Amplifying Our Voice: Leading Boldly for Our Students, Our Professions, and Our Union

COM311
Developing Your Social Media Strategy

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This session helps support all of NEA’s Strategic Goals

• Advancing opportunities that will identify, organize, and engage new and early career educators; amplify the voices of all educators, support our members’ professional growth, and promote social justice for our students, communities and our nation;

• Securing a pro-public education environment for students, educators, and families; and

• Building the capacity of the local, state and national union to ensure the success of public education.
COMPETENCY: Communications, Levels 1 and 2

Learning objectives

• Understand best practices for using social media platforms to reach specific audiences and tell the story of your association.

• Be able to identify what makes the most engaging visual and written content to get your audiences to take action.

• Know how to build digital strategies and tactics to compliment your association’s campaigns and organizing.
Developing Your Digital Strategy
Developing a strategy

Before you write a social post, start with a clear goal or intended outcome.

To create your digital strategy, answer these questions:

1. Who are you trying to reach?
2. What kinds of content do you have to share?
3. What do you want people to do?
Develop content verticals and themes.

Identify areas you can reliably produce content, like member profiles, quotes, or event coverage.
Balance different types of content. Posting different types of content will allow you to get a sense for what your audience likes best. And it keeps their interest.
Determine the best times to post based on past engagement.

Every audience is different. Find out what works best for your community. Keep track to see what kinds of posts do best at what times.
Track and improve, measuring success against your goals.

- How well are you meeting your goals?
- Are you serving the needs of your affiliate?
Diving into Facebook
Facebook is increasingly an action-taking platform.

- Vary your content (images, articles, actions, discussion prompts)
- Learn your audience and their habits
- Post 1-2 times per day
- Add content directly to the platform
- Experiment with events and Facebook Live
Use “real people” language.

Remember you’re showing up in someone’s feed next to posts from friends and family.
Build a community for your supporters.

Share useful links and resources, hold discussions, and showcase the community.
Report back and close the loop.

Celebrate wins and successes — show your community the value of their support.
Not all post-types are treated equally on Facebook.

The most effective post types are:

• Native Video
• Photos
• News articles from major publications
• Articles from your own website
Tag influencers and other organizations.

Fans of those pages are more likely to see your post when tagged.
Facebook Groups

• **Secret:** Only members can see the group and what members post. Will not come up on search.

• **Closed:** Anyone can see the group. Only members see posts.

• **Open (public):** Anyone can see the group and what members post.
Facebook Metrics

Audience Growth: Likes vs. Followers
The number of active and engaged page followers you have is more important than the number of page likes.

Engagement
How many times people take action on a post. This includes link clicks, post shares, reactions and comments.

Amplification: Share rate
Percent of people who share your content. Shares help drive views with a new audience.
Key Facebook takeaways:

1. Use common language.
2. Build a trusting relationship and community.
3. Drive people to take action.
Activity

Think about an issue your Association is working on back home.

Draft two Facebook posts, with different types of content, to help drive action on that issue.
Diving into Twitter
Twitter is a place to engage with journalists and influencers.

- Vary your posting times—think about who you are trying to reach with this message?
- Identify the important hashtags for your issue—before you invent one, does one exist?
- Not as good for getting people to click—not necessarily your main driver of action taking.
Timing is everything.

Tweets to do best when they’re responding to what’s in the news or the topic of conversation.
Don’t be a robot.  
Be conversational.

If you wouldn’t say it to a real person, don’t tweet it.  
Avoid acronyms and industry-specific language.
Cover live-events, like rallies or hearings.

Share content and updates in real-time.
Photos, graphics, and videos boost engagement.

Grab people’s attention in their busy timeline.
Tag influencers and other organizations.

This will amplify the number of people who see your content and make it more likely to drive retweets.
Hashtags, hashtags, hashtags!

Use hashtags relevant for your work and your affiliate, they will expand the reach of your tweet.

- #EdChat
- State-specific #EdChat hashtags
- #EduColor
- #Janus
- #1U
- #RedForEd
- Hashtags relevant to events or moment
Twitter Metrics

Audience Growth
The more people who follow you, the more likely you’ll be able to drive engagement and impressions.

Engagement
The percentage of people who see a tweet and take an action on Twitter, including replying, retweeting, linking or following.

Amplification: Retweet rate
The percentage of people who see and retweet your content. This can include both people who do and do not follow you.
Key Twitter takeaways:

1. Twitter rewards timely and relevant content.
2. Be conversational; ask questions, and lead with actions.
3. Tag influencers and use hashtags to expand your reach.
4. Stay on top of the news cycle.
Going back to that campaign you’ve been working on:

Draft two tweets that will help get your story into the conversation happening online around that issue.
Diving into Instagram
Instagram is your visual storytelling platform.

- All of your photos, quote graphics and videos
- No links outside of bio
- Use Stories feature, or add multiple pictures/videos to your posts
- Tap into existing conversations using hashtags
Build a connection with your supporters.

Without links, Instagram isn’t the channel for driving action, but engaging with your members.
Tap into people’s emotional side.

Make them feel like a part of a community of people who are like them.
Show live events or behind-the-scenes activity.

Make people feel like they’re there, or have that fear of missing out.
Share quotes that capture an emotion.

A straight-forward quote graphic can drive people’s emotions.
Think about your captions, too.

Captions are an important part of a post. They help tell the story, and provide context to what people are seeing.

Follow these tips:
• include the most important parts of your message in the first three lines
• include a call to action
• include relevant hashtags, but keep it to three or four
Find and use the right hashtags.

Hashtags allow other people to discover your content, even if they’re not following you.

Some hashtags you can use include:
• #teachersofinstagram
• #education
• #unionstrong
• State specific hashtags
• Hashtags relevant to events or large moment
Reply to comments and messages. It’s a way to show your community that you are engaged and paying attention.
Use Stories to tell a story.
Publish in-the-moment content, and link together different videos and images to create a single narrative.
Follow these tips for great photos:

• Follow the rule of thirds
• Focus on a single subject
• Make your images human-centric
• Take advantage of negative space
• Look for interesting and different perspectives
• Use natural light
Use filters to improve your images.

Editing photos can have a huge impact and takes just a few minutes. Be careful not to over-filter images so they look inauthentic.
Mix up your image types:

- Videos
- GIFs
- Boomerangs
- Hyperlapses
Instagram Metrics

**Audience Growth**
Steady follower growth is a sign of a healthy program. More followers come from using the right hashtags or getting followers to tag their friends.

**Engagement: Like Rate**
Likes and views are the basic metrics for measuring your post quality.
Key Instagram takeaways:

1. Use Instagram to show off the work of your affiliate.
2. Use Instagram Stories for in-the-moment coverage.
3. Mix up your content types, including quotes, videos, and reposting others.
4. Focus on capturing a great image, but don’t forget about the captions.
Activity

Create an Instagram post or story that highlights your experience at the Leadership Summit.
Session Outcomes

The content from this session can be used in the following ways in your current position/role:

• To establish yourself as a valuable resource for your colleagues.
• To make sure your voice is included in the narrative about public education.
• To help advance the work your Association is doing to support students and educators.
Questions?
In Closing...

• Please complete the evaluation for **COM311** by using the NEA Summit Mobile App!

• Please visit the Leadership Development Resources website at [www.nea.org/leadershipdevelopment](http://www.nea.org/leadershipdevelopment)

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