

# TIPS ON SOCIAL MEDIA



**Interreg  
Europe**

European Union | European Regional Development Fund



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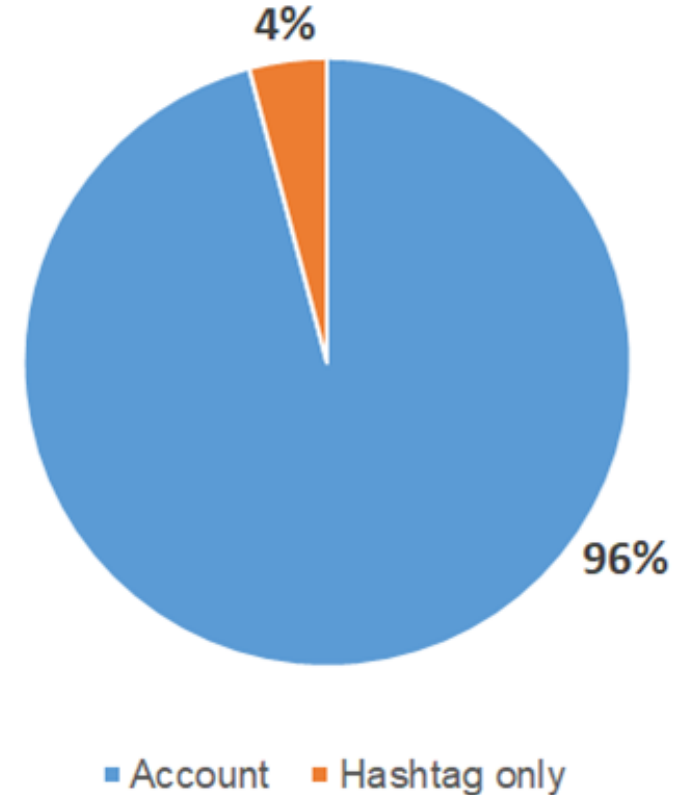
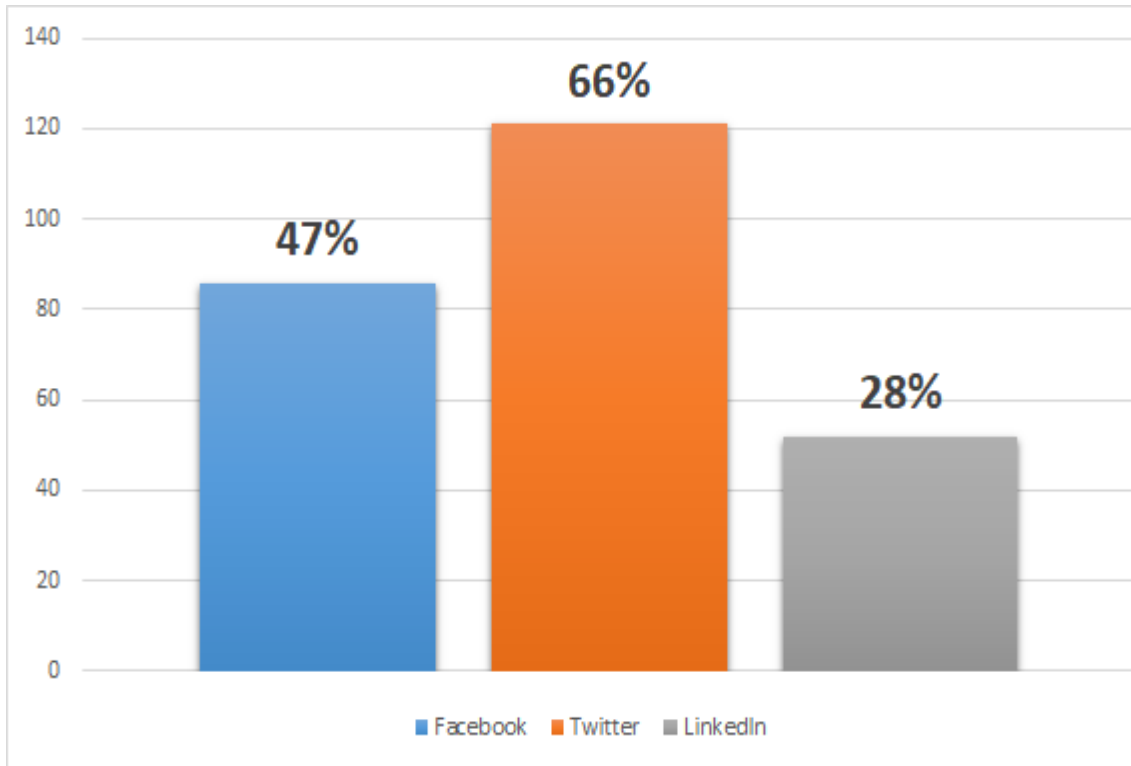




**54%**

**Percentage of  
EU citizens  
actively using  
social media**

# 184 Interreg Europe projects on social media



# 1. Start with why



# **What does your project want to achieve by using social media?**

- Increase awareness
- Connect with your target audience
- Place to share content
- Become a thought leader
- Increase website traffic
- Participate in issue-centric discussions
- Networking
- Listening

# Who is your target audience?

Profession

Education

Organisation

Location

Languages

Age

Values

Interests



**Know well enough to be able to  
talk to and with them**

What media do  
they follow

How is their day  
like

How do they use  
social media

Struggles

Hopes

## 2. Choose your channels and approach







1. Plan (but be fast)

2. Be visual

3. Be human

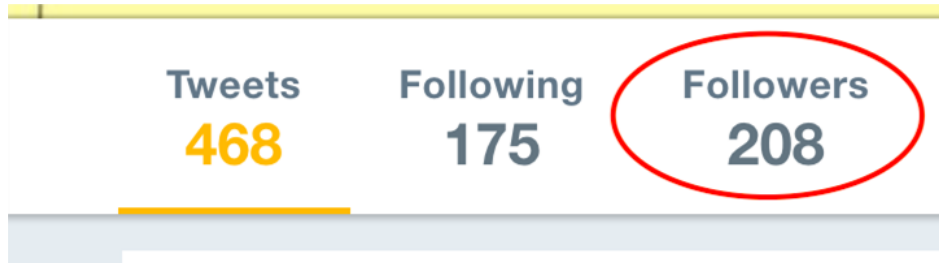
+ Paid visibility



# CONSIDER PERSONAL ACCOUNTS

3 active key people  
have 1,411 followers

VS





<https://youtu.be/Z27qL23qUCU>

# Twitter

- + Active communities
- + Used by many professionals, policymakers, journalists
- + Fast
- Takes time

## FOLLOW (ITHACA)

- people/organisations interested in the same issues as your project
- partner regions
- policymakers
- local/regional press

## DO

- Create polls, ask questions, answer questions
- Retweet, reply, interact (@)
- Live events, special days (#)



<https://youtu.be/EO8MGe8V2sc>

# @InterregErudite

## Compose new Tweet



My tips for Twitter:

- 1) Tweet almost daily
- 2) Exploit [@interregeurope](#) community and beyond
- 3) Content is king: multimedia, not only project related info, simple English
- 4) Interact with followers: involve and engage
- 5) "Use" Twitter as project business card and monitoring tool



3



Tweet

# Good content is worth sharing

- Quote
- Picture
- Problem that it is answering
- Question
- Another quote
- Statistics
- Retweet and comment
- Find a bigger picture
- Tag someone who might be interested



# Facebook

- + 50% of EU citizens use Facebook
- + Still the biggest
- + Excellent targeting
- + Rich content types
- New algorithm 2018:
  - less visibility for pages
  - > Engagement is everything

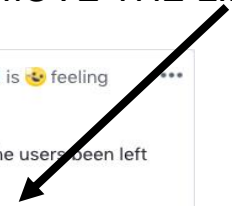




PIN A POST



REMOVE THE LINK



RESTRICT  
AUDIENCE



Write something...



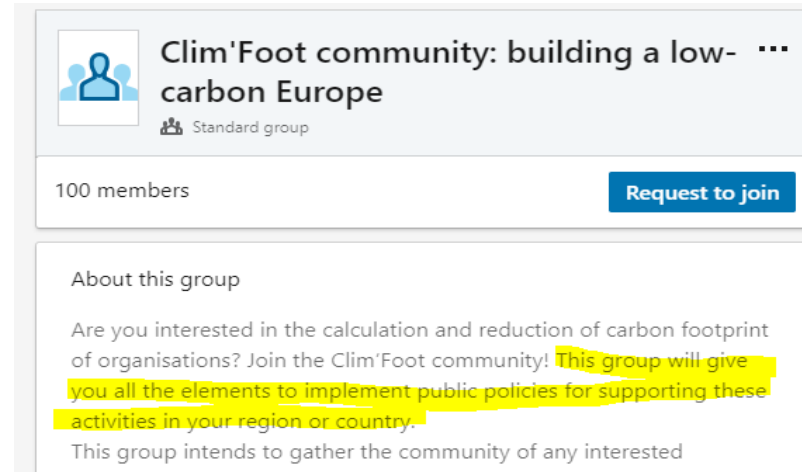
Boost Post

Publish

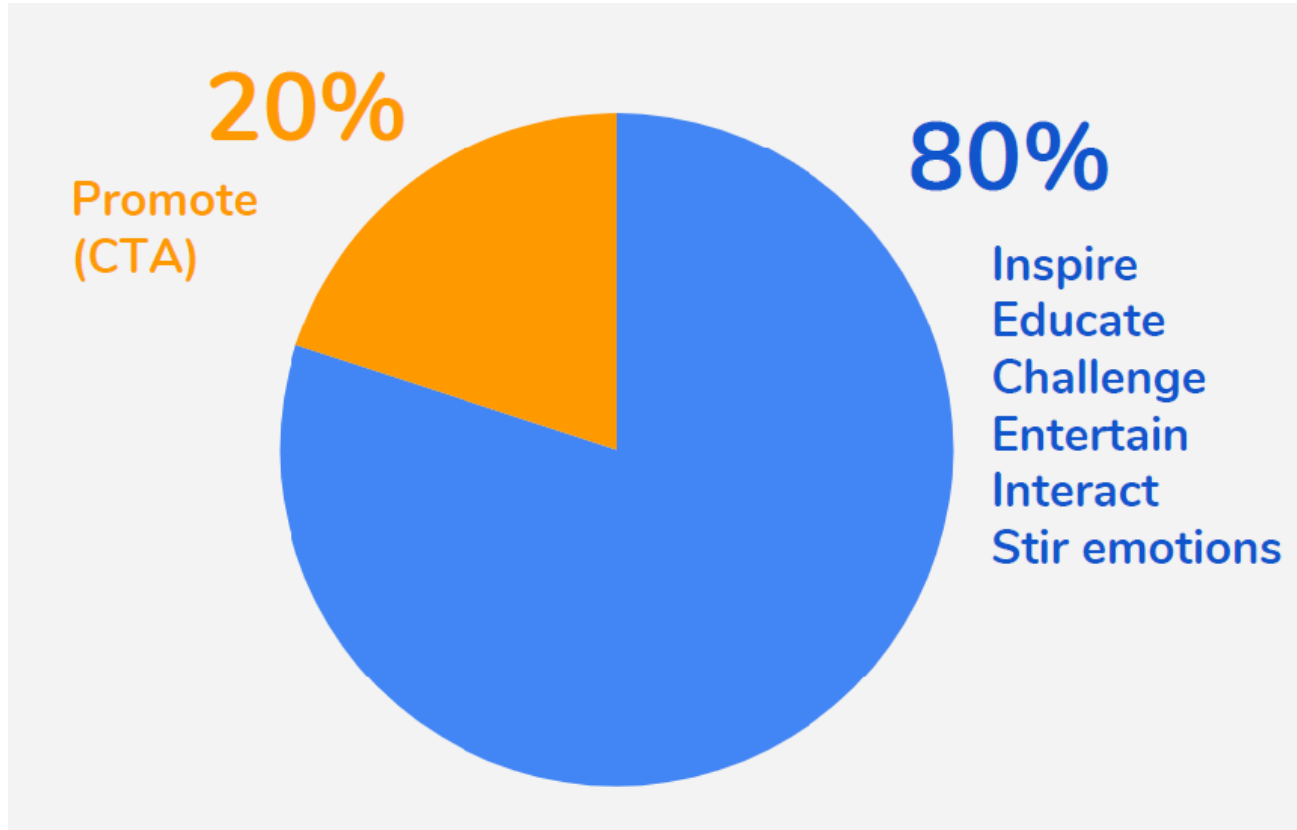


# Linkedin

- Groups are great for building engagement
- Join groups OR create your own on a topic that is interesting for your target groups
- Invite, be active, ask questions, start and join conversations, moderate
- Group can work for internal communications too



### 3. Plan your content

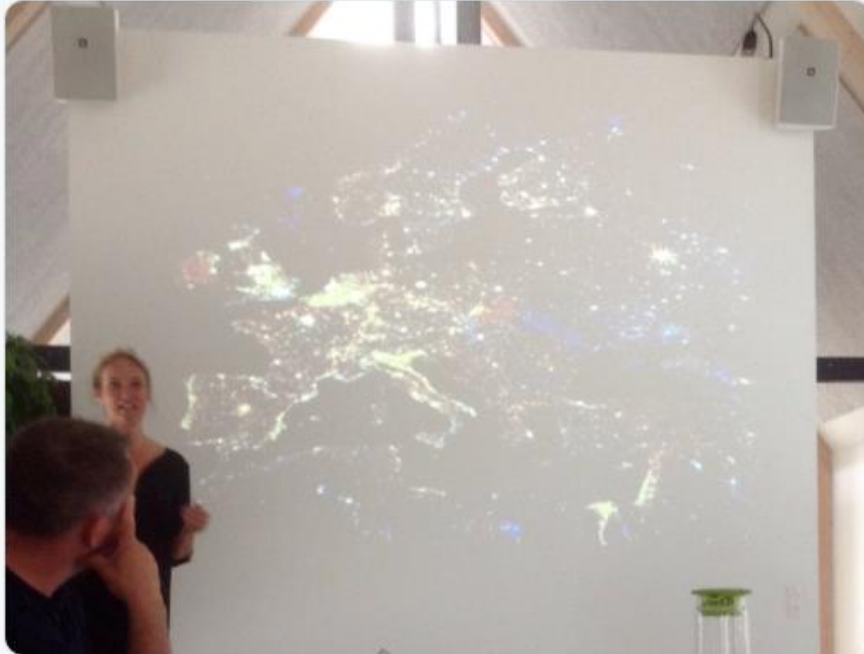


NightLight Retweeted



[Rafael Perez](#) @Rpngrajos · 7 Jun 2017

Here we can see the European night. High light pollution !? 🇪🇺 #NightLightEU  
#FeelTheNight @interregeurope @nightlighteu9 #AvilaTouchesYou



**Design4Innovation**

@design4sme

Follow

McKinsey found that companies with the strongest commitment to [#design](#) and the most adept execution of design principles had 32% more revenue and 56% more total returns to shareholders! 💰 🇪🇺 🇺🇸 🇬🇧  
[#designbringsvalue](#) [#designvalue](#) [#business](#)



**This McKinsey study of 300 companies reveals what every business needs to...**

In a sweeping study of 2 million pieces of financial data and 100,000 design actions over five years, McKinsey finds that design-led companies had 32% more revenue...

[fastcompany.com](#)

5:14 PM - 25 Oct 2018

11 Retweets 13 Likes



What could your project's  
80% include?

# Top 10 Motivations Behind Using Social Media

% who say the following is a main reason for using social media



**Question:** What are your main reasons for using social media?

**Source:** GlobalWebIndex Q3 2017 | **Base:** 77,814 Internet Users aged 16-64



**84%** support  
causes



**78%** nourish  
relationships



**69%**  
self-fulfillment

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## WHY DO PEOPLE SHARE

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**68%** define  
ourselves



**49%** entertaining  
content to others

NY Times: The  
Psychology of  
Sharing. Why Do  
People Share  
Online?



# A/B test your content

- Image vs video
- Long copy vs short text
- Emojis vs no emojis
- Photo albums vs chosen photos
- Link texts vs image and link
- Infographics vs memes
- Strong call to action vs soft promotion



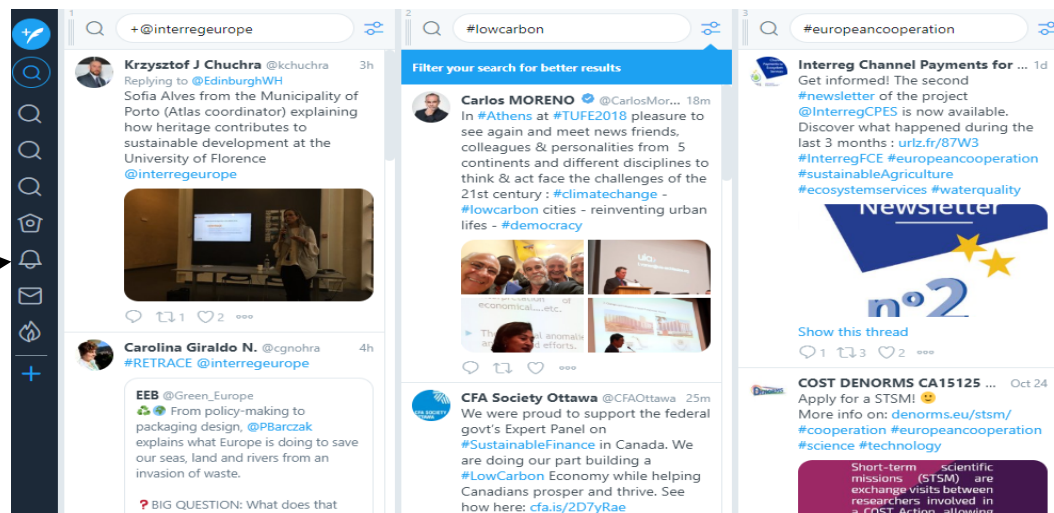
# 4. Engage the community

## What social media is about ATM...

- Ask questions
- Like, comment, reply
- Follow your #
- Follow other relevant #
- Join groups

- Live hangouts
- Streaming
- Peer advice
- ...

TweetDeck





<https://youtu.be/67fF6FUIWn0>

# 5. Measure everything

## Vanity metrics

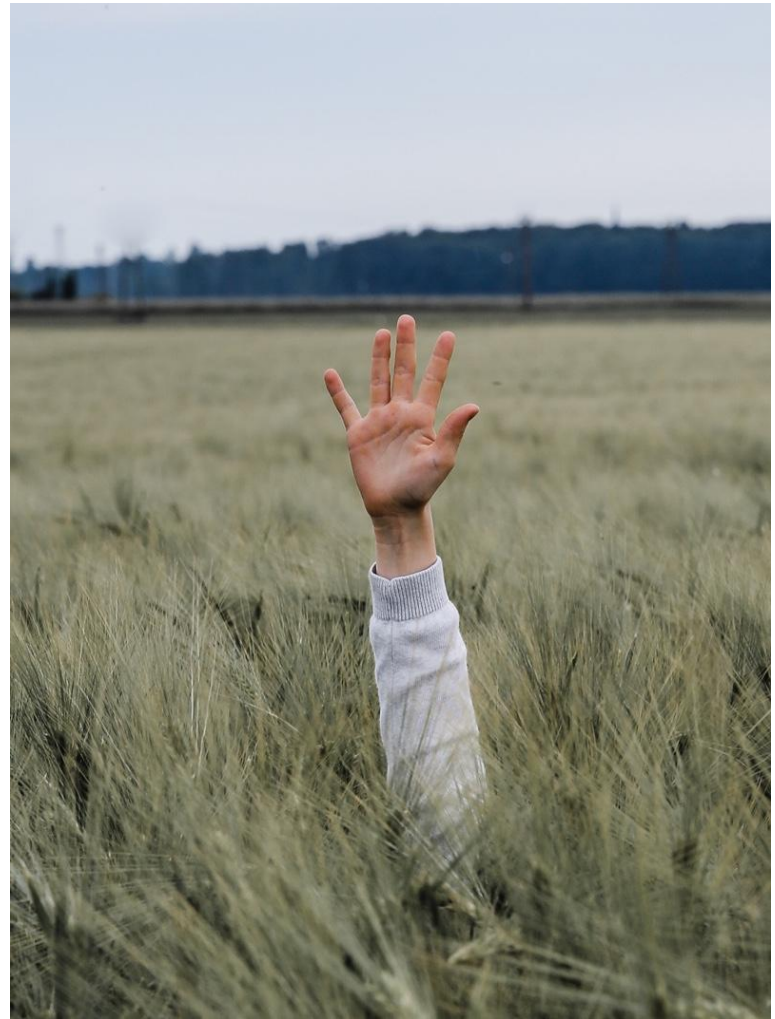
- Followers
- Visitors
- Likes

## Actionable metrics

- Engagement
- Active members
- Email subscribers
- Clicks
- % of people reacting in a visible way



1. Start with why
2. Choose your channels
3. Plan your content
4. Engage the community
5. Measure everything





**BE PERSISTENT**



# Tools and further reading

## Twitter

- [7 tips on creating engaging content every day](#)

## Facebook

- [How to use Facebook in 2018](#)
- [How to use your Facebook page in 2018](#)
- [Tip: restricting your audience](#)
- [Tip: posting in several languages](#)

## Linkedin

- [5 tried and tested lessons on growing a Linkedin group](#)

## Lists of theme days

- [Social media holiday calendar](#)
- [Sprout Social Hashtag Holidays](#)

[NY TIMES: Why do people share?](#)

## Measuring

- [Vanity metrics vs. actionable metrics](#)
- [Facebook Insights](#)
- [Twitter Analytics](#)

## Useful tools

- Free social media scheduling tools: [Hootsuite](#), [Buffer](#)
- Following Twitter hashtags and accounts: [TweetDeck](#)
- Content creation tools: [Canva](#) (images and infographics), [Typito](#) (videos), [Crello](#) (short animations), [Rocketium](#) (short videos)