

SOCIAL MEDIA STRATEGY (DRAFT)

2018 FIRST QUARTER SMART GOALS

Aligning social media goals with core CRS values

1. Increase event attendance (establishing a baseline to start, then placing a % parameter)
 - a. Measured by post-test asking where heard about event
 - b. Aligns with core value of being in the community
2. Increase brand knowledge
 - a. Measured by reach
3. Increasing knowledge
 - a. See 'content strategy' regarding educational messaging
 - b. Measured by shares, likes, retweets, and reach
4. Increase screening and enrollment
 - a. To measure this, we will need a couple of things:
 - i. A CRS wide screener with a section asking where they heard of the study
 - ii. OR buy in from both HPTN and ACTG to see where heard of study when screening

CURRENT SOCIAL FOOTPRINT

Current customer

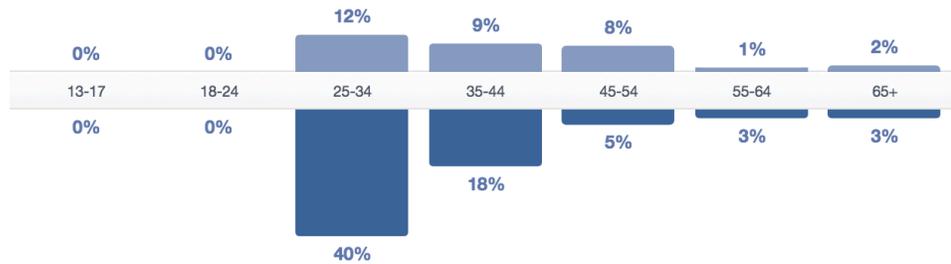
On Facebook, as of 10/24/17

Women

32%
Your Fans

Men

68%
Your Fans



Country	Your Fans	City	Your Fans	Language	Your Fans
United States of America	142	Atlanta, GA	45	English (US)	143
Nigeria	2	Marietta, GA	8	English (UK)	2
The Bahamas	1	New York, NY	5	Spanish	1
Mexico	1	Decatur, GA	4		

Survey

Ask current internal stakeholders and other teams how we can support them via social media.

Survey current customers about demographics, preferred content, and social media channels they currently are on. Survey link:

https://docs.google.com/forms/d/e/1FAIpQLSewDV2AWOmkkEkC_DxBDHer9Yb17bLays3Ku7V1NXH2LSkYgg/viewform (note: sent out to our listserv on 10/25)

Responses (as of 11.9.17, n=23):

- 52% man, 35% woman, 9% trans woman, 1% trans man
- 24-29 (13%), 32-35 (13%), 40-49 (38%), 51-57 (32%), 65 (4%)
- Social media platforms currently using: 96% Facebook, 48% Twitter, 61% IG, 30% LinkedIn, 14% Snapchat, 4% GroupMe
- If you were to follow us on social media, what kind of content would you like to see? (e.g. education, recruitment materials, current events surrounding research/HIV, events, community connections, people spotlights, etc.)
 - All of the above (responded by 4)
 - Research, HIV (responded by 3)
 - education, current events surrounding research, people spotlights, health initiatives, recipe of the month or week, community activism
 - Educational events, Fundraising galas, Nonprofit activism
 - DAILY STATS ON INCIDENCE/PREVALENCE AND IMPACT OF THE RESEARCH STUDIES
 - Community connections and cute faces!
 - Community connections, HIV updates
 - People spotlights, Upcoming events in the community, opinion polls.
 - Current Events
 - Education
 - Community events
 - Community connections, events, recruitment materials
 - Education, places to get help
 - Education and recruitment materials. It should be kept simple.
 - Current events, community connections
 - Local programs and events

Current Efforts

Since there is no current strategy plan, we need to analyze what is currently being done

	Current	Goal
Frequency of posts	Every 2-3 days	Daily posts (emphasizing pre-scheduled postings)
Content of posts	100% of content is just from the HPTN lens, no ACTG (unless CEL). Majority are images of an event that is happening at the moment. Second most common for content is promoting upcoming events. Occasional study promotion and occasional current event	Be more diversified with content – go across both networks, include educational content (see content strategy below). Create event pages, not just post fliers. Promote studies. Tag individuals and collaborative bodies.
Response time for DMs	33% response rate, 82-days response time	100% response rate, 3-day response time
Content of about me	Currently only about AMP study. No other study (or ACTG) is listed. Contact info is just for HPTN.	Create verbiage for entire Ponce CRS and ongoing studies (to update frequently with new changes). Update locations and contact numbers to be inclusive of entire unit. Add team members.
Reviews	1 currently, from a staff member with no content, just a star rating.	Encourage more reviews from community members and volunteers
Videos	Videos are in the moment, camera phone quality. At times, they will rotate from portrait to horizon. Page goes 'live' for more occasions than not. Current focus is more on staff instead of event (similar to photos)	More professionally and intentionally created videos (with a script, direction, etc). If we do in the moment videos, keep them short and focus on the event. Most videos should be between 15s-1m.
Photos	Consistent photo posting, which is a plus. However, excessive selfie images. Excessive multiposts (e.g. 3 of very similar poses are posted) and most posts are of staff, not	Organizing photos into various albums. If it was a larger event, have an event specific album. If it was a one and done photo, have a more general album (e.g. conferences, community,

	community. Unorganized – photo albums are either mobile uploads or timeline photos.	spotlights, staff etc.). Try to upload professional style portraits when we can. Less is more so focus on the event at hand and take only what is needed to tell the story.
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Competitive Landscape

Competitor	Social Profile	Strengths	Weaknesses
<i>Aid Atlanta</i>	AID Atlanta (FB): 3211 likes @aid_atlanta (IG): 165 followers @aidatlanta: 818 followers	FB: daily post, good response time- also have the AWA5K acct that is active @awa5k with 4,331 daily posts and responsive. Most posts are event related (recent AWA5K), share some other comm partner’s info. IG: post when events are happening, many recent was related to AWA5K. T: almost daily posts related to upcoming events (recently AWA5K, and other events for AWA5K), share comm. partner info and other events.	FB: 3-5 likes per post on both pages (with a page this large it should be higher) IG: Least active acct. 2-5 likes per post. T: Very few likes, hardly any retweets.
<i>Positive Impact</i>	@PIHCATL (FB): 2939 followers @positiveimpact_atl (IG): 0 followers @themistercenter (T): 448 followers	FB: Consistent posts (2-5x/day), Some posts with patient/staff stories (these have gotten shared by the patients etc), decent mix of content (events, stories, news)	FB: Too much words in posts, shouldn’t have to click the ‘more’ button, limited media, unorganized photos. For the amount of followers, the

		<p>IG: Has not posted since 2010 so N/A</p> <p>T: None</p>	<p>amount of likes and shares is too low</p> <p>IG: No post since 2014</p> <p>T: Inconsistent, All are links to FB posts – which are all broken links</p>
ARCA	<p>@ARCAatlanta (FB): 340 likes</p> <p>@ARCASexualHealth (IG): 180 followers</p> <p>@ARCA_atlanta (T): 24 followers</p>	<p>FB: Good tags of community partners, good mix of posts (studies, events), Mix of photos and not inundated with media</p> <p>IG: Good mix of content (promoting studies, testing, community events)</p> <p>T: Has not posted since 2010 so N/A</p>	<p>FB: Inconsistent posts, 2-3 x month. Low reach/interaction (most posts have 1-2 likes). No general overview of studies.</p> <p>IG: Inconsistent posts, was a 5 month pause. Some have hashtags and titles, others have nothing.</p> <p>T: Last post was in 2010</p>
NAESM	Several accounts, not certain as to which are the main		
ACTG	<p>@AIDSClinicalTrialsGroup (FB): 2,070 likes</p> <p>@ACTGNetwork (IG): 376 followers</p> <p>@ACTGNetwork (T): 840 followers</p>	<p>FB: Replies to messages within a day. Good sharing of other sites/partner's information. Consistent posts (1-2x/day). Balanced mix of self-promotion (studies and newsletter and HIV specific news)</p> <p>IG: Has not posted since 2015 so N/A</p>	<p>FB: Timeline photos unorganized. Not a lot of images linked with the news content. Some of the articles have a paragraph description before reading (less is more)</p> <p>IG: Has not posted since 2015</p> <p>T: Most posts are RT of other groups (this</p>

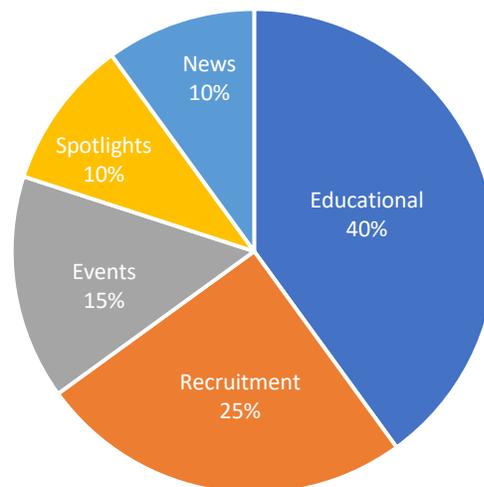
		T: Consistent posts (1-5x/day), Balanced mix of self-promotion (studies and newsletter and HIV specific news). Pushes out content from other groups (this is a pro and a con in a regard)	is a pro and a con in a regard)
<i>HPTN</i>	@HIVptn (FB): 3,502 likes @HIVPTN (IG): 258 followers @HIVPTN (T): 7028 followers	FB: post 1-2 times weekly these posts have a min of 10 likes, most have more. Almost every article is shared multiple times. Good variety of content. Connection to T and IG in about me page IG: Mostly sharing pics and images from conferences- 5-10 likes per post Most being 28 likes. T: post every couple of days. Posts receive a few likes and shares for each post. Good mix of content, as well as retweet community members and partners information.	FB: Some older small 'untitled' albums IG: Not very active, haven't posted since May. T: No replies to followers (can be a pro or a con depending on your overall goal)
<i>Reprive</i>	@reprivetrials (FB): 156 likes @reprivetrials (T): 656 followers	FB: post almost daily, or every other day- not only HIV content, good variety T: multiple daily posts with a variety of topics, great interaction with other sites like Womens Heart Allianca, POZ	FB: no follower interaction or likes, shares. Very small followers compared to their twitter. T: Could increase likes/shares on post and grow following

	mag, etc. Repost from partners. Almost every post gets liked or shared	(active since Nov 2014)
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Content Strategy

We will be using asana to assist with project management (www.asana.com). Here we will have the various tasks that need completed for upcoming SM postings and assign them to authors.

1. Types of content: We will be intentionally planning content in 5 main topic areas (see pie chart below for break down)
 - a. Educational (including facts about research, HIV specific posts, etc.)
 - b. Recruitment Materials
 - c. Events
 - d. Spotlights (staff, community, etc)
 - e. Current events/news specific to HIV and research



2. Frequency of sharing – use Hootsuite
 - a. FB: We need at least 1-2 post per day (PPD) of planned content
 - b. T: We need at least 2-3 PPD of planned content
 - c. IG: We need at least 1 post per every other day of planned content
 - d. Unplanned content as needed
3. Engagement Plan – Listen > Engage > Measure > Learn
 - a. Listen: what are my audience’s main points? What type of content does my audience find appealing? What format of content is best consumed, engaged with, and shared by my audience?

- b. Engage: Initially, explore as many channels as possible to get a sense of where the audience spends the most time and consumes the content
 - c. Measure: Looking back at goals, measuring them consistently throughout and setting tactics on how to achieve the goals
 - d. Learn: Taking all of the above into consideration about how to go forward with engagement. Ex. If you find high engagement numbers on YouTube but notice that is attributed to viewership, not engagement (comments) then modify and start to allow people to submit questions etc.
4. Target Audience – consider who you are trying to reach. Look at insights afterward to see if this group has, indeed, been reached.
 - a. There is a column on the spreadsheet for audience
 5. Content spreadsheet: Anyone with this link: <https://docs.google.com/spreadsheets/d/1BWaw6YDzrixOSJ8yCMZab-hhhZFQ8GaZUAio74z0O9A/edit?usp=sharing> can edit the content. The link will also be posted on Asana for quick and easy access, listed under ‘conversations’.

A	B	C	D	E	F	G	H	I	J
Publish Day	Network	Time	Content Type	Topic	Editor	Target Audience	Copy	Link	Notes
WEEK 1									
	FACEBOOK	7:00 AM	New Blog Post	Educational				http://ow.ly/Nu5C30c57ZV	
		10:00 AM	Curated Content	Recruitment				http://ow.ly/DH6v30c5d9R	
		12:00 PM	Video	Events				(insert video file link)	
		3:00 PM	Promotion	Spotlight				http://ow.ly/1NvS30b6i9N	
		5:00 PM	Live Video					(include CTA link)	
	INSTAGRAM	6:00 AM	New Blog Post					http://ow.ly/GSK30c5dLF	
		9:30 AM	Curated Content						
		11:45 AM	Video						
		1:30 PM	Promotion						
		4:15 PM	Education						
	TWITTER	5:45 AM	New Blog Post					http://ow.ly/aktF30c5d0O	
		7:15 AM	Curated Content						
		10:30 AM	Video						
		1:00 PM	Promotion						
		3:45 PM	Curated Content						

Social Media Do's and Don'ts to follow

Though it can seem obvious what to do and not to do, it's important to follow some guidance.

Taken from <https://tinyurl.com/y8crh9gm> (click for more details)

1. Complete all aspects of your social media profiles
2. Don't confuse your clients with multiple profiles on the same network
3. You are what you share
4. Social is about relationships
5. Prioritize your networks
6. Interact with your audience (at discretion, adhere to IRB and HIPPA)
7. Don't be needy
8. Be wary of spam (and don't be spammy)
9. Be transparent to gain trust
10. Don't overshare
11. Entertain and Inform more than you sell

12. Match the right content to the right network
13. Avoid poor grammar and spelling
14. Be visual (use professional photos, avoid only selfies)
15. Don't write in all caps
16. Keep brand consistent across social networks
17. Don't abuse hashtags
18. Stop sharing exact same message again and again
19. Stay away from auto DMs
20. Share without expectations
21. Be generous and give credit when credit is due
22. Don't automate across platforms
23. Think before tagging
24. Don't fixate on the numbers

If necessary, we will create a response examples template (e.g. when to respond to comments, when not to respond, and how to handle the comment). Since we are small, for the time being, if something comes up that the person who received notification does not know how to handle, bring it to the group for guidance.

Sticky Messaging

Adapted from Heath and Heath *Made to Stick: Why Some Ideas Survive and Others Die*. These key takeaways assist with getting ideas to stick and one's point across. Developing intentional communication and messages using some of the **SUCCESS** principles could prove beneficial.

<i>SUCCESS</i> Principle	Description	Example from the Authors
<i>Simplicity</i>	Keep it simple and profound	"We must relentlessly prioritize. Saying something short is not the mission — sound bites are not the ideal. Proverbs are the ideal. We must create ideas that are both simple and profound. The Golden Rule is the ultimate model of simplicity: a one-sentence statement so profound that the individual could spend a lifetime learning to follow it."

<i>Unexpectedness</i>	Surprise your audience	<p>“We need to violate people’s expectations. We need to be counterintuitive. ... But surprise doesn’t last. For our idea to endure, we must generate interest and curiosity. ... We can engage people’s curiosity over a long period of time by systematically "opening gaps" in their knowledge — and then filling those gaps.”</p>
<i>Concreteness</i>	Use concrete images	<p>“How do we make our ideas clear? We must explain our ideas in terms of human actions, in terms of sensory informational. ... In proverbs, abstract truths are often encoded in concrete language: "A bird in hand is worth two in the bush." Speaking concretely is the only way to ensure that our idea will mean the same thing to everyone in our audience.”</p>
<i>Credibility</i>	Help people test your ideas for themselves	<p>“How do we make people believe our ideas? ... Sticky ideas have to carry their own credentials. We need ways to help people test our ideas for themselves — a "try before you buy" philosophy for the world of ideas.”</p>
<i>Emotions</i>	Tap into emotions to convey your point. We’re wired to feel things for people, not abstractions	<p>“How do we get people to care about our ideas? We make them feel something. In the case of movie popcorn, we make them feel disgusted by its unhealthiness. The statistics "37 grams" doesn’t elicit any emotions.</p>

		Research shows that people are more likely to make a charitable gift to a single needy individual than to an entire impoverished region. We are wired to feel things for people, not for abstractions.”
<i>Stories</i>	Tell stories to get people to act on your ideas	“How do we get people to act on our ideas? We tell stories. ... Research shows that mentally rehearsing a situation helps up perform better when we encounter that situation in the physical environment. Similarly, hearing stories acts as a kind of mental flight simulator, preparing us to respond more quickly and effectively.”

MEASURING PROGRESS/EVALUATION

Evaluation should take place weekly, if not daily. Notes can be made in the SM spreadsheet regarding how well the content did or didn't do. Once trends come to the surface, content can be tweaked throughout.

In order to align with this SM strategy, quarterly reports will be delivered.

Each report will identify, broken down by social media platform:

1. Audience profile
2. Overall reach (likes and follows)
3. Engagement
 - a. Engagement rate, total posts, etc.
4. Any findings (example, posting content with a photo received X% more engagement than a post without a photo)

Once the first report is done, there will be % increase/decreases from previous reports added.