




Social Media 101

Agenda

- 1** Engaging with your Audience Online
 - 2** Creating Eye-Catching Content
 - 3** Tracking your Metrics
- 



Keep It Simple



Engaging with your Audience

A large, thick, red curved shape, resembling a quarter-circle or a large arc, is positioned on the left side of the slide, extending from the middle to the bottom.

What Are Your Goals?

Who is Your Audience?

What Does Your Audience Want?

What Are Your Goals?

To share evidence-based prevention and intervention strategies for youth dating violence in Canada



Who is Your Audience?

Educators and school staff;
Youth-focused agencies,
community groups, and programs



What Does Your Audience Want?

To apply evidence-based prevention and
intervention strategies to their
work with youth



A large, thick red curved shape, resembling a quarter-circle or a large arc, is positioned on the left side of the slide, extending from the middle down towards the bottom.

What Are Your Goals?

Who is Your Audience?

What Does Your Audience Want?

Building a Story Brand

by Donald Miller

*“You sell headache
medicine. You make me
feel better fast.
Me get it at Walgreen’s.”*



Engage with your Audience

- 1** Choose the Right Platform for your Audience
 - Parents/Educators – Facebook, Twitter, Instagram
 - Youth – TikTok, Instagram (Reels), Snapchat
- 2** Respond to messages and comments
- 3** Ask questions and provide opportunities for engagement
- 4** Interact with similar accounts

Quality Over Quantity

- 1** The best posting schedule is the one that works for you
- 2** Add value – not noise



Key Take-Aways

Engaging with your Audience

1 Keep Your Story in Mind

- *Your goals*
- *Your audience*

2 Engage with your Audience

3 Quality Over Quantity



Creating Eye-Catching Content



Home

Templates

Features

Learn

Search Canva



Create a design



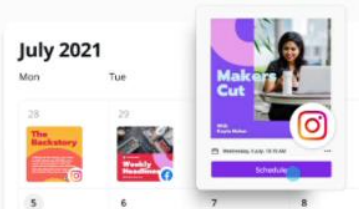
Recommended for you

All your designs

Shared with you

PRO

You can now schedule straight to Instagram Business with Canva Pro



Design anything

Custom size

For you

Presentations

Social media

Video

Print products

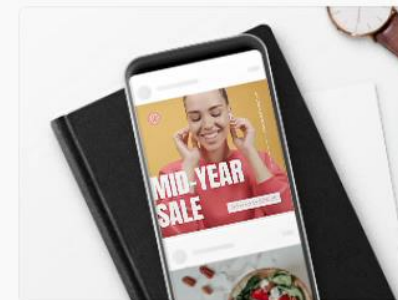
More



Presentation



Logo



Instagram Post



Poster



Help ?

Platforms for Creating Content

- Photoshop or other Adobe tools (Illustrator, Spark)
- Canva
- Unfold

Platforms for Finding Images

- Unsplash
 - iStock
 - Shutterstock
- 

Design Rules

1 White Space

2 Hierarchy

3 Accessibility

4 Brand Consistency



White Space

White space is our friend.



Hierarchy

- 3 levels
- Differing fonts (no more than 2-3 different typefaces)
- Different font sizes, styles, weights
- Different colours



Accessibility



Brand Consistency is Key

1 Know and Use Your Brand Colours

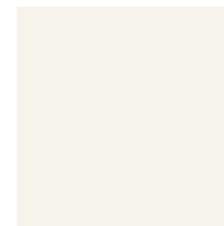
2 Find your Voice



C: 17 M: 92 Y: 66 K: 4
Hex: c5384d



C: 80 M: 43 Y: 9 K: 0
Hex: 347fb5



C: 3 M: 3 Y: 7 K: 0
Hex: f4f1e9

Experiment and Have Fun!

 **WATCH:** Intersectionality
and Dating Violence



*PREVNet's NEW whiteboard
animation video!*

Back to School

+ YOUTH ANXIETY

@PREVNet



“Should I **share** my
phone passcode
with **my partner?**”



Key Take-Aways

Creating Content

1 Use What Works for You

2 Keep in Mind Design Rules

- Hierarchy
- White Space
- Accessibility
- Branding and Consistency

3 Experiment and Have Fun





Tracking your Metrics

Awareness Metrics

Mentions - *when another account's post mentions or tags you - @prevnet*

Shares - *when another account shares your post*

Impressions – *total tally of all the times the post has been delivered to someone's feed*

Post Reach – *total tally of unique views*



Engagement Metrics

Engagement Rate – *the number of engagement actions a post receives relative to your total number of followers*

Amplification Rate – *Ratio of shares per post to the number of overall followers*

Click-Through Rate – *How often people click on the call-to-action link on your post*



Goal

Raise awareness of youth dating violence, bullying, and healthy relationships in Canada

Metric

An increase in followers, post shares, and impressions



Goal

To share evidence-based prevention and intervention strategies for youth dating violence and bullying in Canada

Metric

An increase in click-throughs



Goal

To raise awareness of PREVNet as a go-to for resources on Healthy Relationships

Metric

A high engagement rate and amplification rate; increase in mentions and shares.



Awareness Metrics

Mentions - *when another account's post mentions or tags you - @prevnet*

Shares - *when another account shares your post*

Impressions – *total tally of all the times the post has been delivered to someone's feed*

Post Reach – *total tally of unique views*



Engagement Rate – *the number of engagement actions a post receives relative to your total number of followers*


Engagement Metrics Average Engagement Rate

$$\frac{\text{Total Likes, Comments \& Shares}}{\text{Total Followers}} \times 100 = \text{Average Engagement Rate Percent}$$


blog.hootsuite.com/social-media-metrics

Amplification Rate – *Ratio of shares per post to the number of overall followers*

Engagement Metrics Amplification Rate

$$\frac{\text{Total Post Shares}}{\text{Total Followers}} \times 100 = \text{Amplification Rate Percentage}$$


Click-Through Rate – *How often people click on the call-to-action link on your post*

Conversion Metrics Click-Through Rate (CTR)

$$\frac{\text{Total Clicks}}{\text{Total Impressions}} \times 100 = \text{CTR Percentage}$$


Twitter

analytics.twitter.com

← → ↺ 🏠


analytics.twitter.com/user/PREVNet/home

☆ 🔍 📄 📁 ⚙️ K

Apps ⭐ Bookmarks 📧 Mail - ks231@quee... 📄 Adobe ID 📧 Gmail 🐦 TweetDeck 🇨🇦 User account | PRE... 📄 Log In < Youth Dati... | 📁 Other bookmarks 📄

🐦 Analytics

Home Tweets More ▾

PREVNet ▾  ▾ [Sign up for Twitter Ads](#)

TWEET HIGHLIGHTS

Top Tweet

earned 2,381 impressions

What is research telling us about [#Youth](#) well-being during COVID-19?


This [#Webinar](#) will use information from a study conducted over the past year to examine how adolescent relationships are changing and how these changes affect well-being. Register here:
tinyurl.com/yw28b3nn
pic.twitter.com/WaCJzyiBk8

📺 Webinar:

COVID-19 When You Are Under 19:
Adolescents' Relationships and Well-Being During the Pandemic

Top mention

earned 121 engagements

 **World Anti-Bullying Forum**
@wabforum · Mar 19

Meet our keynotes! Dr. Wendy Craig is a leading international expert on bullying prevention and the promotion of healthy relationships. Co-founder of PREVNet and winner of numerous awards. Listen to her at [#WABF2021](#) @[profwendycraig](#) @PREVNet

↩️ 2 🔄 4 ❤️ 28

[View Tweet](#)

Top media Tweet

earned 2,275 impressions

MAR 2021 SUMMARY

Tweets
47

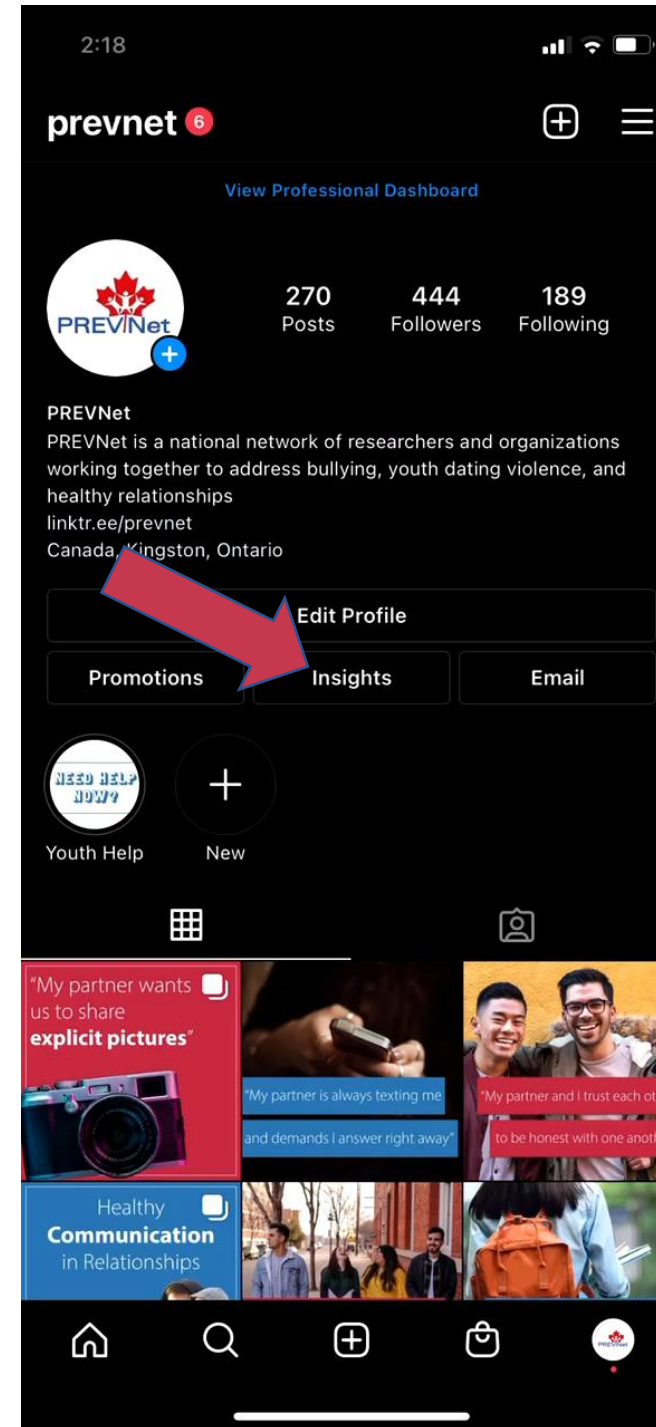
Profile visits
1,494

New followers
15

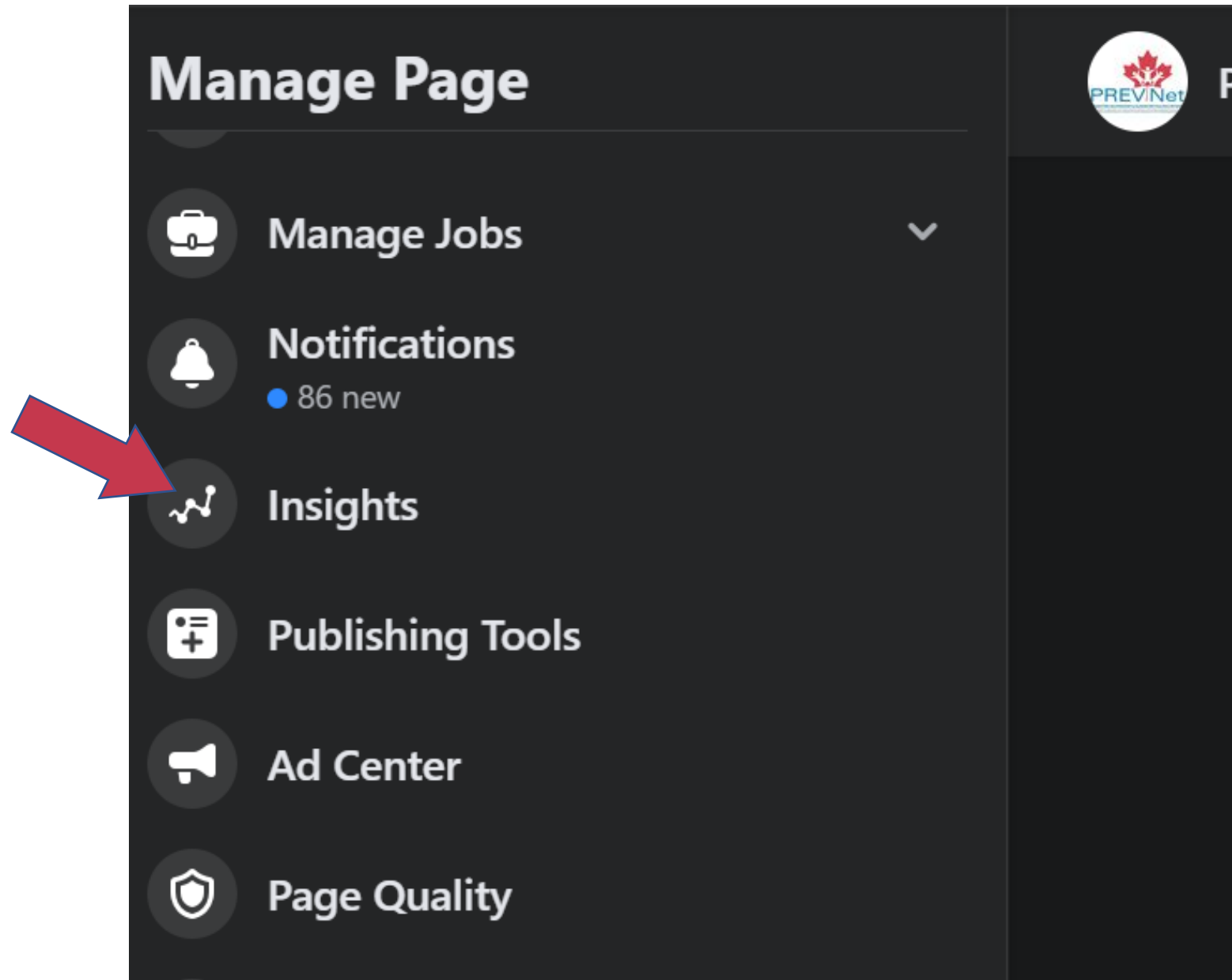
Tweet impressions
51.2K

Mentions
29

Instagram



Facebook





Questions?

krista.stephenson@queensu.ca





Bonus Round!

Q&A



Q&A

*How can I grow my
Social Media following?*



Q&A



#New #Webinar! #Lessons #Learned in #Research and #Evaluation.

In this #Webinar #Recording, Dr. Heidi Adams-Rueda discusses #Lessons #Learned through #Community-based #DatingViolence #Prevention



Everyone can reply



Tweet



Q&A

*What are Instagram Stories
and how do I use them?*



Q&A

*What are Instagram Stories
and how do I use them?*



Q&A

*How do I increase my
click-through rate on Twitter?*

[blog.hubspot.com/marketing/
twitter-increase-clickthrough-rate](http://blog.hubspot.com/marketing/twitter-increase-clickthrough-rate)



Q&A

*What's the best time to post
on Social Media?*



Q&A

What's the best way to interact with other, similar Social Media accounts?

