Social Media 101

Engaging with your Audience on Social Media

Agenda

1. Where and How to Target Different Audiences
   - *a)* social media platforms
   - *b)* audience

2. How to Engage with your Followers:
   Maximizing Instagram Features

3. Social Media for Knowledge Translation

Ice Breaker

Speak Up or Add to the Chat

- What is your Personal Favourite Social Media Platform?

  And

- What is your Favourite Social Media Account?

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1 Where and How to Target Different Audiences

Social Media Platforms

Facebook

- Easily Share Links, Images, Videos, Text Posts, and More
- Fairly Even Spread Amongst Age Groups
- Seniors are Fastest Growing Audience

hootsuite.com

Twitter

Thoughts of Dog®
@dog_feelings

i like to think. i am an excellent guard dog. but between you and me. it all depends. on what snacks. a stranger has

k e i t h
@KeetPotato

[ordering cake over phone]
"and what would you like the cake to say?"
[covers phone to ask wife]
"do we want a talking cake?"

Wendy's
@Wendys

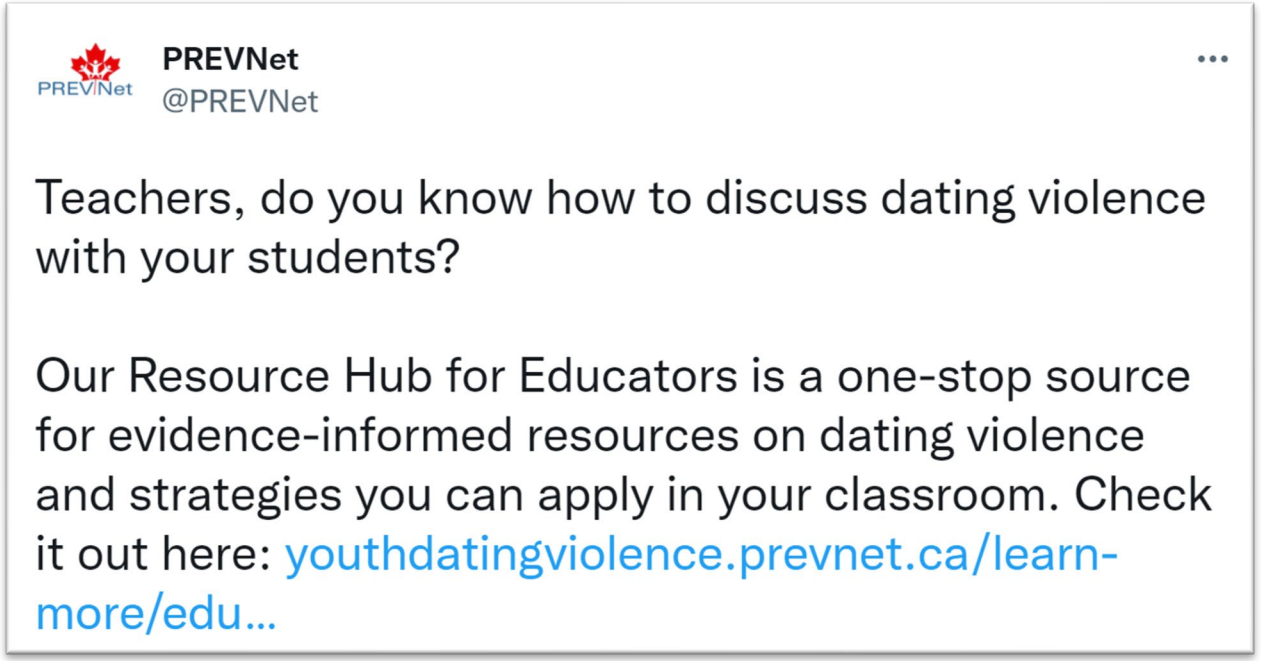
Soda in the water cup is about as sneaky as three kids in a trench coat

Chicotle
@ChipotleTweets

Instead of black or pinto we say two bean, or not two bean

Twitter

- Scannable – Posts Must Be Less Than 280 Characters
- Go-to Platform for News and Current Events
- Twitter Audience Tends to be Younger, More Educated



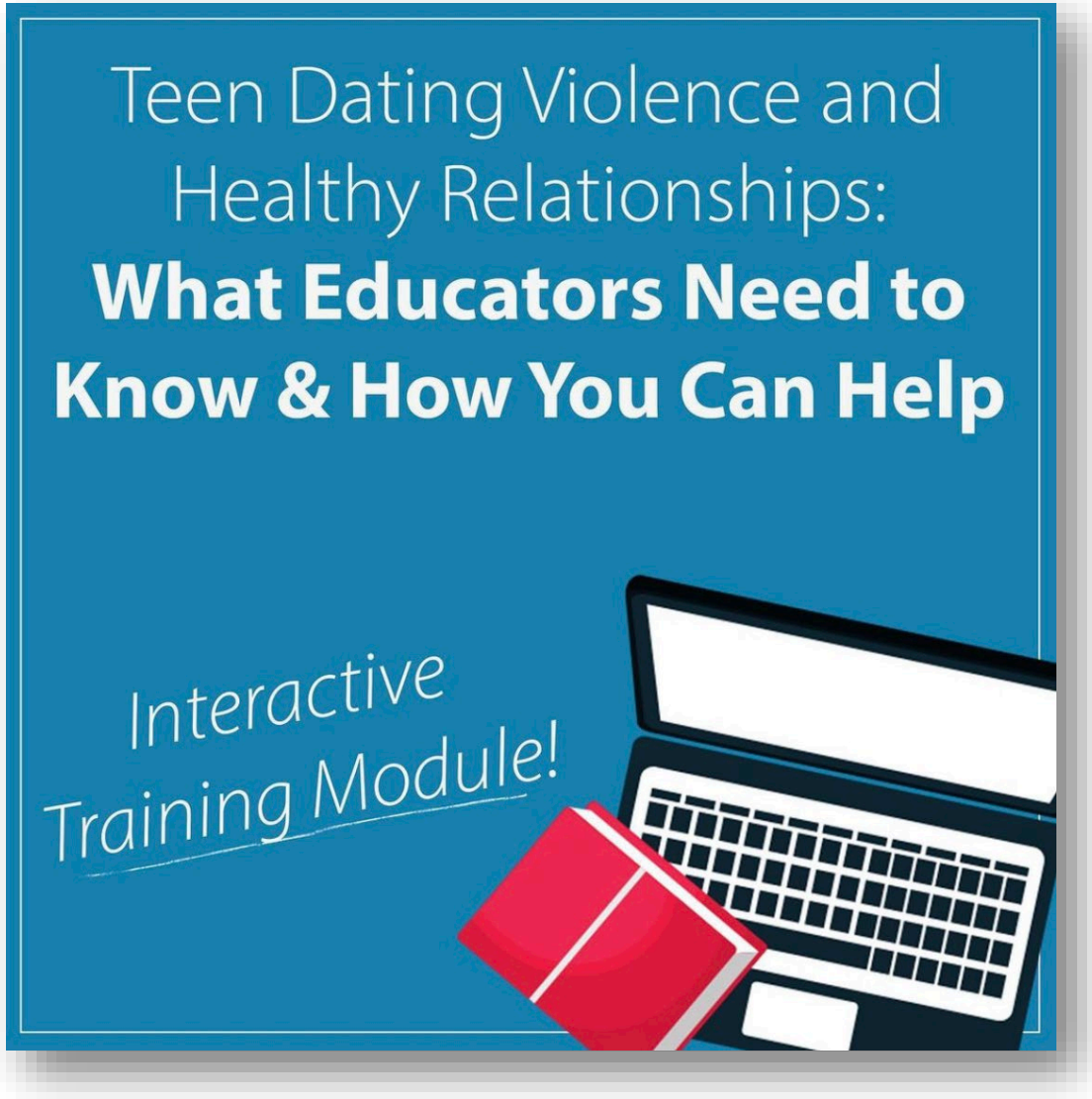
Twitter

- It took just over 3 years to get to the billionth Tweet. Now, Twitter users submit…
- 500 million Tweets a day; 200 billion Tweets a year!
- In 2020 usage of the house emoji increased by 40%, the chocolate emoji increased by 27%, and the cupcake emoji increased…
- 81%

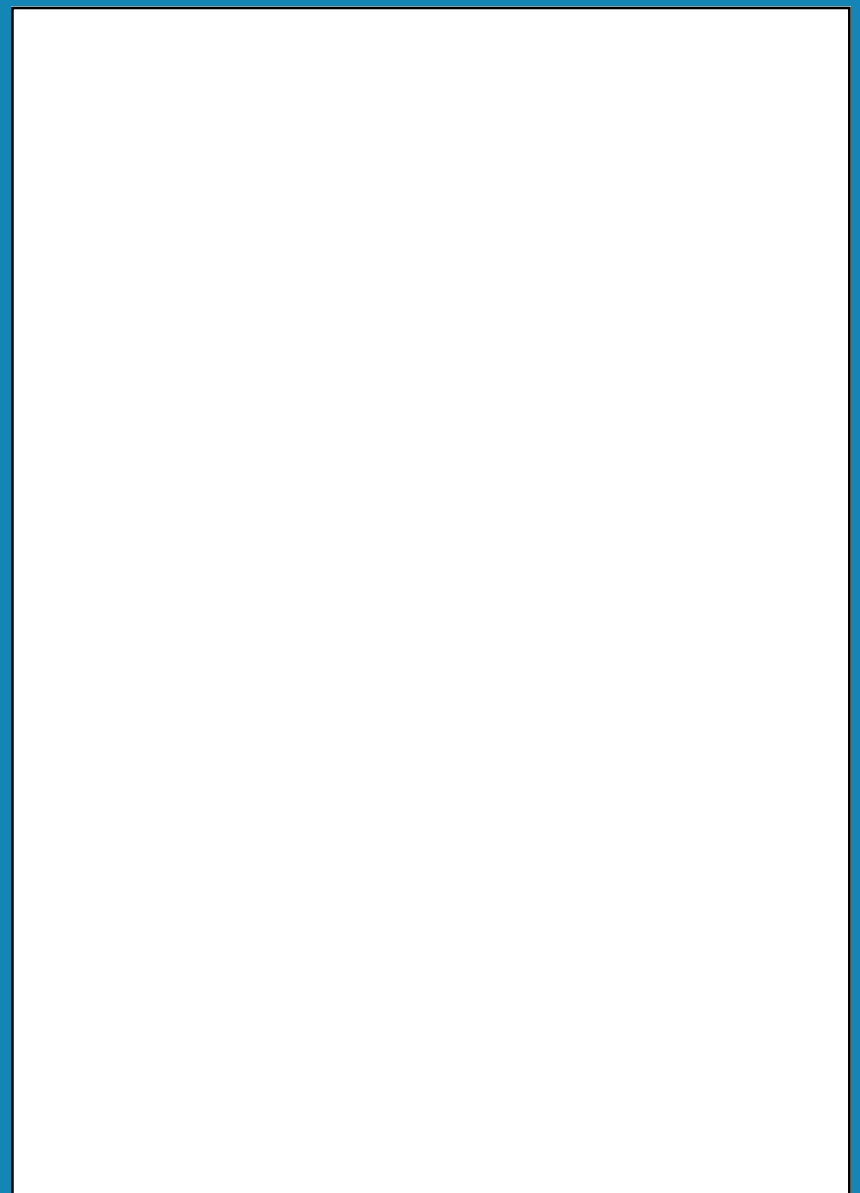
sproutsocial.com

Instagram

- Prioritizes Visual Content
- Known for Creating Close Relationships Between Account and Followers
- 18 – 34-Year-Old Audience



TikTok



TikTok

@charlidamelio

a) 10 Million

b) 60 Million

c) 135 Million

d) 200 Million

TikTok

- App Hosts 15 Second to 3 Minute Videos
- Approachable and Easy-to-Digest Content
- The Current Platform to Reach a Youth Audience

1 Where and How to Target Different Audiences

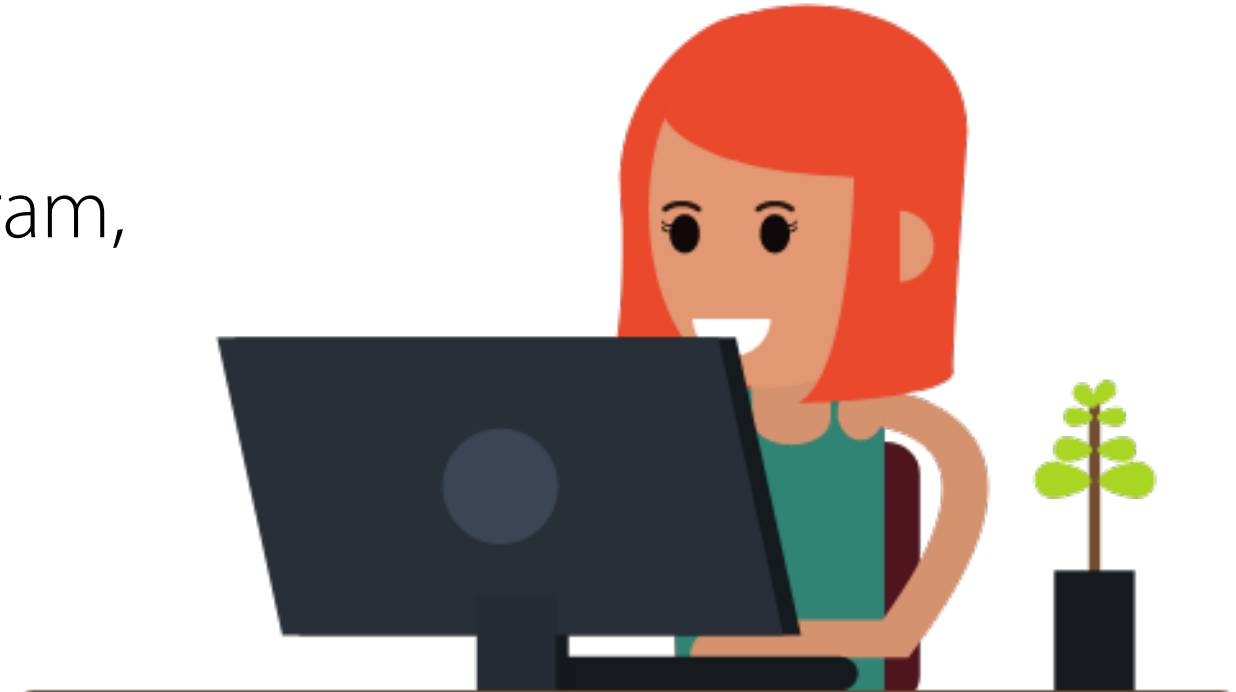
Targeting Different Audiences

Baby Boomers *1946 – 1964*

- Prefers In-Depth Information
- Values Privacy; Wary of Targeted Ads
- Find Them on Facebook

Gen X *1965 - 1980*

- Values Brand Loyalty
- Keep a Consistent Brand Identity Across All Platforms
- Find Them on Facebook, Instagram, and Twitter



Millennial *1981 - 1996*

- Values Influencer Opinion and Customer Reviews
- Enjoys Other Content Like Podcasts and Newsletters
- Find Them Everywhere

Gen Z *1997 – 2012*

- Values Influencer Opinion and Authenticity
- Known to *Algorithm Hack* to Find Content
- Find Them on TikTok

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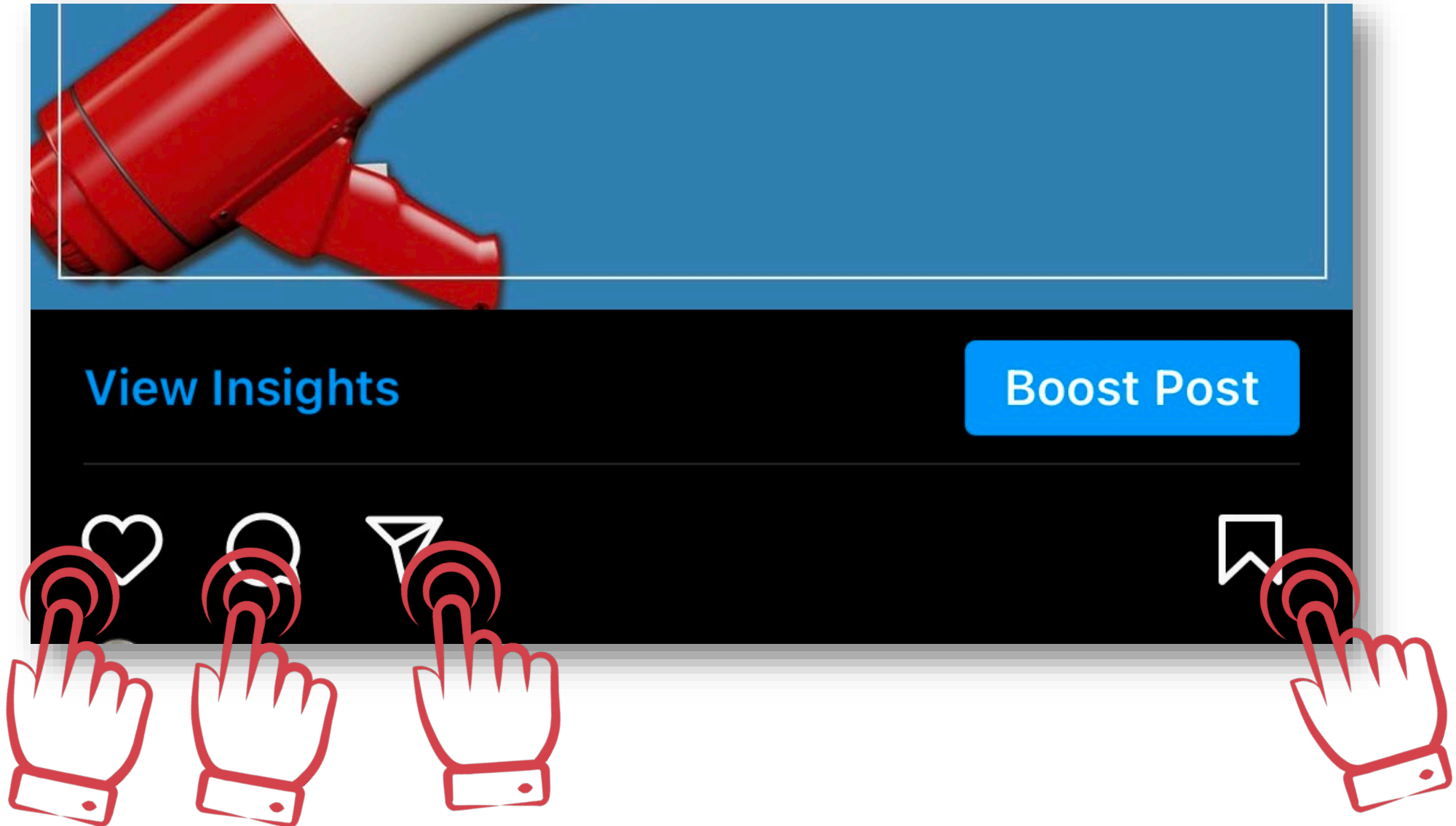
2 How to Engage with your Followers

Maximizing Instagram Features

Main Feed

- Can Consists of Images or Videos and Includes a Caption
- This is What Your Followers See When Scrolling their Home Page or Explore Page
- Creates the "Grid" of Your Profile (left)

Main Feed

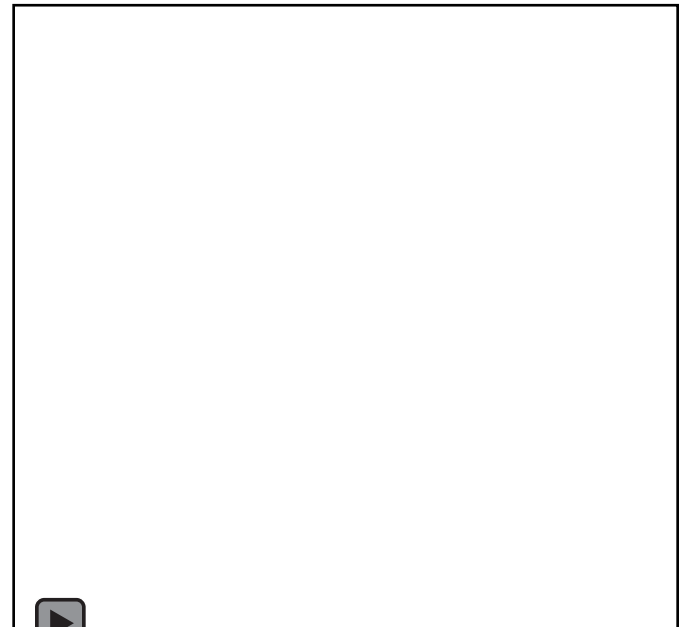


Main Feed

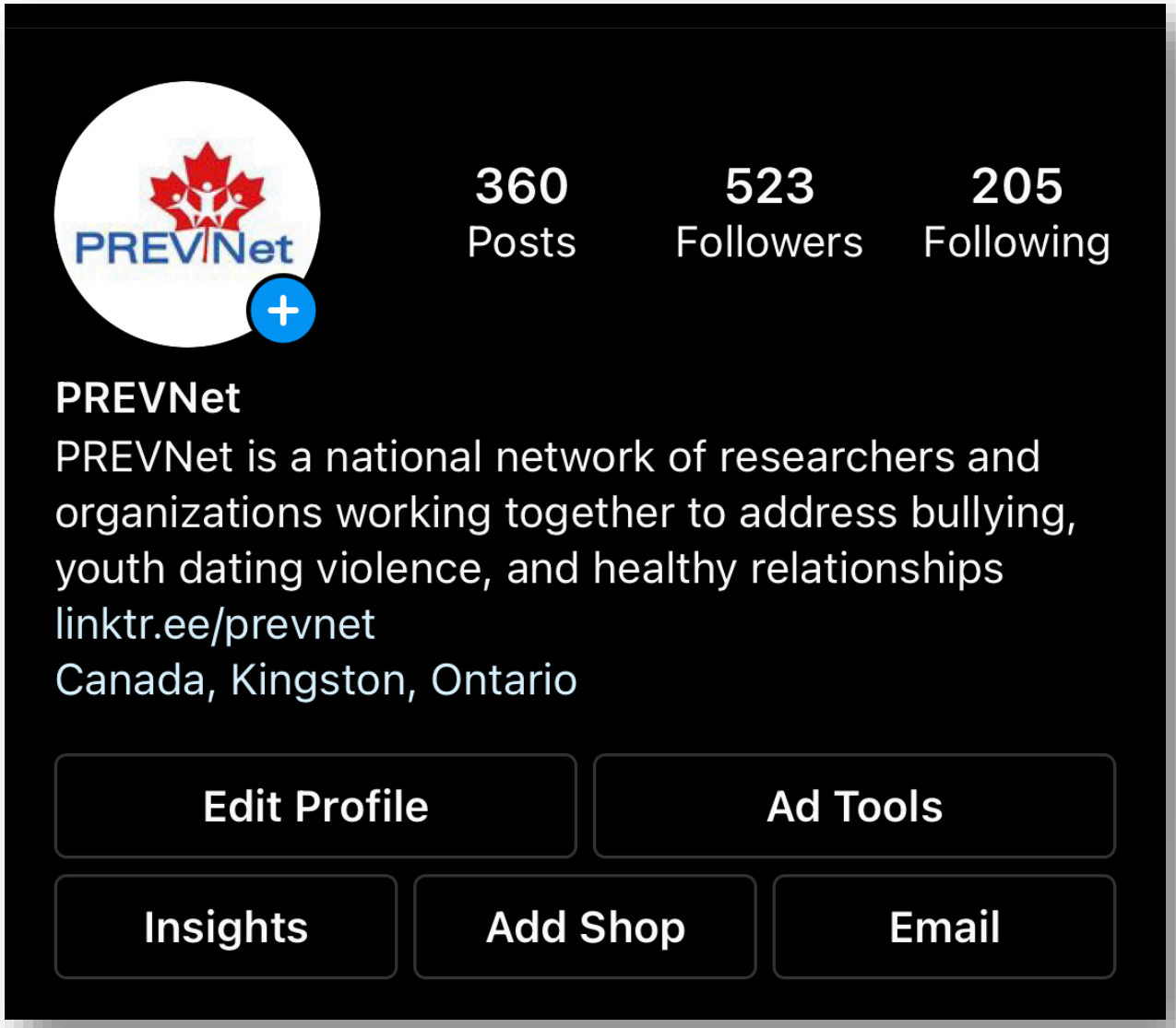
- “What else makes a relationship healthy?
  Let us know in the comments”

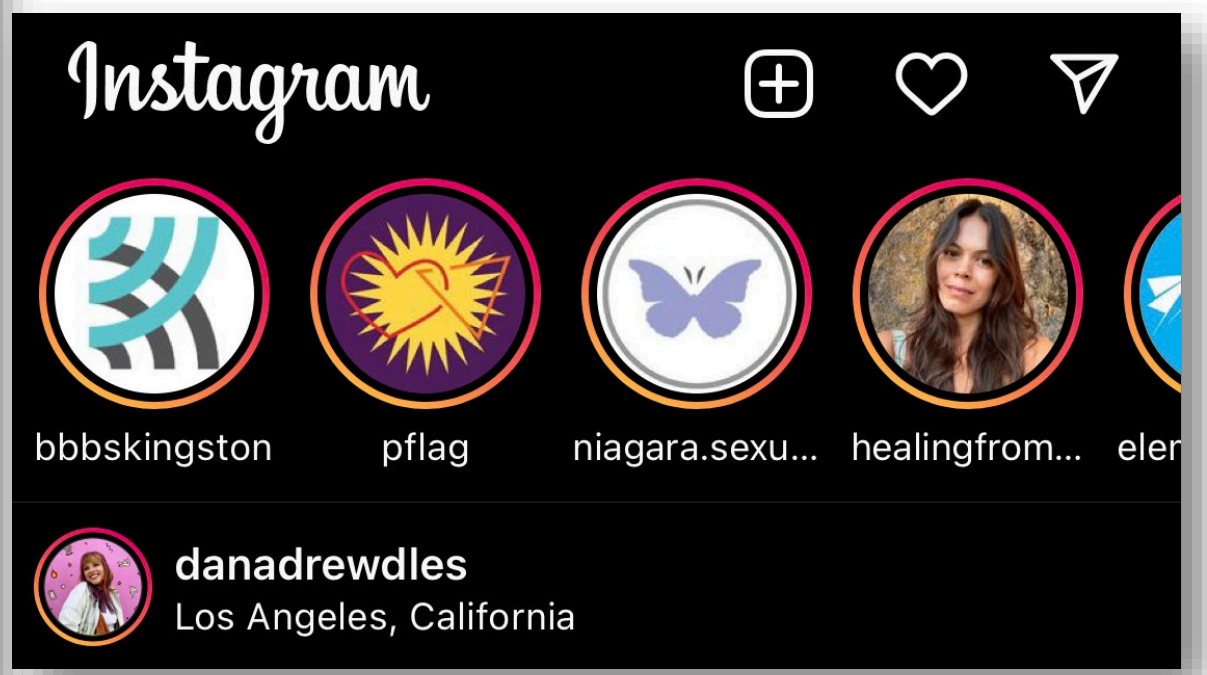
- “Register for this event, and then share with a friend!”

- “If you found this post helpful, make sure you save it for later!”



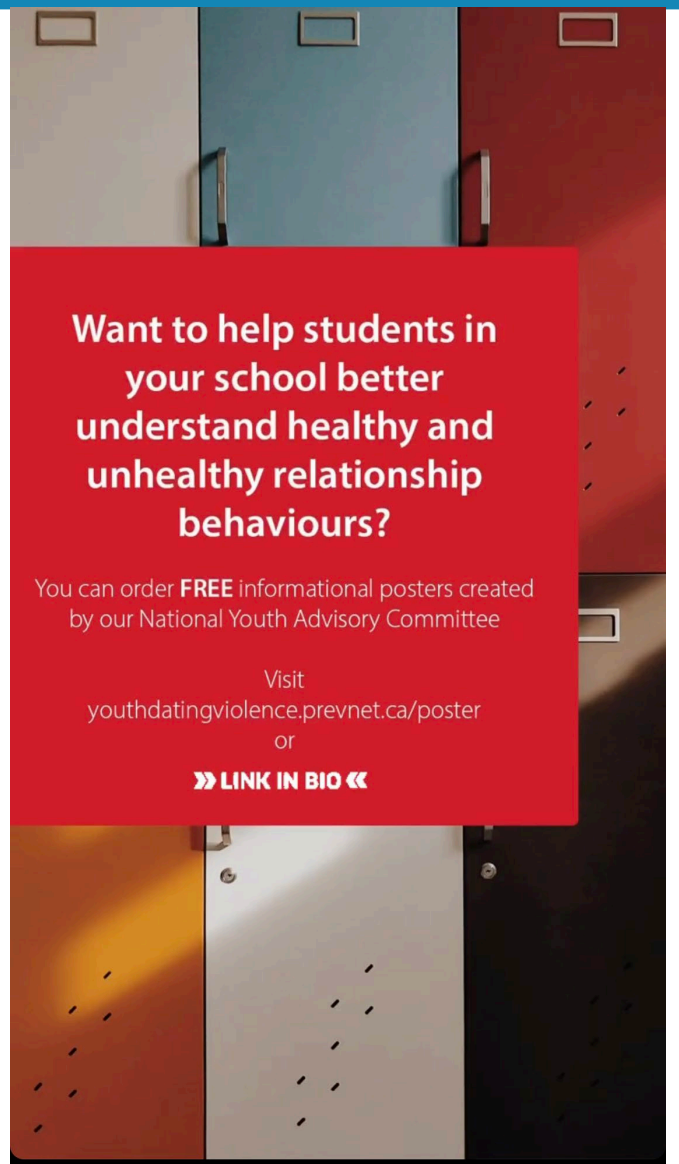
Stories


PREVNet
360
Posts
523
Followers
205
Following
PREVNet
PREVNet is a national network of researchers and organizations working together to address bullying, youth dating violence, and healthy relationships
linktr.ee/prevnet
Canada, Kingston, Ontario
Edit Profile
Ad Tools
Insights
Add Shop
Email


Instagram
bbbskingston
pflag
niagara.sexu...
healingfrom...
danadrewdles
Los Angeles, California

Stories

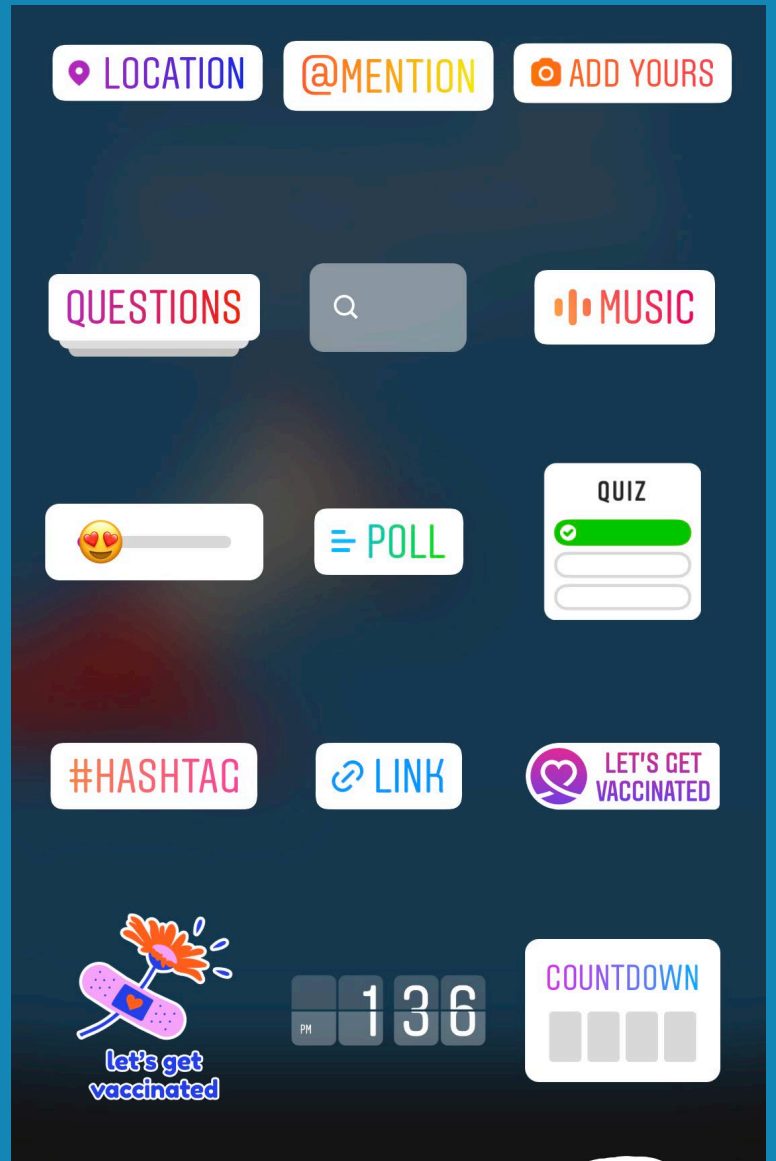
- Appears at the Top of Home Page / Profile
- Disappears after 24 Hours
- Great for Creating Close Relationships



Stories

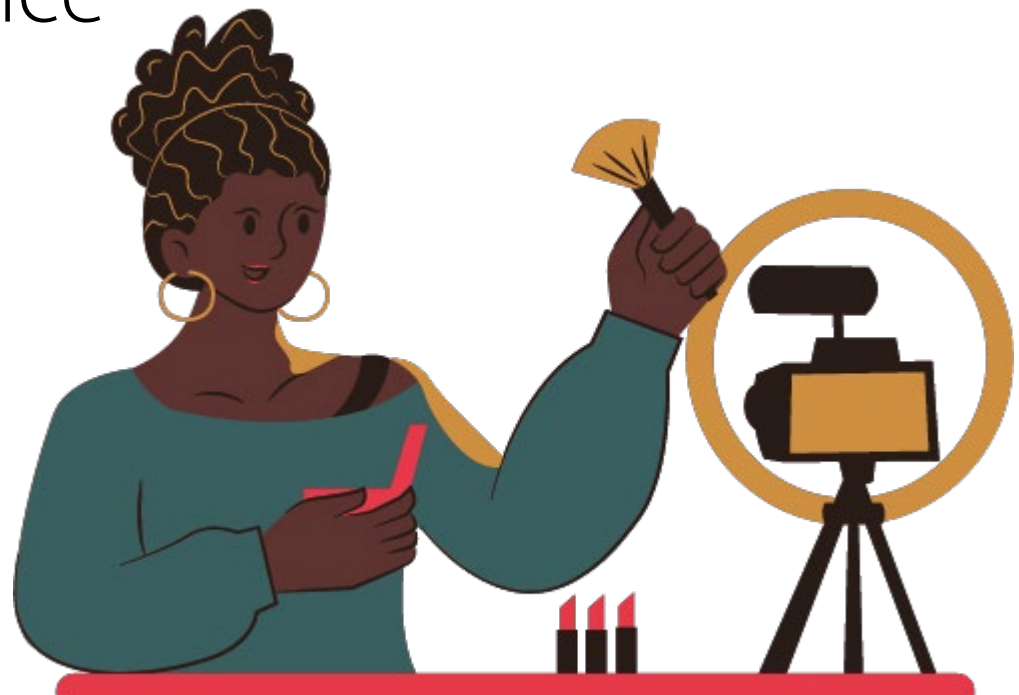
- Chat with your Followers with Vlogs
- Show Behind-the-Scenes Footage
- Highlight Reality
  vs Curated Instagram

Stories

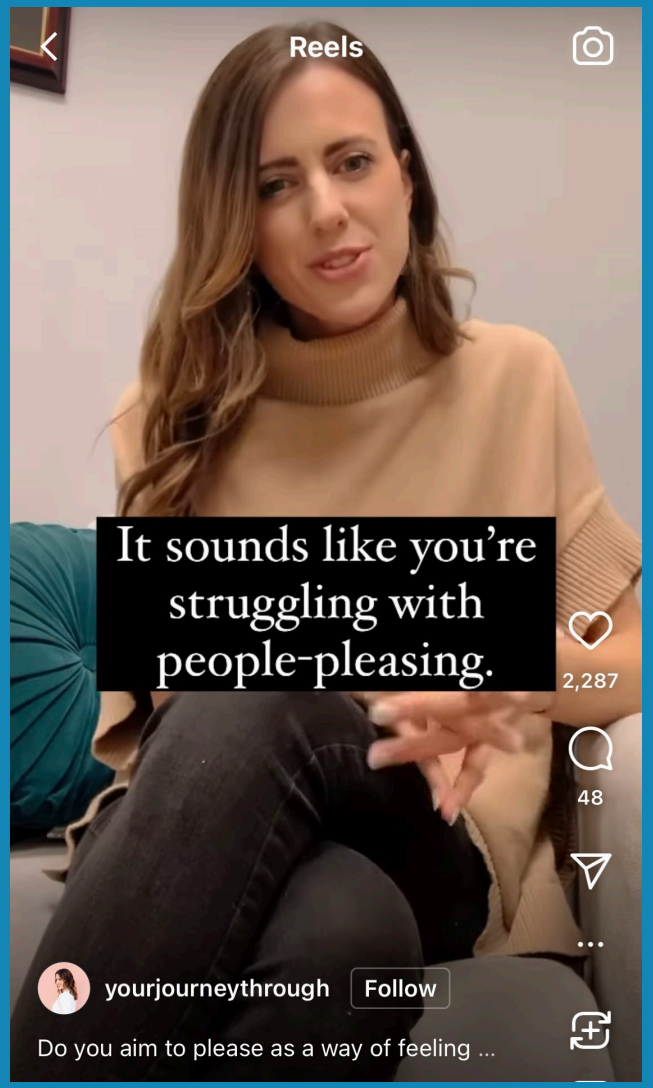

LOCATION
@MENTION
ADD YOURS
QUESTIONS
MUSIC
POLL
QUIZ
#HASHTAG
LINK
LET'S GET VACCINATED
let's get vaccinated
PM 1 3 6
COUNTDOWN

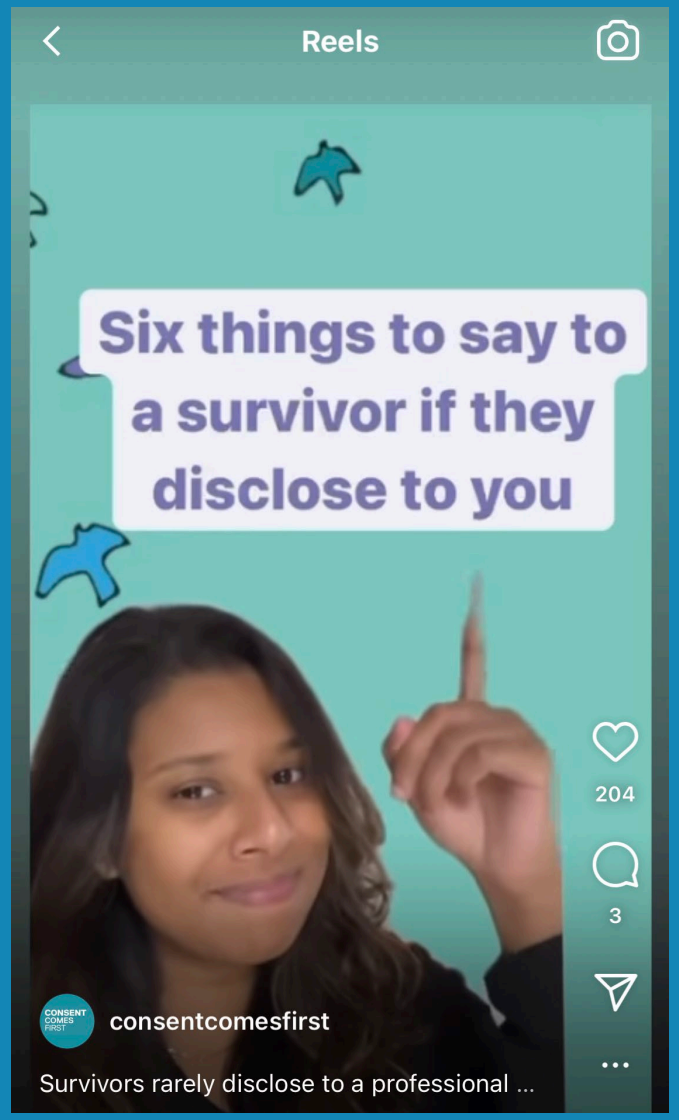
Reels

- 15 to 60-second videos
- Great Way to Reach Younger Audience and Expand Reach
- Approachable, Easy-to-Digest Tone



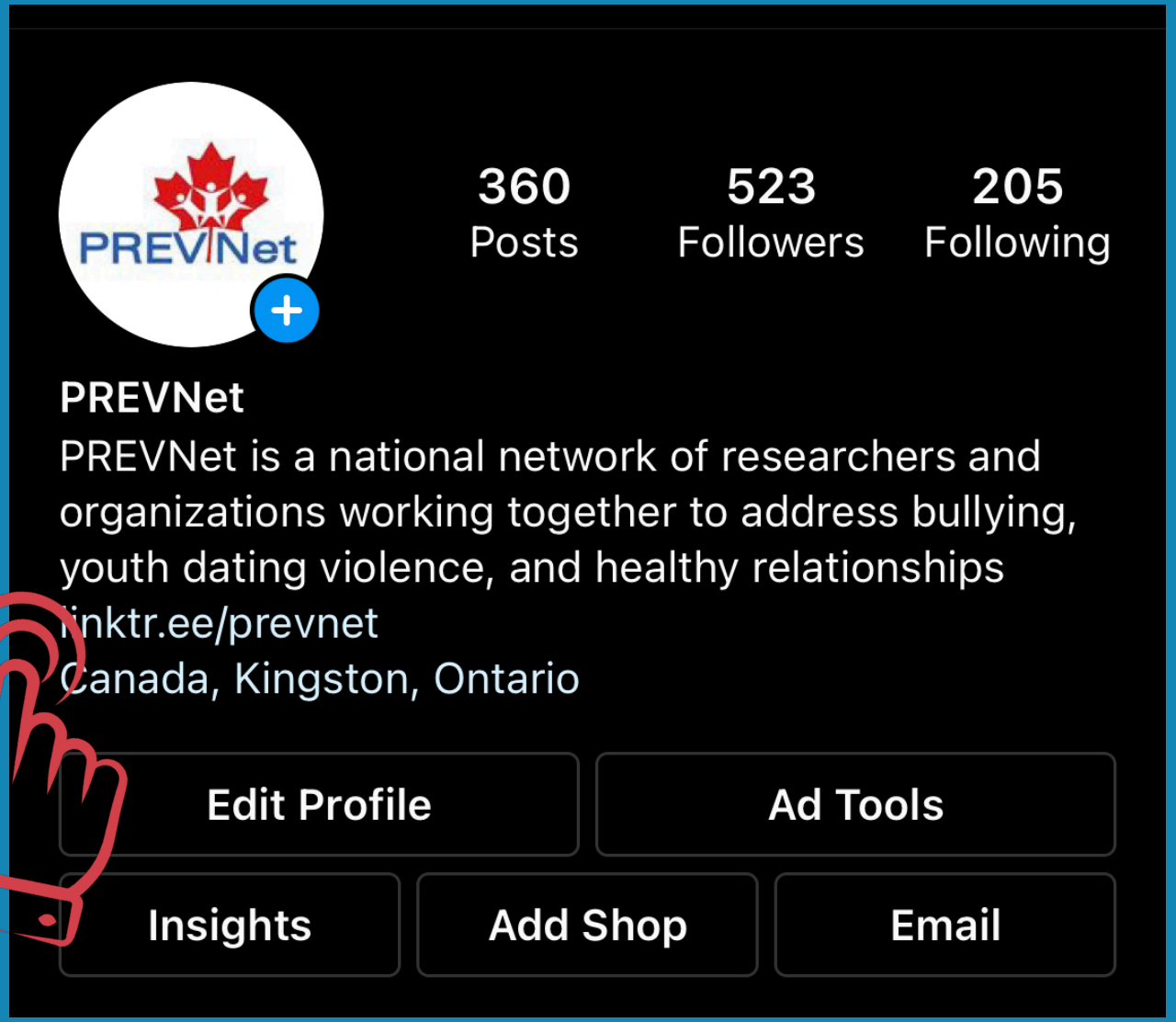
Reels


Reels
It sounds like you're struggling with people-pleasing.
2,287
48
yourjourneythrough
Follow
Do you aim to please as a way of feeling ...


Reels
Six things to say to a survivor if they disclose to you
204
3
consentcomesfirst
Survivors rarely disclose to a professional ...

Reels
Bisexuality and pansexuality are two ways to describe your sexual orientation.
14.4K
488
pinknews
Bisexual and pansexual aren't 👏 the 👏 ...

Link in Bio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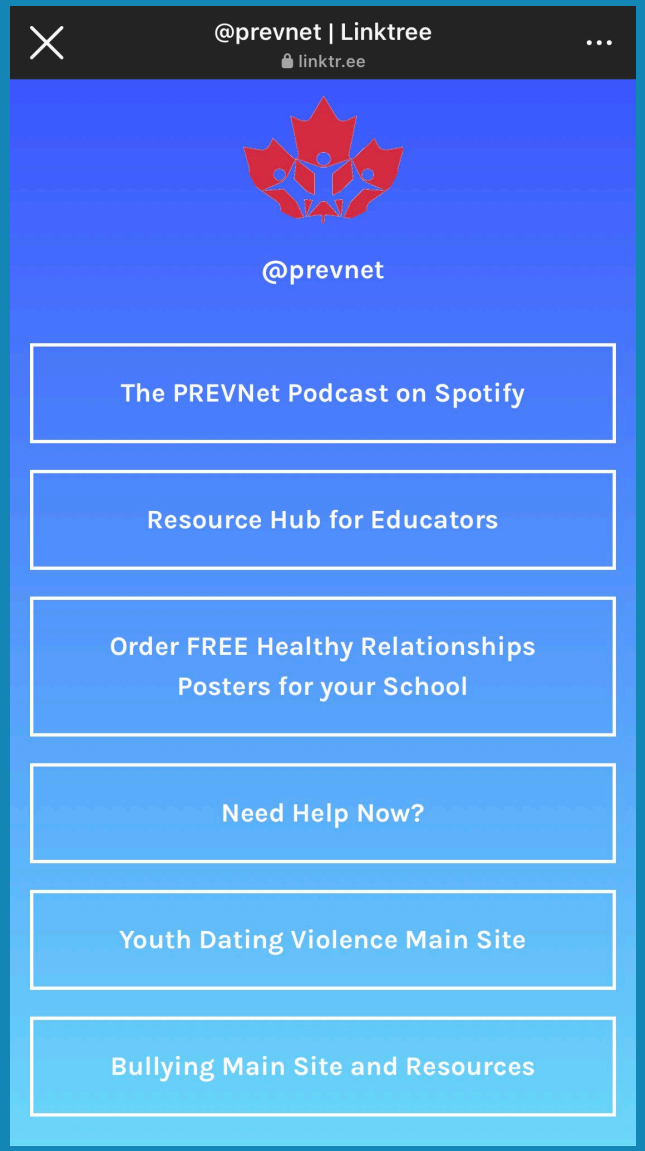
@prevnet | Linktree
linktr.ee
@prevnet
The PREVNet Podcast on Spotify
Resource Hub for Educators
Order FREE Healthy Relationships Posters for your School
Need Help Now?
Youth Dating Violence Main Site
Bullying Main Site and Resources

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3 Social Media for Knowledge Translation

Instagram Carousels

Knowledge Translation: *Carousels*

- Up to 10 Images in a Post
- Generates More Comments than Average Post
- Excellent Tool for Sharing Big Ideas in Smaller Space

prevnet

When and how do youth intervene in dating violence?

A **bystander** is someone who witnesses a problem occurring. **Debnam & Mauer** conducted a review of 17 studies on the behaviour of adolescent bystanders of dating violence. Swipe to see what they found -->

so.informed

holidays & loneliness

SO.INFORMED

recently, a number of teachers across the U.S. have been fired, suspended, or threatened as a result of having LGBTQ pride flags in their classrooms.

2/10

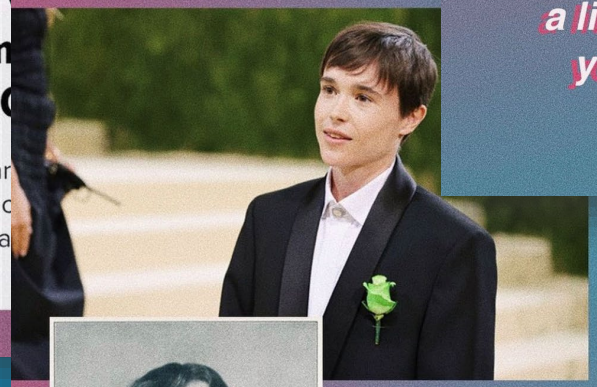
Teacher Who Joked About Pledging Allegiance to Pride Flag Removed

Missouri Teacher
Being Told To Rem
Pride Flag From

John Wallis said he was war
from Neosho Junior High Sc
keep his "personal agenda
himself.

patriarchy sucks for everyone 💖 101: 💖

a little guide to why you should care



oscar wilde — a writer who was incarcerated for homosexuality in 1895 — once asked his friends to wear green carnations to opening night for one of his shows. from then on, it became a secret, identifying symbol for queer men.

0:59

cene

my mom got me the perfect bag for back to school.

@MattXIV

Knowledge Translation: *Carousels*

- Treat First Image as Headline;
  Last Image as Call to Action
- Ask Users to Swipe Through
- Ensure Each Slide Makes Sense
  on its Own

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3 Social Media for Knowledge Translation

Twitter Threads

Knowledge Translation: *Threads*

- Series of Connected Tweets
- Excellent Way to Tell a Story Without Users Click Away from App
- Receive More Engagements Than Single Tweets

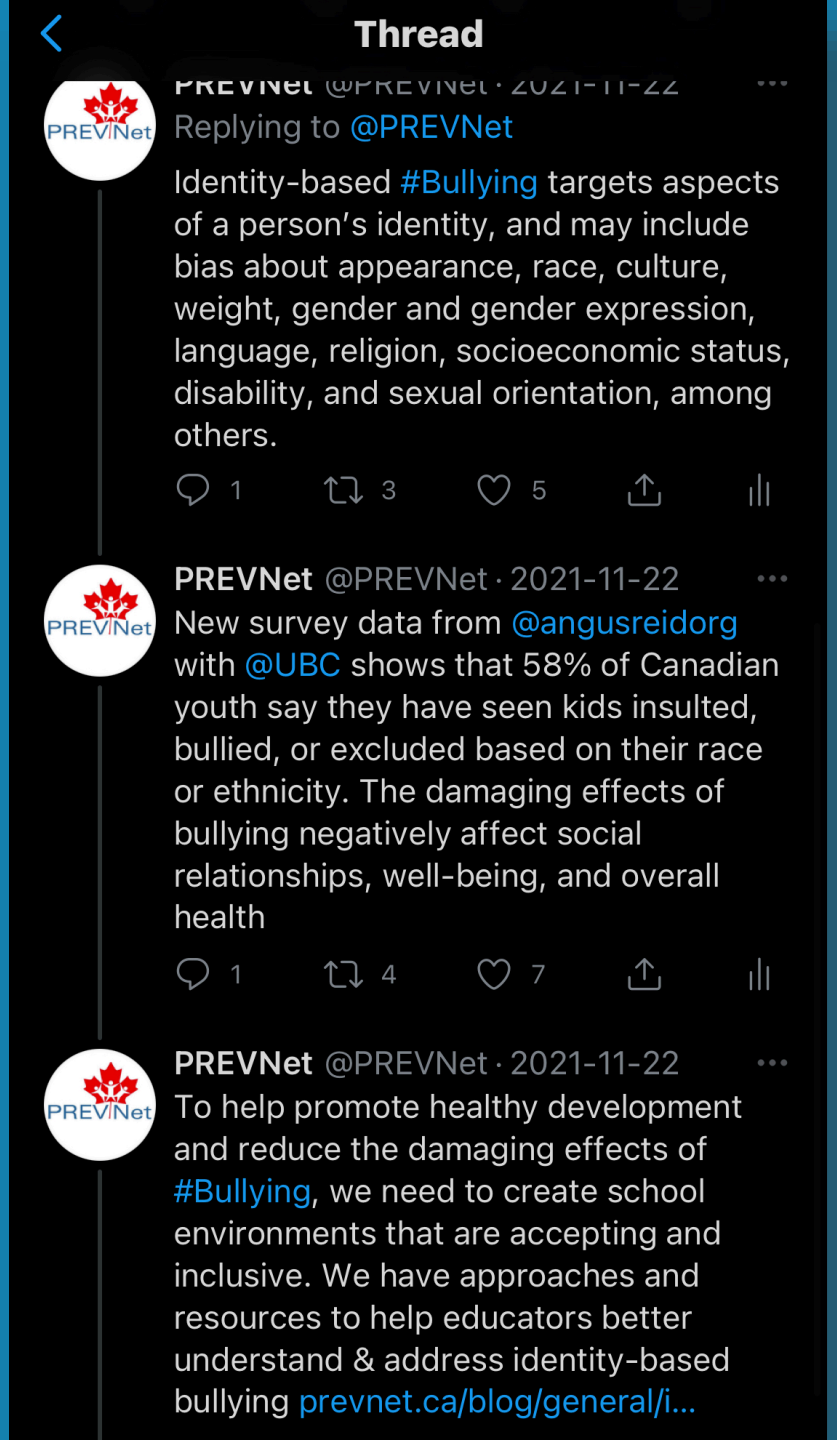
The Power of Threads for Storytelling

Aziah King [] @_zolarmoon · 4h

Y'all wanna hear a story about why me & this [redacted] here fell out???????? It's kind of long but full of suspense 😂😭

PREVNet
@PREVNet

Starting now, Dr. Wendy Craig (@profwendycraig) is introducing Dr. Tracy Vaillancourt (@vaillancourt_dr) for our free webinar The Impact of COVID on Youth Mental Health. For those unable to attend, we will be posting some important points in this thread:



Knowledge Translation: *Threads*

- Create Intrigue with First Tweet
- Identify a Thread with Numbers or Thread Emoji 🧵
- Ensure Each Tweet Makes Sense on its Own

Questions?

krista.stephenson@queensu.ca