

Social Media Basics

CSDA - December 1, 2015



Kerry Shearer

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What We're Covering Today

Social Media Overview
Why to Use Social Media
Key Platforms - overview
Creating Accounts
Posting and Content Basics
Managing Social Media
Creating Content
Creating Video
Livestreaming





About Me

- Background in radio & TV news broadcasting and traffic reporting
- Longtime PIO/Media Officer
- For last 5 years, focused on social media, web video, and crisis/emergency communications
- Certifiable technogeek

Survey!

- **Who would consider themselves very experienced with social media? Moderately? Getting started?**

- **What kind of device do you use? iPhone? Android phone? iPad tablet? Android or Windows tablet?**



90-second Discuss-o-rama

- Turn to one or two other people and tell them the biggest challenges you currently have with social media



90-second Discuss-o-rama

- Turn to one or two other people and tell them the biggest challenges you currently have with social media**

Social Media Can Be An Effective Part of Your Agency's Overall Outreach!

- **It reaches people where they are**
- **Allows us to interact directly**
- **Allows us to reach the news media**
- **Is a lifesaving tool in emergencies**



The Public's Expectations Have Changed

No longer are we “experts” the sole voice of authority (“top-down” communication)

Social media - i.e., our friends, colleagues and others, have become more trusted and influential



Why Do We Need To Have A Social Presence?

For our agency to connect effectively online with those we serve

To increase the chances of the media helping us communicate our message

To be able to communicate critical messages quickly in an emergency



65% of ALL adults use social networking sites

35% of ALL adults age 65+ use social networking sites (3X since 2010 !)

49% of U.S. uses a smartphone



71% of online adults use Facebook

23% of online adults use Twitter

26% of online adults use Instagram



Why Should You Be on Twitter?

-This is where the public and media go for “real time” information and news

-Twitter is about what’s happening now...today...with your organization





**3.5 million
tweets**

**mentioning Ferguson
published in 3 hours after the
jury decision**





Mike Brown broadcast the Ferguson protests live from a smartphone



Twitter Best Practices

Twitter Best Practice

**Keep messages short
if possible**

-100-120 characters

-Shorter messages tend



Twitter Best Practice

Tweet frequently:



-Tweets don't last long!

-3-5 times a day is not overkill; tweet more often in an emergency

Twitter Best Practice

Hashtag your tweets

- See what's popular for your subject, city or region; or
- Create your own hashtag (especially in disasters)



Kerry Shearer @kerryshearer · Sep 2

How did the Napa County communications team handle earthquake outreach? Find out, face to face: bit.ly/1pkxKks #SMEM
#Napaquake



Twitter Best Practice

Include photos or videos in your Tweets whenever possible!

-Upload images to Twitter directly. Instagram photos won't show; only text link

FOX 25 News Boston retweeted
Mass State Police @MassStatePolice · 1h
2 men arrested driving a stolen MV on Route 495 during the blizzard. Read more at facebook.com/MassStatePolic...



55 47

Expand



Jen Carfagno @JenCarfagno · 1m
This is the team that got my live shot on air this week. Thank you cglowacki43 Adam & Barry!! instagram.com/p/yYlxmzJS51/

-1.49 billion monthly active users

-968 million people log on daily

-1.31 billion mobile users



Why Should You Be on Facebook?

- Build and interact with an audience of citizens interested in what your agency is doing**
- Have conversations with the public**
- Show them how you serve them**



Facebook Posting Basics

Facebook Best Practices

Be concise

- Newsfeed is overcrowded
- Longer posts get less attention
- Aim for 80 characters or less



Update Status | Add Photos/Video | Create Photo Album

What's on your mind?

Tara Martin VanTelaar, Cyndi Hogan and 3 others commented on this.

Kelly VanTelaar
Yesterday at 7:27pm · Sunbury, GA · 🌐

Ok, so let me see how this turns out: It occurs to me that for each and every one of you on my friends list, I catch myself looking at your pictures, sharing jokes and news, as well as support during good and bad times. I am also happy to have you among my friends. We will see who will take the time to read this message until the end. I'm going to be watching to see who takes care of the friendship, just like me. So if you are reading this, then thank you for being a part of my life. So leave ONE WORD on how we met. DON'T SHARE. Once you respond, I will inbox you this copy, then paste on your wall so I can leave one word for you.

Like · Comment · Share · Buffer

2 people like this.

View 42 more comments

Ross Hall Whatever.
9 hrs · Like

Cyndi Hogan Youth group
9 hrs · Like · 1

Rich Atalla Youth group (technically). But really in Mexico. Btw, I still don't follow directions well. 😊
5 hrs · Like · 1

Tara Martin VanTelaar Birth!
4 mins · Like

Write a comment...

Suggested Post

Pleasant Holidays
Sponsored · 🌐

Like Page

Facebook Best Practices

Don't throw multiple topics into the post

-Stick to one subject and one link per post



Content

**Be descriptive
and relevant with
the title of the
post**



Sue B. Zimmerman

January 21 at 9:13am · 🌐

Running a contest on Instagram is a great way to quickly build buzz around your business.



The 7 Steps to Create an Awesome Contest on Instagram

Do you want to learn how to run a successful contest on Instagram? Here are the 7 key steps that you must do to create an awesome contest on Instagram

SUEBZIMMERMAN.MYSHAREBAR.COM

Facebook Best Practices

Use a factoid or statistic

- **“Did you know that the Bay Area had 10 Spare The Air days in 2014? Here’s how you can help protect your lungs.**

Facebook Best Practices

Always link to more content or a next step

- Photo
- Video,
- PDF
- Audio file
- Web page



SpareTheAir Scooter

4 hrs · 🌐

Here's how you can reduce wood smoke when a daily restriction is not in effect:

http://sparetheair.com/take_action.cfm... #CheckBeforeYouBurn



Like · Comment · Share · Buffer · 👍 1

Facebook Best Practices

No more “click-baiting” headlines!


-Give the reader some idea of the content they will get

My Head Hurt After Hearing These Six Words.

Seriously. Incredible.



Cory Fellows

 Share On Facebook

 Twitter



Writing Headlines

Share

Give surprise!
Ask questions
Arouse curiosity
Try negatives



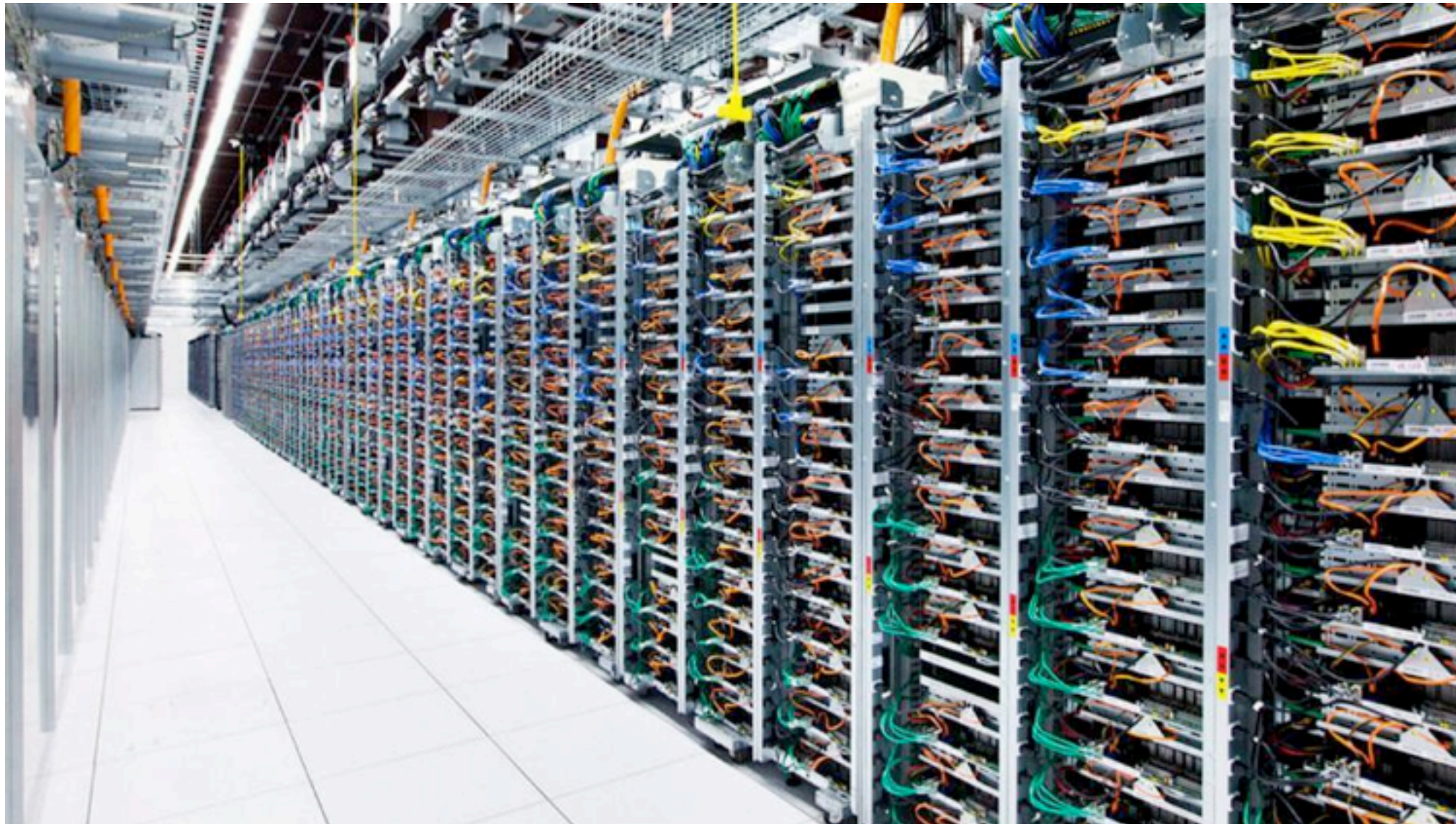
Elaborate how-to
List numbers
Reference “you”
Facts specificity

Why Should You Be on YouTube?

- YouTube is the second largest search engine on the internet**
- It is the place to host your videos if you want them to get found and viewed**



**The average person spends
15 minutes a day on YouTube!**



**100 hours of
video are
uploaded every
minute!**

Advantages of YouTube

Since it's a huge search engine, it's easy for people to find your content

YouTube's Embed code allows you to quickly place the video on a web site or blog, or link it to social media pages



Your YouTube Channel

- Your page has a welcome video for viewers who haven't yet subscribed to the page**
- Your channel can have a large header called "channel art" with social media buttons below**
- You can reorganize content into playlists**



People Flock to YouTube for News

Citizens play a big role in producing and supplying footage

You can immediately get your story out to a wide audience

Organizations can use this tool to their advantage to tell their story!



http://www.journalism.org/analysis_report/youtube_news

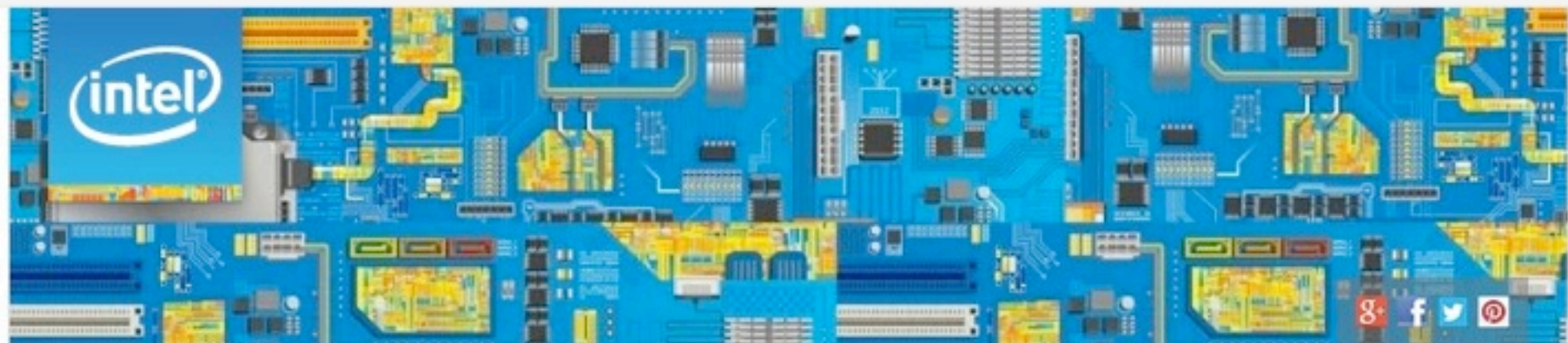
- Kerry Shearer
- Watch Later
- Watch History
- Playlists
- Messages 1

- What to watch
- My subscriptions 6
- Social 4

SUBSCRIPTIONS

- baysidevideos 6
- thefxbro 1

- Browse channels
- Manage subscriptions



Channel Intel

Subscribe 52,405

- Videos
- Discussion
- About

- Uploads
- Date added (newest - oldest)



Fostering Patient-Doctor Collaboration with Health IT
129 views | 1 day ago



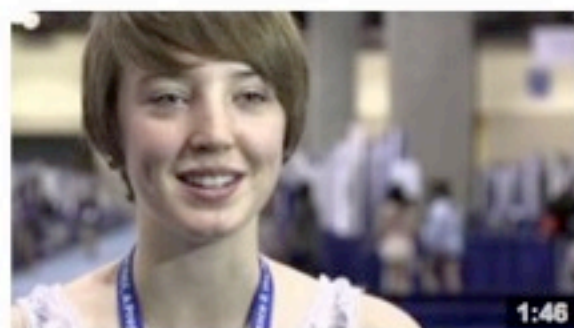
The Gun Lock for the 21st Century
238 views | 2 days ago



CF's Slime Fighter
180 views | 2 days ago



The Question of a Yellow Banana
177 views | 2 days ago



The Bees Knees
142 views | 2 days ago



Kicking Cancer Before It Starts
231 views | 2 days ago

Why Use Video?

- Viewers are much more likely to share video links**
- Having a video on your web site home page makes it more likely to show up on the first page of a Google search**
- The average user's visit to a text and image based web site lasts 43 seconds. With video, it's 5 minutes 50 seconds.**

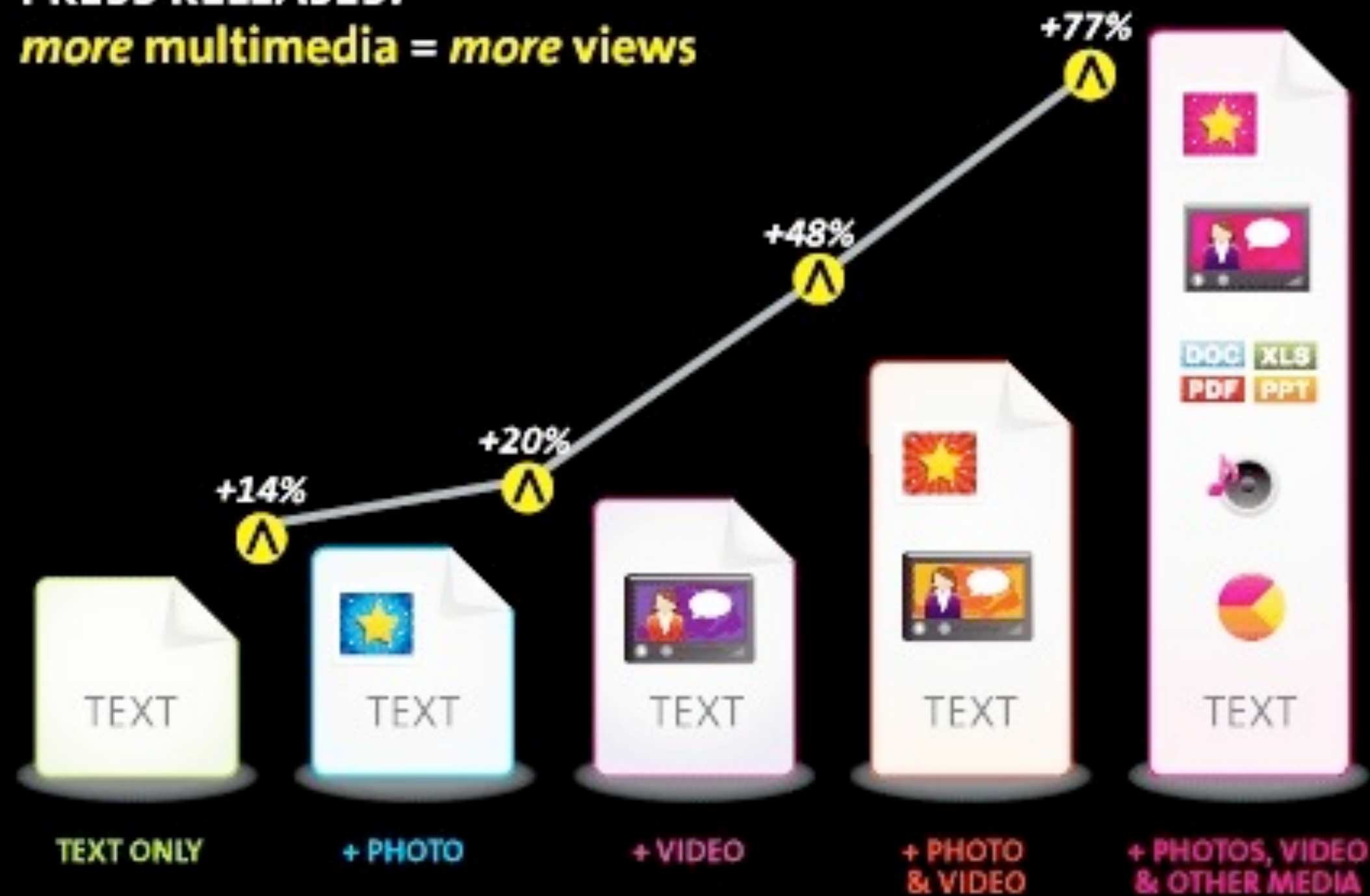


Why Use Video?

- It's like being on TV!**
- You have the opportunity to share your expertise and add value to the people you serve**
- It positions you as the expert. You and your organization can become the authority in your niche or service sector**



PRESS RELEASES: *more multimedia = more views*



Increase in average online views per press release, when multimedia elements are added.

Source: PR Newswire web analytics.

ENGAGEMENT AND WORKFLOW SOLUTIONS FOR PR / IR / CSR / MARKETING

ENGAGE
OPPORTUNITY
EVERYWHERE



PR Newswire

United Business Media

Instagram

-400 million monthly active users

-75 million daily users

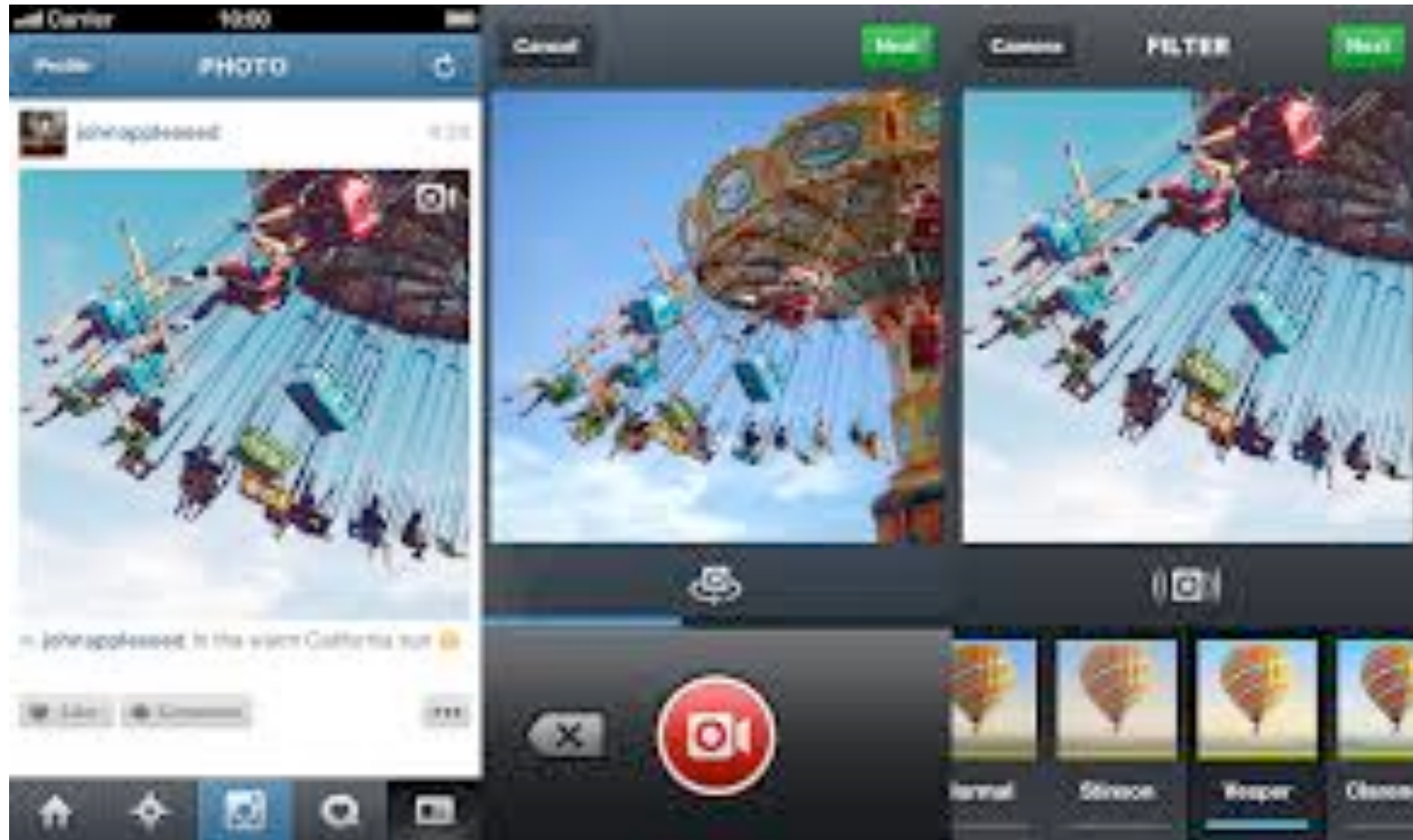
**-28% of U.S. population is
estimated to use Instagram in 2015**



Instagram

-Shoot and upload stills AND video

-Shoot 15-sec videos



**Pinterest is bulletin board-style
image sharing**

**Images link back to content on
web sites**



- 100 million monthly users**
- 80% of users are female**
- Users average 15 minutes spent per day on Pinterest**



How You Can Use Pinterest:

- Repurpose brochures
- Repurpose graphics
- Post facts
- Post resources
- Anything visual



How Do Agencies Use Social Media?

Mountain View, CA Police Department

Chris Hsuing
Shino Tanaka



**Mountain View
Police Department
Social Media**

Shino Tanaka
Public Safety Social
Media Coordinator



Sacramento Fire and Police Departments



Sacramento Fire Department

June 19 at 6:23pm · 🌐

Sacramento Fire worked a single alarm commercial fire near Downtown. The call came in shortly before 4PM. The single alarm fire was quickly contained in the abandoned building. Traffic was heavily impacted due to Jibboom St being closed at the I St bridge for approximately an hour. No report of any injuries.



787 Views

Like · Comment · Share · Buffer

👍 22 people like this.



Christine Laabs Hartwig Again...good job!! Always glad to read and see success without injury. Keep up the great work men.

Like · Reply · June 19 at 9:11pm



Sacramento Police Department added 3 new photos.

14 hrs · 🌐

District 7 Neighborhood Safety & Social last weekend at the Valley Hi Library. SPD AIR1 lands! Great community event Sponsored by Council Member Rick Jennings. #sacpd



Like · Comment · Share · Buffer

Sacramento Fire Department Social Media

Roberto Padilla
Public Information Officer

How Has Social Media Transformed Newsgathering?

The “News Cycle” is DEAD

- ✦ In the world of the Internet, there is no news cycle. It is continuous.
- ✦ Communicators are expected to respond immediately to feed the demand for information.



Sacramento County Public Health news conference - H1N1



Speed of Info Flow Through the Media

20 years ago

24 hours

10 years ago

4 hours

Today

4 minutes

Mobile Newsgathering Over Cellular

TVu Pack bonds multiple cellular broadband sources together to feed video over 3G and 4G cellular, WiFi and Ethernet



Verizon Mi-Fi



TVu Broadband Backpack

Sacramento County Public Health

Social Media Use: H1N1 Swine Flu Pandemic (2009-2010)

- ✦ **Twitter - Real-time clinic updates, news releases**
- ✦ **Facebook: Video, photos, interaction, news releases**
- ✦ **YouTube - Videos with critical information & clinic updates**
- ✦ **Skype - Live news interviews**
- ✦ **uStream.tv: Live news conference webcasting**



Steps for GETTING STARTED



Commitment to:

- A small amount of staff time daily/weekly**
- Having a consistent presence by regularly posting content. (Some of this can be automated)**
- Having interaction with the public**

Trust

-That those tasked with social media postings will be as professional and responsible as they are answering the phone, at the public counter, or at a public meeting

What You Need To Do To Get Started (Or Be Effective)

-Familiarize yourself with these tools now so you're ready for a crisis

**-Get management and IT staff on board.
Communicators need access to these tools.**

**-Determine your communications objectives.
Why are you on social media?**

Pick a Platform (or two)

Determine Your Social Media “Voice”

Up Next:

Bethany McDaniel

Web Content and Social Media Manager

Georgia.gov Interactive

Developing Your “Voice”

Develop a Social Media Policy

9

- That's flexible & doesn't tie the hands of your communicators by delaying response
- That contains takedown criteria
- That empowers your communicators to make good content decisions

Smartphone Video

CSAC Dec 2015

HD Cam In Your Pocket

iPhone 4s, 5, 5c, 5s, 6, 6+

-Shoots HD footage

-Accepts an external microphone

-You can edit on your device (iMovie)



Video Content Ideas

- News conference excerpts
- Subject Matter Expert interviews
- Promotional videos for upcoming event
- Recap videos after an event
- Testimonials
- How-to videos
- B-roll video at the scene



4 Video Styles You Can Easily Do!

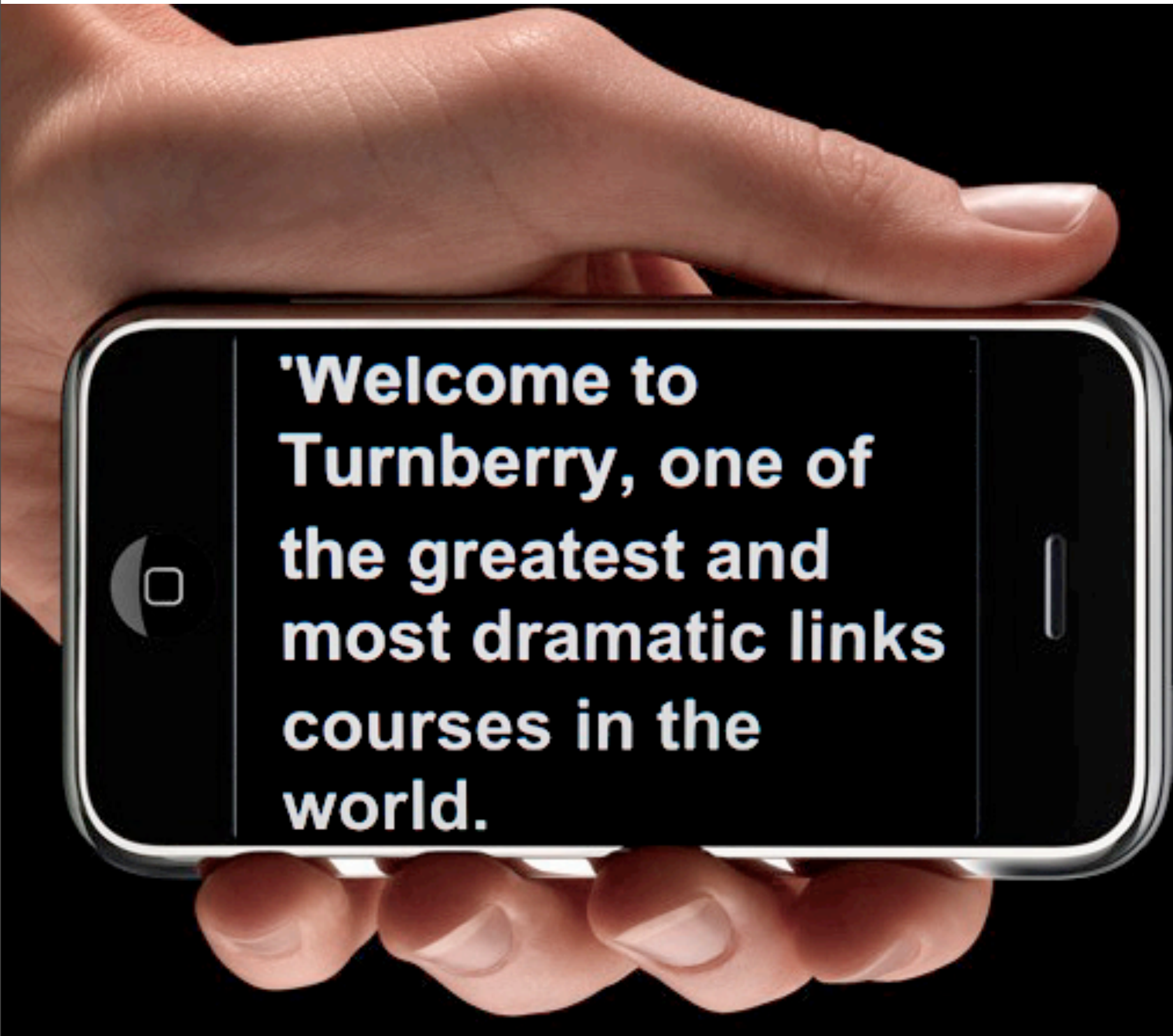
- 1) **Direct-to-Camera**
- 2) **Interview**
- 3) **Package**
- 4) **Photo show**



Smartphone/Tablet Accessories



Advanced Shooting: Teleprompter



Free DV Prompter software runs on your smartphone or tablet



Shooting Apps



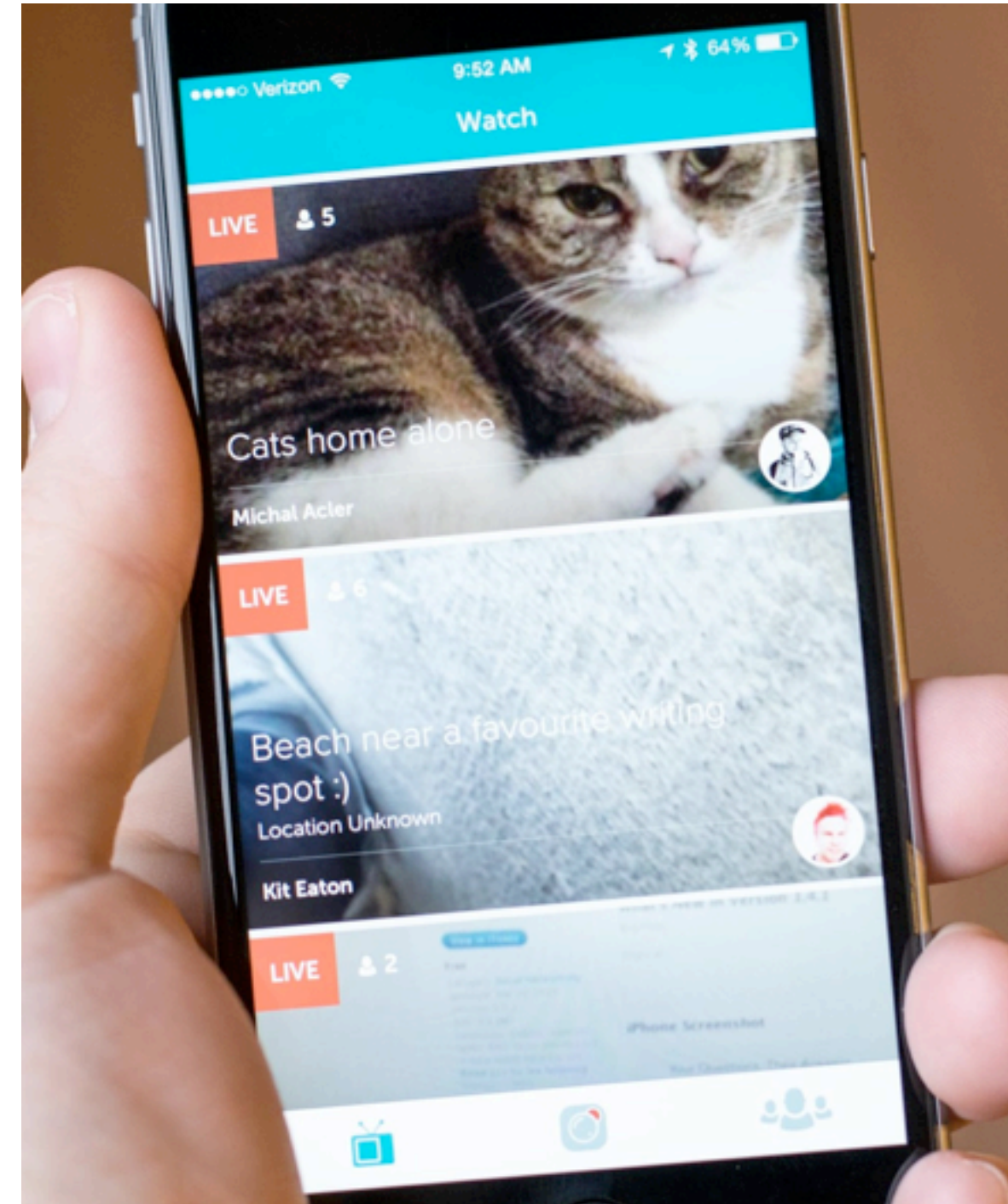
Editing Demo!



Periscope

What Is Periscope?

- Periscope lets you broadcast live from your phone or tablet
- Viewers can type in comments or questions
- They can tap the screen to give you hearts



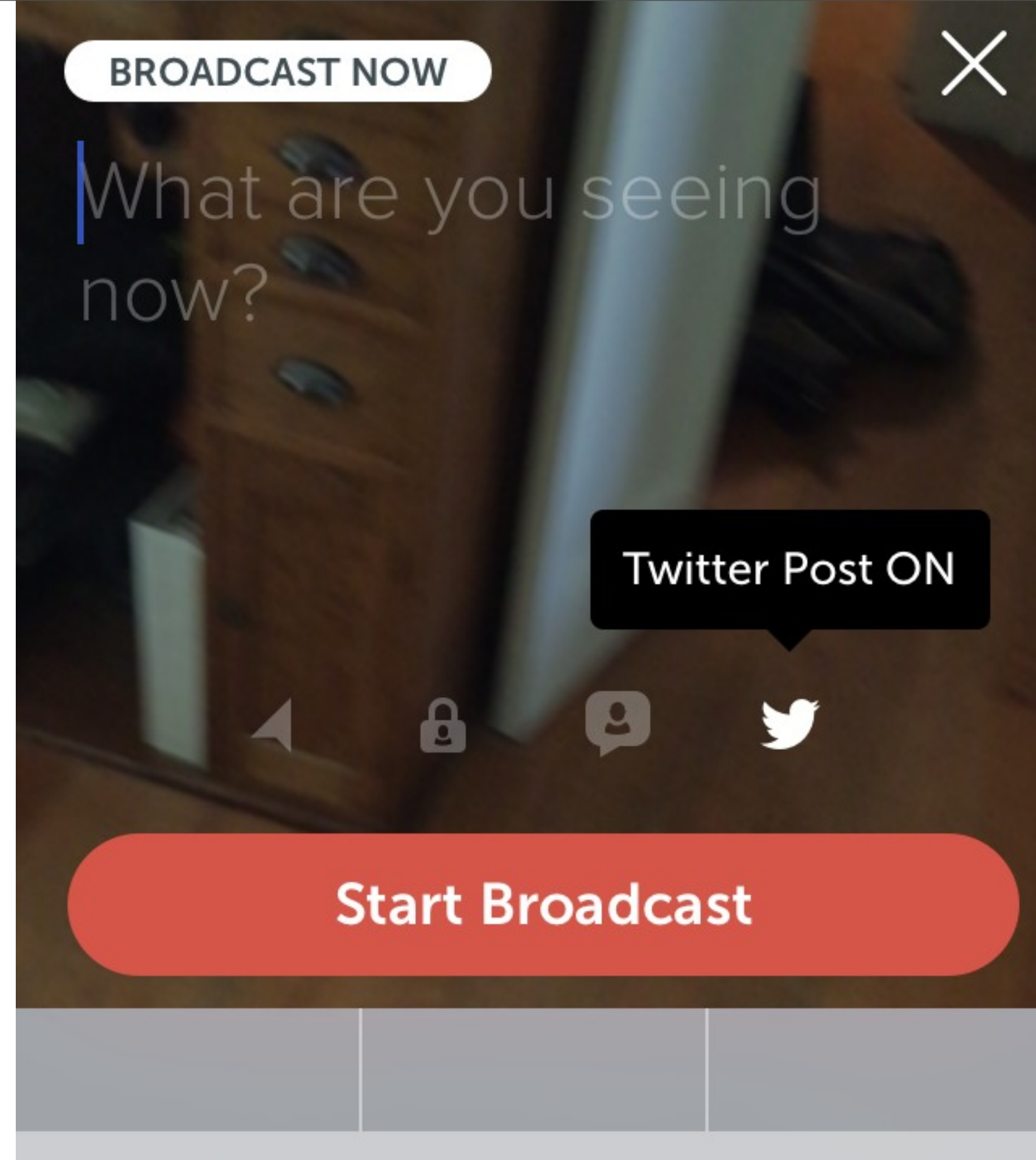
What Is Periscope?

- **The replay lasts for 24 hours
([Periscope.tv/your username](https://Periscope.tv/your_username))**
- **You can save the broadcasts on
your Camera Roll**
- **You can save broadcasts to
[Katch.me/\(your username\)](https://Katch.me/your_username)**



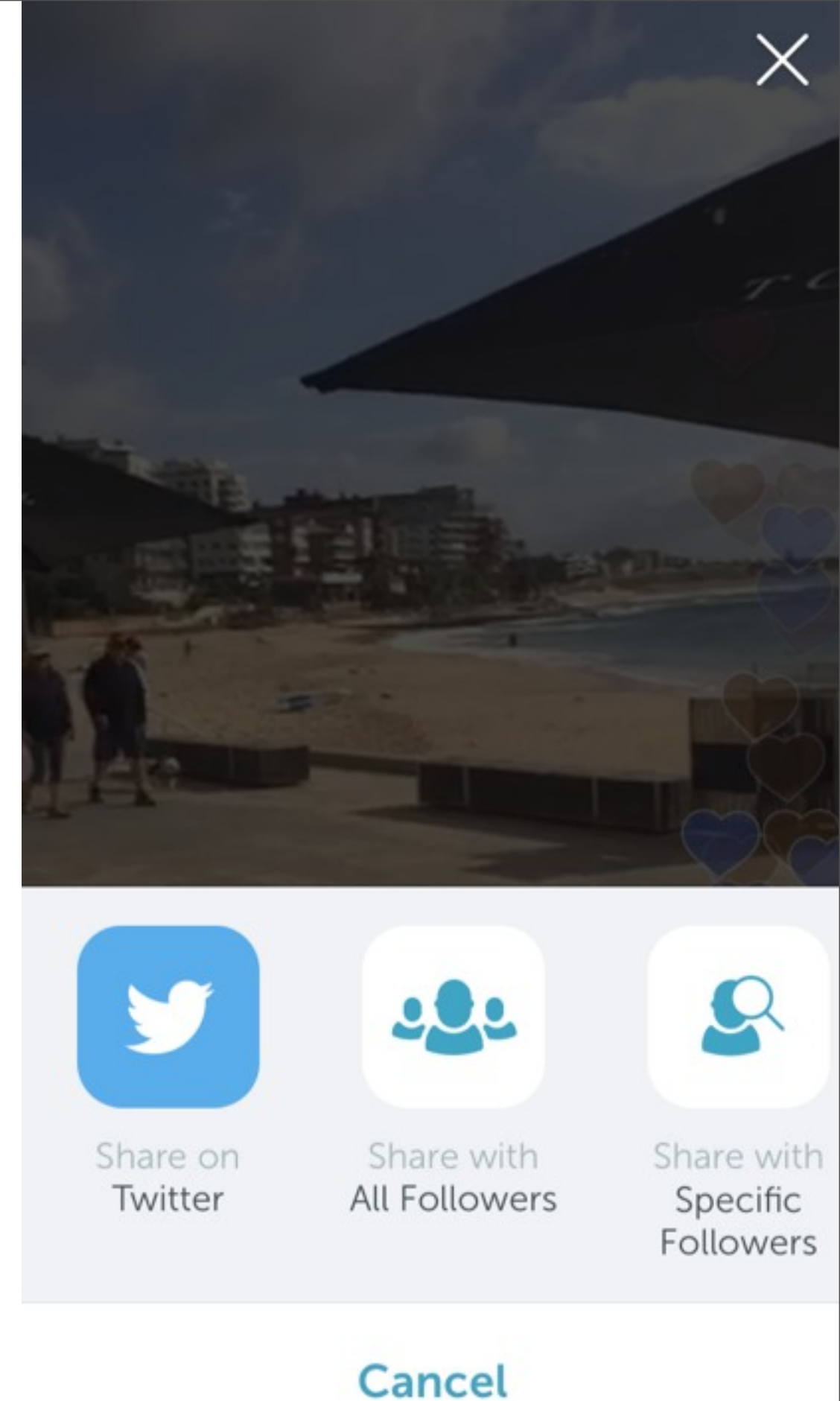
Periscope

- **Periscope is connected to Twitter, so you have the opportunity to notify your audience and other viewers via hashtags in your title**



Periscope

- **Users are able to share your broadcast with all their followers, their Twitter followers only, or their Facebook followers**



Periscope Growth

- **1,000,000 users within 10 days of March 26 launch**
- **It took Twitter 2 years to reach 1,000,000 users**

Skip



Periscope

Periscope lets you explore the world by watching and creating live video broadcasts.



Periscope Growth

- **10,000,000 users by Aug. 15**
- **15,000,000 users by Sep. 15**
- **Now over 20,000,000 users**

Skip



Periscope

Periscope lets you explore the world by watching and creating live video broadcasts.



Periscope Stats

- **40+ years of video content watched EVERY 24 HOURS!**

Skip



Periscope

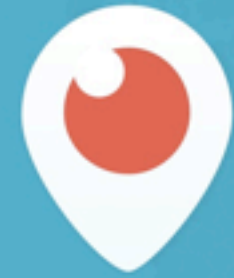
Periscope lets you explore the world by watching and creating live video broadcasts.



Bold, Tweetable Statement!

- **Periscope is THE MOST powerful social media platform ever. It is worth making a MAJOR effort for.**

Skip



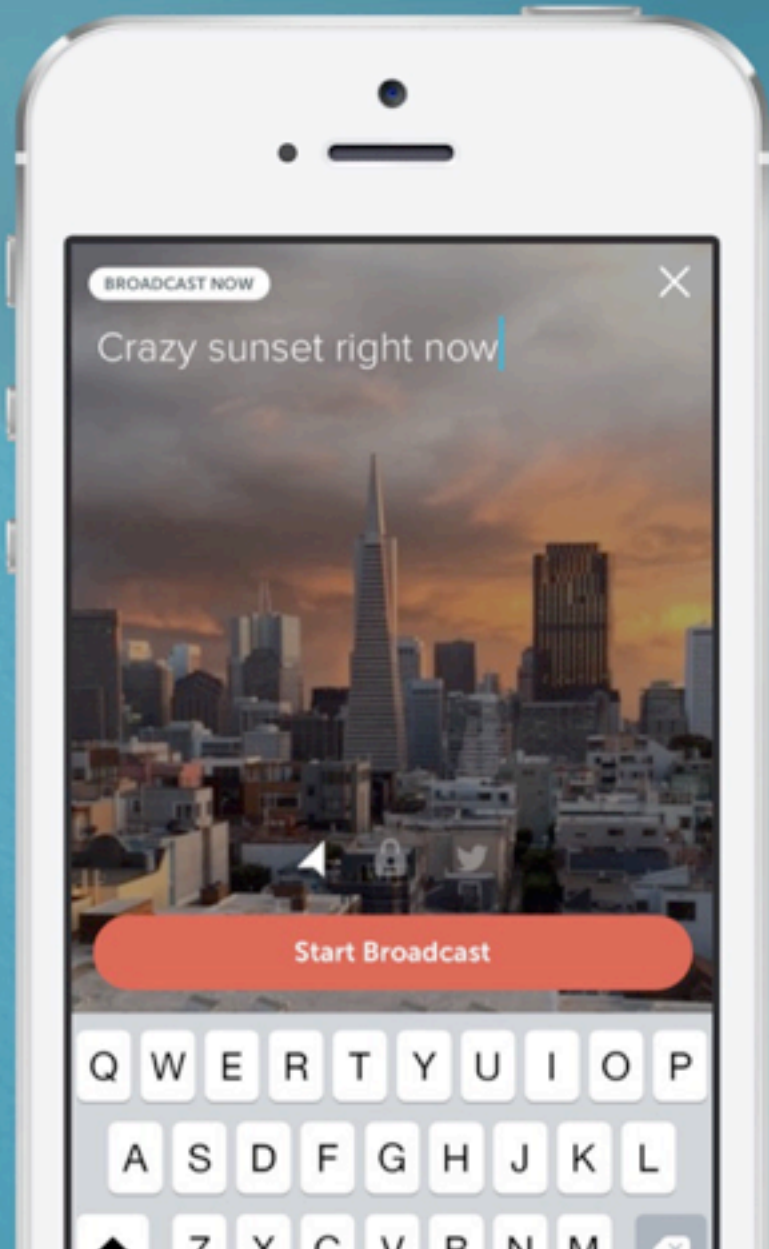
Periscope

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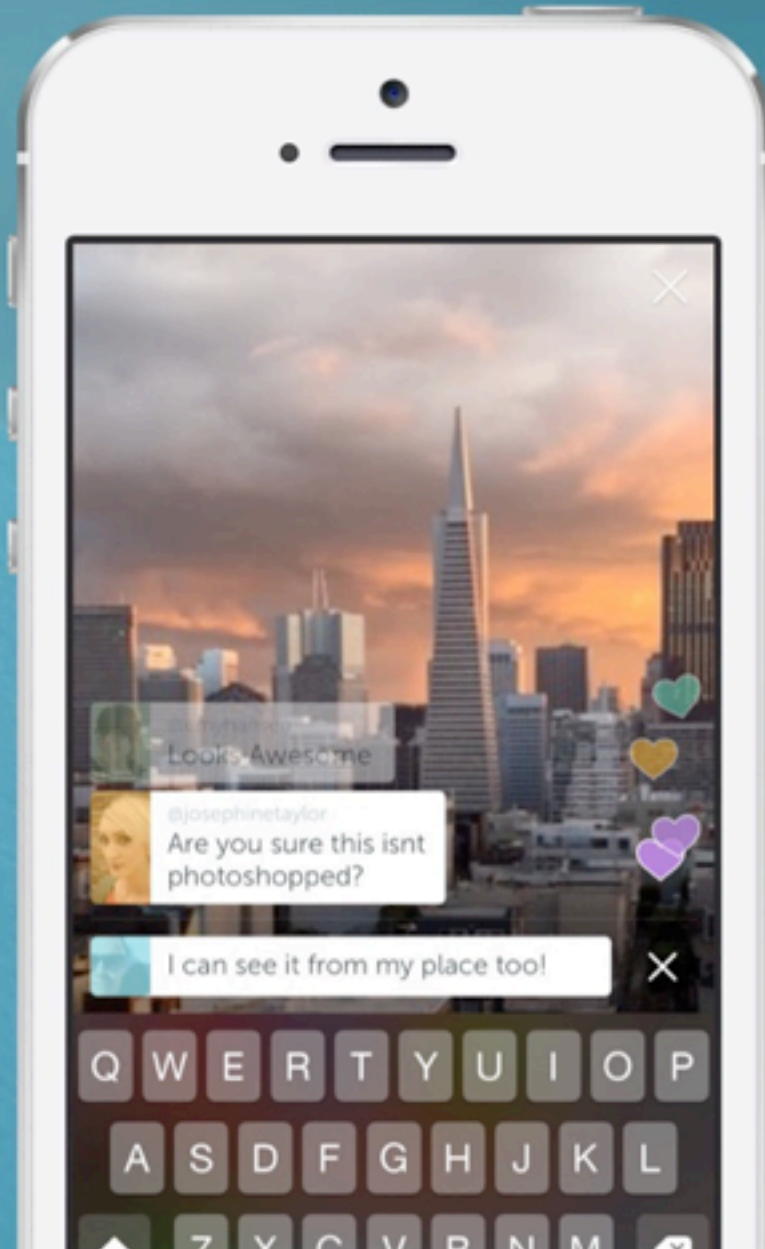


Here's How Business Uses It

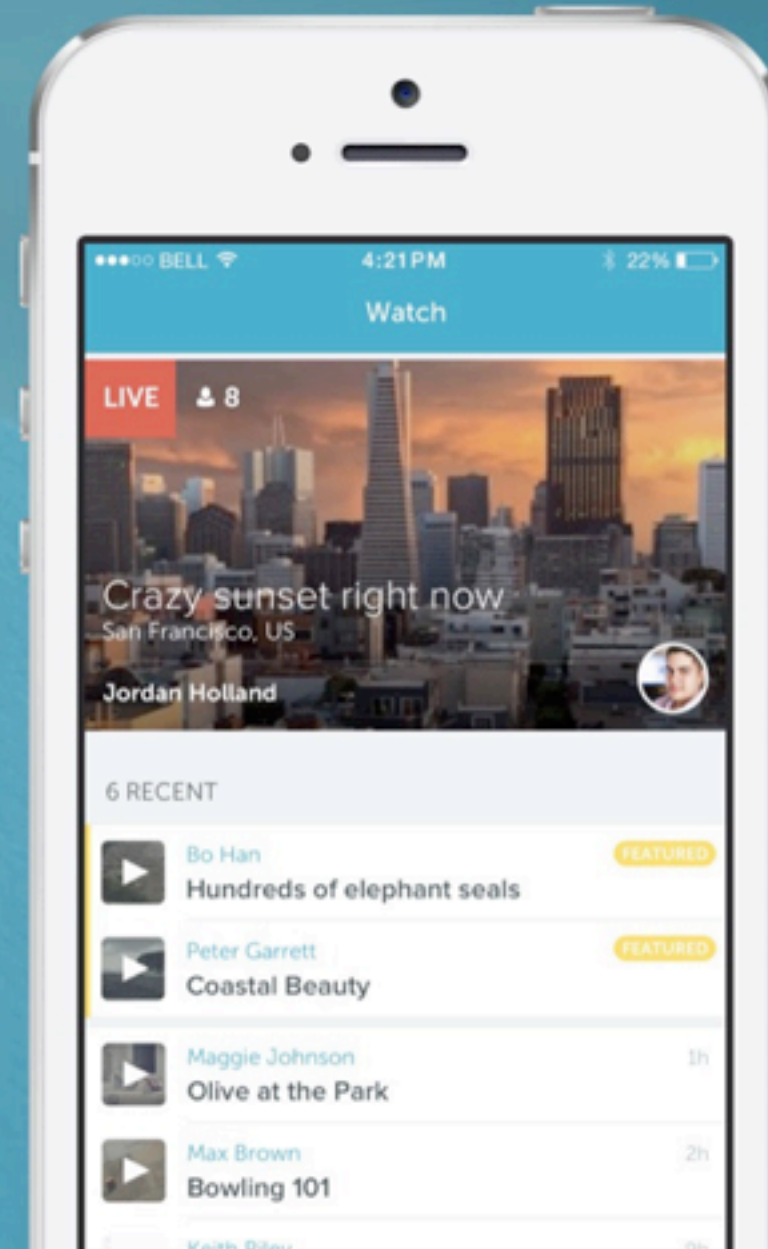
Broadcast Video
LIVE from Anywhere



Watch and Interact with
Messages and Hearts



Browse LIVE or
Recent Broadcasts



Periscope for Business

- **Differentiate themselves in the market**
- **Establishes their authority/expertise**
- **Allows potential customers to know, like and trust them**

The Story of Chocolate Johnny

- **Chocolatier with a shop in Sydney, Australia**
- **Began on Periscope as Chocolate Johnny**
- **Is now known internationally**



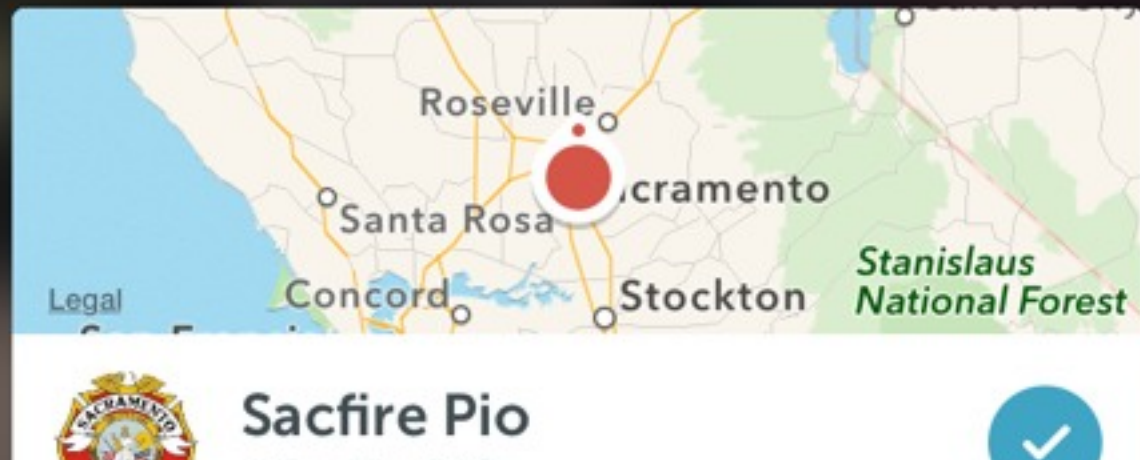
Periscope for Government

- **Allows us to showcase what we do**
- **Gives the public access to a perspective you can't get anywhere else**
- **Allows the people we serve the opportunity to know, like and trust us**



Update South Sacramento fire

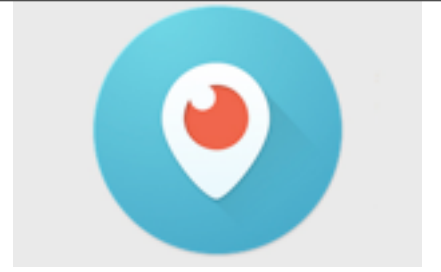
ENDED 4 hours ago



ShaneDiller joined

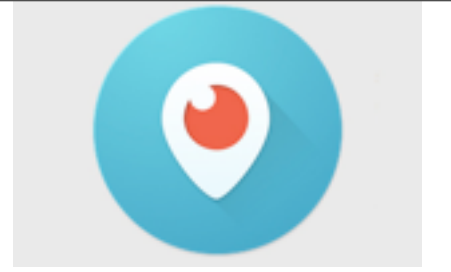


Here's What You Need to Do



- **Have somebody who's good on camera be the face of your agency on Periscope. Real. Authentic.**
- **Offer incredible value in every 'scope. Don't just scope to scope.**
- **Have a strategy. Regular scopes + specials.**

Here's What You Need to Do



- **Offer great tips and info to your viewers and give them unique content**
- **Interact with them, and answer questions, but don't get derailed by questions. It's a delicate balance.**



Periscope

**#1 Create a headline that is catchy
and informative**

Kerry Shearer



Periscope



#2 Make sure the first video viewers see captures their attention!

Kerry Shearer



Periscope



#3 Be a great host. Intro yourself, who you represent, and acknowledge viewers

Kerry Shearer



Periscope

#4 Tease your topic and ease into your broadcast. Re-welcome partway through the broadcast.

Kerry Shearer



Periscope



#5 End with Q&A. Thank viewers. Give them a Call to Action. Promote your next scope

Kerry Shearer



Periscope

#6 Shoot landscape. That format works everywhere: computer monitors, HDTV's, video projectors, and handheld devices

Kerry Shearer



Periscope

#7 Use the right gear for great audio and steady shots

Kerry Shearer



Periscope

Want My Periscope Power Tips?

Text **PERISCOPEPOWER**

to **33444**

AND presentation KerryShearer.com/csac

Kerry Shearer

www.ThePeriscopeExpert.com