

Social Media



Understanding Your Audience



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- The backbone of every successful social media strategy is social listening; which should be the initial step when launching your choice of the type of social media you will use.
- What's the best way to look for them? Match your social media platform to target demographics and the type of content you intend to create.
- What methods do you use to target content? Recognize your own voice: keep your audience engaged, repeat it frequently and consistently.
- Know your material: have a clear strategy in place that will meet your audience's needs.

Comparing Social Media Platforms



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What are some of the available platforms and how do they compare with each other?

- Facebook, Twitter, Instagram, LinkedIn, YouTube
 - ❖ Facebook- 75% of male internet users and 83% of female users are active on Facebook; 22% of the world uses Facebook and stats from 2017 show Facebook had 2 billion monthly active users.
 - ❖ Twitter – 81% of millennials check Twitter once a day; it has 330 million monthly active users and 83% of the world's leaders are on Twitter.

Instagram

- ❖ Closely linked to all other social channels including Facebook and Twitter
- ❖ Mostly supports visual content such as images and short videos
- ❖ Offers “stories” and “albums” that can be great for events and campaigns
- ❖ Engagement is up to 10X higher than on other platforms and is very popular with millennials
- ❖ Ability to interact through comments
- ❖ Can upload more than one image per post – a great way to tell a story

LinkedIn

- ❖ Businesses and employed professionals build relationships using this platform
- ❖ Includes informative materials related to industry niches, trades and professions
- ❖ Allows sharing of interesting articles, opinion pieces and supports all content: video, images, written
- ❖ Allows for active discussions in comment sections, discussion groups and through direct messaging

YouTube



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- ❖ Great for tutorials, how-to videos, demonstrations and even training. Supports video content.
- ❖ Wide customer base – one third of all people on the internet are on YouTube and watch an average 40 minutes of video at a time
- ❖ Engagement here can include calls to action in your video content, subscribers to your channel, leaving feedback and sharing of your video
- ❖ Short length videos are more effective to get message across (and be shared). Under 1 minute, videos enjoy 80% viewer retention.
- ❖ Videos 5-10 minutes long only have about 50% retention halfway through.
- ❖ Consider using to share brief discussions about our VFW Programs, one at a time.

Content

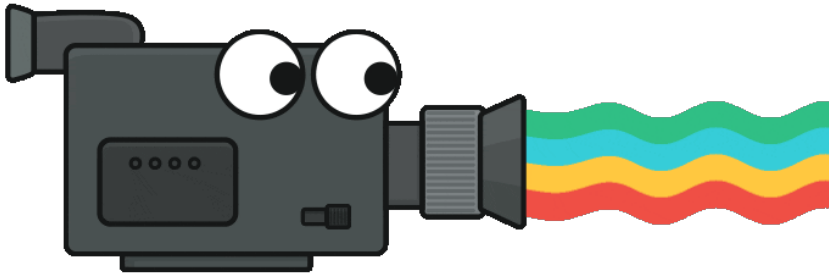


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- Why is it important?
- What is “sticky content?”
- Content comes in two ways – Milestone and Always On
- Content Formats
 - Written
 - Visual
 - Visual Infographic

Content Formats cont.

- Visual Animated GIFs
- Visual Videos
- Visual Live Videos



Sharing Other's Content

- Reposting Content
- Planning Calendar
- Frequency of Posts



All-State & All-American Requirement

Using Facebook for social media is the requirement in both programs

