

USTA NORTH CAROLINA

Community Development Workshop 2022

SOCIAL MEDIA SUCCESS



Key takeaways:



Things to discuss:

Why social media?

Content categories and types

Developing a strategy

Creating a social media mission

Making a strong brand presence

Gathering and analyzing data



Why Social Media?

01

Build relationships and trust

You are able to get your organization in front of the community and connect with people.

You're making authentic connections and helping them get to know you.

This will lead to increased engagement both online and on the court!

02

Take an integrated approach to marketing

Social media is a fantastic complement to the current marketing you're already doing (email blasts, appeals, etc.).

This gives you another outlet where people can see your branding and messaging and connect with you.

03

Get feedback and insight

You can come right out and ask your audience questions (e.g., what do you think of x, y, z?)

See what people are talking about - likes, dislikes, opportunities for improvement, etc.

Develop a deeper understanding about how you can best serve your community.





87%

Percentage of nonprofits
worldwide that use social media
-NP Tech for Good

97% use Facebook Pages
• up from 84% in 2019

73% use Instagram
• up from 42% in 2019

60% use Twitter
• up from 46% in 2019

48% use LinkedIn Page
• up from 28% in 2019

45% use YouTube
• up from 26% in 2019

16% use WhatsApp
• down from 28% in 2019

5% use TikTok

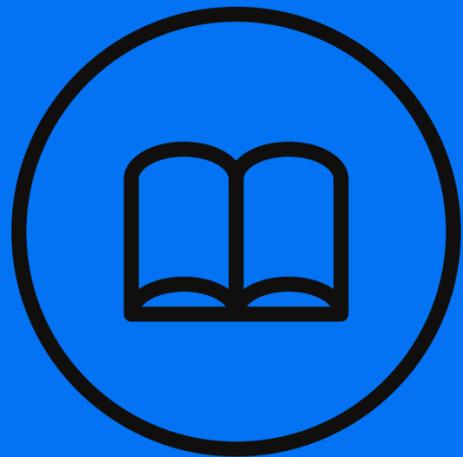
1% use Snapchat

1% use Twitch

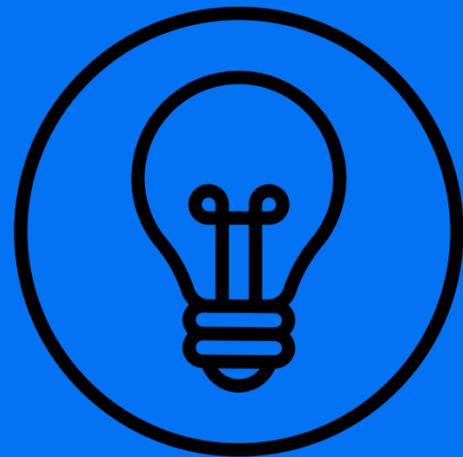


Content Categories

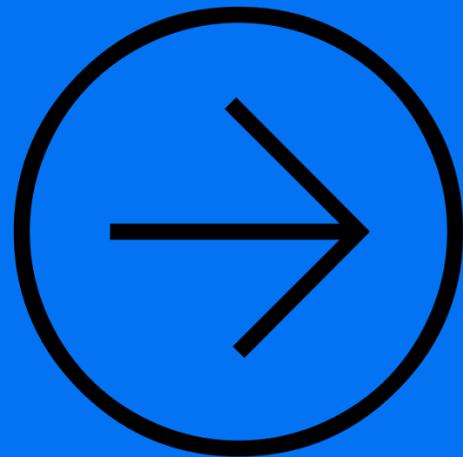
Segmenting content helps you plan ahead on your marketing mix



Educate



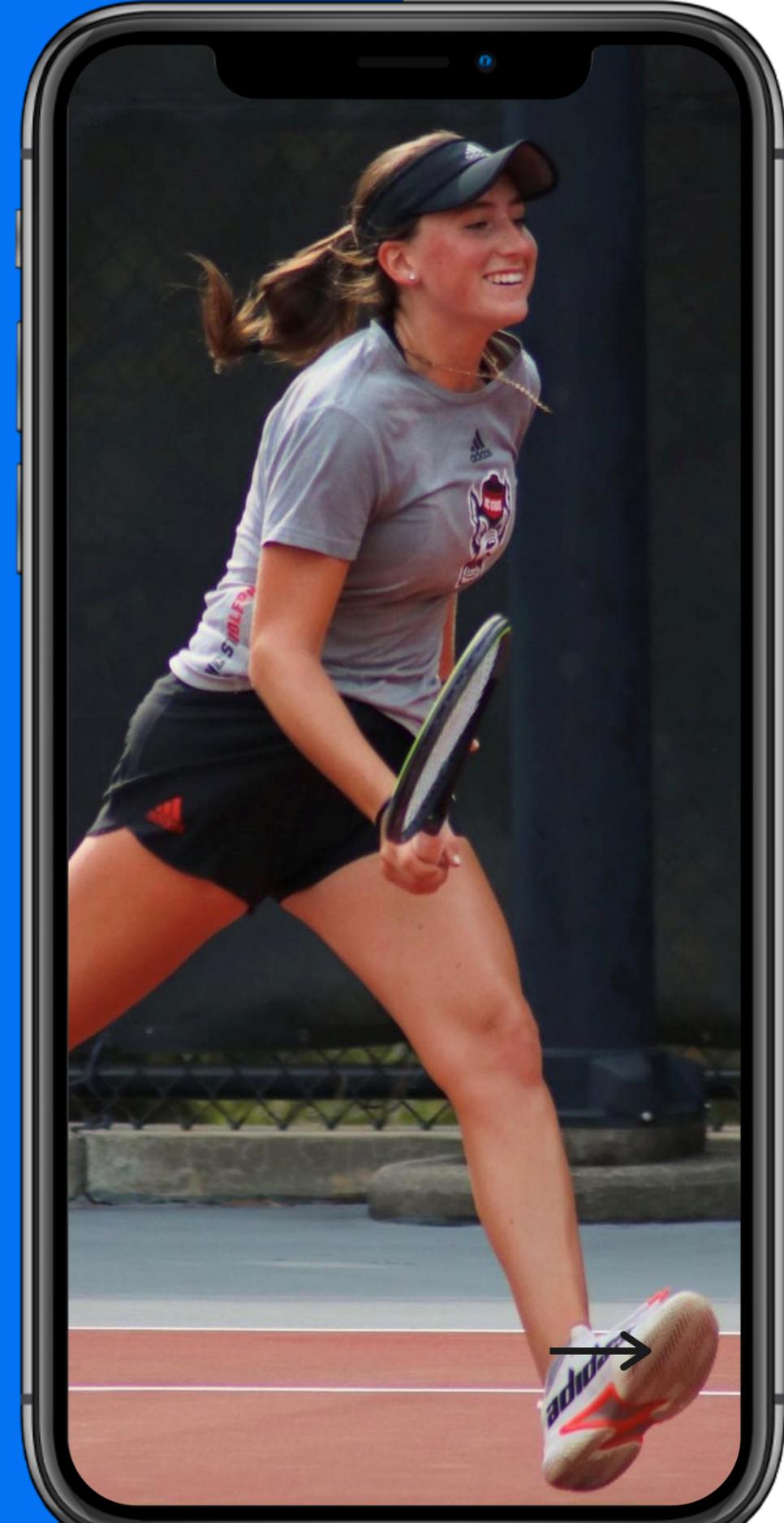
Inform



Connect

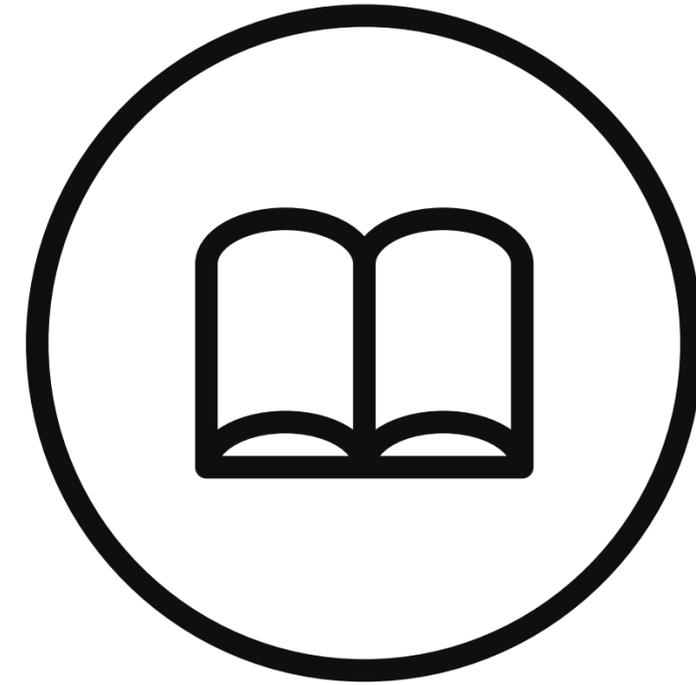


Request



Content Categories

Segmenting content helps you plan ahead on your marketing mix



EDUCATE

Share knowledge and expertise (blogs, reports, case studies, research)

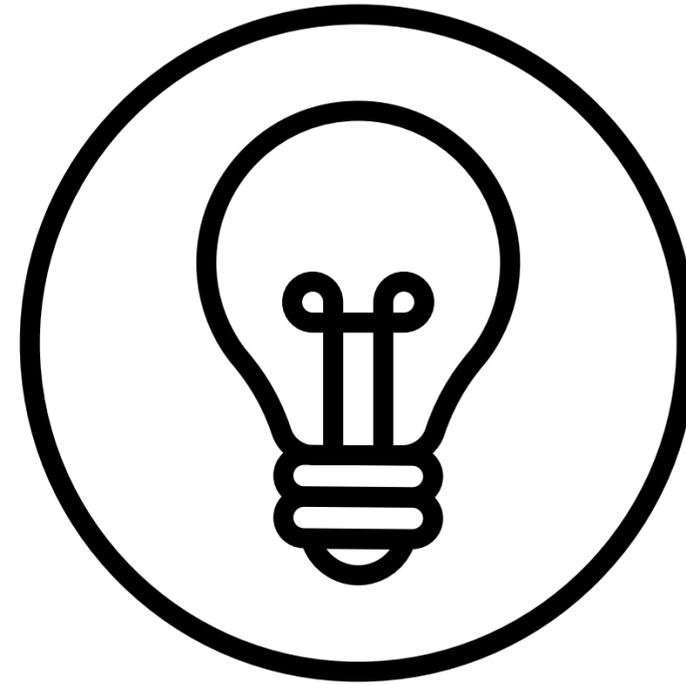
Share an opportunity (volunteering, partnering)

Share a solution to a problem



Content Categories

Segmenting content helps you plan ahead on your marketing mix



INFORM

Share your impact

Keep them up-to-date (events, tournaments, programs)

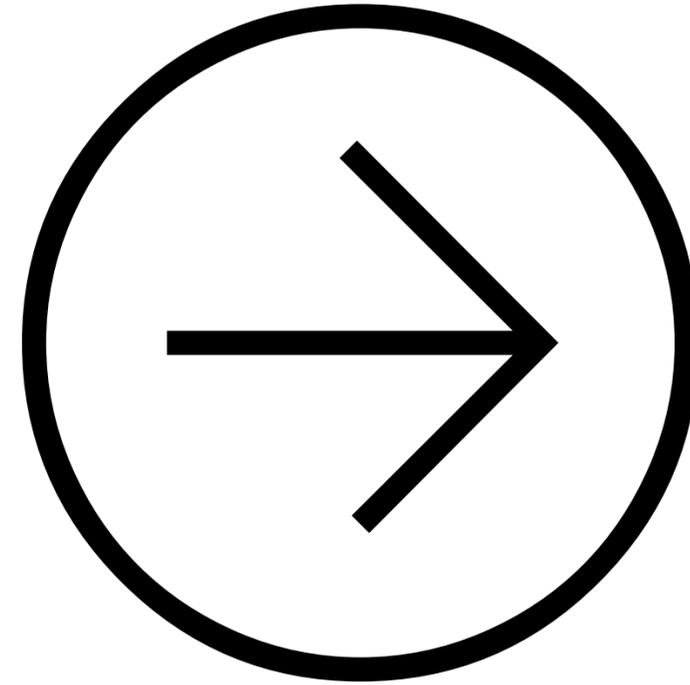
Share new opportunities

Show behind the scenes (staff, volunteers, partners)



Content Categories

Segmenting content helps you plan ahead on your marketing mix



CONNECT

Create associations or emotion

Share opinions

Share gratitude (donors, staff, community members, etc.)

Start a conversation - becomes a relationship

Storytelling - builds genuine connections

84% of social media users share to show their support for a cause and highlight issues that are important to them.

-@Classy



Content Categories

Segmenting content helps you plan ahead on your marketing mix



REQUEST

Call for donations or support

Ask for opinions or suggestions

Quizzes and polls

Ask for feedback

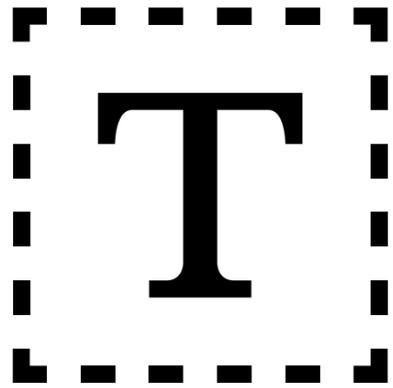
Ask for social shares - don't be afraid to ask!



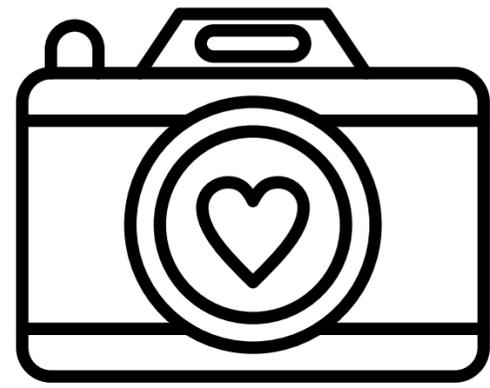
Content Types

Photo posts and video posts are the top content types for increasing engagement.

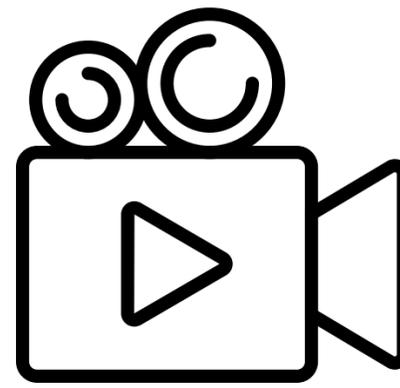
-@HubSpot



Text



Photo



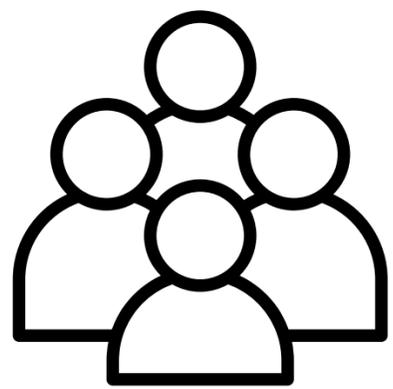
Video



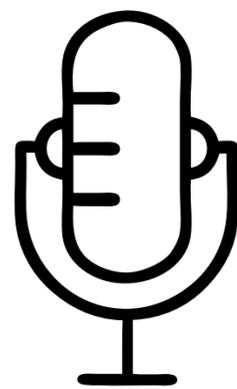
Infographics



Livestream



User-generated content (UGC)



Stories or interviews



Statistics

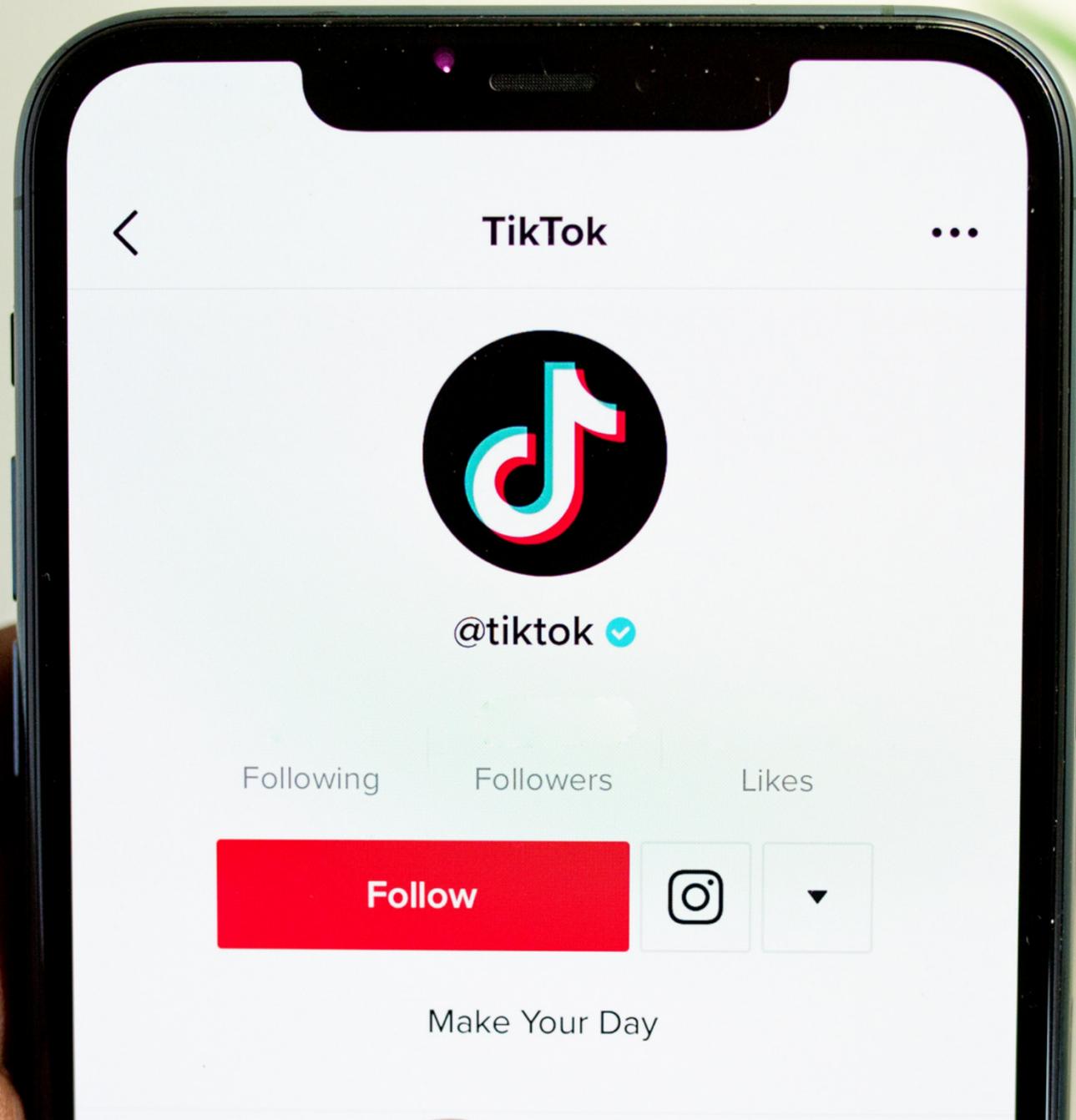


Appeals for Support



Events

Emerging Trend: Short-Form Video



TikTok hit 1 BILLION monthly active users in September 2021 - with 8 new users every second.

69% of US teens are on TikTok

90% of users log in every day

TikTok users spend an average of 89 minutes per day on the app

-Sprout Social



Diversify your marketing mix

Social media should be integrated into your marketing mix.

The top three most popular channels for storytelling are social media, newsletters, and website.

-@Network4Good

Social media may be how someone first discovers you

43% attend or participate in nonprofit events in their community because of social media.

-@NonprofitSource





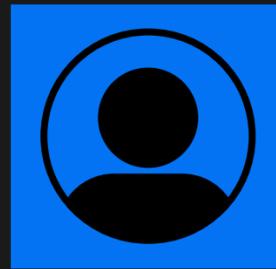
Show of hands: Does your organization have a documented social media strategy?

67% of nonprofits have no social media strategy, policies, or goals documented
-@HubSpot/@bloomerang





Developing a Strategy Step 1: Know your (social media) who, what, & why



WHO is your audience?

Who will be reading your content?

Demographics, but also, values, concerns, interests



WHAT can you offer your audience?

What do they want to learn or read about?

What inspires them?

What will encourage them to take action?



WHY should they care?

Why are you the perfect org to provide this content?

What benefits will they receive by engaging?

What will make them come back?





Developing a Strategy

Step 2: Set SMART Goals

- SMART Goals:
- Specific: clear and well-defined
 - Measurable: use numbers/percentages
 - Achievable: realistic and within reach
 - Relevant: related to your audience/org
 - Time-bound: weekly, monthly, quarterly.

Example: Increase engagement on Facebook by 20% in the next 3 months





Develop a Strategy

Step 3: Write it Down

Outline goals, audience, frequency, and types of posts for each social media channel

- Social media goals - SMART
 - e.g., increase website traffic by 10%
- Audience
 - Different for each channel
- Posting frequency
 - Posts
 - Curated content
- Tone or voice
 - Different for each channel
- Types of posts
 - Photo/video posts, branded posts, calls to action, service highlights, staff stories, user-generated content, curated content
 - Rule of Thirds: 1/3 engagement, 1/3 curated content, 1/3 your content
- Inspiration accounts



Making a Strong Brand Presence: Make it Personal & Memorable

01

Focus on what makes you different

02

Be authentic, honest, and real

03

Tell stories: your organization, impact, staff, & community

04

Consistency is key



Social Media Brand Audit

- Are your profile images and descriptions consistent?
- Are you using brand colors and images?
- Are you speaking to your audience?
- Are your topics aligned with your mission and vision?

TIP: Conduct a brand audit at least quarterly



A photograph of a tennis court with a blue text overlay. The text is centered and reads: "Show of hands: Does your organization collect and analyze social media data?". The background shows a tennis court with a net, a person in the foreground, and another person in the background.

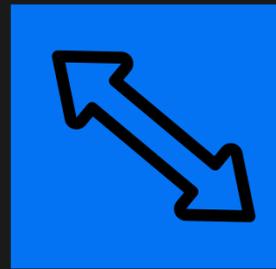
Show of hands: Does your organization collect and analyze social media data?

53% of nonprofits are not measuring their social media.
-@HubSpot





3 Important Analytics to Track



Awareness



Engagement



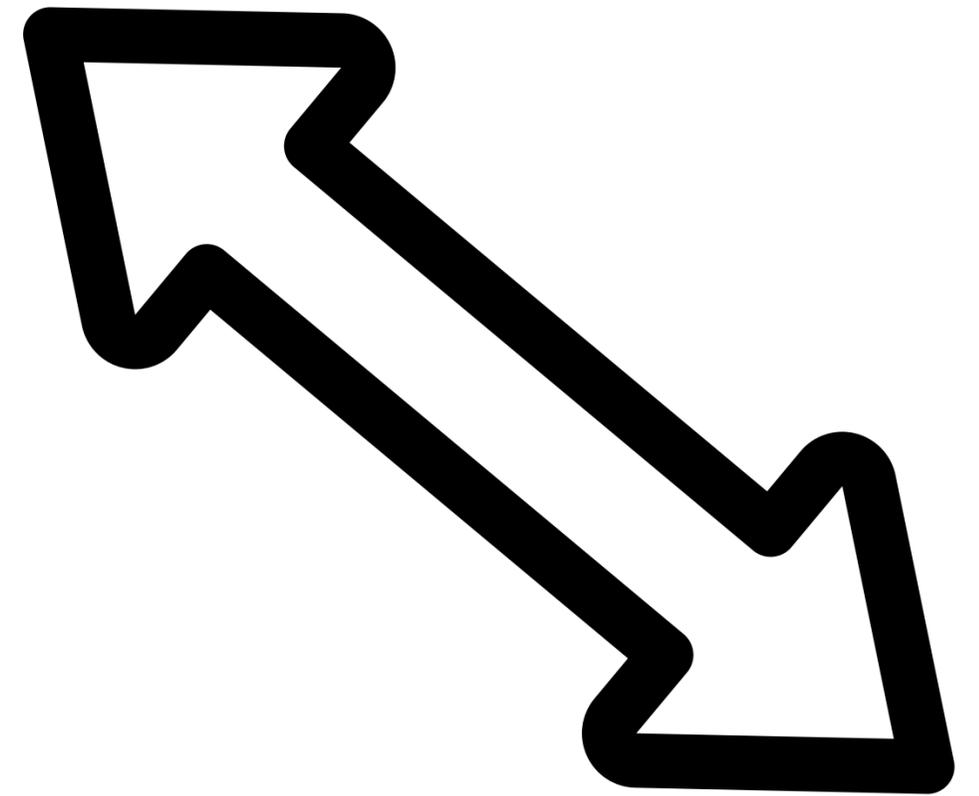
Clicks and Traffic



AWARENESS

How far are you reaching?

- **Impressions** = how many times a post shows up in timeline
- **Reach** = potential unique viewers for a post
- **Look for a combination of both impressions/engagement**
 - **Post with high impressions but low engagement = not interesting enough to take action**
- **Focus on quality, not quantity of followers**



ENGAGEMENT

What effect are you having?

- Likes, comments, retweets, shares
- **Post engagement rate** = number of engagements divided by impressions or reach
- **Mentions**
 - Organic @mentions (brand awareness)
- **Is it leading to conversions?**



Average nonprofit Facebook engagement rates:

- Facebook page: 1.7%
- Facebook per post: 0.26%
- Click through rate: 4.43%

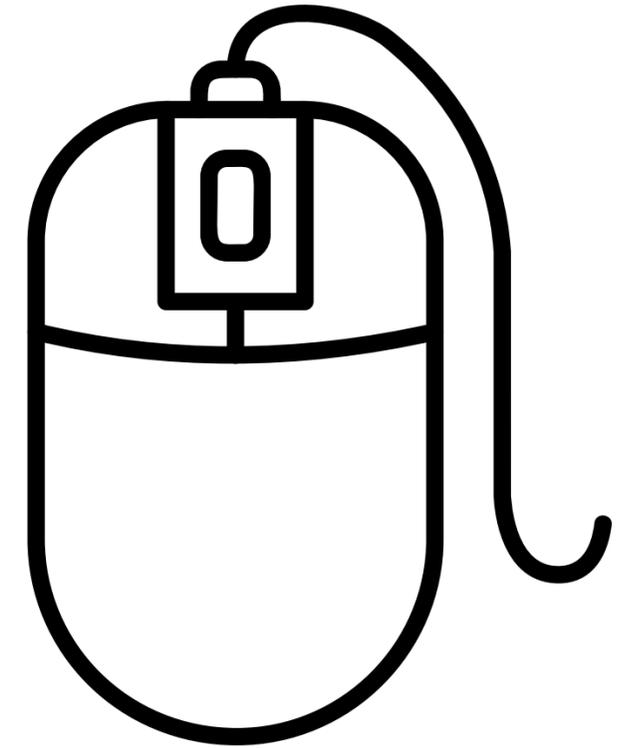
@iconosquare



CLICKS & TRAFFIC

Are people taking action?

- Clicks to website or landing page
- Clicks to donation page
- Clicks to event page
- Email list growth
- Google Analytics > social media referral traffic
 - Where are people coming from?



Make the Most of Data

- Analyze data against your SMART goals

Increase website visits by 20%: are more people visiting the page via social media?

Increase brand awareness: has engagement increased? Have you gotten more @mentions and shares?

- Inform future campaigns

See what's working and replicate it
Eliminate what's not working (this includes channels)
Adjust posting frequency or days/times
A/B test new ideas

- Make improvements to your strategy

Observe posting times, types of posts, and writing tone that are performing well - and those that are not

Make adjustments accordingly.



Social Media Success

1. Write a social media mission
2. Set SMART goals
3. Write down your strategy
4. Create content for your audience
5. Measure results against goals
6. Refine your strategy
7. Be consistent and patient
8. Focus on quality, not quantity



Twitter is not a technology, it's a conversation.

**-@CharleneLi
(Analyst & Author)**

We appreciate all you
do for tennis in NC!



Thank you!

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