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# How to get the most from social media

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# What we'll cover

1. Ways to get started on social media
  2. Sharing GI's work
  3. Telling stories on social media
  4. Building meaningful networks
  5. A brief intro to Tweetdeck
  6. Simple ways to measure what we're doing
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**What do we know about  
GI's social audience?**

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# 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 5,293 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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# Where to start

- ❑ Pick your platform(s) - you don't need to be everywhere
- ❑ Know their strengths and weaknesses



**Mid-life crisis**



**Best  
friend**



**Show-off**



**Loud**



**Needy**



**Childish**

# Where to start

- ❑ Go on a following spree
- ❑ Share others' posts or work
- ❑ Reply to callouts and add comments to start a conversation
- ❑ Post regularly:
  - ❑ Twitter >1 a day
  - ❑ Facebook 2-3x a week
  - ❑ LinkedIn 2-3x a week
  - ❑ Instagram 2x a week
- ❑ Vary your posts
  - ❑ Pictures or graphics
  - ❑ Shares of others' posts with or without comment
  - ❑ Reading links
  - ❑ Questions + quotes
- ❑ Tag relevant accounts
- ❑ Think **pre, during and post** publication/project promotion

Read GI's [social media policy](#) and [guidelines](#)



# 1. Adding media increases engagement

 **Siria Gastelum**  
@siriagastelum

To mark the day of the victims of [#enforceddisappearances](#) our [#GIResilience](#) fellow Ma. Isabel Cruz and her collective [@Sabuesosguerre2](#) together with all other collectives in [#Culiacán](#) went out in the streets to cover the walls with the faces of the disappeared



10:16 AM · Sep 1, 2020 · Twitter for iPhone

[Images also available from the UN directory](#)

# 2. Share others' work with comment

 **Siria Gastelum**  
4 d · 🌐

August 30th is the Day to remember the victims of enforced disappearances. This is what we have learnt from the 2020 Resilience fellows from disappearances related to organized crime 📄



**Global Initiative against Transnational Organized Crime**  
4 d · 🌐

Insights from the 2020 Resilience Fund Fellowship on how organized crime engenders disappearances and how communities are responding.

[#GIResilience](#) [#IDVED](#)

# 3. Tag other accounts

 **Yuka KOSHINO (越野結花)** · 3rd+  
Research Fellow for Japanese Security and Defence Policy, IISS  
2mo · 🌐

My podcast debut with [Robert Ward](#) for The International Institute for Strategic Studies 's Sounds Strategic podcast series on the impact of COVID-19 on Japanese economy and security. Thanks [Meia Nouwens 温致雅](#) for having us! ...see more



**Japan's delicate dance for influence in the Asia-Pacific**  
iiss.org · 1 min read

👍 · 3 Comments

# 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 with the network
- ❑ Think about **social in advance** of reports + blog posts/articles
- ❑ Talk to **Abigail Davies** and the comms team



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**Telling stories on social**

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# Simple ideas for telling stories on social

- **Reports and research**
  - “What I’m working on”
  - Punchy report summaries
  - “Killer” quote or stats
  - Round-ups of reaction
- **Explainers/analysis**
  - Twitter threads (multiple tweets linked together) of analysis/explainer
  - Facebook/Instagram stories or gallery posts on Instagram
- **Characters/actors posts**
- **Events**
  - What we expect
  - What we’ve learned
- **Expert commentary on trending/breaking news**

# Examples

## Report summaries



The 2019 Organized Crime Index Top 3 Countries

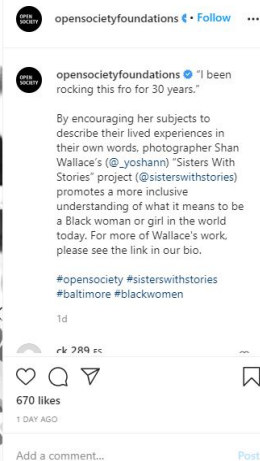
-Criminality-

1. Colombia 🇨🇴
2. Nigeria 🇳🇮
3. Mexico 🇲🇽

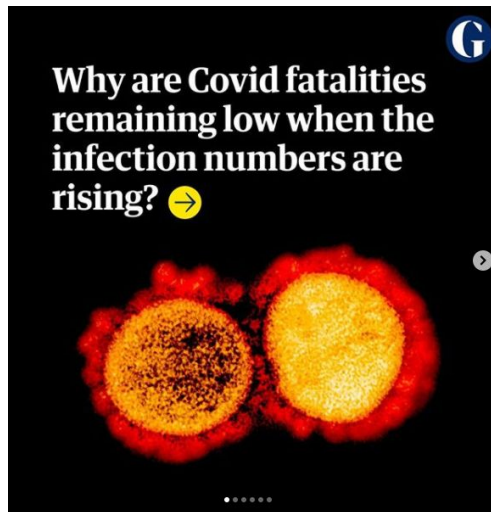
-Resilience-

1. Canada 🇨🇦
2. UK 🇬🇧
3. Australia 🇦🇺

Source: @ENACT\_Africa & @GI\_TOC



## Character/actor profile



## Explainer

## Attention-grabbing stats



ROUTES Partnership  
@ROUTESPartners

Almost 500 high-zoonotic-risk trafficking instances were identified in the air transport sector between 2009–2019. That amounts to approximately 50 instances every year. New report on animal smuggling in aviation and zoonotic risk:

[routespartnership.org/industry-resou...](https://routespartnership.org/industry-resou...)



## Quotes



Lyes Tagziria  
@LyesTagziria

“The truth of the matter, said @JasonEligh, is that production (especially of opium in 🇸🇪 and 🇻🇳) is unaffected, borders remain permeable, & anywhere legitimate goods can move, illicit ones can too.”

Excellent overview of organised crime amid #COVID19.



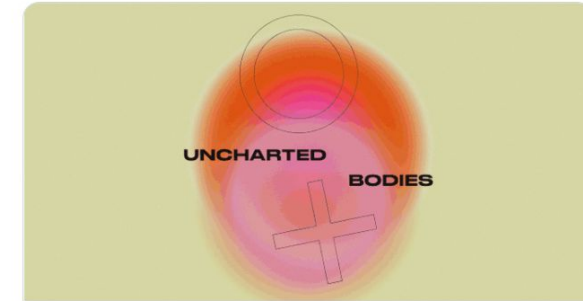
How to Run a Criminal Network in a Pandemic  
Drug dealers and human traffickers are upgrading their marketing and delivery services.  
[foreignpolicy.com](https://foreignpolicy.com)

## “What I’m working on”



Vicky Spratt ✓ @Victoria\_Spratt · 4m

Introducing Uncharted Bodies - a week-long series for @Refinery29UK exploring the Gender Health Gap. Starting with an FOI investigation from me which reveals that the NHS isn't collecting vital data on women's health



Why We're Exploring The Gender Health Gap  
Information is power but freedom of information requests reveal that the NHS isn't collecting data on women's health.  
[refinery29.com](https://refinery29.com)

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# Building networks

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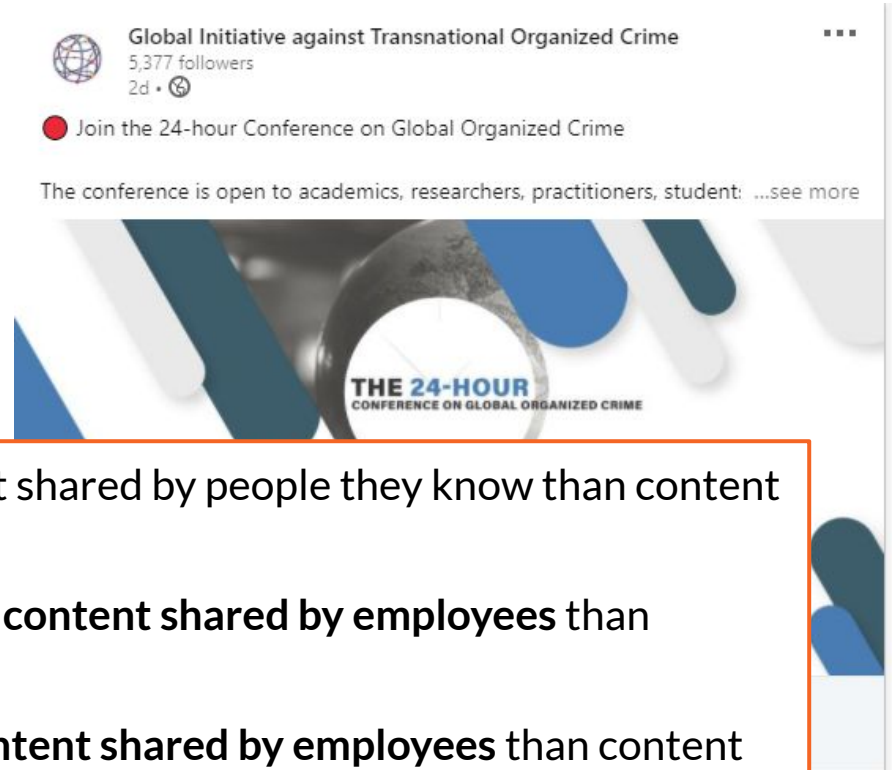
# Building networks

- ❑ Be active
- ❑ Make your posts timely, relevant or unique
- ❑ Join relevant groups + participate in discussion
- ❑ Ask your audience
- ❑ “Give and take”
- ❑ Be smart with hashtags
- ❑ Know when to engage



# A note on LinkedIn

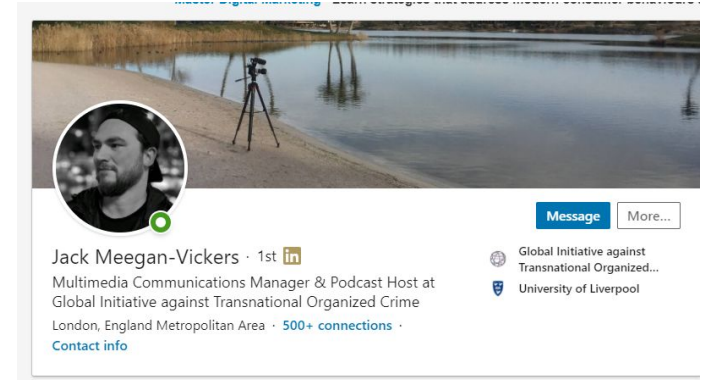
## How many GI staff shared this post on LinkedIn?



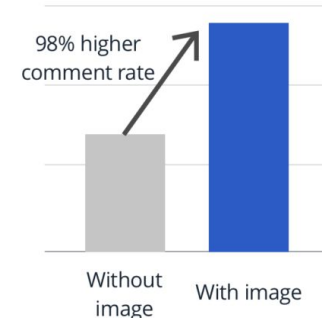
- People are [3x more likely](#) to trust content shared by people they know than content shared by brands.
- People are **8x more likely to engage with content shared by employees** than content shared by brands.
- People are **24x more likely to reshare content shared by employees** than content shared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

# Networking on LinkedIn

- 1) Fill out your profile fully
- 2) Link GI to your profile intro and experience
- 3) Share the GI page in a post
- 4) Interact with the GI page and its posts
- 5) Post regularly
- 6) Vary your posts
- 7) Actively network
- 8) Share your stories



Increase in comment rate for posts with image



Source: LinkedIn



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# A brief Tweetdeck intro

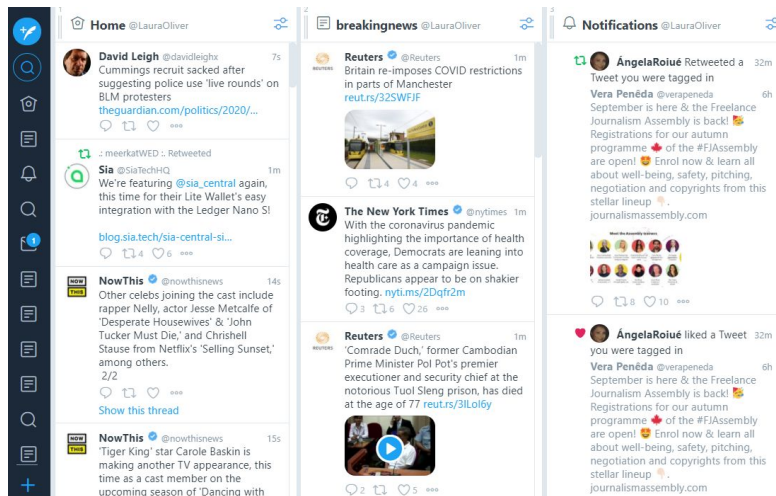
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# Getting organised on Twitter

This is [Tweetdeck](#) - it's desktop-only

Can you work out how to add a column for:

- A Twitter list you follow
- A specific user
- A search query
- Mentions of your account
- Tweets that you've liked
- Can you move your columns about?



Some other useful features

- Filtering searches
- Collections
- Scheduled posts

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# Simple metrics

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# 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

# 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*