

Social Media Content Creation

Presented by Matt Woor, Social Media Channel Manager, Suffolk County Council

Key Message

“Without strategy content is just stuff, and the world has enough stuff”

@arjunbasu

ACTIVITY – Think about your organisation, your directorate, your service – what are its goals?

Write down why you think your organisation exists – e.g. Suffolk County Council

Write down why your service exists. What does it seek to do.

Write down the aims/goals of your service

5 minutes.... GO!



Social media is a lot like fishing... and the key message is your hook

- Your hook needs to be sharp and to the point
- It needs to be suitable for catching the right fish
- One hook is sufficient, no fish is going to be able to fit lots of hooks into its mouth at once
- It is the most important part of the fishing campaign – without it you catch nothing



What key messages can do

Key messages can do lots of things, but they mainly fall within three categories. How we craft our key messages depends upon what outcome we want to see happen.

- INFORM
Tell you something new (We are closed today, We have a new flavour)
- INSTRUCT
Make you to do something (Book today, buy now, share this, follow me)
- INFLUENCE
Change your behaviour (Walk don't run, Eat more salads, Stop smoking)

Make sure you use your hook appropriately, accurately and with awareness

- Is your message accurate?
- Is your message appropriate for your brand and for your audience?
- Is your message likely to be received well at the current time considering world and national events or your organisational position?



Matt's tips for key message creation

- Try to create a campaign around one key message
- Be clear what your message is attempting to do – inform, instruct, influence – do not expect it to do more than this.
- Make sure your key message links to your team/organisational goals. Is this really the priority?
- Test your key message internally with critical friends before launch
- If it feels wordy, it probably is... less is often more and in plain English
- Be accurate, Be appropriate, Be aware

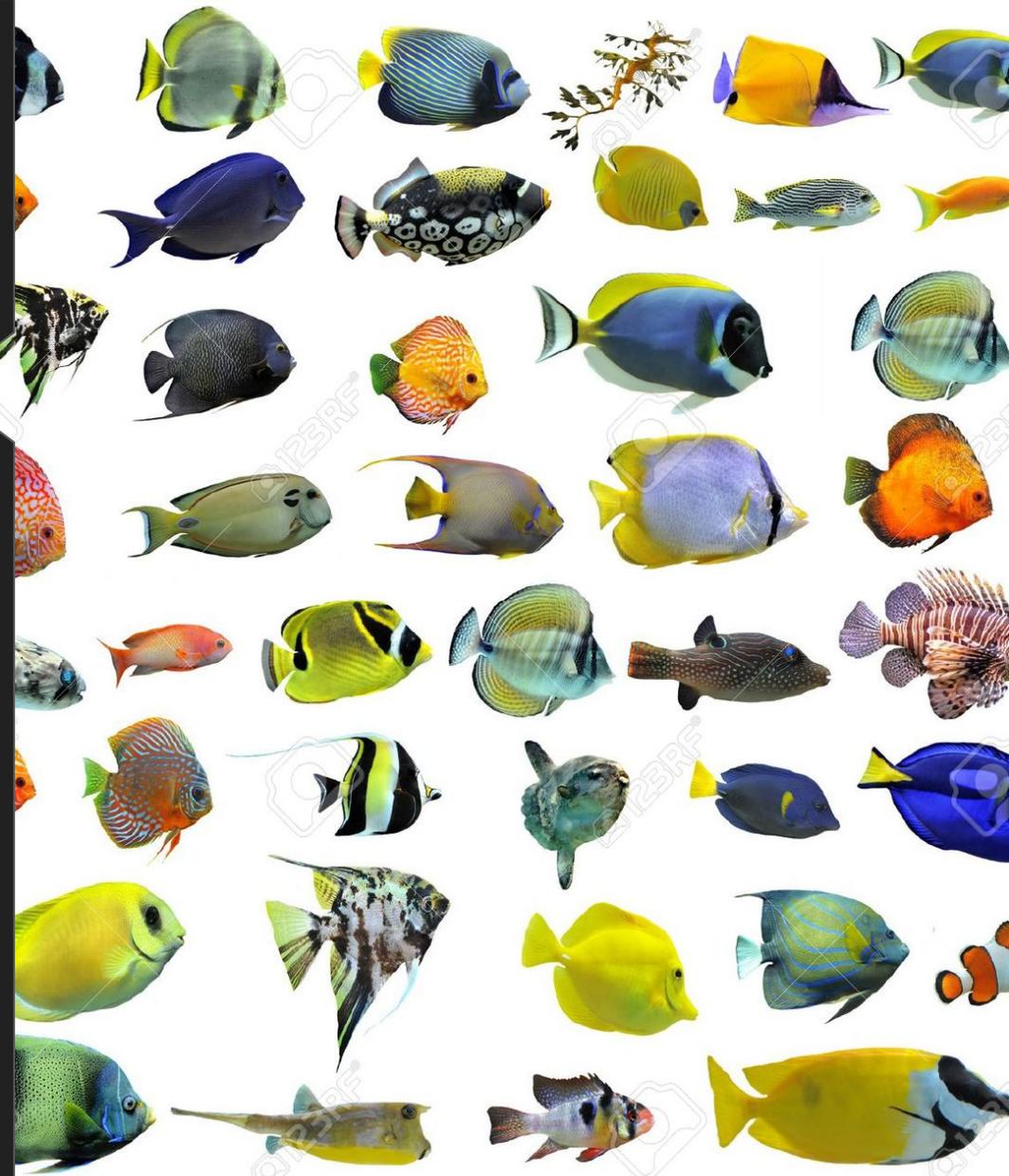
Key Audience

“When two tribes go to war, a point is all that you can.... score”

Frankie Goes To Hollywood

There are lots of fish in the world... which ones are you wanting to catch with your hook?

- Just like fish – everyone is different
- Different values
- Different triggers
- Different responses to stimuli
- Your message needs to reach the audience that you most want to engage with – whilst avoiding those that you don't.



Our tribes

- As a social animal we value our place in our selected tribes – with social media we can create our own tribe.
- We want to feel connected and part of something more than just us as individuals
- We all have strong values which we find difficult to challenge – these determine a lot about us and how we will behave/communicate
- We crave approval from our peers
- We place labels on things to help us make sense of the world around us and to identify our tribe – we find labels comfortable and reassuring – until those labels are challenged or challenge one of our values
- We spend a lot of time judging people according to our own values.

So who do you want to target

- Your social media key message should be aimed at someone
- It is very rare that a message will be for everyone
- What information does your service have about the people that use it
- Who are competitors targeting
- Can you make a label map to identify your audience

Matt's tips for identifying your audience

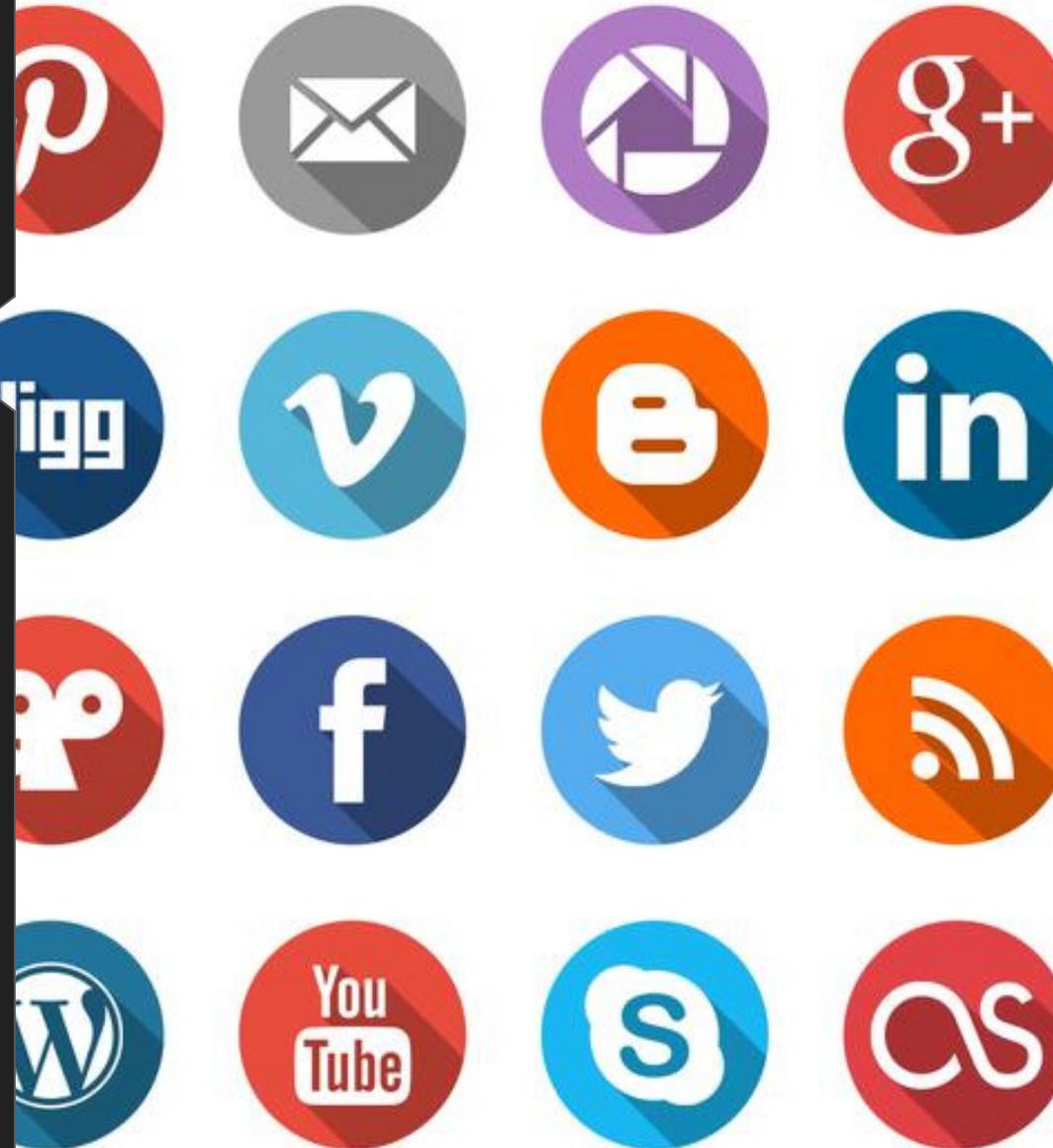
- Find out what information your service has on the customers that use it
- Remember, every time you speak to a customer is an opportunity to learn a little bit more about them. Surveys can be a great way of finding out marketing useful information like newspapers read, shops used etc
- Try to ensure a central location to store this data so all colleagues can benefit – make your label map available to all and update it every time you use it.
- Check your audience regularly, things change
- You can collect emails and such from customers providing you make it clear that you may use those emails for marketing purposes – customers must have the option of opting out. These must be securely stored too.

Platform Choice

Ocean, River, Pond or goldfish bowl

Deciding what platform to use to get your message out to the right audience is very important

- What can each platform do for our message
- What platforms are our audience using
- What information can we use about our audience on each platform to better target the message
- Social media isn't free – value for money



Facebook

- Digital Living Room
- Huge amount of information shared by people means that using it to target messages is very easy
- Most popular social media platform in the world – over 2 billion users worldwide
- Relatively cheap to advertise
- Good locational, demographic and label targeting



f Audiences

Matt Wool (124868877872726) ▾

Audiences > Suffolk Wide Adoption

Audience: **Suffolk Wide Adoption**

Create Ad Create Lookalike

Audience Details

View how this audience is defined

Audience Name Suffolk Wide Adoption

Saved Audience Details Location – Living in: United Kingdom
 Latitude 52.23 Longitude 0.55 Dunwich, Suffolk (+10 mi), Latitude 52.28 Longitude 1.70 Rushmere, Suffolk (+10 mi) England; Latitude 52.28 Longitude 1.62 Dunwich (+10 mi) Wales

Age: 35-65+

Edit

Audience History

View all of the changes for this audience

Activity	Activity Details

- (52.0528, 1.1555) + 10 mi ▾
- (52.1291, 1.5667) + 10 mi ▾
- (52.1571, 0.8498) + 10 mi ▾
- (52.1824, 0.3939) + 10 mi ▾
- (52.1918, 1.2316) + 10 mi ▾

Include ▾ Type to add more locations Browse

Drop Pin

Add locations in bulk

Age ⓘ 35 ▾ - 65+ ▾

Gender ⓘ All Men Women

Languages ⓘ Enter a language...

Detailed targeting ⓘ **INCLUDE** people who match at least ONE of the following ⓘ

Add demographics, interests or behaviours | Suggestions | Browse

Exclude people

- Newmarket, Suffolk (+10 mi), Latitude 52.43 Longitude 1.70 Rushmere, Suffolk (+10 mi), Latitude 52.19 Longitude 1.23 Stowmarket (+10 mi), Latitude 52.05 Longitude 0.54 Sudbury, Suffolk (+10 mi), Latitude 52.13 Longitude 1.57 Woodbridge, Suffolk (+10 mi) England; Latitude 52.28 Longitude 1.62 Dunwich (+10 mi) Wales
- Age:
 - 35-65+

Search Matt ▾

Audience

OVERVIEW

Size: 20

Type: Saved Audience

Created: --

Matt's tips for platform choice

- You can never go far wrong with Facebook
- Have a budget and keep to it – doesn't have to be huge money either
- Be wary of PPC (Pay per click) advertising methods like LinkedIn – if you go viral you will use up any available budget pretty quickly without hitting your target audience
- Remember to check out videos on YouTube around using platforms – or remember the help function of the platform itself – they will want to help you get the most out of using their service
- You can use more than one platform per campaign, but the content may have to change

Creating Content

Good things come to those that bait...

Welcome to LOWESTOFT...

Images

- Images attract attention
- Authentic images add more value to your message



Welcome to LOWESTOFT...

Images

- Images attract attention
- Authentic images add more value to your message
- 70% more engagement with an image on Twitter or Facebook
- Match the image to the message, never the other way round (It's the hook you're selling not the image)
- Does your image have a shelf life? (Remembrance poppies, lanyards etc)



Images – the rules

- People in the street or other public places have no expectation of privacy – that's not to say you should just follow them around snapping images
- Children (under 18) should not be used in marketing materials unless permission has been sought from the parents – BUT... if a child appears in the background of an image in a public place – that is different, they are not the subject of the photo
- Permission forms for video/image use are available on mySCC – use them
- 10% Facebook rule – no image can be boosted if it contains more than 10% words – they prefer just plain images with the text in the text box (Makes it easier for them to monitor and verify)

This thing has a camera... use it as often as you can to create your own library of images

- Doesn't matter if it's your own phone. You can always email the images to your mailbox and then into a central store
- Every opportunity you are able to capture some photos do it, makes much better sense to have a whole library you never use, than a campaign you can't use because you don't have one image.
- Themes to remember, location, time of day, season, animal/vegetable/mineral, people, urban, rural
- Make them all authentic



Videos

- Videos/moving images are a great way of getting attention to a post
- Human beings have an attention span of 8.25 seconds
- You are asking the audience to invest some of their internet time watching your content
- More expensive to source than images



Matt's Tips For Video

- Keep them short – no-body is going to watch 15 minutes of anything
- Get your hook in straight away – no point having a video if it doesn't drum home your message within the first 10 seconds
- Keep logos and such to the very end (if needed at all – nobody cares!)
- Quality doesn't have to be amazing – but if the hook is in graphical form that must be clear, if its spoken that must be clear - this is bait to get your hook in – not to sell a video!
- Subtitles – almost all video on social media is auto started in silence so you must include subtitles, do not rely on YouTube's own.
- Authenticity is just as important with a video – San Diego Sally has never fostered children in Suffolk, so why pretend she has?

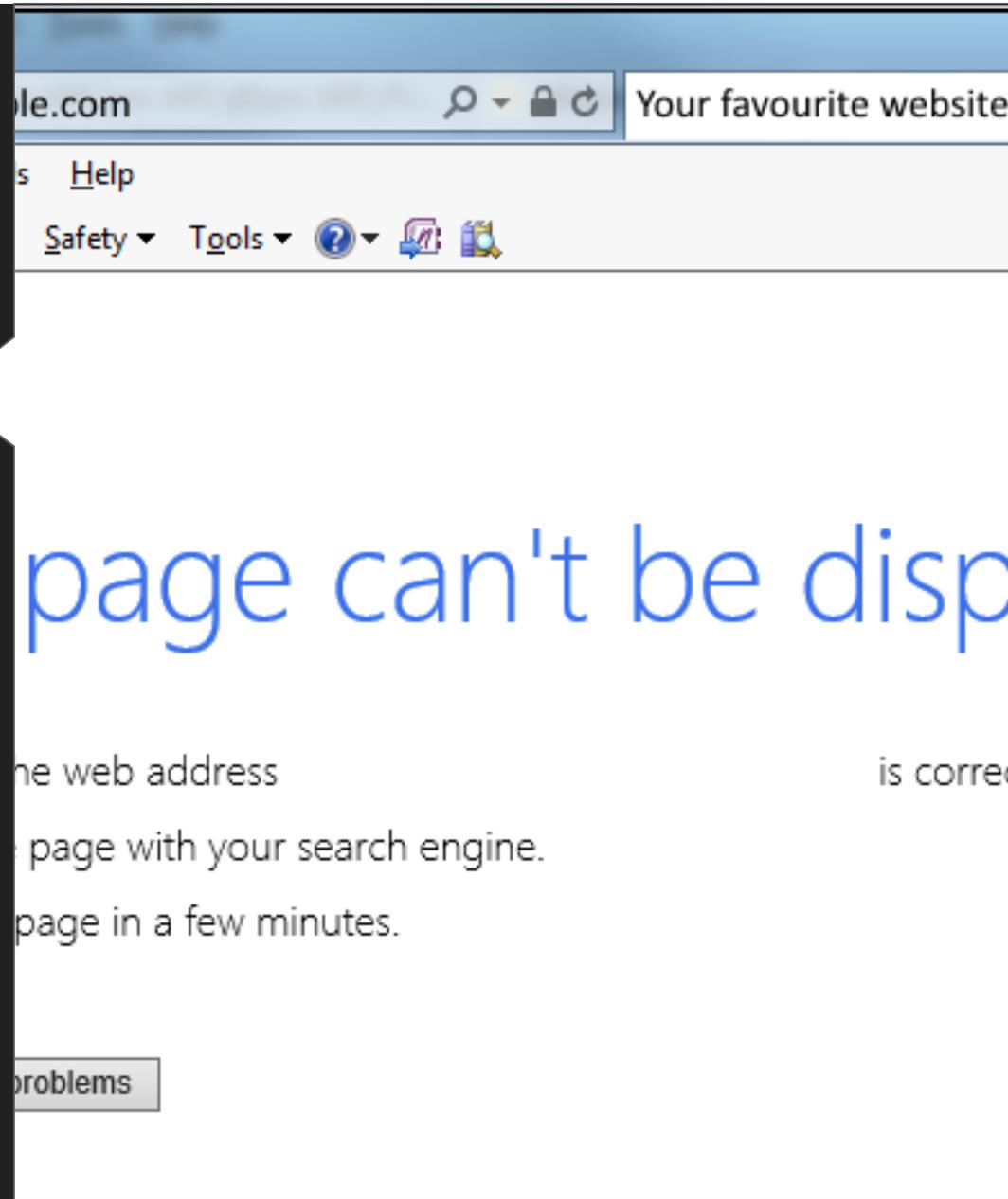
Websites and what happens after social media?

Keepnet - noun: **keep-net**

a net for keeping fish alive until they are returned to the water.

Almost all social media ends up going to a website – what happens if this website is crap?

- You're social media campaign means nothing, if the website you're sending your customers to is leaky and full of holes
- Imagine some of the worst web experiences you've ever had, would you use that product again?
- No point fishing if your keepnet is full of holes – patch those holes (or buy a new net) before you start to fish.
- Are your processes ready for customers?



Matt's tips for websites and such

- Check your website with the Digital Content Team
- Follow your own journey from the social media post – did it break?
- Does your web content match your social media campaign
- Seamless journey
- Check ALL links twice before pushing publish

Evaluation

Was it all worth it?

Metrics are available on all social media (but to different depths of insights)

- Reach
 - Paid
 - Organic
- Engagement
 - Likes
 - Shares
 - Comments
 - Favourites
- Success measures depend upon what your aims were – what was your hook (Inform, instruct, influence) what audience did you want to reach?

Questions

- No such thing as silly questions – could be some silly answers tho
- Matt Woor – I am on LinkedIn so feel free to connect with me.
- Appreciate any feedback about my performance – either by email (matt.woor@Suffolk.gov.uk) or if you prefer a review on LinkedIn ☺