

# SOCIAL MEDIA PLAYBOOK



**WORTHINGTON PR & STORY**

# INTRODUCTION

Social media is a powerful tool for increasing awareness, hosting conversations, collecting data and building a community. Each media channel has unique features, algorithms and audiences that are constantly evolving.

This strategy book will help you understand why social media is an important tool for your organization, and how it can best be applied to help reach your goals.



# PURPOSE OF THIS PLAYBOOK

- Equip organizations across Alberta with the tools to build or grow their social media presence.
- Provide best practices for generating engagement and attracting new followers.
- Share standardized guidelines to help you get the most out of your social media efforts.
- Make social media management simple and accessible, regardless of your level of comfort or experience.



# CHANNELS AT A GLANCE



- These are the current social media platforms that have the largest reach and impact.
- Your organization does not need to use EVERY PLATFORM - choose platforms that are best for reaching your audience and put effort into having a strong presence on those select platforms.
- Each platform should be used for different purposes and content. Best practices for each one will be covered later in this playbook!



# OUR GOALS FOR AMP PARTNERS

- Gain confidence with planning and executing a social media strategy
- Increase followers across social media channels
- Build a strong online reach and engagement
- Increase awareness of your organization and volunteer opportunities
- Attract potential volunteers and inspire them to apply



# BRAND PILLARS

- Brand pillars are the values and characteristics that make up your brand/organization, including your personality and purpose.
- When planning your content, create brand pillars and content buckets to categorize content within your content calendar.
- Categorizing content ensures you're sticking close to your brand and sharing a mix of content on social media.



# EXAMPLE BRAND PILLARS

## INSPIRE



Sharing the stories of mentors and volunteers.

## EDUCATE



Highlighting important facts and statistics around volunteering and mentoring.

## CONNECT



Building community through volunteerism, events and leadership.

## AMPLIFY



60% of Indigenous youth indicated that their mentor influenced the development of their leadership skills.

National Truth & Reconciliation Month  
#EveryChildMatters #PowerOfMentoring



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# YOU WANT YOUR AUDIENCE TO...

	ACTIVE VOLUNTEERS	POTENTIAL VOLUNTEERS	COMMUNITY
THINK?	My role as a volunteer is important.	There is a need for volunteers.	This organization is an important member of the community.
FEEL?	I feel proud to be a volunteer and am making a difference in my community and the life of my mentee.	I feel inspired and empowered to become a volunteer.	I feel engaged with this organizations vision and their work in the community.
DO?	Keep volunteering, share their experience as a volunteer and encourage others to apply.	Visit the website and apply to become a volunteer.	Create opportunities for collaboration, spread the word about your organization and volunteerism and donate.





# GENERAL DO'S AND DON'TS

## DO:

Be helpful / valuable

Stay concise and consistent

Encourage conversation

Include calls-to-action

Share user generated content

Use hashtags where appropriate

Mark important days

## DON'T:

Be generic or post “*just to post*”

Over share - see our recommended posting frequency

Use repetitive themes or trends

Post links or articles without an engaging visual asset

Use the same content on every platform - switch up the visual, caption or timing

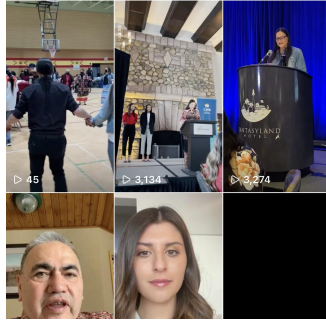


# VISUAL DO'S AND DON'TS

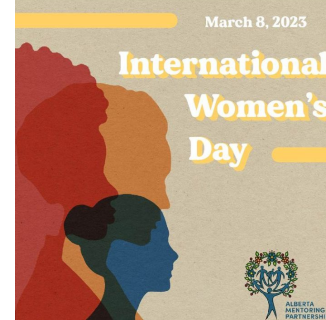
**DO**  
Use people-centered  
content



**DO**  
utilize video



**DO**  
capture important  
days and events



**DO**  
use real, organic  
content

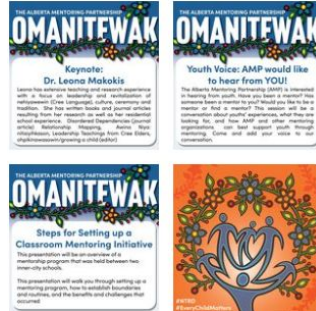


# VISUAL DO'S AND DON'TS

**DON'T**  
use incorrect media  
dimensions



**DON'T**  
repeat media



**DON'T**  
use images or  
graphics that are too  
busy

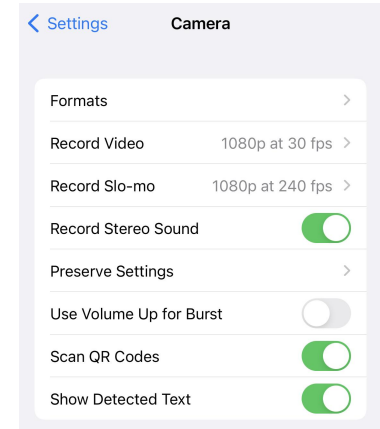


**DON'T**  
use images with  
a lot of copy



# PHOTO & VIDEO BEST PRACTICES

- **Wipe your lens** before you shoot
- **Record in landscape or portrait** depending on your delivery platform
  - Portrait → Instagram reels, stories
  - Landscape → Facebook, LinkedIn, Twitter
- **Capture a wider shot** - you can crop it later if needed but you can't add more photo!
- When taking a photo on your phone, **gently tap the area of focus on your screen** (ie. someones face) before taking the photo
- Try to **take photos using natural light** → have object or people standing where the light will brighten their faces (you as the photographer should have the light coming from behind you)
- **Take more than one** - it usually takes a few to get the right one!
- If you need **higher resolution**, go into “Settings” and then “camera” and change your setting from 1080p to 4K (warning: this will take up more storage space)



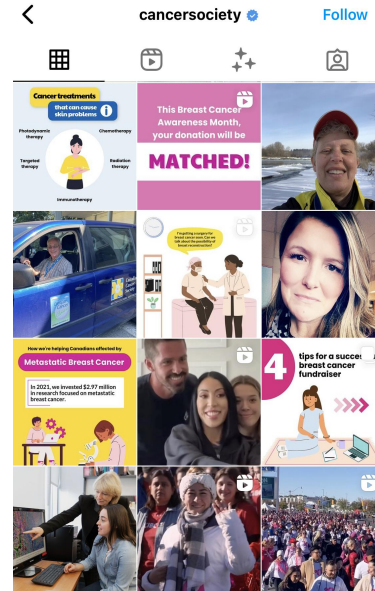
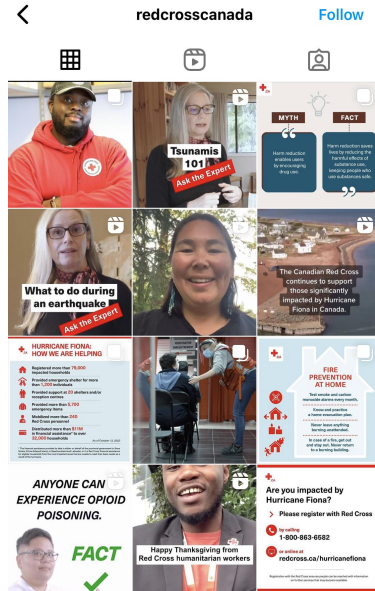
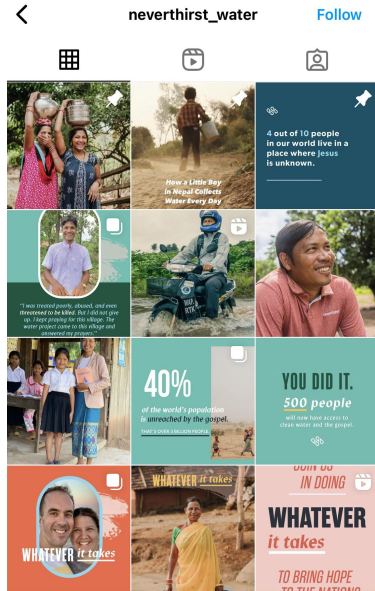
# VOICE AND TONE

Cheerful Trustworthy Authoritative Dry  
Conservative **Conversational** Caring **Enthusiastic**  
**Fun** Casual Irreverent Matter of Fact  
Funny Formal Provocative Passionate  
Humourous **Professional** Edgy Upbeat  
Playful Frank **Respectful** Trendy  
Serious Sympathetic Unapologetic **Nostalgic**  
**Informative** **Friendly** Sarcastic Romantic  
Quirky **Smart** Snarky Witty Coarse

- Your brand voice and tone should capture your organization’s personality and reflect the audience you’re trying to engage.
- Which of these words best represents your brand? How do you want people to describe your brand “personality”?
- Choose a few words that you feel best represent your organization, and use them to guide your copywriting.



# ASPIRATIONAL ACCOUNTS



# BUILDING CONTENT

The following criteria should be considered in developing your posts:

- Does it highlight your brand values?
- Does it tell a good story (visual and caption)?
- Does it fit your brand pillars?
- Is it helpful or valuable to your audience?
- Does it ignite a Call To Action?



# RECOMMENDED POSTING FREQUENCY

Channel	Post Frequency	Ideal Posting Time	Post Lifespan
<b>FACEBOOK</b>	3-6 posts per week	3am, 1am-12pm	5 hours
<b>INSTAGRAM</b>	Feed: 3-7 posts per week Story: Daily	Feed: 10am-3pm (weekdays) Story: anytime	Feed: 12-24 hours Story: 24 hours
<b>TWITTER</b>	1-4 posts per day	8am-11am	18 minutes
<b>LINKEDIN</b>	3-5 posts per week	8am-2pm (weekdays)	24 hours
<b>TIKTOK</b>	1+ post per week	2pm (weekdays)	24-28 hours
<b>YOUTUBE</b>	As needed	2pm-5pm	6-20 days





# SOCIAL MEDIA BEST PRACTICES

Following best practices is essential to being effective on social media platforms. Here are the latest best practices to consider incorporating:

## Utilize video and multimedia content

Video content has grown in popularity significantly in the past few years on all social networks. People are viewing and sharing video content more than ever before. This includes live streams, reels, gifs and other short-form content.

## Practice Social Listening

Understand the sentiment your audience has for your brand and industry and what other trends, topics and brands they're engaging with.

## Be concise with your posts

Get to the point with what you share on social media. Capturing your audience's attention is critical, and many brands have seen better success with shorter content.



# SOCIAL MEDIA BEST PRACTICES

## Stay relevant

It can be tempting to join in on trends and popular topics to engage our audience, but always ensure it fits with your brand values and goals. 45% of consumers will unfollow a brand for sharing irrelevant content.

## Consistency is key

There is no one rule for what time or how often to post. Instead, consider posting with a regular and sustainable cadence. Find the optimal frequency that is a balance between providing a higher chance of content being seen without annoying your audience. Posting *consistently* is more important than posting *frequently*. The same is true for posting quality; ensure that you are sharing the highest quality content, rather than posting for the sake of frequency and quantity.

## Include a call to action

Always compel your audience to complete an action. Keep in mind that a call to action does not always have to close a sale, it could simply provide an opportunity for additional value, like signing up for a newsletter, reading an article, answering a poll, etc.

# SOCIAL MEDIA BEST PRACTICES

## Plan Ahead

Use a tool (like a spreadsheet) to help you plan your content ahead of time. This ensures you have the correct amount of content for each channel and that you're marking important dates. Try to use the 80/20 rule - have 80% of your content planned and scheduled ahead of time and leave 20% free for organic, real-time content. Use a scheduling tool (Hootsuite, Sprout Social, etc) to help schedule your posts and track analytics.

## Engage in real-time

Scheduling content is helpful for ensuring consistency and time efficiency, but stay away from the "set it and forget it" mindset. Carve out time every day to be active online (try 15 minutes twice a day) to ask your audience questions, respond to comments and engage with their content. Connections have to go both ways!



# SOCIAL MEDIA BEST PRACTICES

## **Put some dollars behind your posts**

Facebook and Instagram are “pay to play” platforms. Organic posts from businesses and brands reach only 10% of their followers on average. By boosting strategic posts, you can ensure your followers and target audience are seeing your posts. Start by boosting 1 post per week, per platform, for 5 days each (\$200 per month). Experiment with budget, timing, content and audience to refine your strategy.

## **Set Goals, and Track Your Metrics**

Develop monthly or quarterly goals for each platform (number of followers, engagement rate, click rate, cost per click, etc). Collect metrics monthly or quarterly (use platform backend analytics or a scheduling tool) and calculate the growth change. Ask yourself - What’s working? What’s not working? What needs to change to reach the goals set?



# INSTAGRAM BEST PRACTICES

**BEST USED FOR** - Visual content, storytelling, behind-the-scenes, graphics, videos, showcasing brand personality.

**OPTIMAL POST LENGTH** - 125 characters.

**KEY TRENDS** - Short / digestible graphics in carousel posts, infographics, reels. Focus on creating content that makes your audience linger on the post to be rewarded by the algorithm.

**HASHTAGS** - Use 5-10 hashtags that include branded hashtags (organization name or campaign), content hashtags (#baking), industry hashtags (#mentor), holiday/trend hashtags, and location hashtags (#YEGyouth) → use different hashtags on every post to avoid shadow banning and increase reach.

**STORIES** - 80% of users are using the stories feature → best for organic, daily content. In general, video content out performs photos in stories.



# FACEBOOK BEST PRACTICES

**BEST USED FOR** - Educational content, articles / links, videos, events and ads.

**OPTIMAL POST LENGTH** - 125 characters.

**KEY TRENDS** - Shift from public to private (groups, chatbots, auto messaging), paid strategy is vital.

**POST DIRECTLY** to Facebook or through an external scheduling app - the algorithm does not favor posts that are pushed to Facebook from Instagram.

**STORIES FEATURE** - Leverage by pushing stories from Instagram.



# TWITTER BEST PRACTICES

**BEST USED FOR** - Short updates, consumer and industry engagement, real-time conversation, social listening, current events.

**OPTIMAL POST LENGTH** - 240-260 characters.

**KEY TRENDS** - Short video content (less than 15 seconds). Trends and emerging news stories. Real-time “stream of consciousness”.

**MORE IS MORE** - Twitter’s frequency-based algorithm means the more you post / engage, the more reach you will gain (not necessarily the case for Instagram and Facebook).



# LINKEDIN BEST PRACTICES

**BEST USED FOR** - Videos, long-form content/articles, job postings.

**OPTIMAL POST LENGTH** - 1,500 - 2,000 words for articles; 25 words for post updates; 8-10 slides for presentations; 30 seconds for videos.

**KEY TRENDS** - Team building, employee advocacy, sharing industry expertise (storytelling), providing industry updates, increasing SEO, competition research.

## **OPTIMIZATION TIPS:**

- Encourage employees to engage with and share posts
- Ask questions and respond to comments to boost engagement
- Utilize polls feature to collect data





# TIKTOK BEST PRACTICES

**BEST USED FOR** - short-form video content

**OPTIMAL VIDEO LENGTH** - 20-35 seconds

**KEY TRENDS** - Fast-changing audio trends, stitching videos (adding your video to another creator's video)

## **OPTIMIZATION TIPS:**

- Post several times per day to stay at the top of your audience's feed
- Find niche topics and communities to engage with
- Use authentic, uncurated, unfiltered content
- Use in-app editing tools to create unique content
- Utilize trending audio



# YOUTUBE BEST PRACTICES

**BEST USED FOR** - Video content, video ads.

**OPTIMAL VIDEO LENGTH** - 30 seconds to 15 minutes.

**KEY TRENDS** - “How To” videos, live streaming.

## **OPTIMIZATION TIPS:**

- Design custom video thumbnails that are sharp and engaging
- Include 1-2 paragraph description with hyperlinks
- Add cards and / or end-screens to videos to encourage further viewing
- Use keywords and trends (ex. “How to”) in title
- The algorithm will follow the audience, so more views will increase engagement
- and feature your video in more feeds



# FACEBOOK ADVERTISING 101

## BOOSTING VS. ADVERTISING

- Boosting a post is when you put some dollars behind an existing organic post to increase its reach or engagement. You can target your own audience (ensuring your followers see the post) or a different target audience.
- Advertising is when you build a post that is entirely for promotions. You have more control over the goal, visuals, copy and placement of the post, as well as audience targeting.

## AD PLACEMENTS

- Ads for both Instagram and Facebook are built and run through Meta Business Suite on Facebook.

## BUDGETING

- Start with a small budget (\$150-300 per month) and test out a variety of ads. Run each ad for a minimum of 5 days and consider A/B testing for best results.



# FACEBOOK ADVERTISING 101

## GETTING STARTED

- You can use a personal Facebook page to run ads for a business page, but it is recommended that you create a dedicated ad account for your business page. You can find instructions for doing this [here](#).

## SOME BEST PRACTICES

- **KEEP ADS CLEAR AND CONCISE** for best results. There is very little space for copy - use it wisely!
- **SET A SPECIFIC GOAL AND AUDIENCE** for each ad (awareness = reach, engagement = likes and comments, lead = website clicks).
- **TAILOR ADS TO THE PLATFORM** (choose placements only on Facebook or only on Instagram) to better understand your audience on each platform, target specific audiences and track ad success.
- **CONSIDER A/B TESTING** to measure the effectiveness of different ad visuals, copy and headlines. Run the ads for a small amount of time (2-7 days) and then stop running the less effective ad.



# TOOLS FOR SUCCESS

## INFORMATION GATHERING

- Sprout Social Blog
- Digital marketing newsletters (LinkedIn pages and groups)

## CONTENT PLANNING

- Google spreadsheet

## CONTENT SCHEDULING

- Sprout Social (costly, but comprehensive)
- Hootsuite (good for multiple platforms, but not visual)
- Planoly (low cost, Instagram focused)
- Later (low cost, Instagram focused)

## VISUAL ASSETS

- Canva
- Unsplash and Pexels (free stock assets)
- FlatIcon (free iconography)



# GETTING STARTED

- Familiarize yourself with each channel, its strengths and areas for improvement.
- Set specific goals for the month or quarter ahead (increase followers, increase engagement, increase click rate).
- Build a content calendar (1-4 weeks out) with a consistent posting schedule. Include important internal and external dates (campaigns, holidays, etc).
- Schedule approved content during times when your audience is most active.
- Boost posts that are most significant, or have strong organic engagement (start with 2-4 posts per month, ~150).
- Analyze your results monthly, and adjust content or posting strategy as needed.



# CONTINUOUS IMPROVEMENT

- Dedicate time to engage with your audience to build an authentic and sustainable community.
  - Consider 15 minutes twice per day (morning and afternoon/evening)
- Focus on creating and sharing content that is helpful and inspiring.
- Utilize video and multimedia content.
- Create content specific to each channel (dimensions, format, caption etc).
- Introduce unique and creative campaigns.
- Update cover photos, highlights and bio/about sections seasonally.
- Stay informed on changes to channel features, algorithms and trends.



# THANK YOU

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