



Social Media Tips & Tricks

Goals for Today

- Be inspired
- Don't be afraid
- Find your voice
- We're in this together for our movement

What is Social Media?

- Digital content and interactions created by and between people
- How many social channels are you using?



Social Media Explained

Channel	Use	Example
Twitter	Immediate	I'm picking an apple
Facebook	Informative	I like to pick apples, I went apple picking
Instagram	Visual	Here's me picking an apple
YouTube	Instructional	Here's how to pick an apple
Pinterest	Curated	Here are recipes I might make with my apples
LinkedIn	Sales	My skills include picking apples
Blog	Detail	Let me tell you about my experience apple-picking

Social Media Behavior

Social Currency – we share what makes us look good

Triggers – we share what's at the top of our minds

Emotion – we share what we care about

Public – we imitate what we see people around us doing

Practical Value – we share things that have value to others

Stories – we share stories, not information

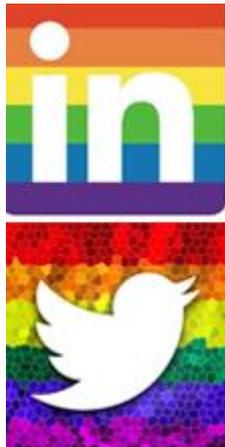


Social Media and Movements

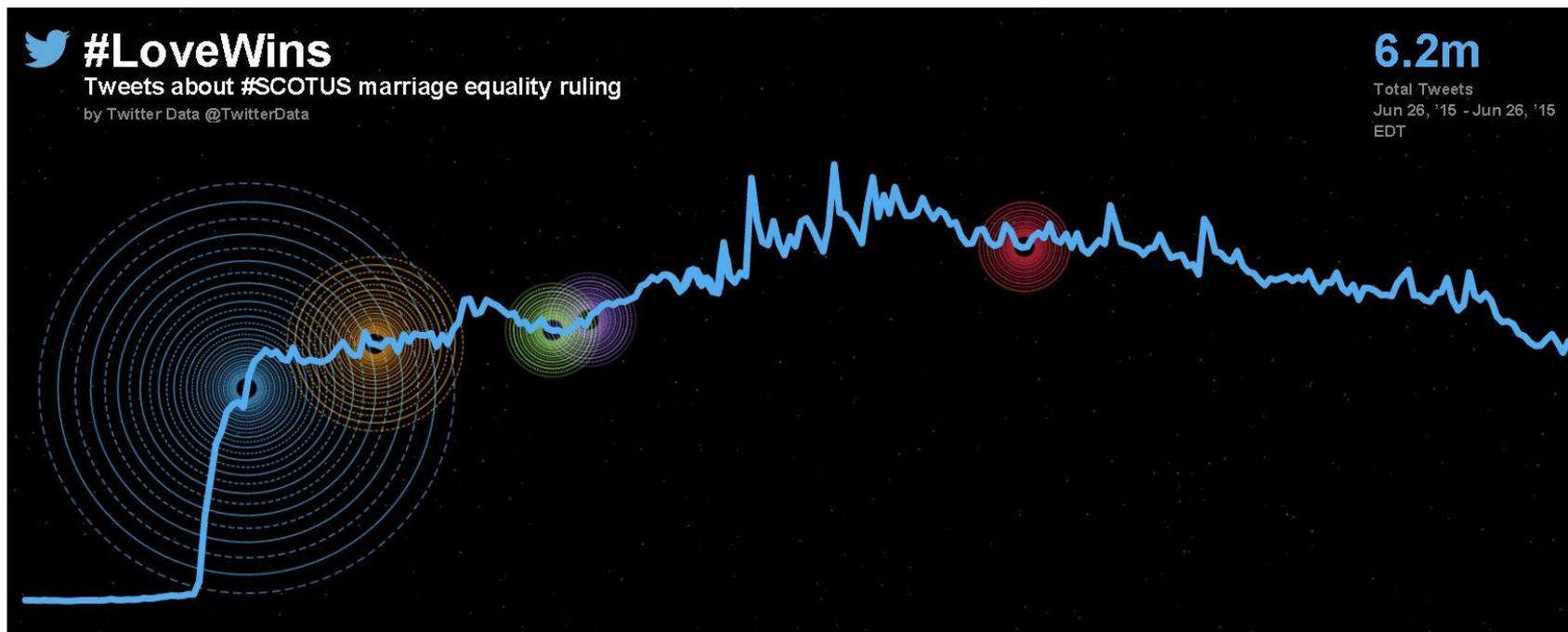
“Like all social movements, this one was started by a few people doing a lot, and finished by a lot of people doing a little, but social media made it happen at an extraordinarily accelerated rate.”

“How Facebook Friendened Gay Marriage,” Esquire, June 2013

The Power of Social Media



The Power of Social Media



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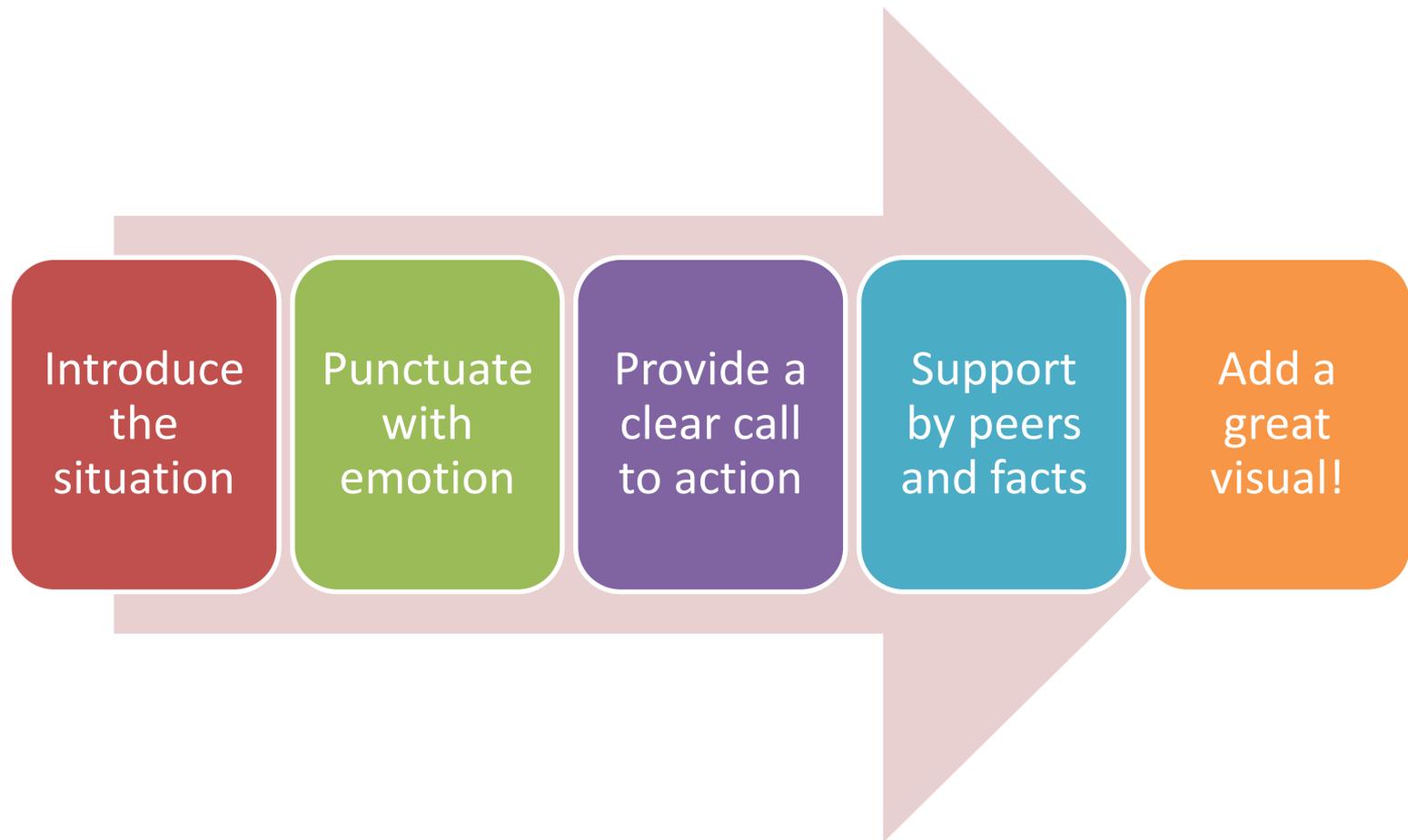


Utilizing Social Media for a Movement

1. Pick a cause you believe in
2. Define the goal of the campaign
3. Show what the cause means to you
4. Encourage others to share with you
5. Select the right social media tools
 - ✓ Facebook
 - ✓ Instagram
 - ✓ Twitter
 - ✓ Pinterest



Shared Formula Across Platforms



Facebook Tips

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.

- Include numbers
- Readability – 5th grade is best
- Drop adjectives and adverbs
- Add value (top, best, most, how, why)
- Appeal to human interest
- Focus on the reader
- Engagement rates: photos (72%), links (13%), text only (9%) and video (6%)
- 10 words are the most effective
- Call to action at beginning drives higher engagement

<http://www.wyliecomm.com/2010/06/get-your-share-on-facebook/>

Twitter Tips



- 140 characters (less to allow retweets)
- Readability and retweetability
- Use proper punctuation
- Offer how-to stories
- Include links
- Deliver relevant, valuable and helpful information
- Add a visual
- Use hashtag #CAChampionsForChange

#CAChampionsForChange Online Assets

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CaChampionsforChange.net

Champions for Change



Join the Movement

Eat Healthy

Get Moving

Rethink Your Drink

Tools for Change

Welcome to the Champions for Change community

Join the movement of Californians who are becoming Champions for Change. You can join too, by:

1. Eating Healthy.
2. Moving More.
3. Drinking more water and fewer sugary drinks.
4. Using CalFresh benefits to help buy healthier foods for your family.
5. Connecting with other Champions for Change!

We know these are not always easy steps to take. It takes time and effort. But there are a lot of people--just like you--who are doing it every day!



We have tips, tricks and tools to help you and your family:



Facebook



The image shows a screenshot of the Facebook page for "CA Champions for Change". The cover photo features a diverse group of people of various ages holding a sign that says "Join the Movement!". The profile picture is the organization's logo, which consists of a stylized rainbow with a green leaf and the text "CHAMPIONS for CHANGE™". The page name is "CA Champions for Change" and it is identified as a "Government Organization". Navigation tabs include "Timeline", "About", "Take The Pledge", "Photos", and "More". On the right side of the cover photo, there are buttons for "Contact Us", "Like", "Message", and a menu icon. The left sidebar shows page statistics: "5,479 people like this" (with "Fitt Nicc and 3 other friends" listed), "56 people have been here" (with "Fitt Nicc" listed), "Open always" (with "Get additional info"), "Invite friends to like this Page", and a 4.7 star rating from 84 reviews (with "View Reviews"). The main content area shows a post from "CA Champions for Change" made 14 hours ago, with the text: "Need some music to get you moving? Our new Padora Radio Station Generator has all the tunes you need for cardio, yoga and even weight".

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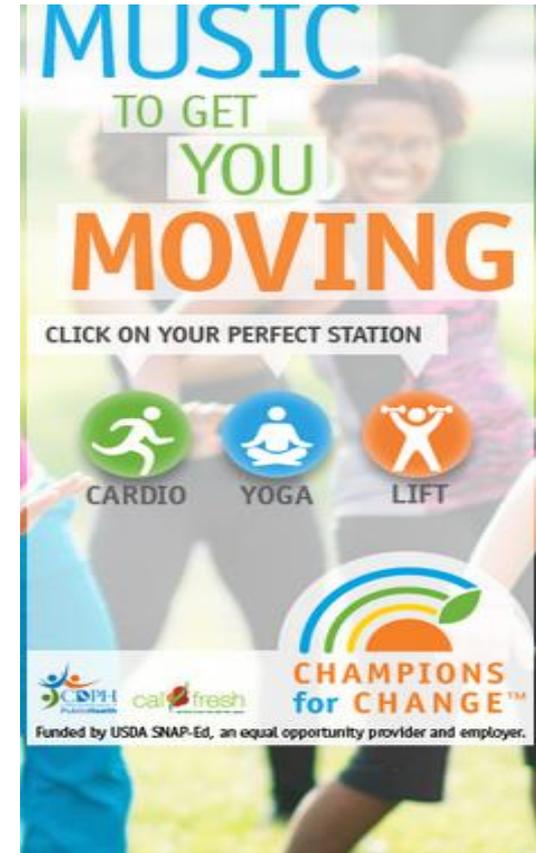
The screenshot shows the Facebook page for 'CA Champions for Change'. The page has a 4.7 star rating from 84 reviews. The 'ABOUT' section lists the organization as 'California Champions for Change' with the website URL 'http://www.cachampionsforchange.net/'. The 'APPS' section features 'Take The Pledge' and 'Comment Policy'. The 'PHOTOS' section shows several images, including one with a pledge to eat fruits and vegetables. A post from 14 hours ago promotes a new Pandora Radio Station Generator for cardio, yoga, and weight lifting, with a link to the station.

CA Champions for Change
14 hrs · 🌐

Need some music to get you moving? Our new Pandora Radio Station Generator has all the tunes you need for cardio, yoga and even weight lifting. Visit <http://www.pandora.com/station/play/2665567935045802211> to add the Champions for Change stations to your Pandora Radio Station list.



- www.pandora.com/ChampionsforChangeYoga
- www.pandora.com/ChampionsforChangeCardio
- www.pandora.com/ChampionsforChangeLift



Coming Soon!



Instagram



Pinterest



HAMPIONS
for CHANGE™

Let's Practice