



SOCIAL MEDIA

in the Workforce Development World

presented by Kat Johnson

What is Social Media?



social media

<https://www.merriam-webster.com/>

Definition of *social media*

: forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos)

Platforms for
COMMUNICATION



Twitter



Facebook



Pinterest



Instagram



Facebook - Average daily users: 1.59 billion people on average (Facebook DAU) for June 2019.

Best used to educate, build industry network, keep in touch with clients. Most people use it for communications between friends, family and interests.

Character limit: 63,206 characters long .



Twitter - Average daily users: 139 million as of Sept. 2019.

Best used for real -time communications. Fast paced. Uses #Hashtags.

Character limit: 280 characters.



LinkedIn - Average daily users: 121 million as of May 2019.

Best used for career, company or industry information.

Character limit: LinkedIn statuses can be up to 700 characters long company page posts, and 1,300 characters for statuses on individual accounts.



Instagram - Average daily users: 500 million as of Aug. 2019.

Best used to post images and video. Can be used to share behind the scenes, customer showcases, and motivational memes.

Character limit: Instagram captions can be up to 2,200 characters long and can contain up to 30 hashtags in the caption. You can add another 30 hashtags in the first comment in your post.



Pinterest - Average monthly users: **291 million as of May 2019.**

Best used to share created content and articles.

Character limit: Pin descriptions can be 500 characters.



Youtube - Average daily users: **30 million as of Sept. 2019.**

Best used to share created video on industry/company subjects.

Character limit for descriptions: 5000 Characters



GoogleMyBusiness

Best used for businesses and organizations to manage their online presence across Google, including Search and Maps.

Character limit: Posts 300 to 1,500 characters.

So, should you social?

4 Questions to Consider

A top-down view of a diverse group of people sitting around a dark wooden table. Their hands are stacked in a circle in the center of the table, symbolizing teamwork and commitment. On the table, there is a laptop, a smartphone, a coffee cup with a latte art design, a donut, and several sheets of paper with diagrams and charts. The lighting is warm and yellowish, creating a collaborative and focused atmosphere.

Are You
COMMITTED?

- ★ Are you willing to commit the time, the resources and the funds?
- ★ Have you researched what social media means for you/your organization?
- ★ Educate yourself/your organization about social media
- ★ Create policies and procedures to address social media usage

A photograph of a narrow, dimly lit staircase with a metal railing. The stairs are made of concrete and show signs of wear and cracking. The lighting is warm and yellowish, creating a moody atmosphere. A semi-transparent dark rectangle is overlaid on the center of the image, containing the text "What Is Your PURPOSE?".

What Is Your
PURPOSE?

- ★ Identify why you want to be on social media
- ★ What will be the benefit to your clients?
- ★ Will you use it to educate, inform, build networks, etc.?
- ★ Decide what you will post. Will it be links, motivational quotes, videos or your own content?
- ★ Define your key performance indicators (KPIs)

A 3D maze is shown on a yellow background. The maze is constructed from black, raised walls that form a complex network of paths and dead ends. The walls are made of a grid-like pattern of small rectangular blocks. The maze is illuminated from above, creating shadows that emphasize its three-dimensional structure. A semi-transparent dark grey rectangular box is centered over the maze, containing white text.

What Is Your
STRATEGY?

- ★ Match your strategy to your purpose
- ★ Create your own content - (80 - 20 rule)
- ★ Use or create a content calendar
- ★ Decide which platforms to use
- ★ Identify what types of posts you will post
- ★ Develop assets (copy, graphics and links)
- ★ Identify what tools you will use
- ★ Emulate others

A person is captured in mid-air, jumping between two large, dark rock formations. The background is a bright, golden-yellow sky, suggesting a sunset or sunrise. The person is wearing a dark jacket and boots, and their arms are outstretched. A semi-transparent dark grey rectangle is overlaid on the center of the image, containing the text.

What Are The
RISKS?

- ★ Social media cannot be totally controlled
- ★ What's the worst case scenario?
- ★ Have a plan to address negative comments
- ★ Have clearly defined processes and policies



Social Media and Your
Personal Brand

- ★ Personal Brand = Reputation
- ★ Keep things separate
- ★ Think long term
- ★ Don't post anything you don't want your Grandma(or your HR Rep) to read
- ★ Know your employers policies
- ★ Communicate/participate
- ★ Join groups (Linkedin/Facebook)



ΟΔΟΣ
ΑΓΙΑΣ ΕΙΡΗΝΗΣ
ΑΓΙΑΣ ΕΙΡΗΝΙΣ

Social Media and Your
Client Relationships

- ★ Communicating with clients
- ★ Conduct a social media audit
- ★ Google
- ★ Discuss online etiquette
- ★ Link back to resources/website
- ★ Participate in groups

Tools/Resources



Organize, read and share what matters to you. Feedly is the world's most popular RSS and blog reader with more than 15 million users.



Trello is a visual tool for organizing your work and life. With more than 35 million registered users it's a place to organize all your projects at work, at home, or anywhere in between.



Sprout Social is a powerful social media management tool for businesses looking to communicate, analyze and manage their social channels with ease. Through a single stream all-in-one platform, you stay organized with data that drives your business.



Buffer is a software application for the web and mobile, designed to manage accounts in social networks, by providing the means for a user to schedule posts to various social media platforms, as well as analyze their results and engage with their community.

Tools/Resources



Canva is a cloud based simplified graphic -design tool that uses a drag-and-drop format and provides access to photographs, vector images, graphics, and fonts. It is used by non-designers as well as professionals. The tools can be used for both web and print media design and graphics.



Unsplash is a website dedicated to sharing stock photography under the Unsplash license. The website claims over 110,000 contributing photographers and generates more than 9 billion photo impressions per month on their growing library of over 810,000 photos.





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