



# Building engagement through social media

**Dimple Sokartara**  
*Digital Engagement Officer*

SIG-Marcomms/Global PR meeting,  
Trondheim, 14 June 2018

[www.geant.org](http://www.geant.org)

## Overview

- 6 w's: why, who, what, where, when?
- Data analysis
- Updates in Twitter and Facebook
- 30 min: break out session
- 10 min: recap
- Questions

# The 6 w's

- Why social media?

*Reaching your (target) audience by a simple action, Call-To-Action (engagement), create more awareness and great outreach, more interaction with community, low-of-cost campaigns, get to know your audience*

- Who is the target audience?

*Research and education communities in your region, European Commission, project partners, end-users*

- What content to disseminate?

*News updates, project updates, partner updates, events, relevant articles, blog entries, posts from others, videos and images, other visuals explaining your project/org such as infographics*

- Where to post?

*Twitter, Facebook, LinkedIn and YouTube*

- When to post?

*Not too early, not too late. Most of the users are active when a working day starts others around lunch time and in some countries the evenings are best to target users. **Note to often! As users can unfollow once they feel 'spammed'.***

# Data analysis: Google Analytics

- If your website is not linked yet, sign up for Google analytics at [analytics.google.com](https://analytics.google.com)

## Start analyzing your site's traffic in 3 steps



- Once you open the analytics page. Go to acquisition > all traffic > source/medium and/or referrals
- **Source:** the location where a link is placed and the user clicks from (e.g. a domain, a search engine)
- **Referral:** the medium that is used to get a user clicking the link (e.g. a social media platform, a domain)

*Example: a user clicks on an article published on your website `mysite.org/article` (your website = source) and a user clicks on the link to the article on your website but on your Twitter page 'read our article: `mysite.org/article`' (Twitter = referral)*

# Updates Twitter and Facebook

## • Twitter

*Current number of characters: 280*

*Tag twitter accounts in image*







*Create a 'feed' by adding another tweet*

## • Facebook

*Facebook changed the algorithm and broke it down to 4 components: inventory, **signals**, predictions, overall score*

*Facebook values 'active' over 'passive' interactions*

*Active interactions: commenting, sharing, reacting*

Active Interactions vs. Passive Interactions	
Active (Positive)	Passive (Neutral)
• Commenting 	• Clicking 
• Sharing 	• Watching 
• Reacting 	• Viewing / Hovering 

### Signals That Affect News Feed Content Rankings (Important)



- Average time spent on content
  - Person sharing a link over Messenger
  - Multiple replies to comments on a video
  - Overall engagement
- When it's posted
  - Commenting on or liking a person's photo or status update
- Story type
  - Engagement with a publisher/brand post shared by a friend
- How informative the post is



# Updates Twitter and Facebook contd.

- Facebook

**Commenting:** post relevant and inviting stories, do not use engagement bait tactics.

**Sharing:** publicly and privately (Facebook Messenger), including conversations on a shared post.

**Reacting:** less strong compared to commenting and sharing, a tertiary way of judging quality of content.

3 Important Things You Can Do as a Brand	
	<ul style="list-style-type: none"><li>• Focus on content that connects like-minded people</li></ul>
	<ul style="list-style-type: none"><li>• Post content that naturally creates meaningful interactions</li></ul>
	<ul style="list-style-type: none"><li>• Activate niche communities through Facebook Groups</li></ul>

Post for the people, understand the audience, back to the 6 w's.

## Breakout session (30 min)

As a group try come up with a digital engagement strategy under the following circumstances:

You don't have a dedicated digital engagement officer.

You are uncertain about what social media platforms to use.

You have a lot of content to widely disseminate.

You want to increase your website's traffic.

You realize that your audience is actively present on social media.

# Recap

Sharing the mini strategies

Questions



# Thank you

Any questions?

[www.geant.org](http://www.geant.org)

