

Social Media 101 – Connecting with your Audience

1. Identifying your target audience

Thinking about the different categories of your audience with whom you want to communicate will help you tailor your messaging across your respective organization's social media platforms.

Audiences heard:

- Parents/guardians
- Community members
- Aged 25-50 years old

2. What's your message?

Once you've determined your target audience, it's important to identify what information you're trying to communicate.

This could be:

- Upcoming events hosted by your organization
- Community spotlights
- General community information

3. Best platforms for your audience

The Yukon has a very active rate of social media use throughout the territory. According to a 2017 Yukon Government study, an estimated 69 per cent of residents use some form of social media, with the highest being Facebook which is used by 90 per cent of social media-using respondents.

Facebook

Facebook is used largely as an informational platform. It's best used when providing informative content. It serves as an intermediary to an event, website, or any other external source. Emphasis posts that convey information.

Try and use your Facebook one-two times a week. Keep your captions concise but be engaging and ask questions to stimulate dialogue in your posts.

Tag your partners and sponsors so they can see the post and hopefully reshare your content. This will broaden your reach.

Instagram

Instagram favours posts with strong visuals. The platform is often used to share moments, and engage and connect with your audience. It is a great platform to show the personality of your organization. Use captivating photos or videos to draw your audience in.

Like Facebook, try and post one-two times a week. Be engaging in your captions, and tag your partners. Use hashtags (#) to maximize your post's reach.

Twitter

Twitter is designed to promote conversation with comments and retweets. It is best used actively. Anecdotally, Twitter is best used to engage funders. In the Yukon, most MLAs are on Twitter.

Facebook, Instagram, and Twitter are the primary social media platforms – although Tik Tok is continuing to grow.

Depending on the capacity of your organization, focus on Facebook first, and Instagram second.

Conclusion

Every organization will have a different reality. Due to capacity restraints, keeping up with your communications may not always be a priority.

As best your organization can, be consistent on your social media platforms. Try and carve out a chunk of your week (it only needs to be 30 minutes) to post. If you don't have original content, sharing posts from community partners is a good way to keep your account active, while engaging with others.

Facebook and Instagram are great because you can link the two, and post the same image or video in one go using Business Meta Suite. You can also schedule your posts using Business Meta Suite.

Social media is just one part of your organization's toolkit in engaging the community and it's a great way to show your personality and have some fun.