
How to get the most from social media

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What we'll cover

1. Sharing GI's work
 2. Multimedia for social
 3. Tips for Instagram and LinkedIn
 4. Going live on social
 5. Simple ways to measure what we're doing
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**What do we know about
GI's social audience?**

GI's social audience

1. **Social media** accounts for 8.5-10% of GI's website traffic
 2. **Facebook** refers the most users (42% of that social media slice), then **Twitter** (36%) and **LinkedIn** (19%)
 3. **LinkedIn** and **Twitter** users consume more pages per session than **FB** referred users and are less likely to bounce
 4. GI has a presence on **Twitter**, **Facebook**, **LinkedIn**, **Instagram** and **YouTube**
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Facebook page



- The page has 11k followers
- In the last 28 days, our posts reached 59k accounts
- We had 2.2k engagements on posts
- A typical follower is female, 25-34 and based in Thailand, Italy or the US

Twitter



- Main GI account has 9.8k followers
- In the last 28 days, we've had
 - 153k impressions
 - 287 mentions
 - 449 retweets
 - 482 likes

LinkedIn page



- GI has 5293 followers
- Most followers in London and Washington
- Most work in International Affairs, Non-profit management, higher ed, govt administration - but there's lots of variation
- Senior and entry-level followers
- More engaged audience than "competitors"

Instagram



- Newer account, smaller following
- Majority of followers are aged 25-34
- Slightly more women than men
- Most followers in US, Mexico and Colombia
- Tend to be more active from 3pm into the evening

What we'd like it to look like

- A network of social accounts that lead and facilitate discussion on TOC
 - Greater participation in TOC discussions from our social media audience
 - An increased site audience from social networks
 - Aim to grow more regional audiences via social media
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How you can help the GI on social

- ❑ Follow its social accounts
- ❑ Re-share GI posts
- ❑ Share your colleagues' work with comment (on why you found it interesting)
- ❑ Share examples of social media initiatives you're enjoying on **Slack**
- ❑ Share interesting responses to your GI posts
- ❑ Think about **social in advance** of reports + blog posts/articles
- ❑ Fill out **report questionnaires**
- ❑ Commit to **new social experiments**
- ❑ Talk to **Abigail Davies** and the comms team

Multimedia tips for social

Why multimedia?

- ❑ Post with images or video get more engagement
- ❑ Attention-grabbing
- ❑ More 'native' experience
- ❑ Breaks character restrictions

[Here's everything you need to know about dimensions for social](#)

Where to start

- ❑ Start simple
 - ❑ Quote cards
 - ❑ Highlight stats
 - ❑ Try [Canva](#)
- ❑ Simple data visualisation
 - ❑ Try [Flourish](#) for charts or for [cards](#)
- ❑ [Use GI colours and fonts where possible](#)
- ❑ Use screenshots, graphics and [UN picture database](#)
- ❑ Use smartphone and social platform editing tools



GI's colours

Purple: #47385C

Blue: #458CBD

Green: #5E9175

Red: #A33347

Yellow: #E5A65E

White: #E9E2DA

Light brown/beige: #B0A894

Using a smartphone to create - images

- ❑ Use the **grid**
- ❑ Lock your **focus**
- ❑ Clean **lens**
- ❑ Play with **portrait mode** for people/objects
- ❑ Remember the phone's **limitations** (e.g. poor in low light)



- ❑ Find a **contrast** between the subject and background, an interrupted pattern or symmetry
- ❑ Use **natural lines** to lead the picture
- ❑ **Diagonal lines** create movement
- ❑ Look for **natural frames**



Using a smartphone to create - video

- Check **battery and storage**
- Put phone in **flight mode**/do not disturb
- Horizontal or vertical?**
- Natural light**
- Use a “**foot zoom**”
- Test **audio quality** and assess surroundings
- Get comfortable**
- Start with **short clips**
- Check any **interviews** on site
- Legal permissions**
- Opening frame

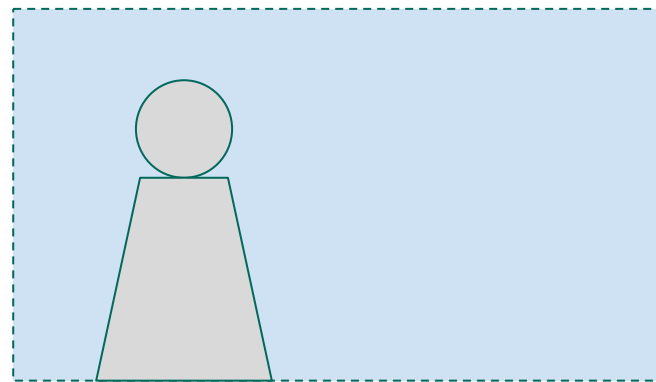
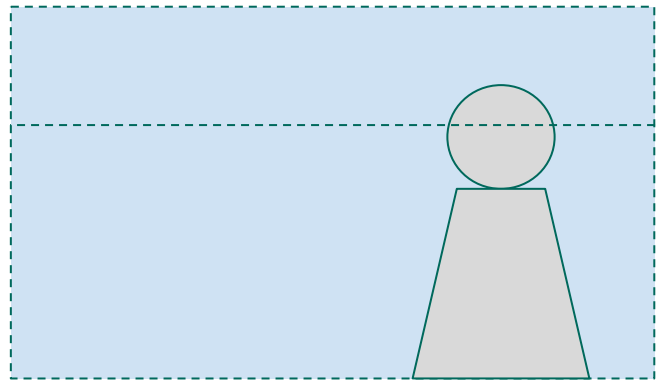


Interview tips - video

- Use the grid
- Your position
- Suitable, contextual background
- Room for captioning
- Movement of interviewee
- Vertical = more central position

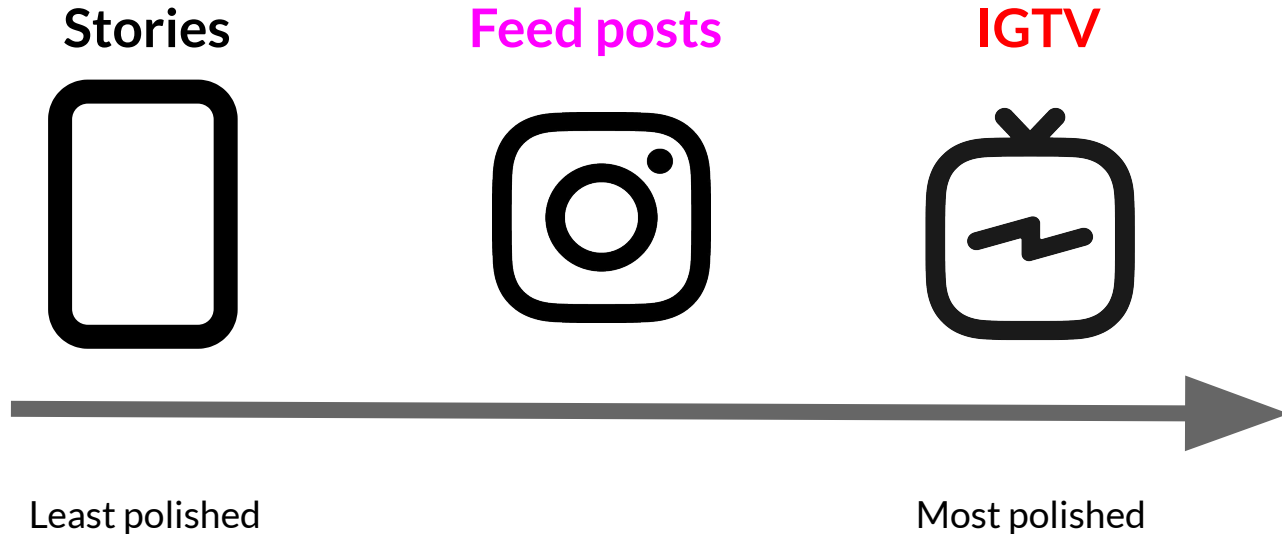
Filming yourself

- Front or back camera?
- Are you comfortable?
- Check your gaze
- Natural light or as much light as possible in front



Tips for Instagram

- ❑ **IG Feed:** videos of up to 60s and photos with high production quality
- ❑ **IG Stories:** videos, photos & boomerangs produced with native tools, combining <15s clips for 24hrs
- ❑ **IG Live:** videos produced in live setting of up to 60 mins
- ❑ **IGTV:** videos in high production quality of up to 60 mins (desktop) or 15 mins (mobile).



Use Instagram's editing tools

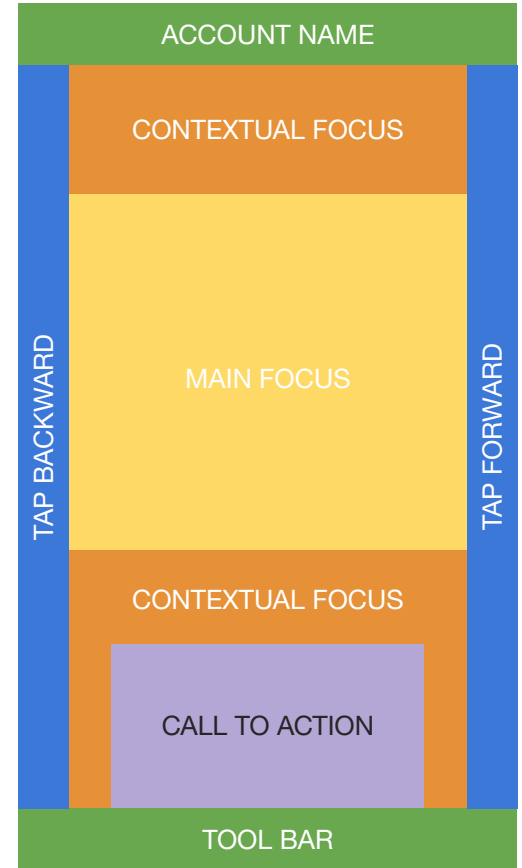
Can you find these features in Stories?

- “Sound On” Sticker?
- Time Stamp
- Location Stamp
- Add Music, Add Poll, Add Question, Add Quiz
- Add Text / Tilt Text/ Enlarge Text / Change Font And Colour
- Add Freestyle Drawing
- Upload Image From Camera Roll
- Save Draft
- Slider Rating
- Boomerang

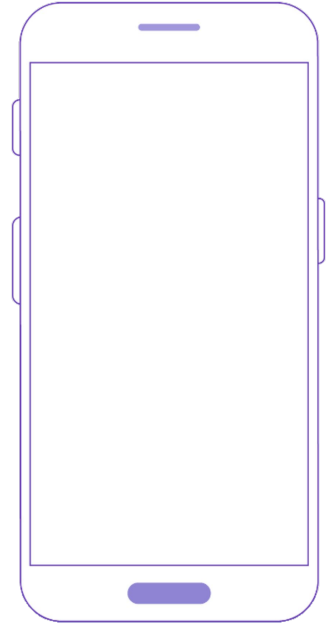
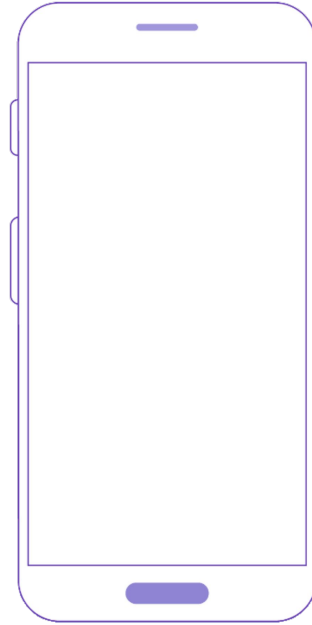
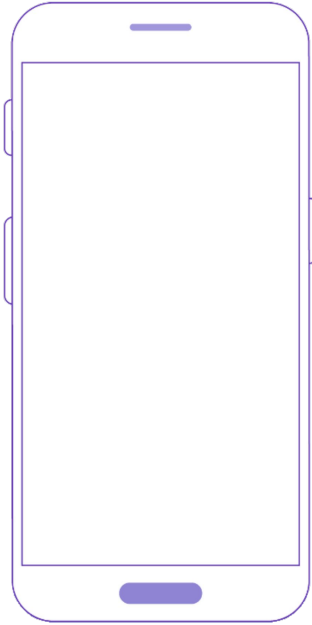
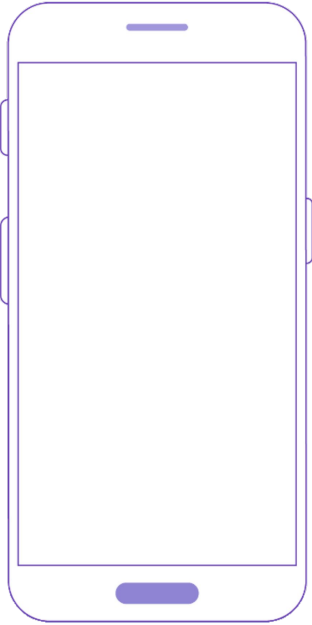
6 steps to creating a great IG story

- ❑ Film using a phone
- ❑ Shoot vertically
- ❑ Give directions - “sound on”, “ask” etc
- ❑ Build a narrative
- ❑ Make sure overlays are readable and don’t interfere

Bonus tip: set your stories to save/archive



Make a storyboard



Getting more from LinkedIn

A note on LinkedIn

How many GI staff shared this post on LinkedIn?



- People are [3x more likely](#) to trust content shared by people they know than content shared by brands.
- People are **8x more likely to engage with content shared by employees** than content shared by brands.
- People are **24x more likely to reshare content shared by employees** than content shared by brands.

Tips for your LinkedIn profile

- ❑ Create a [public profile URL](#)
- ❑ Optimise your **headline**
- ❑ Make sure you've **added and are following the GI**
- ❑ Consider adding a video **introduction**
- ❑ Make it more **personal** than a CV
- ❑ Add **publications**
- ❑ Develop **inbound links**
- ❑ Allow people to **follow** you

Tips for your LinkedIn posts + articles

- ❑ Be timely
- ❑ Consistency
- ❑ Thought leadership
- ❑ Original research
- ❑ Join conversations
- ❑ Add media
- ❑ Tags and hashtags
- ❑ Article posts - 500-1,000w
- ❑ Stories are coming...



Article

Use articles to share your insights, perspectives and expertise. Embed videos, images, slides and more to strengthen your position.



Short-form post

Use short-form posts to share and start conversations about what you're reading, ask for advice or ideas, and respond to industry news, trending topics and other major events.



Video

One of the easiest ways to start a conversation is to record a video. Consider using your smartphone for a more genuine look and feel.

Some starter ideas for longer posts:

What will (or should) your work look like in 5, 10, or 15 years, and how will it get there?

What important trends should people in your industry or area of expertise know?

What are some challenges you've faced or opportunities you've seized?

What concrete advice would you give someone hoping to enter your field?

Going live on social

When to go live

1. **Breaking news** or agenda-setting events
2. **Live events** including celebrations, candid reactions, demonstrations, interviews with interaction
3. **Exclusive access** opened to a community

Things to consider:

- Permissions and breaking news
- Your safety
- How will you keep new viewers engaged?
- Is it visually interesting?
- Will you respond to comments?
- Post-production



Simple metrics

What does 'good' look like?

Quantitative

1. Overall reach

Impressions/reach/views/account growth

2. Distribution

Shares/RTs/mentions/in-feed or story regrams

3. Deeper engagement

Comments/replies/click-throughs/likes/reactions/saves

Qualitative

1. Who you are reaching
2. Who is sharing your work
3. Who you are engaging

By:

- Location
 - Industry
 - Specialism
 - Influence
 - Engagement rate
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How to measure your chosen metrics

- ❑ What **native analytics** can you access?
- ❑ **Regularly review your posts' performance** against your chosen metrics
 - ❑ Look at top and bottom performers
 - ❑ What worked and why?
 - ❑ What can you emulate or improve?
 - ❑ Find your **benchmarks**
- ❑ Share your best posts on **Slack**
- ❑ Make your own **dashboard** - just focused on your metrics
- ❑ **Assess and adjust** - set some goals for yourself and only test one thing at a time

My social media goals...

In the next three months I want to do the following with my social media:

- 1.
- 2.
- 3.

Examples

1. *I want to increase my tweeting to 2-3x a day*
2. *I want to measure the impact of this increase on the reach of my account*
3. *I want to learn how to start a conversation in a LinkedIn group*