

9 July 2020



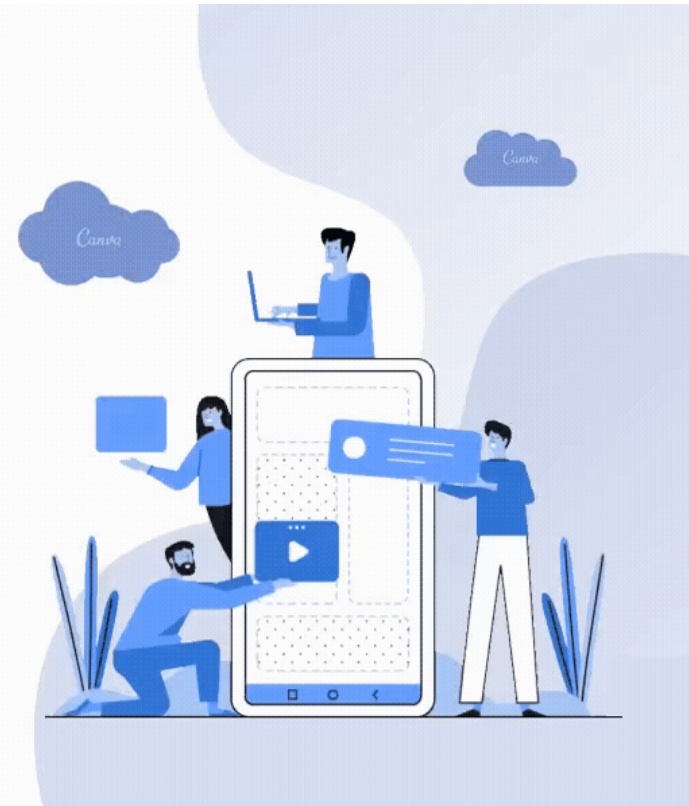
# AGENDA

- Introduction
- Social media campaign – why and how
- Small group discussions
- Reporting
- Summary and conclusions

# WELCOME

“Social media is  
just a buzzword  
until you come  
up with a plan.”

Unknown



# ICE BREAKING ACTIVITY

**WHAT DO YOU BRING?**  
**We want to hear from you!**

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# SOCIAL MEDIA CAMPAIGN – WHY AND HOW



# WHY?

- Why do you want to do a social media campaign?
- Campaign should support your overall communication strategy



# WHAT, HOW, WHEN?

- What is the desired outcome?
- Have a clear aim and objective
  - Aim: what you hope to do
  - Objective: how you will achieve the aim
- How long should your campaign be?
  - Make sure to have enough preparation time
  - Make sure that the length makes sense
  - When to launch your campaign

# KNOW-HOW'S

## Know your audience

- Where is your audience?

## Know your channels

- What channels do you and your audience use?

## Know your hashtags

- Use existing hashtag or create a new one
- Use carefully and with intention

## Know your analytics and what you measure

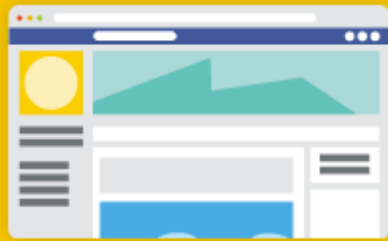
- Set the metrics ahead of the campaign

## Know how to adapt

- Be able to change your plans



# YOUR CAMPAIGN



## Facebook

Video  
GIFs  
Images  
Facebook Live



## Instagram

Stories  
IGTV  
Posts  
(only if they fit overall theme)



## Twitter

Twitter Chats  
Stats  
Social Cards  
GIFs  
Images



## LinkedIn

Social Cards  
Native Videos

# MESSAGES – WHAT WORKS WHERE

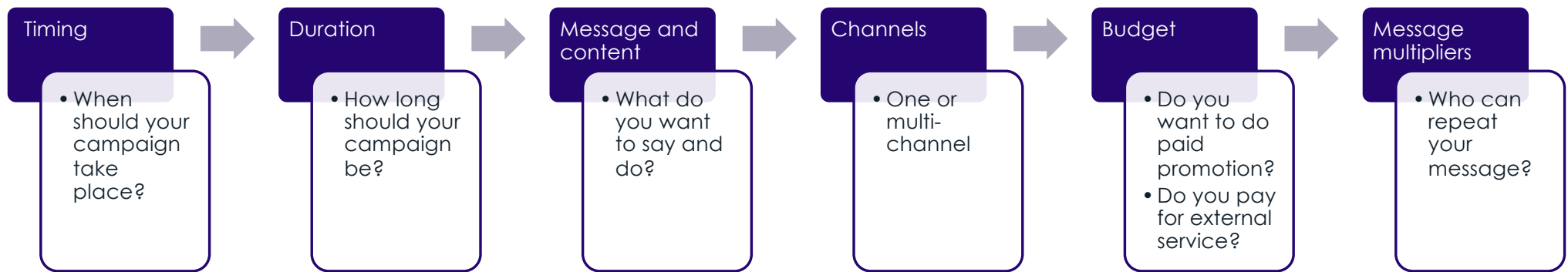
Facebook	Twitter	Instagram	LinkedIn
<ul style="list-style-type: none"> <li>• Keep it short</li> <li>• Give a clear Call-To-Action</li> <li>• Offer some valuable information</li> <li>• Give them a link</li> <li>• Post an Image</li> </ul>	<ul style="list-style-type: none"> <li>• Keep it simple</li> <li>• Give them a link</li> <li>• Post an Image</li> <li>• Use hashtags correctly</li> <li>• Engage your audience</li> </ul>	<ul style="list-style-type: none"> <li>• Post static images and short videos</li> <li>• Add a caption and the hashtags</li> <li>• Create catchy stories</li> <li>• Engage your audience</li> </ul>	<ul style="list-style-type: none"> <li>• Professional network. The content should reflect this</li> <li>• Use feed posts and/or articles to promote the campaign (if any)</li> <li>• Use images in every single post</li> </ul>

# VISUALS – WHAT WORKS WHERE

Facebook	Twitter	Instagram	LinkedIn
<ul style="list-style-type: none"> <li>For social posting: 1200 by 630 px</li> <li>Cover photo: 820 by 320 px</li> </ul>	<ul style="list-style-type: none"> <li>For social posting: 506 by 253 px</li> <li>Header photo: 1500 by 500 px</li> </ul>	<ul style="list-style-type: none"> <li>Photo Thumbnail: 1080 by 1080 px</li> <li>Profile photo: 110 by 110 px</li> </ul>	<ul style="list-style-type: none"> <li>For social posting: 531 px wide</li> <li>Banner image: 646 by 220 px</li> </ul>

- ★ Try [Canva](#)
- ★ Keep the text short and clear
- ★ The text should not be the same as in your message
- ★ No more than three fonts
- ★ Catchy image --> use free stock images (i.e. [Unsplash](#))
- ★ Not too many colours

# BEFORE THE CAMPAIGN



# TIMELINE



# DURING THE CAMPAIGN

Keep  
posting!

Boost your  
message with  
paid  
promotion

Engage with  
your  
audience

Keep track of  
your hashtag  
and metrics  
as you go

Adapt and  
embrace!

# AFTER THE CAMPAIGN

Go through all the metrics and analytics you set up before the campaign

Write down your findings: what worked, what did not work, lessons learnt

Save all the good examples of the campaign for future use

Follow-up with the campaign goal

# SMALL GROUP DISCUSSION

## *It's your turn!*

- Find your group!
- Identify common communication challenges
- Come with an action plan for your campaign



## Tips & tricks

### Define scope of your action

What is the aim of the action?

What is the objective of the action?

### Identify your audience

Who are you talking to?

### Create your Message

.. but keep it short & simple!

### Plan it out

Which channels are you using?

What are the roles in your team?

What is your budget?

When is your campaign launching, and for how long?

### Next steps

How do you evaluate your action?

What have you learnt?

What are you bringing with you to your next campaign?





## SMALL GROUP DISCUSSION – PART 2

- ★ **Evaluate** the work of the colleagues:
  - ★ **Analyse** the campaign proposal from another group
  - ★ Did they **reach** their communication aim?
  - ★ What has **worked well** in their proposal?
  - ★ What could be **improved**?
  - ★ What will **you take** to your work from their idea?

# REPORTING

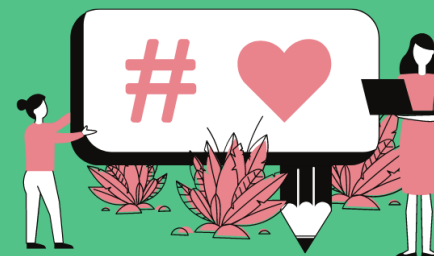


# SUMMARIES AND CONCLUSIONS



TIME TO SHARE..  
IDEAS &  
OBSERVATIONS

What have you learnt?  
What are you bringing back with you?



# THE SECOND MENTIMETER

**WHAT DO YOU TAKE?**  
**We want to hear from you!**

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**84 04 36**

# THANK YOU!