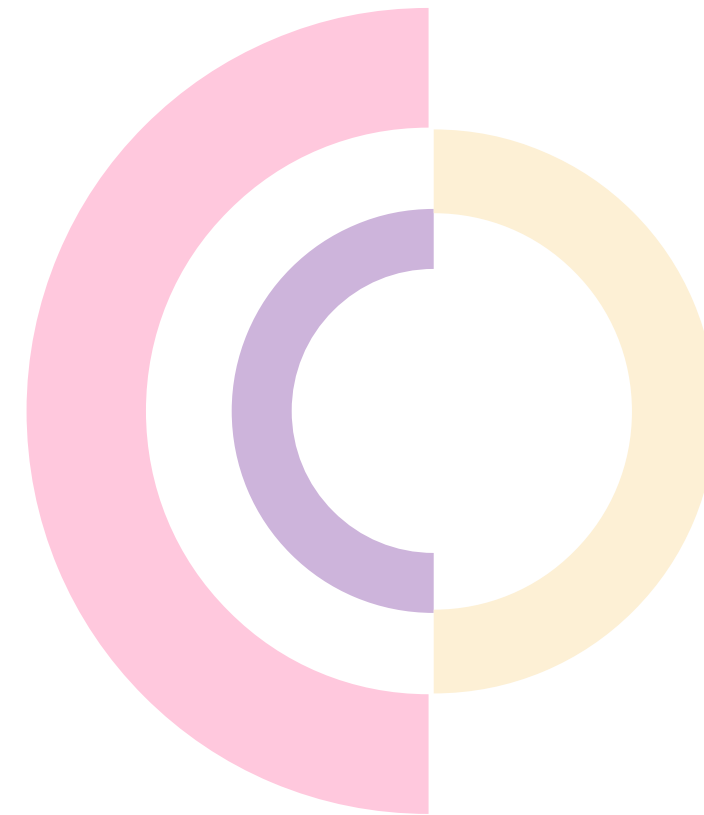
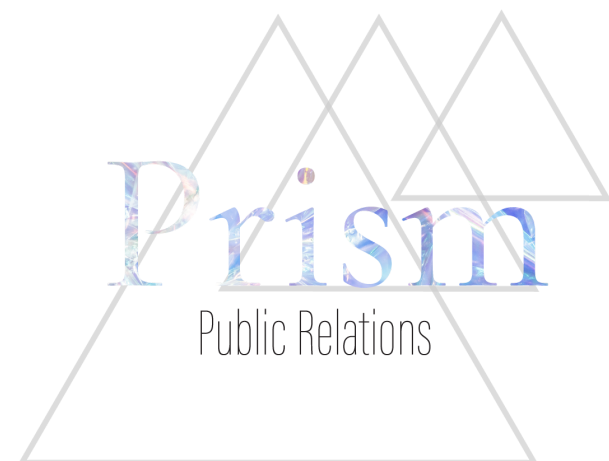




# Hootsuite™ & Social Media Playbook

Rainbow Coalition of Waterloo Region 2022



# Table of Contents

---

1. Overview

2. Social Media Tips

3. Social Media Best Practices

4. Challenge Response

5. Building an audience.

6. Using Hootsuite

a. Scheduling Posts Across All Platforms

b. Analytics

c. Media Tracking

d. Media Library

7. Free Resources



# Overview

## Quick Thoughts About This Guide:

Social media is one of the strongest tools to help you grow and engage with your community.

Often, organizations will use social media as a one-way communication channel. This means that organizations will only post content in hopes of generating engagement and not engaging in contributing to conversations outside of your organization.

However, this guide will help you build the courage to begin conversations on social media, while building an audience and giving you the tools to strengthen the Rainbow Community.

If you have further questions or a thirst for knowledge, we've included some great resources near the end of this package.

Best,  
Prism PR





# Quick Social Media Tips

Ask "What's the value that you bring to your audience?"

- Before you post or schedule content for your social profile, ask yourself why someone would engage with this content. Is it important to your audience?

Do not post the same content across different platforms.

- Often, organizations will post the same picture and same copy across all their social platforms, at the same time. This can make your profile seem unauthentic and robotic. Try posting different images and different copy.

**#Take #It #Easy #On #The #Hashtags**

- Hashtags are a great way to reach out to the community. However, they can become spam-like and ruin a great post.
  - Facebook: 2-3 Hashtags
  - Twitter: 2-3
  - Instagram: 5-10 (Posted at bottom of post, or in comments)

DO NOT USE "CHEESY" STOCK IMAGES

- One of the worst pieces of photography that you can use on social media is bad stock images. If you need an image ensure the image looks as natural as possible, or better yet, an actual photo that you took.

Engage on the platform before posting

- In past experiences, using the application before posting content seems to 'prime' your account within the algorithm. It tells the algorithm that you're 'active' and engaging. This will most times, thrust your content onto other people's pages.

Don't be discouraged by low engagement

- In the beginning of a social media revamp, it's normal to experience lower than normal engagement. Don't be discouraged. Instead, continue to post your content frequently and consistently. Avoid spontaneous posting habits.



# Social Media Best Practices

## 1. Make sure your content is branded properly.

- When you're posting content with related images, ensure that the images follow your brand guidelines, along with the templates provided. This will add consistency with your audience.

## 2. Always make use of "New Features" or testing features.

- When stories were first introduced on Facebook, the algorithm had prioritized that type of content to show users. Always be aware of new features on social platforms and make sure you have a strategy to use them.

## 3. Join Community Groups or Make Your Own

- Facebook groups are a great way for people to interact and discuss local content. Creating or participating in a group can help you become more engaged in your community and help others.

## 4. Monitor Conversations related to your organization

- Making sure that you're involved in community conversation and news is very important. As communicators, it's important to follow prominent community figures and hashtags that are relevant to your community. Don't place your account into an echo chamber.

## 5. Don't have too many people involved within your social platforms.

- It can be tempting to give everyone within your organization access to your social media accounts. However, having too many people in your account can lead to errors and mixing of content.

## 6. Have your posts scheduled, but don't be afraid of posting outside of the schedule.

- It's great to have a constant stream of content being posted on your social account via a social schedule. However, it's a great idea to make spontaneous posts throughout the week as well. It shows authenticity.



A person wearing a tan sweater is pointing at a document on a wooden desk. The desk also has a laptop, a tablet, and some papers. In the background, another person's hands are visible. The image is part of a presentation slide with decorative pink and purple circles.

# Challenge Resonse

When running a social media account, it's important to make sure that you're keeping track of conversations that are taking place within and outside of your account.

As a social media manager, it's wise to keep track of these conversations via tools like Hootsuite, Mention, or other tracking tools.

A Challenge Response Guide is a document that keeps track of a difficult or emotional discussions within your social media accounts.

Creating a Challenge Response Guide is a great way to keep track of these conversations and record your response and how you handled the situation.

Here's some things to keep track of:

- Date of Post
- Link/Screenshot of Post
- Add the comment that is challenging
- Add your response.
- Add the resolution (if any)
- Create a short paragraph that retells the experience.
- Write what could have been done better (if any)



# Example of Challenge Response Guide

## Rainbow Coalition of Waterloo Region Challenge Response Guide

### Here’s some tips when participating in Challenge Response:

- Reply to the comment or message as soon as possible.
- Make sure that your response is in line with your brand tone and is neutral.
- DO NOT HIDE/Delete the post.
  - If comments/replies to the post becomes out of hand, you can hide/delete the replies to the original comment.
- Always record the comment + response within the challenge response guide.
- ALWAYS TAKE THE CONVERSATION OFF THE COMMENT THREAD
  - Whenever possible, take the conversation off of the comment thread. Always ask them to “DM you” or contact you via email address.

### How to Use This Guide:

A Challenge Response Guide is a great way to keep track of your online conversations and the views of people within and outside of your community. Keeping track of these conversations are important, as you can always come back to your Challenge Response Guide and see how the situation was dealt with.


Using this guide will also help with building the tone of your company, as well as an on-boarding tool for new members of your organization who will be involved within your social media efforts.

Remember that the best way to resolve issues is to:

1. Post a public reply.
2. Take the conversation private/offline.

### Challenge Responses:

SAMPLE (EXAMPLE):

<u>Date:</u>	March 22, 2022
<u>Platform:</u>	Facebook
<u>Post Link + Screenshot:</u>	
<u>What Happened?</u>	Someone commented on our post and complained about a recent event or past social media post.
<u>Our Response:</u>	“Hi there, thanks for bringing this to our attention and voicing your feedback. Please send us a message so that we can discuss this further and make things right.”
<u>What Could Have Been Done Better?</u>	<ul style="list-style-type: none"><li>• Our social team could have caught the comment earlier.</li><li>• Message the person privately after leaving the comment.</li><li>• Do not ‘delete’ or ‘hide’ the user’s comment.</li></ul>

[Home](#)

[Product](#)

[Features](#)

[Contact](#)



# Building A Social Media Audience



# Building an Online Audience

When building an audience and community online, it's important to remember that it doesn't happen overnight. A community takes time, passion and engagement across multiple conversations.

Most organizations and companies use social media channels as a one-way communication channel. This is a huge mistake and gives organizations like Rainbow Coalition of Waterloo Region a unique opportunity.

Let's take a look at some tactics that can help you build your online audience and community:

Reaching out to other community organizations or businesses:

- When you reach out to other organizations or businesses, you're actively reaching to to their own communities. Through partnerships like these, you can begin to outreach to other audiences within your community, and ask them to like your page.

A Boost is NOT an advertisement. Here's a nice strategy to implement:

- Organizations are discouraged from using their Boosted Posts and social media ads. A Boosted Post increased the amount of people within your community or audience that will see your post, and at times, you might not be in total control of this.
  - The best time to boost a post on social media is when you're already getting traction on your content.
    - Often, Facebook will prompt you that you should boost the post.
  - After boosting your post, you can view the people that liked your post and invite them to like your page.
  - You can always boost a post more than once. Boosting a post that already has a great amount of engagement is a great social-proof strategy.

# Building an Online Audience (Part Two)

Engage with Facebook Groups and other group discussion forums.

1. It can be tough to branch out of your initial social circle, but engaging with local Facebook Groups and forums can be a great way to reach out to other community members.
2. You can join or host a group as a business profile on Facebook.

Use Event Pages and Event Promotion:

1. Facebook and other social platforms have great event features and promotional features. Don't be shy to schedule or plan out events within these platforms. Events will naturally occur on people's newsfeeds as they engage and people sign-up. This is essentially free advertising and helps create hype around your event and page.

Live Video Content is Royalty

1. While many people are camera-shy, live video content is one of the best ways to bring new people to your page. Live-content can include anything from, a weekly community update, podcast, even feature, Q/A or educational seminar. Live events don't have to be long either. You can dedicate 5-10 minutes at a minimum to your live video.



[Home](#)

[Product](#)

[Features](#)

[Contact](#)



# Using Hootsuite™ and Other Platforms







# The Greatest Benefits of Hootsuite.

Hootsuite is a great social media platform tool that can help you:

- Organize and schedule your social media platforms.
- Build audience insights.
- Build media libraries
- Monitor social media conversations that relate to your organization.

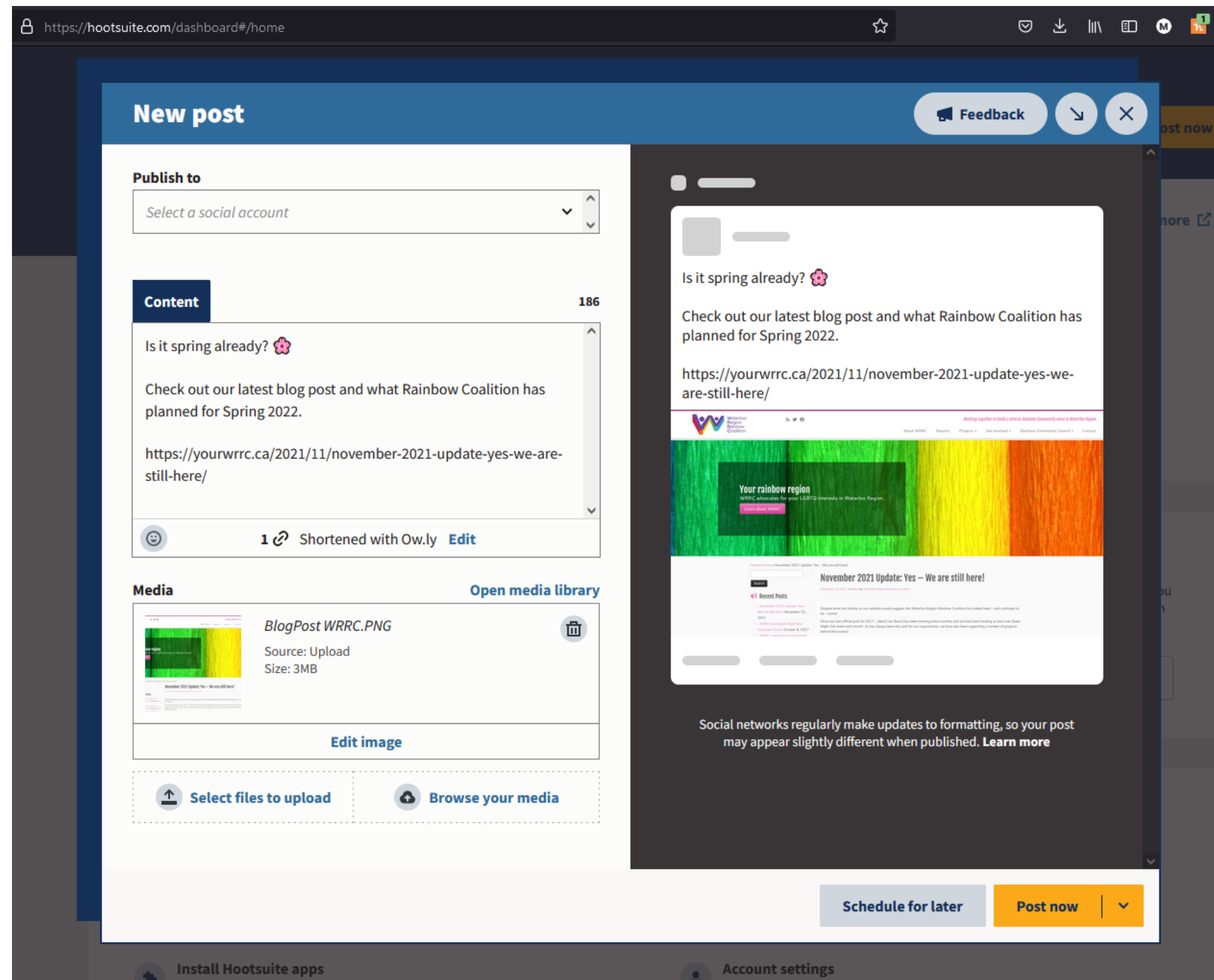
While many social platforms offer ways of scheduling content natively within the platform, tools like Hootsuite allow you to monitor all of your channels in once place.

In this section, we'll be highlighting the features of:

1. Scheduling a post on Hootsuite.
2. Analytics
3. Media/Conversation Tracking
4. Media Libraries



# Scheduling Hootsuite™ Posts



Scheduling Hootsuite posts makes a social media manager's life 10 times easier. Creating content and scheduling it in advance allows you to dedicate your efforts to other areas.

When drafting a post within Hootsuite, you can choose which page you'd like to publish your post to.

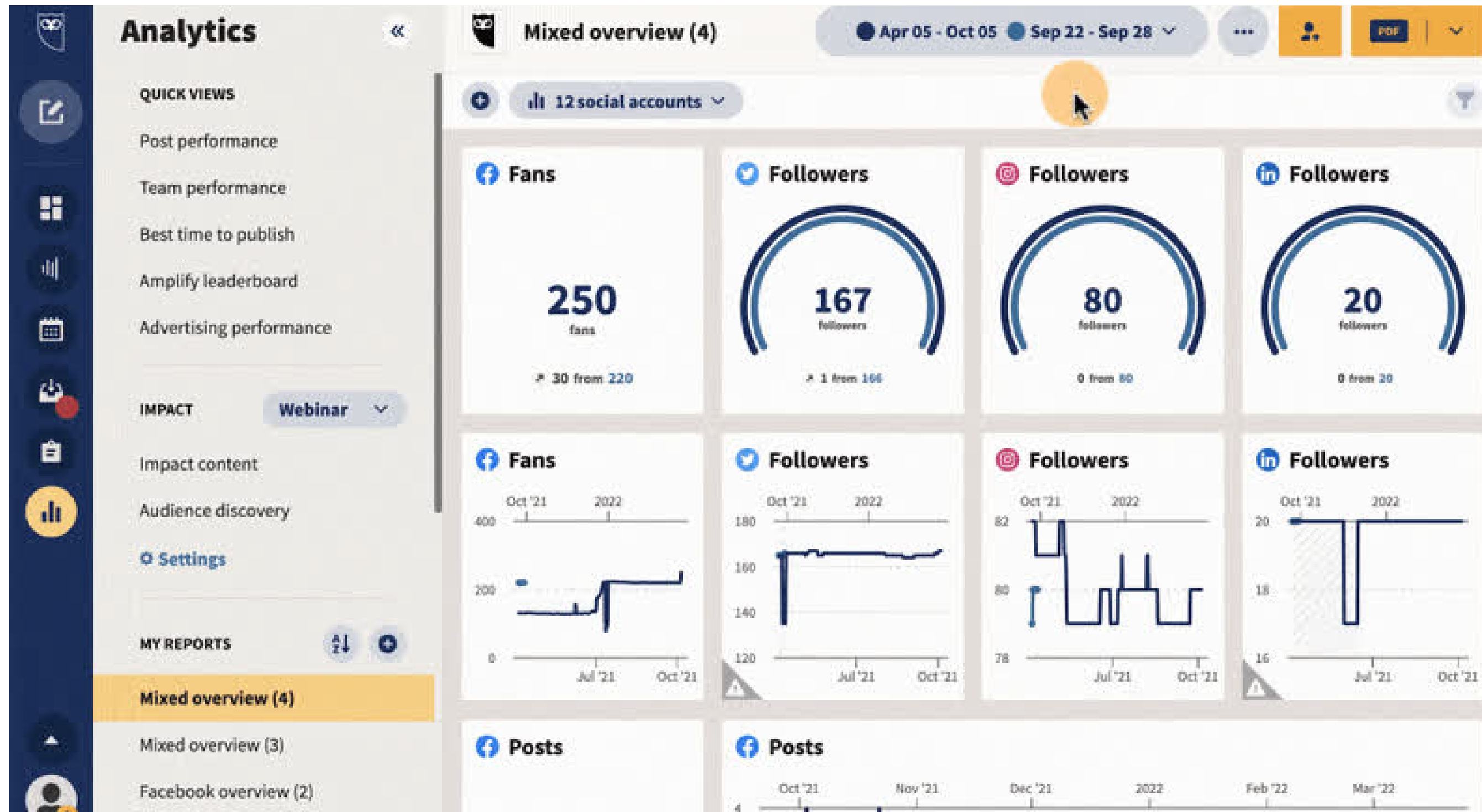
Next, you can type out the content of your post in the section below. As you type your content, you'll be able to see a preview of your post.

**Tip: When you post a link in your post, shorten it with an Ow.ly shortening link. (This will allow you to track more analytics regarding your post, and clean up your post length)**

Lastly, you'll need to add any media to your post, you can add it from your computer's files, or your Hootsuite's media library.



# Hootsuite™ Analytics



Once you've connected all of your social media accounts to your Hootsuite account, you'll be able to view all of the analytics for your social channels in one place.

You can view the performance of your posts, the impact your content has on your community, follower-updates and more.

The more you use your account once it's connected to your Hootsuite, the more information will be gathered. You'll gain better insights like, when the best time to post your content is, and other detailed overviews.



# Hootsuite™ and Mention Tools

The screenshot displays the Hootsuite dashboard with several streams of social media content. A large circular overlay highlights a specific post from 'mintes\_photo' on Instagram, which features a photo of an Air France Concorde. Overlaid on this post is a modal window titled 'Assign to'. The modal contains the following fields:

- Team:** A dropdown menu currently showing 'Talkwalker Dev'.
- Team member:** A dropdown menu currently showing 'All team members'.
- Add Note:** A text input field.

At the bottom of the modal are two buttons: 'Cancel' and 'Assign'. The background streams show various social media posts, including tweets and Instagram photos, some related to Air France and others to general topics like 'KP FOOTBALL'.

Hootsuite also has the ability to add plug-ins and other tools that allow social media managers to track conversations of your brand or keywords throughout many social channels.

Using mention tools on Hootsuite is a great way to keep track of local conversations within your community and some of your key micro-influencers.

You can also "assign" a post to a specific team member. This lets you designate or share specific posts within the Hootsuite platform, allowing you to engage with it later, or use it for a future social post.





# Additional Resources

It's always a great idea to improve your skills and tactics by signing up for online courses and seminars.

Below, we've included some free resources that you can access to improve your social media skills and some tactics to take your strategies to the next level.

## Hubspot Social Media Course

- <https://academy.hubspot.com/courses/social-media>

## Free Hubspot Social Media & Marketing Courses

- <https://academy.hubspot.com/courses?page=1>

## Hootsuite Webinars

- <https://www.hootsuite.com/webinars>

## Hootsuite Certification Course

- <https://education.hootsuite.com/courses/platform-cert>