Changing how we communicate online

Alan Meban
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By the end of this session ...

• understand the opportunity social media offers you and your profession to talk about the great work you do in ways that are safe and effective

Today’s Topics

Mediums

Opportunities

Tips

There’s a lot of it about ...

• Not just a question of how many of you are on these networks, but how many of your peers and clients

Social Media in Ireland

Opportunities?

You

Media

Public
Communication 101

Communication = Message + Audience + Medium + Listening + Analysis

How do they compare?

Facebook
Instagram
Twitter
LinkedIn
Snapchat

What makes good (online) content?

Accurate
Engaging
Concise
Visual
Sharable

Brevity counts

• Tweets with <100 characters have +18% engagement [source: Twitter UK]
2 Use imagery

- Never* publish a social media post without an image or a link to a webpage that brings in a picture via the metadata or ‘Twitter card’. * rarely

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<th>% increased likelihood of a retweet</th>
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<td>Photo</td>
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2 What type of imagery?

- Colourful
- Explanatory
- Creative
- Phone users need big faces
- Infographics
- Video

3 Using #hashtags

- A hashtag collates together related yet disparate social media content, making it findable – #ae17
- Informal (no register)
- Hashtag wars
- Can be hijacked ...
- Twitter & Instagram, less used on Facebook

4 Be findable

- What words or phrases or abbreviations will someone use when searching for you on a social media platform?
- Make sure they’re in your name, profile or description no matter the service.

5 Be a radiator ... build profile

- Be known for sharing interesting news, comments, articles & events related to your interests or profession.
  - Monitor other people in your sphere.
  - Join in other conversations.
  - RT or Share and add your comment.
- Use any relevant hashtags.
- Mention other @people and @organisations or tag them in pictures.

6 Use Twitter Lists

- Timesaving Lists allow you to classify people: privately or publicly. They are like mini-timelines.
  - You don’t have to follow someone to add them to a list.
  - You can follow other people’s public lists.
7 Pinning to the top

• Pin something to the top of your Twitter profile.
• Can pin to the top of a Facebook Page but not your personal Facebook Profile so use stories instead.

8 Sharing content

• You may Retweet, Like or Share another person’s or organisation’s post because you think it is interesting, humorous, agreeable or dodgy.
• Other people’s value judgement is likely to perceive that you support the statement or cause you have shared.

9 Stop Look Listen THINK

• Never drink and tweet.
• And not when you’re cross.
• Sarcasm is hard for others to detect.
• Think twice before tweeting or posting.
  Spelling? (don’t have to be perfect)
  Does it make sense?
  Are those the @people you meant to mention?
  Facebook privacy: friends or everyone in world?
  On Twitter: if you haven’t read a chain of previous tweets, does it still make sense?
  Could you be misinterpreted?

9 Delete quickly

• If you do have regrets, delete within seconds rather than minutes …
• … before screenshots are taken and circulated.
• Practice deleting.

10 Don’t be disrupted

• Ignore – don’t feed a troll.
• Delete or correct an objectionable update, apologising and/or showing remorse.
• Reply – defending or asking a question.
  Potentially fuels fire with the oxygen of attention.
  Attack is rarely the best form of defence.
  Let other people counterattack on your behalf.
  Moral high ground easily lost & hard to regain.
  Your second reply should always take issue offline.

10 Don’t be disrupted

• Make a general statement about the issue without addressing (or replying to) the @disruptor.
• Go silent & wait it out.
• As an individual you might decide to set your Twitter account to private or deactivate your Facebook account.

Remember: basic crisis management suggests sticking your head in the sand is never the best option!