



TRAINING INITIATIVES FOR
NEUROLOGY ADVOCATES

e-Advocacy: Developing a Social Media Strategy

COURSE NOTES AND EXERCISES

SOCIAL MEDIA CAMPAIGNS



EFNA

EUROPEAN FEDERATION OF NEUROLOGICAL ASSOCIATIONS



TRAINING INITIATIVES FOR
NEUROLOGY ADVOCATES

CREATING A SOCIAL MEDIA CAMPAIGN

You might be wondering what's the difference between a strategy and a campaign. Your typical social media activity is probably going to be about overall awareness and bringing attention to your organisation as a whole. Whereas a campaign is going to be more specifically targeted.

Core Elements

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I. RESEARCH

start here ↙



Every good plan starts with research. Your research is two-fold – it concerns looking outwards to what's already happening and inwards to your own organisation.

PRO TIP

Seek out tried and tested solutions. It's much easier to adapt or scale something that already works, than to start completely from scratch. If you're struggling with resources, you don't need to reinvent the wheel – a lot of ideas, knowledge and lessons already exist – finding them can save you a lot of wasted time and effort.

3. GOALS AND OBJECTIVES

The first step to any social media campaign is to establish the goals and objectives that you hope to achieve. Having these allows you to quickly react when social media campaigns are not meeting your expectations.

PRO TIP

MATCH GOALS TO KPIS

Specific: What exactly are we measuring?

Measurable: Can this KPI be quantified, whether through reports or customized dashboards?

Attainable: Is it realistic for us to obtain this measure?

Relevant: Is this KPI directly related to our campaign objective?

Time-Related: Is this KPI achievable within the period the campaign is running?

4. AUDIENCE TARGETING

Think about how you can reach people in power. How might they interact with you online?

- Go back to your earlier research - who is already connecting with you?
- Who can you collaborate with to amplify your stories and key messages?
- Each segment will have their own online influencers who can be powerful allies in helping you get your key messages out there and increasing your social proof.

Prioritise

Often an organisation has too many segments it would like to reach. If this is the case you will need to prioritise which audience you most need to reach with your campaign message. By segmenting and prioritising audiences you can put your resources to the best possible use.

LEARN MORE

[How To Create Twitter Lists](#)

5. DEVELOP KEY MESSAGE

Core Elements

- One clear unambiguous message
- Generate an emotional response
- Tell stories
- Develop a narrative arc
- Include a strong call to action

Top 10 Emotions	Bottom 10 Emotions
<ul style="list-style-type: none">• Amusement• Interest• Surprised• Happiness• Delight• Pleasure• Joy• Hope• Affection• Excitement	<ul style="list-style-type: none">• Anger• Politeness• Frustration• Doubt• Embarrassment• Despair• Hurt• Guilt• Contempt• Shame

6. CREATE CONTENT

Core Elements

- Match content type to platform
- Create modular content
- Repurpose assets
- Stand out with Stories
- Build a consistent visual vocabulary

LEARN MORE

- [How To Create Professional Graphics — Even If You're Not a Graphic Designer](#)
- [How to Create Six Unique Social Shares From Just One Piece of Content](#)
- [10 Places To Find The Best Free Images](#)
- [Social Media Image Sizes](#)

6. DEVELOPING A CAMPAIGN TOOLKIT

A **social media campaign toolkit** contains information and resources to push out and amplify a **social media** campaign/cause. It is similar to a press kit for promoting a news item, but the audience is your supporters and partners, rather than journalists or media contacts.

7. GENERATING CAMPAIGN VISIBILITY

There are millions of accounts publishing billions of content updates every day. You can post on most social platforms for free, but it's difficult to ensure your campaign is visible in a crowded online space.

Understanding social media algorithms

Social media algorithms are a way of sorting posts in a users' feed based on relevancy instead of publish time. **Social networks** prioritize which content a user sees in their feed first by the

likelihood that they'll actually want to see it.

The Big 3 - What You Should Know



The **Twitter News Feed** is all about personalization and uses machine learning to sort content based on the following factors:

- Recency
- Relevance
- Engagement
- Rich Media

Users can turn off the Twitter algorithm in their feeds and toggle between Top Tweets (Twitter's algorithm) or Latest Tweets (no algorithm).



The **Facebook News Feed** uses three major categories for ranking content

- Who a user typically interacts with
- The type of media in the post (e.g., videos, links, photos, etc.)
- The popularity of the post

Users have the option to tell the algorithm what's important (or not so) to them (i.e. can decide to see fewer posts from people/pages)



The **Instagram News Feed** is a personalized experience based on your interests. The platform prioritizes:

- Relationships (interaction history)
- Interest (post type)
- Timeliness (publishing recency)

This means that focusing on community engagement is key.

Organic vs Paid Reach

Organic reach is the number of people who see your content without paid distribution

Paid reach includes the people who see your content as a result of paid promotions (can also impact organic reach)

- **Facebook** has an average organic reach of around 6.4% (or less) of the page's total likes
- **Instagram** has approximately 2.2%

Should you pay to play?

Social media platforms want you to pay to be seen. Their business model depends on it. However, the decision on whether or not to pursue a paid social media strategy requires careful consideration of your overall objectives, budget etc.

Considerations

- Start tracking and measuring your organic reach before considering a paid strategy.
- Ads should be a supplement to your organic strategy.
- Facebook is a great place to advertise – if you know how to target the right people.
- Not all Facebook ads are created equally. Have a plan in place first.

How to increase organic reach

- Ensure followers are seeing posts (ask them to turn on notifications)
- Align content with key dates and awareness days
- Get discovered with hashtags
- Post at the right times
- Involve your supporters
- Use paid promotion strategically

LEARN MORE

- Discover top hashtags at <https://top-hashtags.com>
- [How to Advertise on Facebook in 2020: The Definitive Facebook Ads Guide](#)
- [7 Ways To Increase Organic Reach and Create Engaging Content on Facebook](#)
- [The Best Times to Post on Social Media in 2020](#)
- [How To Better Manage Social Media With Hootsuite](#)

SCHEDULING TOOLS YOU CAN USE

- Twitter & Facebook (natively)
- Hootsuite
- Buffer
- Sprout Social (Paid)

8. METRICS

How do you know that your social media campaign is successful? The answer lies in the metrics. As well as knowing what your objectives should be, understanding what to measure and how to interpret the results will help you to refine and report on your campaign's progress.

TOOLS YOU CAN USE

- Facebook Insights (free)
- Instagram Insights (free)
- Twitter Analytics (free)
- Sprout Social (paid)
- Tailwind (freemium)*
- HootSuite (freemium)
- Buffer (freemium)

*some elements free, but to access more features you will need to pay.