



# Expanding your Social Media Presence

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# What is Social Media?

- ▶ Consumer generated media that is designed to be shared with others.
- ▶ Platforms:



AfterSchool  
Works!  
New York



# Technofear vs. Technojoy

▶ <https://youtu.be/BxZwNtQCcFM>

# Why is it important?

- ▶ Chance to tell your story
- ▶ Ability to generate earned media
- ▶ Youth
- ▶ Source of news
  - Whether that is new about your program, or news in general

# What do you hope to get out of it?

- ▶ Afterschool programs: highlight activities and students, engage parents
- ▶ Regional networks: legislative breakfasts, share research, upcoming events, news (articles)
- ▶ Funder: highlight the programs you support. Show how your contributions are making a difference

# Who are you trying to engage?

- ▶ Facebook– Parents, staff, volunteers
- ▶ Instagram/Vine: Youth, possibly parents
- ▶ Twitter: wide range of users, including: media, advocates, lawmakers

# ASW:NYSAN on Social Media

## ▶ Twitter:

- Share news, resources, and info on upcoming events
- <https://twitter.com>

## ▶ Facebook:

- More personal
- Pictures and videos from events
- Highlight specific programs
- [facebook.com/NYSAfterschoolNetwork](https://facebook.com/NYSAfterschoolNetwork)

# Advantages / Disadvantages

## ▶ Facebook

- Advantages– Most adults have accounts, ability to really tell your story, esp. with pictures/videos
- Disadvantages– Youth don't necessarily use Facebook, steeper learning curve, more time must be invested

## ▶ Twitter

- Advantages– simple, shorter initial learning curve
- Disadvantages– 140 character max, steeper learning curve for success

# Advantages / Disadvantages

## ▶ Vine and Instagram

- Advantages: short videos (vine) that are easy to watch, ability to engage youth
- Disadvantages: short videos don't leave much time to tell your story

## ▶ Pinterest

- Advantages: find program activities for youth
  - <https://www.pinterest.com/aliascarla/>
  - Facebook: [facebook.com/resourcefullreader](https://www.facebook.com/resourcefullreader)
- Disadvantages: another social media platform to learn

# How to expand your presence

- ▶ Start with parents
  - Increase the number of parents following you
- ▶ Get the most out of your posts
  - Don't feel obligated to post
- ▶ Interact with your followers
- ▶ Tag people in your posts
  - Facebook and Twitter
- ▶ hashtags, “trending”, retweets
- ▶ <https://twitter.com/>



# OPTIMUM TIMING FOR SOCIAL POSTS

	BEST	WORST
FACEBOOK	1PM - 4PM	8PM - 8AM
TWITTER	1PM - 3PM	8PM - 9AM
PINTEREST	2PM - 4PM	5PM - 7PM
	8PM - 1AM	
GOOGLE+	9AM - 11AM	6PM - 8AM
LINKEDIN	7AM - 9AM	10PM - 6AM
	5PM - 6PM	

# Tools and Resources

## ▶ Hootsuite

- Facebook and Twitter accounts are in one place
- Helps you schedule tweets and facebook posts in advance

## ▶ Twitter Analytics

- <https://analytics.twitter.com/user/NYSAN/home>

## ▶ The Beginners Guide to Social Media

- <https://moz.com/beginners-guide-to-social-media>