we do not like this tweet:

- Does not use # or @ limiting the tweet's audience
- Too long decreasing likelihood of retweet
- Does not encourage action or engagement from audience

Facebook, Twitter, and Tumblr Contrast



	Planning Actions & Chapter Meetings	Linking to Blogs & Webarticles	Posting Blogs & Webarticles	Posting Pictures	Posting Albums	Urgent Communication, Reminders & Live Events
Facebook	Yes	Yes	No	Yes	Yes	Sometimes
Twitter	Sometimes	Yes	No	Yes	No	Yes
Tumblr	No	Sometimes	Yes	Yes	Sometimes	No

Brief HootSuite Overview



- **HootSuite (hootsuite.com)**
 - Schedule all Facebook & Twitter activities in advance
 - Manage multiple accounts on one social media platform
 - Monitor specific #'s and @'s
 - Save time and avoid confusion
 - For more information, check out the *How To: Hootsuite* guide available on the chapter's only site or contact the Field Team (field@now.org) with questions

Social Media Kits

Provided by the National Action Center



- **Social Media kits available on the Chapter's Only site:**
 - Anniversary of Roe v. Wade (January 22nd)
 - One Billion Rising (February 14th)
- **In these kits, you will find:**
 - Tweets
 - #'s and @'s
 - Graphics
 - General guidance to support your chapter's social media activities

Questions and Next Steps



Questions?

THANK YOU FOR COMING!



Field Team Contact Information:

(202) 628-8669 x116

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@FieldTeam_NOW

Don't forget to fill out Social Media Tracking Form:

<http://bit.ly/1a2r4nW>