**Webcast**

11 Tactics, Tips & Tools to Leverage a Powerful Social Media Strategy

Presenter: Madalyn Sklar
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More information: https://ktdrr.org/training/webcasts/webcast61/index.html

Slide 1: 11 Tactics, Tips & Tools to Leverage a Powerful Social Media Strategy

* By Madalyn Sklar
* Social Media Marketing Strategist

Logo for the Center on Knowledge Translation for Disability and Rehabilitation Research

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Slide 2: About Madalyn Sklar

* Digital marketer for 22 years
* Social media marketing for 13 years
* Twitter chat host
* Podcaster
* Ranked #1 Social Media in Houston
* Named one of 50 Must-Follow Women Entrepreneurs by Huffington Post

Image of Madyln Sklar

Slide 3: What We’ll Cover Today

I’m going to share 11 effective ways to elevate your presence on social media using a variety of tactics, tips, and tools.

Image of a bird with a text bubble with multiple types of communication tools.

Slide 2-13: What We’ll Cover Today

1. Branding
2. Consistency
3. How Often You Should Post
4. Content Curation
5. Evergreen Content
6. How to Use Hashtags
7. The Importance of Images
8. Engagement
9. Analytics
10. Live Streaming Video
11. Tools

Slide 14: 1. Branding

Image of a desk with a person writing in a notebook BRAND with arrows to marketing, strategy, and identity.

Slide 15 – 18 : 1. Branding

* Be sure your logo, fonts, color scheme, and graphics are consistent on all your social media sites.
* Be sure your logo, fonts, color scheme, and graphics are consistent on all your social media sites.
* Your organization’s brand should be easy to identify.
* Be sure your logo, fonts, color scheme, and graphics are consistent on all your social media sites.
* Your organization’s brand should be easy to identify.
* Have great imagery on your sites – profile and header images.

Slide 19 – 21: 1. Branding

* Have a compelling bio.
* Social media is crowded – how can you stand out?
* Look at what others are doing in your space. It’s a great way to get ideas.

Slide 22: 1. Branding

Image of Coca-Cola facebook page.

Slide 23: 1. Branding

Image of Coca-Cola Twitter page.

Slide 24: 1. Branding

Image of American Institutes for Research Facebook page

Slide 25: 1. Branding

Image of American Institutes for Research twitter page

Slide 26: 1. Branding

Image of American Association of People with Disabilities facebook page. The cover photo says REVUP! Make the disability vote count. Register, Educate, Vote, Use your Power.

Slide 27: 1. Branding

Image of American Association of People with Disabilities twitter page. The cover photo says REVUP! Make the disability vote count. Register, Educate, Vote, Use your Power.

Slide 28: 1. Branding

Image of AUCD (Association of University Centers on Disabilities) facebook page.

Slide 29: 1. Branding

Image of a blue bird.

Slide 30: 1. Branding

Image of Association of University Centers on Disabilities facebook page.

Slide 31 - 1. Branding

Image of National Disability Institute facebook page. Image of a woman and a toddler with the text “we believe in” at the bottom of the picture.

Slide 32: 1. Branding

Image of National Disability Institute facebook page. Image of a woman and a toddler with the text “we believe in” at the bottom of the picture.

Arrow pointing to the right side of the screen with popout text, “You can put a video in here”

Slide 33: 1. Branding

Image of National Disability Institute facebook page. Image of a woman and a toddler with the text “we believe in” at the bottom of the picture.

Cover videos and All Videos showing.

Slide 34: 1. Branding

Image of Madalyn Sklar’s Twitter page.

Drop down box under the Change cover and “Choose from videos” highlighted.

Slide 35: 2. Consistency

Image of a target with 5 arrows getting a bulls eye.

Slide 36 – 38: 2. Consistency

* Consistency is key in social media marketing.
* Be consistent in the look and feel (branding) of your social media presence.
* Be consistent in the content your produce and share.

Slide 39: 2. Consistency

* Your brand is reflected through –
	+ Aesthetics of your profile (branding)
	+ Content
	+ Tone
	+ Voice

Image of American Institutes for Research Facebook page.

Slide 40: 2. Consistency

* Take your branding elements/style and share it consistently on social media so that people will easily recognize it.

Image of American Institutes for Research Facebook page.

Slide 41: 2. Consistency

* Sue B. Zimmerman, aka “The Instagram Expert”

She uses pastel colors and the same fonts so consistently in her social media posts that you recognize her brand/style without having to see her name.

Image of Zimmerman social page.

Slide 42: 2. Consistency

Image of Sue Zimmerman Instagram page - theinstagramexpert

Slide 43: 2. Consistency

6 images. 1) woman in workout gear, a purple book with a green spine, woman looking at pink flowers, woman holding 3 pink bananas, image of cookies with the Instagram logo, and an image of a book with a green spine and the text How to Rapidly Grow your Email list with Instagram.

Slide 44: 2. Consistency

6 images: a woman sitting in front of purple flowers, a woman on a boat, text “When you shine the light on others the light shines on you, image of a beach, gren book How to turn Instagram followers into customers, image of a cell phone with a picture of a woman smiling on the beach.

Slide 45 – 47: 2. Consistency

* Make your social engagement a habit.
* Post content daily.
* Share consistent content that relates to your industry and your story

Slide 48: 2. Consistency

A screenshot of shared Twitter page with picture of a woman smiling within the Association of University Centers on Disability with the title “How to Have a Meaningful Conversation About Disability at Work”

Slide 49: 2. Consistency

A screenshot of shared link from the Association of University Centers on Disabilities Twitter page. Several women are in the picture. The words “What a morning! Our friends from Rooted in Rights stopped by with their equipment and talents, and spent the morning capturing the voices of some incredible women with disabilities and their feelings on the potential Supreme Court confirmation of Judge Kavenaugh. Watch the full video…coming Tuesday!

Slide 50: 2. Consistency

A screenshot of Madalyn Sklar’s Twitter page entitled “10 Way Twitter can Help you Grow Your Brand” the work Brand in upper case letters.

Slide 51: 2. Consistency

A screenshot of Madalyn Sklar’s Twitter page entitled “6 Ways to Use Twitter for Business to Business Marketing. A drawn image of a man in a suit with his left hand pointing to the Twitter bird image.

Slide 52: How Often Should You Post?

An image of a clock with hands pointing to the words, Like, Chat, Link, Share, News, Post, Tweet, and Blog

Slide 53: How Often Should You Post?

What are your goals with social media?

Slide 54: How Often Should You Post?

What are your goals with social media?

What is your mission?

Slide 55: How Often Should You Post?

What are your goals with social media?

What is your mission?

Know that no two companies or organizations are alike.

Slide 56: How Often Should You Post?

What are your goals with social media?

What is your mission?

Know that no two companies or organizations are alike.

There are so many factors to consider:

* Industry, demographics, time invested

Slide 57: How Often Should You Post?

According to CoSchedule and 10 data-driven studies, here’s how often you should post:

An image of a Twitter bird with a with a bubble of words and images inside.

Source: Inc.com

Slide 58: How Often Should You Post?

According to CoSchedule and 10 data-driven studies, here’s how often you should post:

Facebook: 1 post per day

Source: Inc.com

Slide 59: How Often Should You Post?

According to CoSchedule and 10 data-driven studies, here’s how often you should post:

Facebook: 1 post per day

Twitter: 15 tweets per day

Source: Inc.com

Slide 60: How Often Should You Post?

According to CoSchedule and 10 data-driven studies, here’s how often you should post:

Facebook: 1 post per day

Twitter: 15 tweets per day

Instagram: 1-2 posts per day

Source: Inc.com

Slide 61: How Often Should You Post?

According to CoSchedule and 10 data-driven studies, here’s how often you should post:

Facebook: 1 post per day

Twitter: 15 tweets per day

Instagram: 1-2 posts per day

LinkedIn: 1 post per day

Source: Inc.com

Slide 62: How Often Should You Post?

According to CoSchedule and 10 data-driven studies, here’s how often you should post:

Facebook: 1 post per day

Twitter: 15 tweets per day

Instagram: 1-2 posts per day

LinkedIn: 1 post per day

Pinterest: 11 pins per day

Source: Inc.com

Slide 63: How Often Should You Post?

Tip: Check your analytics regularly to see how your posts are doing and adjust accordingly. Image of an analytics page.

Slide 64: Content Curation

Image of a stack of blocks, each with a word on it. Beginning at the bottom: Optimize, Measure, Promote, Publish, Create, Plan, Curate, Research and the word Content at the top with someone picking up that block.

Slide 65: Content Curation

Content curation is the process of gathering information related to a particular topic or interest.

Slide 66: Content Curation

Content curation is the process of gathering information related to a particular topic or interest.

Share content to your social media followers that is organized and meaningful.

Slide 67: Content Curation

Original Content vs. Shared Content

Slide 68: Content Curation

Original Content vs. Shared Content

Think about what percentage of your content will be original and how much will be shared.

Slide 69: Content Curation

Original Content

* Share your articles, press releases, information.

Slide 70: Content Curation

Original Content

Share your articles, press releases, information.

* Blog posts

Slide 71: Content Curation

Original Content

Share your articles, press releases, information.

* Blog posts
* Photos

Slide 72: Content Curation

Original Content

Share your articles, press releases, information.

* Blog posts
* Photos
* Videos

Slide 73: Content Curation

Original Content

Share your articles, press releases, information.

* Blog posts
* Photos
* Videos
* Events

Slide 74: Content Curation

Shared Content

Share articles and information from other sources.

Slide 75: Content Curation

Shared Content

Share articles and information from other sources.

* From relevant websites and social media

Slide 76: Content Curation

Shared Content

Share articles and information from other sources.

* From relevant websites and social media
* From influencers and industry leaders

Slide 77: Content Curation

How to Source Content

Re-share other social media posts

* Retweet on Twitter or share Facebook.

Slide 78: Content Curation

How to Source Content

Re-share other social media posts

* Retweet on Twitter or share Facebook.

Manual Research

Slide 79: Content Curation

How to Source Content

Re-share other social media posts

* Retweet on Twitter or share Facebook.

Manual Research

Feedly.com

* Content curation tool that aggregates the latest posts from publications, blogs, and RSS feeds

Slide 80: Content Curation

Think about your message and goal for each post.

Slide 81: Content Curation

Think about your message and goal for each post.

Compose content with purpose.

Slide 82: Content Curation

Think about your message and goal for each post.

Compose content with purpose.

Check your analytics regularly.

Slide 83: Content Curation

Think about your message and goal for each post.

Compose content with purpose.

Check your analytics regularly.

Repurpose your best and most popular content.

Slide 84: Content Curation

An image for the National Disability Institute Twitter page.

“Take the pledge at Disablepoverty.org” “Together we must remove the physical barriers we have created & the social barriers that we have accepted” Disablepoverty

Slide 85: Content Curation

An image for the National Disability Institute Twitter page. Picture of a couple sitting on a couch reading a book. The words “Through an ABLE account, taxpayers with disabilities can build tax-advantaged savings without affecting their access to benefits. #ABLEtoSave creditkarma.com/tax/i/able-acc…

Slide 86: Content Curation

An image for the National Disability Institute Facebook page showing a video entitled “for all people”.

Slide 87: Content Curation

An image from the National Disability Institute Twitter page. Picture of a couple sitting on a couch reading a book. The paragraph “I consider the ABLE act to be the most significant law for people with disabilities since Congress passed the Americans with Disabilities Act (ADA) in 1990. It allows people with disabilities who have been depending on different resource-tested benefits like health care, Social Security and housing assistance to no longer be held back from becoming savers.” – Michael Morris, Executive Director, National Disability Institute #ABLEtoSave

Slide 88: Content Curation

Image of a pinned tweet on the National Council on Independent Living (NCIL) Twitter page showing a group of Disability Rights Advocates marching in Washington, DC.

Slide 89: Example: Post on Facebook

An image from Madalyn Sklar’s Facebook and the image of where you would “write a post”

Slide 90: Content Curation

An image from Madalyn Sklar’s Facebook and an image of a post from a link – “Top Tips for Successful Community Building on Twitter-Madalyn Sklar – Twitter Marketing Strategist.”

Slide 91: 4. Content Curation

Image of Madalyn Sklar’s Facebook page with the caption:

“Are you struggling to build a strong community for your business on Twitter? It’s easier than you think. My article walks you through 5 tips to success!”

Image of 5 adults looking at their phones on a bench outside.

Below the post are the Facebook options on when to share the post and include the options “Now”, “Schedule”, “Backdate”, and “Save Draft”.

Slide 92: 4. Content Curation

The top half of the Facebook post described on slide 91 is depicted here.

Slide 93: 4. Content Curation

The second half of the Facebook post from Slide 91 is highlighted. The image depicts the options on when to share the post.

Slide 94: 4. Content Curation

The top half of the Facebook post described on slide 91 is depicted here.

Additionally, the image has options in a drop-down menu listed as follows:

Save link

Pin to Top of Page (highlighted)

Edit Post

Change Date

See more options

Hide from timeline

Delete

Turn off Translations

Slide 95: 4. Content Curation

The top half of the Facebook post described on slide 91 is depicted here.

A red arrow points from the image to the “Pin” icon in the top right.

Slide 96: 4. Content Curation

Schedule using Buffer

A twitter text field is displayed with a small thumbnail of Madalyn Sklar above it.
The text box reads, “What would you like to share” and has a limit of 280 characters with the option to Add to Que.

Slide 97: 4. Content Curation

Image of two Twitter posts:

Today

New Report Looks at Best Influencer Marketing Strategies, and Platforms of Focus https://buff.ly/2v9Lovj

Twitter ends support for iOS 9 and lower <https://buff.ly/2wibyEk> #TwitterSmarter

Slide 98: Evergreen Content

Image of limes with the word “Fresh” below in green

Image of a lime juice and lemon juice bottle with the word “Evergreen” below in dark green.

Slide 99: Evergreen Content

* What is evergreen content?

Image of a lime juice and lemon juice bottle with the word “Evergreen” below in dark green.

It’s information that does not expire.

Slide 100:

Evergreen Content

* What is evergreen content?
	+ Generic articles and information

Image of a lime juice and lemon juice bottle with the word “Evergreen” below in dark green.

It’s information that does not expire.

Slide 101: Evergreen Content

* What is evergreen content?
	+ Generic articles and information
	+ Lists

Image of a lime juice and lemon juice bottle with the word “Evergreen” below in dark green.

It’s information that does not expire.

Slide 102: Evergreen Content

* What is evergreen content?
	+ Generic articles and information
	+ Lists
	+ How-tos

Image of a lime juice and lemon juice bottle with the word “Evergreen” below in dark green.

It’s information that does not expire.

Slide 103: Evergreen Content

* What is evergreen content?
	+ Generic articles and information
	+ Lists
	+ How-tos
	+ FAQs

Image of a lime juice and lemon juice bottle with the word “Evergreen” below in dark green.

It’s information that does not expire.

Slide 104: Evergreen Content

* What is evergreen content?
	+ Generic articles and information
	+ Lists
	+ How-tos
	+ FAQs
	+ Resources

Image of a lime juice and lemon juice bottle with the word “Evergreen” below in dark green.

It’s information that does not expire.

Slide 105: Evergreen Content

* What is evergreen content?
	+ Generic articles and information
	+ Lists
	+ How-tos
	+ FAQs
	+ Resources
	+ Reviews

Image of a lime juice and lemon juice bottle with the word “Evergreen” below in dark green.

It’s information that does not expire.

Slide 106: Evergreen Content

* What is evergreen content?
	+ Generic articles and information
	+ Lists
	+ How-tos
	+ FAQs
	+ Resources
	+ Reviews
	+ Videos

Image of a lime juice and lemon juice bottle with the word “Evergreen” below in dark green.

It’s information that does not expire.

Slide 107: Evergreen Content

* Evergreen content Is NOT
	+ News articles about the latest trends

Image of a limes with the word “Fresh” below in green.

Slide 108: Evergreen Content

* Evergreen content Is NOT
	+ News articles about the latest trends
	+ Event announcements

Image of a limes with the word “Fresh” below in green.

Slide 109: Evergreen Content

* Evergreen content Is NOT
	+ News articles about the latest trends
	+ Event announcements
	+ Stats or numbers that will go out of date

Image of a limes with the word “Fresh” below in green.

Slide 110: Evergreen Content

* Evergreen content Is NOT
	+ News articles about the latest trends
	+ Event announcements
	+ Stats or numbers that will go out of date
	+ Seasonal information

Image of a limes with the word “Fresh” below in green.

Slide 111: Evergreen Content

* Why use evergreen content in our social media?

Slide 112: Evergreen Content

* Why use evergreen content in our social media?
	+ It should be interesting, relevant, and timeless.

Slide 113: Evergreen Content

* Why use evergreen content in our social media?
	+ It should be interesting, relevant, and timeless.
	+ This is content you can share again and again.

Slide 114: Evergreen Content

* Why use evergreen content in our social media?
	+ It should be interesting, relevant, and timeless.
	+ This is content you can share again and again.
	+ Set it and forget it.

Slide 115: Evergreen Content

Image of Madalyn Sklar’s twitter posts.

How to Create a Digital Brand Strategy for Optimal Growth <https://buff.ly/2P6NKwt> via @FreshSparks

Guide to Using GIFs for Business: how to Find and Create Your Own

<https://buff.ly/2vwadn3>

Hear @kamichat and I share our top Communities That Convert podcast episodes from the past year:

Slide 116: Evergreen Content

Image of the same twitter posts described on slide 115.

Additionally, a red arrow points to the top right tab “Analytics”

Slide 117: Evergreen Content

All Recent Posts

Your latest posts are looking good, keep it up!

Image of a twitter screen with several menu options including Recent, Most Likes Least Popular, All Posts, 30 Days, and Export.

Most Likes drops down with additional options:

Most Popular

Most Retweets

Most Likes

Most Replies

Most Clicks

Most Reach

Slide 118: Evergreen Content

Two twitter posts are pictured:

The Best Time to Post on Instagram, Facebook, Twitter, and LinkedIn <https://buff.ly/2lvy4ng>

\*TOP TWEET

Instagram Stories Strategy: How to Make Stories That Benefit Your Business <https://buff.ly/2uQlpQm>

Slide 119: Evergreen Content

Image of Social Jukebox website portal showing the My Jukeboxes content area.

Slide 120: Evergreen Content

Image of Social Jukebox website portal showing the My Promo tab including social media posts.

Slide 121: Evergreen Content

Image of 5 social media posts.

Slide 122: Evergreen Content

Image of 5 different social media posts.

Slide 123: Evergreen Content

Image of a laptop with a black screen and a white # on it.

Slide 124: How to use Hashtags

* Be specific with your hashtags.

Slide 125: How to Use Hashtags

* Be specific with your hashtags.
* Make your hashtags relevant.

Slide 126: How to Use Hashtags

* Be specific with your hashtags.
* Make your hashtags relevant.
* Don’t make them too long.

Slide 127: How to Use Hashtags

* Be specific with your hashtags.
* Make your hashtags relevant.
* Don’t make them too long.
* Do not use too many hashtags in your posts or bio.

Slide 128: How to Use Hashtags

* Be specific with your hashtags.
* Make your hashtags relevant.
* Don’t make them too long.
* Do not use too many hashtags in your posts or bio.
* Monitor your hashtags with Hootsuite.

Slide 129: How to Use Hashtags

Image of a twitter # page, #DisabilityInclusion

Slide 130: How to Use Hashtags

Image of a twitter post from the ADA National Network @ADANational

Wonder what the ADA National Network has been up to lately? Check out our new #ShortSuccessStories! These short, easy to read, success stories share some of our favorite #ADA technical assistance accomplishments. Which one is your favorite? Adata.org/short-success-…#ThanksToTheADA

Image of a man wearing a headset.

Slide 131: How to Use Hashtags

Image of a twitter post from Kate Nicholson @speakingabtpain

Up from 50 million when the ADA was enacted, 1 in 4 Americans has a #disability, according to the CDC.

Image of a woman’s hand holding a cane.

Slide 132: How to Use Hashtags

Three twitter posts are pictured.

Walton Options @WaltonOptions

If you are in the Orangebur area, don’t miss this great opportunity to find out more about #DisabilityEmployment and how to make it work for you! The next workshop is on Wed Aug 29. There is still time to register for this FREE event.

More info- ow.ly/iadH30ll3Zq

Kelly Ostler-Coyle @SENSupportBUcks

First Newllsletter from @AutismForwardUK #autism #InclusionMatters #DisabilityEmployment

Autism Forward @AutismForwardUK

Our first Newsletter is out now! Lots of progress since our launch in April. Thanks to all our supporters and rapidly growing network of autism employment mentors which now includes @TRACKnnLtd@AutismBeds and @MatthewsHub

Slide 133: How to Use Hashtags

One twitter post is pictured.

Alice Wong @DisVisibility

Welcome to the #DOnetwork chat on disability issues and organizing strategies!

This chat is co-hosted by @DOnetworkorg and @DisVisibility.

Full disclosure: @DisVisibility is a paid consultant for this chat.

Slide 134: How to Use Hashtags

One twitter post is pictured.

Alice Wong @DisVisibility

This concludes our #Donetwork chat on disability issues and legislation.

Join us on 9/13/18, 3 pm Pacific for our next chat with California gubernatorial candidates on Long Term Services and Supports. Details coming soon!

Slide 135: How to Use Hashtags

Image of TweetChat page.

Welcome to TweetChat!

Where the world comes to chat…

Open text field: Enter a hashtag to start

Check out what’s new in TweetChat

Slide 136

6. How to Use Hashtags

This slide displays a sample tweet, which conveys the following:

Easterseals Thrive @ability2thrive Aug 15

Welcome to the Easterseals Thrive chat on inclusion in the disability community!

Our featured guest is Vilissa Thompson (@VilissaThompson), creator of Ramp Your Voice, a multimedia platform focused on intersectionality and advocacy.

#InclusiveDisability

Image: One image displaying eleven smaller sequential images of different individuals within the disability community. At the of the last image is the text: #INCLUSIVEDISABILITY

Slide 137

6. How to Use Hashtags

Image of three different sample tweets.

Tweet one has a profile image with a caption that reads: Center on Knowledge Translation for Disability and Rehabilitation research. The tweet itself reads:

KTDRR Center @KTDRR\_Center Aug 7

Join us Nov. 5,7 and 9 for the 2018 Online KT Conference! The #KTDRR18

theme is “Engaging Ways to Engage Stakeholders,” and presenters will emphasize the importance of incorporating stakeholder participation into projects. Register for free at ow.ly/q6rR30LiiYg.

Tweet two has a profile image with a caption that reads: Knowledge Translation Employment Research Center. The tweet itself reads:

KTER Center @kter\_center Aug 7

Join us Nov. 5,7 and 9 for the 2018 Online KT Conference! The #KTDRR18 theme is “Engaging Ways to Engage Stakeholders,” and presenters will emphasize the importance of incorporating stakeholder participation into projects. Register for free at ow.ly/OLdS30liiZo

Tweet three has a profile image with a caption that reads: TREC. The tweet itself reads:

TREC @TRECResearch Jun 12

Save the date #KTDRR18

2018 Online KT Conference Nov 5,7,9 ktdrr.org/conference2018/

Slide 138

7. The Importance of Images

Image: A photo of a camera taking a picture of a sunset.

Slide 139

6. How to Use Hashtags

Image of a twitter page with a box to shorten URLs on top and a box to write tweets in just below. Under these boxes is a parallel menu of three options: pause stream, share stream, room setting. Below this menu are three tweets from another user. There is an option on the left-hand side providing an option for these tweets to be either blocked or highlighted.

Slide 140

7. The Importance of Images

Text: We process visuals 60,000 times faster than plain text.

Slide 141

7. The Importance of Images

• We process visuals 60,000 times faster than plain text.

o Tweets with images get 150% more retweets than tweets without images.

Slide 142

7. The Importance of Images

• We process visuals 60,000 times faster than plain text.

o Tweets with images get 150% more retweets than tweets without images.

o Facebook posts with images generate 2.3 times more engagement than posts without them.

Slide 143

7. The Importance of Images

• We process visuals 60,000 times faster than plain text.

o Tweets with images get 150% more retweets than tweets without images.

o Facebook posts with images generate 2.3 times more engagement than posts without them.

o Social media content will generate 94% more views if it contains visual elements.

Slide 144

7. The Importance of Images

• We process visuals 60,000 times faster than plain text.

o Tweets with images get 150% more retweets than tweets without images.

o Facebook posts with images generate 2.3 times more engagement than posts without them.

o Social media content will generate 94% more views if it contains visual elements.

o Views of social media posts can increase by 48% if the post contain both images and videos.

Slide 145

7. The Importance of Images

• Images bring out emotions in us.

Image: A photo of a camera taking a picture of a sunset.

Slide 146

7. The Importance of Images

• Images bring out emotions in us.

• An image can convey a wide range of information, or it can focus on a single thought.

Image: A photo of a camera taking a picture of a sunset.

Slide 147

7. The Importance of Images

Image of a tweet with a picture of actress Ali Stroker on the red carpet at an awards ceremony. The word ‘AWARDS’ is in the background behind on her on a wall of roses. Under the photo is the caption:

HUFFINGTONPOST.COM

Actress Ali Stroker Says Her Disability Was Perfect Training For A Theater Career

The tweet itself reads:

National Disability Institute

August 14 at 11:23 AM

For Ali Stroker, the first actress in a wheelchair to perform on Broadway, having a disability has forced her to be creative, think outside of the box and solve problems her entire life.

Slide 148

7. The Importance of Images

Image of a tweet with a picture of a dog wearing a New York Rangers Jersey. Under the photo is the caption:

RUSSIANMACHINENEVERBREAKS.COM

New York Rangers begin training puppy to become professional autism service dog.

The tweet itself reads:

National Disability Institute

August 13 at 10:56 AM

For the next 14 months, the NY Rangers will train Ranger (the pup) to become a service dog for those with autism.

Ranger, a part of BluePath Service Dogs, was scouted by the Rangers because he was wearing a blue collar.

Slide 149

7. The Importance of Images

Image of a tweet with a picture of a woman with short hair and glasses giving a lecture. Above her is the caption: LAC Reads Capacity Program: Improving Early Grade Reading in Latin America and the Caribbean. Under the photo is the caption: The context in Latin America is very different from country to country.

The tweet itself reads:

American Institute for Research (AIR)

August 12 at 12:23 PM

Latin America and Caribbean (LAC) Reads Capacity Program es una iniciativa fundada por USAID, la cual fue disenada para incrementar capacidad y sostenibilidad de alfabetizacion en America Latina y el Caribe. Vea nuestro video que examina los resultados de una revision de litratura dirigida por AIR acerca de la lectura a temprana edad, la primera de su tipo en la region. http://bit.ly/2rNEfr1

Slide 150

7. The Importance of Images

Image of a tweet with a picture of a bar graph with two bars. One bar is higher than the other. The caption on the right side of the graph reads: 72% Rise in the cost of center-based child care. Average hourly out-of-pocket adjusted for inflation. Note: Estimates include only those children whose families paid at least part of the out-of-pocket cost for their child to receive nonparental care at least weekly. Children for whom no fee was charged, or for when another source paid the entrée fee, are excluded from the estimation. Above the graph, a caption reads: Between 2001 and 2016, the cost of center-based child care rose by 72 percent for children under 6 years old who were not yet enrolled in kindergarten, according to a new report from the National Center for Education Statistics (NCES).

The tweet itself reads:

AIR Info

@AIR\_Info

This year’s Condition of Education report examined the steep rise in #childcare costs since 2001. Researchers Susan Muenchow & Jijun Zhang discuss the AIR-authored early childhood care spotlight and more in a new Q&A: ow.ly/SH2Z30kCRvt #COE18

Slide 151

7. The Importance of Images

Image of a tweet with a picture of two contrasting images. The image on the righthand side is of an older woman smiling as she rests against her walker. The image on the left-hand side is of an invitation, which reads: NARRIC: Commendation Award: Presented to Joann Starks.

The tweet itself reads:

KTDRR Center

@KTDRR\_Center

#TBT to last month when #KTDRR’s Joann Starks was honored with the #NARRTC Commendation Award for her many contributions to advance the field of disability. Congratulations Joann, and thank you for all of your contributions to the disability and #KT fields!

Slide 152

8. Engagement

Image of an index figure pressing a ‘like’ icon.

Slide 153

8. Engagement

• Listen. Ask. Learn.

Slide 154

8. Engagement

• Listen. Ask. Learn.

• Listen to your community.

Slide 155

8. Engagement

• Listen. Ask. Learn.

• Listen to your community.

• Ask them questions. Engage.

Slide 156

8. Engagement

• Listen. Ask. Learn.

• Listen to your community.

• Ask them questions. Engage.

• Learn about their needs and wants.

Slide 157

8. Engagement

• Listen. Ask. Learn.

• Listen to your community.

• Ask them questions. Engage.

• Learn about their needs and wants.

• You’ll uncover like-minded people.

o Fans, followers, advocates

Slide 158

8. Engagement

Image of a tweet from Y.O. Disabled Proud, which reads:

YO! Disabled & Proud

July 19 at 1:34 PM

Hi Dr. Richard Pan! We wish we could have met you in person, but we know you’ll be involved in our work to increase #disabilityrights and #accessibility for California youth!

Below the tweet is an image of a group of youth from YO! Disabled & Proud

Slide 159

8. Engagement

Image of a tweet from Y.O. Disabled Proud, which reads:

YO! Disabled & Proud

July 19 at 1:34 PM

Hi Dr. Richard Pan! We wish we could have met you in person, but we know you’ll be involved in our work to increase #disabilityrights and #accessibility for California youth!

Below the tweet is an image of a group of youth from YO! Disabled & Proud

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8. Engagement

YO! Disabled & Proud

July 19 at 1:34 PM

Hi Dr. Richard Pan! We wish we could have met you in person, but we know you’ll be involved in our work to increase #disabilityrights and #accessibility for California youth! There are three red arrows pointing to certain words in the tweet. The first red arrow is pointing to ‘Dr. Richard Pan!’ The second red arrow is pointing to #disabilityrights, and the third red arrow is pointed at #accessibility. This has been done to emphasize that each of these three items are hyperlinked.

Below the tweet is an image of a group of youth from YO! Disabled & Proud.Slide 161

8. Engagement

Slide 161

8. Engagement

Important Tip:

Tag people you are talking to or talking about.

They don’t know you’re having a conversation about them unless you tag them.

Slide 162

8. Engagement

Image of a tweet from KTDRR Center, which reads:

KTDRR Center

@KTDRR\_Center

Join us Sept/ 5 from 3-5 pm ET to hear from social media experts @MadalynSklar to learn how social media relates to #KT and how to strengthen your social media management and audience engagement activities. Register for the free webinar at ow.ly/tWKy30lq9PV.

Slide 163

9. Analytics

Image: illustration of a man looking at a bunch of open webpages containing various graphs and data.

Slide 164

9. Analytics

• Regularly view your statistics.

Slide 165

9. Analytics

• Regularly view your statistics.

• Google Analytics

Slide 166

9. Analytics

• Regularly view your statistics.

• Google Analytics

• Facebook Page Insights

Slide 167

9. Analytics

• Regularly view your statistics.

• Google Analytics

• Facebook Page Insights

• Twitter Analytics

Slide 168

9. Analytics

• Regularly view your statistics.

• Google Analytics

• Facebook Page Insights

• Twitter Analytics

• Instagram Analytics

Slide 169

9. Analytics

• Your stats can help guide your posting and strategy decisions.

Slide 170

9. Analytics

• Your stats can help guide your posting and strategy decisions.

• Test. Analyze. Find what’s working.

Slide 171

9. Analytics

• Your stats can help guide your posting and strategy decisions.

• Test. Analyze. Find what’s working.

• Let the data guide your success.

Slide 172

9. Analytics – Facebook

Image of a Facebook profile of someone named Madalyn Sklar. Madalyn is smiling in her profile picture. Just above the profile picture is a navigation bar with different options including: page, inbox, notifications, insights, publishing tools, and ad tools. There is an arrow pointing to insights. Below the arrow is a text box that says ‘Access Your Stats’

Slide 173

9. Analytics – Facebook

Image of the insights page on Facebook, which shows nine different statistics using a line graph for each. The nine statistics displayed are: actions on page, page views, page previews, page likes, reach, recommendations, post engagements, videos, page followers.

Slide 174

9. Analytics – Facebook

Image of a Facebook page displaying analytics for five most recent posts of someone’s account. The analytics being displayed are reach and engagement.

Slide 175

9. Analytics – Facebook

Image of a Facebook page. On the left-hand side of the image is a video post from Madalyn Skylar. In the video’s still frame Madlyn is speaking into a microphone with someone listening to her on Madalyn’s left. Above the video, the post reads: #TwitterSmarter ‘after’ chat with guest Kristy Gillentine talking about using social media to speak up. Kristy opens up about being sexually harassed by a man she met on social media and how she’s dealing with it.

To the righthand side of this post is a table displaying the data for the post’s performance using like, love, wow, angry, comments, and shares as the categories.

Slide 176

9. Analytics – Twitter

Image showing the twitter account of Madalyn Sklar. On the page there is a dropdown menu with the mouse pointer hovering over the option ‘analytics.’

Slide 177

9. Analytics – Twitter

Image showing the twitter account of Madalyn Sklar. On the page there is a dropdown menu with the mouse pointer hovering over the option ‘analytics.’ There are two red arrows. One arrow is pointing to analytics on the dropdown menu. The other is pointing to a link below the drop-down menu that says ‘view your top tweets.’

Slide 178

9. Analytics – Twitter

Image showing Madalyn Sklar’s Account home page on twitter. Below her profile picture is a 28 day data summary of her tweets. The data categories displayed are: tweets, tweet impressions, profile visits, mentions, followers.

Slide 179

Image showing Madalyn Sklar’s tweet activity using a bar graph to display data on tweet impressions over a 28-day period. Above the bar graph reads: Your tweets earned 1.5M impressions over this 28-day period.

Slide 180

Image showing Madalyn Sklar’s tweet activity using a bar graph to display data on tweet impressions over a 28-day period. Above the bar graph reads: Your tweets earned 1.5M impressions over this 28-day period. There a red arrow pointing to a dropdown menu on the righthand corner of the page, which allows the user to change the date range of the data being revealed.

Slide 181

9. Analytics – Twitter

Image of Madalyn Sklar’s Twitter analytics for tweet reading, “Ask @hootsuite: How can we incorporate Moments into our Twitter marketing? #TwitterSmarter.” Image includes a graph in the background depicting how many impressions Madalyn Sklar’s tweets earned during a specified time period. Image also includes a calendar illustrating how to choose dates for which to run Twitter analytics.

Slide 182

9. Analytics – Twitter

Image of Madalyn Sklar’s tweet activity analytics for a tweet reading, “Ask @hootsuite: How can we incorporate Moments into our Twitter marketing? #TwitterSmarter.” The image includes a list of analytics for the tweet, including impressions, total engagements, likes, retweets, detail expands, media engagements, profile clicks, link clicks, hashtag clicks, replies, and follows.

Slide 183

9. Analytics – Twitter

Images of the “Most-Clicked Posts Past 30 Days” analytics page for Madalyn Sklar’s Twitter account. The image includes tweets from Tuesday, August 30th and includes analytics for each tweet, including number of retweets, likes, mentions, clicks, and potential.

Slide 184

9. Analytics – Instagram

Image of Madalyn Sklar’s Instagram analytics. “106 profile visits in the last 7 days” is circled in red.

Slide 185

9. Analytics – Instagram

Image of Madalyn Sklar’s Instagram analytics. “106 profile visits in the last 7 days” is circled in red. A red arrow is pointing to the Settings button on the right side of the image.

Slide 186

9. Analytics – Instagram

Image of menu on Instagram, which includes options for original photos, search history, cellular data use, language, and swtich to business profile. “Switch to business profile” is circled in red.

Slide 187

9. Analytics – Instagram

Image of Business Settings page on Instagram. “Switch back to personal account” is circled in red.

Slide 188

9. Analytics – Instagram

Image of Instagram Insights for Madalyn Sklar. Under the Activity tab, it states, “Interactions: 107 actions taken on your account from Aug 8 – Aug. 14.”

Slide 189

9. Analytics – Instagram

Image of Instagram Insights for Madalyn Sklar. Under the Audience tab, it states, “3,145 followers; +20 vs. Aug. 1 – Aug. 7.” The bottom of the image includes a bar graph indicating the top locations of Madalyn Sklar’s Instagram followers.

Slide 190

9. Analytics – Instagram

Image of Instagram Insights for Madalyn Sklar. Under the Audience tab there is a bar graph indicating the age range of Madalyn Sklar’s Instagram followers, as well as a pie graph of the gender breakdown of Madalyn Sklar’s Instagram followers.

Slide 191

9. Analytics – Instagram

Image of Instagram Insights for Madalyn Sklar. Under the Audience tab there is a pie graph of the gender breakdown of Madalyn Sklar’s Instagram followers. The bottom of the image includes a bar graph indicating the hours on a Wednesday that Madalyn Sklar’s Instagram followers engage with her page.

Slide 192

10. Live Streaming Video

Image of person with a pen to a tablet computer. “Live Streaming” is superimposed on top of the image, surrounded by several icons (thumbs up, globe, bar graph, chat icon, bullseye, etc.).

Slide 193

10. Live Streaming Video

Facebook Live – desktop and mobile

Slide 194

10. Live Streaming Video

Facebook Live – desktop and mobile

Twitter Live/Periscope – mobile only

Slide 195

10. Live Streaming Video

Facebook Live – desktop and mobile

Twitter Live/Periscope – mobile only

Instagram Live – mobile only

Slide 196

10. Live Streaming Video

Facebook Live – desktop and mobile

Twitter Live/Periscope – mobile only

Instagram Live – mobile only

YouTube Live – mobile and desktop

Slide 197

10. Live Streaming Video – Facebook

Desktop:

Image of the “Create Post” pod in Facebook. There is a red arrow pointing to the Live Video option.

Slide 198

10. Live Streaming Video – Facebook

Image of Madalyn Sklar in a Facebook Live Video preview pane in Facebook. To the right of the preview pane is a “Create a Live Broadcast” menu with options.

Slide 199

10. Live Streaming Video – Facebook

Mobile:

Image of the “Create Post” pod in Facebook mobile. There is a red arrow pointing to the Live Video option.

Slide 200

10. Live Streaming Video – Facebook

Image of Madalyn Sklar in a Facebook Live Video preview pane in Facebook mobile. To the bottom of the preview pain is a menu of options. “Going live on Facebook.” and “Start Live Video” are both circled in red.

Slide 201

10. Live Streaming Video – Twitter

Image of the create a tweet pod in Twitter. The Live Video option is circled in red.

Slide 202

10. Live Streaming Video – Twitter

Image of video of Madalyn Sklar’s Twitter page in a Twitter Live Video preview pane. On the bottom of the image is a red button that reads “Go LIVE.”

Slide 203

10. Live Streaming Video – Instagram

Image of the Instagram mobile home screen. The camera icon on the upper left corner is circled in red. A circular icon with Madalyn Sklar’s photo and “Your Story” on the left side of the image is circled in red.

Slide 204

10. Live Streaming Video – Instagram

Image of video of Madalyn Sklar in an Instagram Live Video preview pane. On the bottom of the image is a white button that reads “Start Live Video.”

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10. Live Streaming Video – YouTube

Desktop:

Image of YouTube Creator Studio on a desktop. Under the Video Manager dropdown menu on the left, there are options for Stream now, Events, and Camera. The “Stream Now” option is selected in red. In the middle of the image is a video preview pane that reads “The video is unavailable,” and underneath that is a field to enter basic info on the video. On the right side of the image is a Live Streaming Checklist with items set up encoding software, add stream info, optional features, and go live.

Slide 206

10. Live Streaming Video – YouTube

Mobile:

Image of YouTube Creator Studio on a mobile device. On the top of the image are two black buttons for Live Video and Go Live. On the bottom of the image are six video preview images featuring video of Madalyn Sklar and several time stamps.

Slide 207

10. Live Streaming Video – Facebook

Image of a Facebook post from Madalyn Sklar reading, “#TwitterSmarter “After” chat with guest Kristy Gillentine talking about using social media to speak up. Kristy opens up about being sexually harassed by a man she met on social media and how she’s dealing with it.” A side by side video image of Kristy Gillentine and Madalyn Sklar is included under the post. At the top of the image, the text “Madalyn Sklar was live” is underlined in red. At the bottom of the image, there are three red arrows pointing to post analytics: “58 comments, 7 shares, and 405 views.”

Slide 208

10. Live Streaming Video – Facebook

Image of a Facebook post from Madalyn Sklar reading, “#TwitterSmarter “After” chat with guest Kristy Gillentine talking about using social media to speak up. Kristy opens up about being sexually harassed by a man she met on social media and how she’s dealing with it.” A side by side video image of Kristy Gillentine and Madalyn Sklar is included under the post. At the top of the image, the text “Madalyn Sklar was live” is underlined in red. At the bottom of the image, there are three red arrows pointing to post analytics: “58 comments, 7 shares, and 405 views.” The same post analytics are superimposed in a white text box over the side by side video image of Kristy Gillentine and Madalyn Sklar.

Slide 209

11. Tools

Image of a range of wrenches and tools hanging on a blue wall.

Slide 210

11. Tools

Recommended apps and tools:

* Hootsuite
* Buffer
* Social Jukebox
* Feedly
* Nuzzel
* Canva

Slide 211

11. Tools

Recommended apps and tools:

* Hootsuite – hootsuite.com
* Buffer – buffer.com
* Social Jukebox – socialjukebox.com
* Feedly – feedly.com
* Nuzzel – nuzzel.com
* Canva – canva.com

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11. Tools

* Hootsuite – hootsuite.com
* Buffer – buffer.com

Hootsuite and Buffer are social media dashboards that help you manage multiple networks and profiles.

They work with Facebook, Twitter, LinkedIn, Instagram, Pinterest, and Google+.

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11. Tools

* Social Jukebox – socialjukebox.com

Social Jukebox is an automated social media management tool that lets you load content into a “jukebox” and schedule how often you want your social media posts to go out.

Works with Facebook, Twitter, and LinkedIn.

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11. Tools

* Feedly – feedly.com
* Nuzzel – nuzzel.com

Feedly is a news feed aggregator that helps you organize, read, and share content.

Nuzzel is a news feed based on what your friends are reading and sharing on social media.

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11. Tools

* Canva – canva.com

Canva is a graphic design tool that uses a drag-and-drop format. You can access over a million photographs, graphics, and fonts.

Slide 216

11. Tools

Recommended apps and tools:

* Hootsuite (hootsuite.com) – Free/Paid
* Buffer (buffer.com) – Free/Paid
* Social Jukebox (socialjukebox.com) – Free Trial
* Feedly (feedly.com) – Free/Paid
* Nuzzel (nuzzel.com) – Free/Paid
* Canva (canva.com) – Free/Paid

Slide 217

What’s next for you?

Image of note pad reading “Action Plan” on crowded desk.

Slide 218

Your Call to Action

* Audit your social media profiles.
	+ Check your profile image, header image, bio.

Slide 219

Your Call to Action

* Audit your social media profiles.
	+ Check your profile image, header image, bio.
* Experiment with how often you post on the various sites.

Slide 220

Your Call to Action

* Audit your social media profiles.
	+ Check your profile image, header image, bio.
* Experiment with how often you post on the various sites.
* Review your analytics – see what’s working and what is not.

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Your Call to Action

* Audit your social media profiles.
	+ Check your profile image, header image, bio.
* Experiment with how often you post on the various sites.
* Review your analytics – see what’s working and what is not.
* Experiment with live video.

Slide 222

Your Call to Action

* Audit your social media profiles.
	+ Check your profile image, header image, bio.
* Experiment with how often you post on the various sites.
* Review your analytics – see what’s working and what is not.
* Experiment with live video.
* Try tools. They will save you time.

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Questions?

Photo of Madalyn Sklar

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Reach Madalyn Sklar at:

Twitter: @MadalynSklar

Facebook: Facebook.com/MadalynSklar

Instagram: MadalynSklar

Website: www.MadalynSklar.com

Email: madalyn@madalynsklar.com

Photo of Madalyn Sklar

Slide 225 Disclaimer

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