

How to Choose Social Media

FOR YOUR CAUSE

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- How to identify audiences
- How to write your social media plan
- How to be wonderful on digital



This worksheet is a complementary guide to help you put into practice the advice found in our “How to Choose Social Media for Your Cause” video. Each 3-minute video is packed with information and is designed to be watched multiple times—even while you are completing this worksheet.

WHAT Choosing the right social media channels for your cause

TIME REQUIRED 55 minutes

WHO IS INVOLVED We suggest brainstorming responses as a team. Alternatively, you can start this process alone and then refine with a larger group.

Knowing how to focus your activities in an environment where every new social media technology is touted as a ‘must do’ can be challenging.

This worksheet walks you through three activities to help you choose which social media channels will best support your campaign and helps you to identify the strengths of specific social media tools in relation to your communications goals and strategies.

1. Determine your goal
2. Identify the audience you need to reach
3. Choose your social media platforms based on what is right for your audience and what you want them to do

Here is an example:

Campaign: Government support to address international environmental problems

Goal: For a senator to propose a bill that has measures protecting the Amazon rainforests

Key Audiences: Public policy-makers, environmental lobby groups, journalists

Priority Social Media Platforms: Twitter, Facebook and YouTube

For more help, contact Hershey Cause Communications at CauseClarity@HersheyCause.com or visit CauseClarity.org to see other How-To's.



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WORKSHEET 1 of 3

To help identify where your audience resides online and which social media channels align with your communications goals, complete the following three steps.

1. Determine your goal:

The most successful campaigns are those with a clear ask and plan to get there. If your cause already has a communications strategy or defined organizational priorities, this activity will help you review and improve it. Take five minutes to write down specific asks of your campaign. After reviewing the ideas as a group, prioritize your top three activities.



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WORKSHEET 2 of 3

2. Identify the audience you need to reach:

To refresh your memory on how to determine your audiences, check out, "How To Identify Audiences for Your Cause." Think about the following questions: Whose lives are impacted by this campaign? Who has a connection to the campaign—personal or professional? Who can influence change towards my goal? Spend ten minutes writing down all the groups of people or significant individuals who have a connection to your campaign and can influence change. Choose three priority audiences, in order of importance to your campaign.



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WORKSHEET 3 of 3

3. Choose your social media platforms based on what is right for your audience and what you want them to do:

Based on your goals (Step 1) and the audiences you have decided to target (Step 2), consider the available platforms and prioritize the top two to three that align with those decisions. Check out the list of social media channels we have included in "Extra Tips" at the end of this worksheet for a quick overview of a few of the most widely used platforms.



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EXTRA TIPS



Facebook

What: With over one billion monthly active users, Facebook is a powerful tool for raising the awareness and mobilization of a cause.

How: Sharing high quality images and graphics is a great way to encourage engagement (likes, comments, sharing, links back to your website) and expand the reach of your content to your followers' networks. Advertising enables you to reach new and targeted audiences that may be interested in your message.



Twitter

What: Twitter is a 21st century news outlet with 140-character headlines used to deliver breaking news, instantly connect with people you do not know, start conversations and rapidly mobilize your audience.

How: Especially popular with the media and marketers, its real-time interaction means your tweets need to be frequent and timely. The platform also offers paid advertising to expand the reach of your tweets and grow your audience.



Instagram

What: Use photo-sharing sites like Instagram to create a visual journey of your campaign with high-quality images or 15-second videos. Users skew younger (18-29) and the platform is particularly popular with urban residents.

How: Select a limited number of Instagram's digital photo filters to define your unique, artistic perspective and use relevant hashtags (#) to become part of the bigger conversation around your issue.



Pinterest

What: Pinterest is another photo discovery tool that allows you to create and share digital scrapbooks that help tell your story and inspire your audience.

How: It can be a powerful tool for raising visibility, especially among its predominately female audience.



Snapchat

What: Snapchat is an emerging photo platform that is especially effective at connecting you directly to a younger audience.

How: Its design tools (doodles, captions and filters) make it a more personalized and fun photo-sharing experience.



YouTube

What: YouTube is a video sharing website used by young as well as not-so-young (50% of users are over 35) that allows uploading and viewing on the site, easy linking and embedding of videos so they can be accessed on other sites.

How: The visual impact of video captures attention, and is effective in increasing awareness and inspires mobilization. Establishing a YouTube channel will help you create a public record, establish credibility as a leading voice in your area of expertise and allow you to widely distribute your video content.



LinkedIn

What: LinkedIn offers similar social benefits to Facebook, but is more focused on professional networking.

How: It provides access to an audience that is typically higher-educated and at higher-income levels on topics that relate to their career and job-seeking.

Additional platforms to explore

Flickr, Vine, Vimeo, Google+, Tumblr, Reddit, Digg, StumbleUpon

To learn the most up to date stats on different audiences' use of specific social media platforms you can check out Pew Internet and American Life Project's annual survey at www.bit.ly/1pY5QPI.



Digg



Reddit



Vimeo



Flickr



StumbleUpon



Vine



Google+



Tumblr