



this: Social Media @Advocacy 101

Trans Health Advocacy Summit
Sunday, August 12, 2012

Presentation:

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Trans Health Advocacy Summit
Oral Presentation
London, Ontario, Canada
12 August, 2012

Social Media: Key Players



Biggest and growing



Big and growing quickly



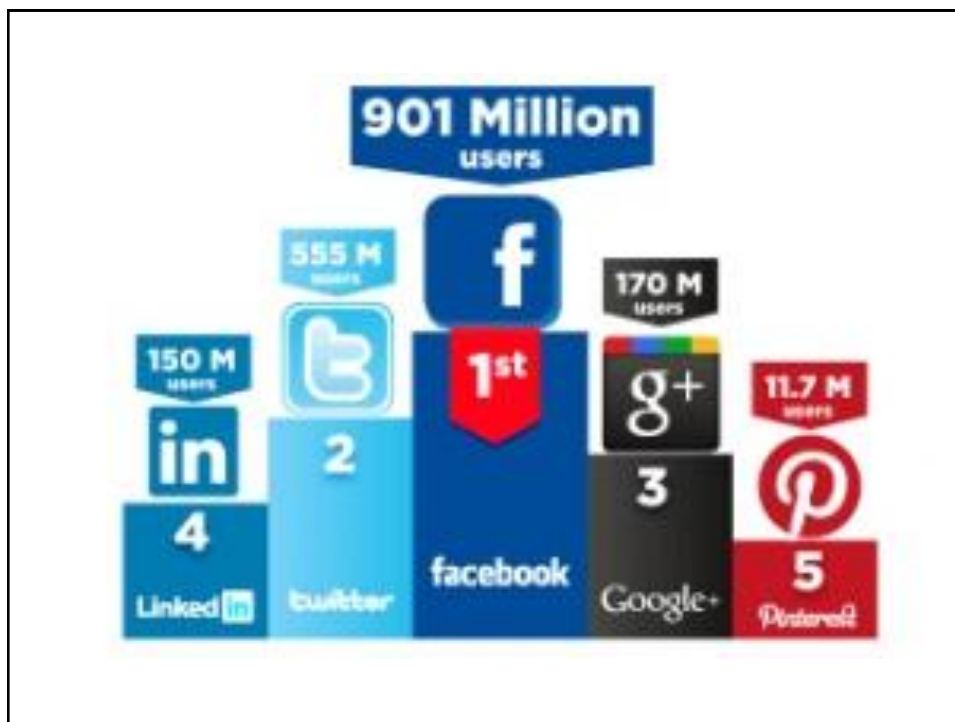
Small and holding



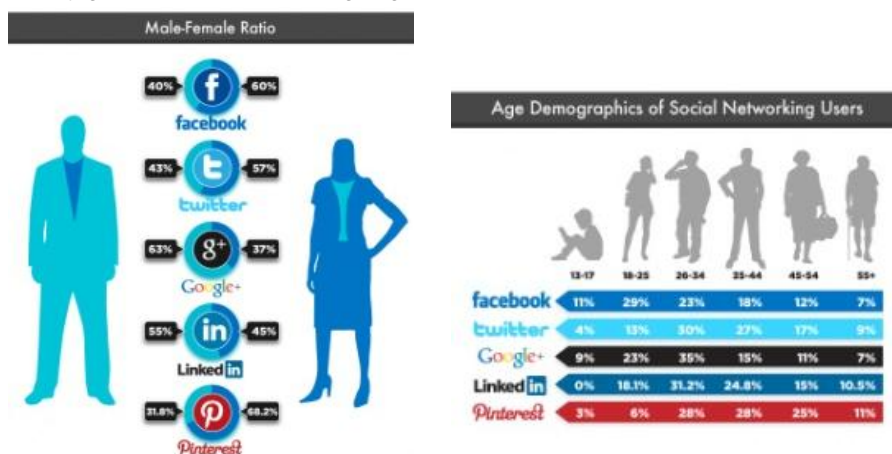
professional development



Tiny
BUT: about to take off
untapped potential



Yes, the graphic below uncritically embraces binary gender norms. Stop laughing.

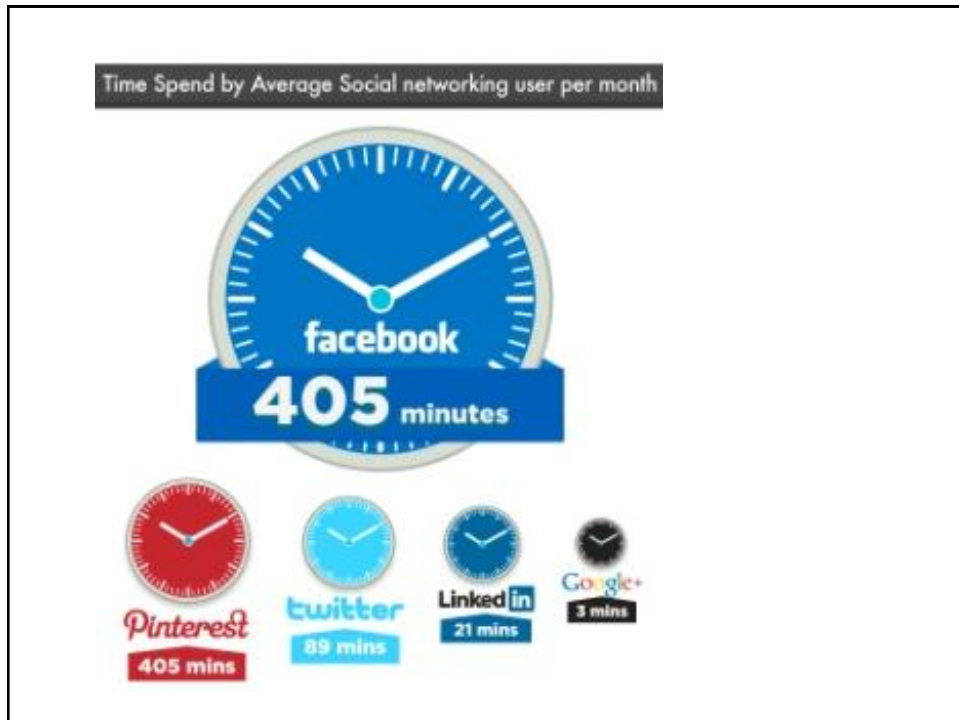


Take home point:

- Facebook, Twitter: Somewhat women
- G+, LinkedIn: slightly men
- Pinterest: women dominate – some say as high as 87%

Take home point:

- Facebook, G+: 18-34
- Twitter, LinkedIn: 26-44
- Pinterest: 26-54



LinkedIn

Quickly: # 1 in business

Use it to get background...

- Going to a meeting – check someone's profile
- Going into a job interview – check people's profiles at the organization
- Applying for a new job – look at people who hold the position you are applying to
- Career trajectory – take your job title now and take your dream job title and find the steps between
- Look for role models – who do you want to be in five, ten years? How did they get to where they are?



Keep Building a Great Profile

- Get a good picture. Update it.
- Join groups: LGBT Professional Network, alumni groups, industry and sector groups (non-profit, community health, etc.)
- Do what LinkedIn tells you to – follow the profile building tips.
- Connect with me: <http://ca.linkedin.com/in/andyinkster>
 - I'll post some Linked In tips for LGBTQ Advocacy there next week.
 - Big one: Ask for endorsements!
- Keep updating it – 1 hour per month working on your profile.
- It's not Facebook...but post significant events on it. 1-2 status updates per month at most.



Facebook 101

- Are you a page or a person?
 - Each offers different features – in most cases, a page is more appropriate
 - You might also need a group
- Post. Pictures.
- Karma: Like other pages and other page's posts.
 - Use the "Share" function
- Post events, and repost them and tweet them
- Post polls, ask questions: PPTN/TEACH

The “Like” - Demystified



Engagement – getting comments, shares, and likes, is how you win Facebook.

Each has a different value – comments are worth the most, shares are good, and likes are the base currency.

Experiment with timing.
Generally, the social media experts’ advice is geared to the 9-5 desk jockeys – is that your audience?



- People “Like” pictures
- People are more likely to comment on longer posts
- Neutral posts get fewer likes, negative get more comments
- Polls can have good engagement, but pick your time carefully



Twitter 101

- Get followers by being a follower
 - Follow everyone who follows you (other than spam)
 - Regularly comb for new people to follow
- Tweet
- Karma – retweet
- Create tweets that retweet – short and sweet, aim for 125 characters – include links!
- Tweet - OFTEN
- Did I mention? Tweet!

The # - demystified

Pro-tip: Only use the # hashtag on Twitter

Case study:
#gayparents

Takeaway: know your
#hashtags and your
#trending topics!



- What does the # mean?
- What are some # we can use?
 - #canqueer #ontario #trans
 - Your city - #tbay #toronto
 - #HIV #cancer ???
- If you build it – they will use it. Promote your hashtag, but not alone – group hashtags.

Twitter Pro

1-2 times per day

Pictures and links

Retweet 2-3 times per day

Space your tweets



- Get a background
- Add a Twitter button
- Connect to community leaders and organizations
 - @fakedansavage
 - @katebornstein
 - @actup
 - @LGBTQPN

Follow me @andyinkster



actup.org @actuporg
 #USA - #Trans man denied #cancer treatment; Now feds say denial is illegal i.actup.org/MyddN2 #health
 pic.twitter.com/oAOB1VfR
 Retweeted 11 times
 Hide photo Reply Retweet Favorite

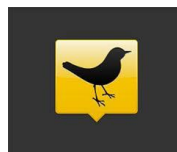
Powered by  Picobocket

12 RETWEETS

2:01 PM - 8 Aug 12 via B171r - Details

Tweet Like a Pro!

Tool: Tweetdeck



- My personal favourite
- Monitor multiple Twitter accounts at once
- Allows you to identify searches and save them
- Columns on important # for your organization
- Keep in touch with other organizations
- Monitor mentions, retweets, followers, etc.
- Never miss a DM again
- Easy RT (retweeting)

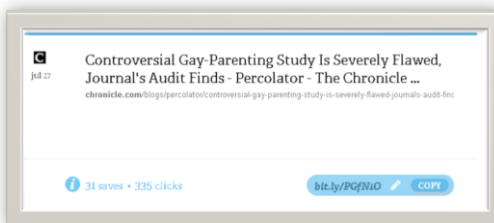




Tool: Bit.ly

- Giant link: <http://www.lgbtparentingconnection.ca/news.cfm?fuseaction=blogs.blogPost&blogID=99f3a2b4-fd6f-f72b-0c65-b60e7d0b2d90&itemID=4aeea2e1-efb4-6efe-fd5e-0847c831b7fa>
- Or a bitmark: <http://bit.ly/O46mLp>

Powerful analytics:



Similar services: Owly, Tinyurl

Tool: hootsuite

- Great for scheduling tweets

Hootsuite offers use of multiple channels: Twitter, Facebook, LinkedIn

→ Pro: gets you to check LinkedIn or G+ without actually going there.

→ Pro: Helps to wade through FB posts quickly

→ Con: posting the exact same post to multiple platforms at the same time isn't ideal – you're reaching the same people, and it limits length (Twitter) and it's painfully obvious.

Tip: Use the lingo of the platform you're on, don't tweet from Hootsuite

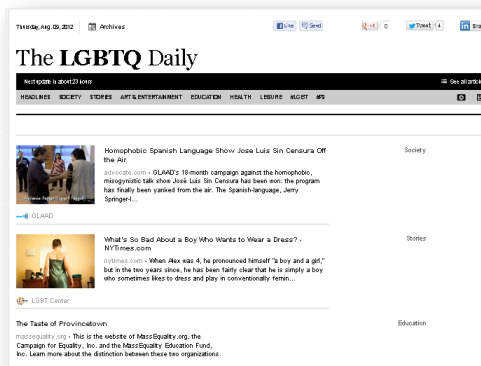


Tool:

paper.li

- A summary of tweets on a topic
- Create your own paper or just read one
- Get published – use the right # to get into big papers

- <http://paper.li/dianreid/LGBTQ>



Pinterest

- What? → virtual bulletin board
 - Lingo: Pin, Repin, Pinner, board
- How is it different?
 - Users
 - The way people use it
 - Visual
 - Lack of privacy settings
- Are you Pinterest ready?
 - About *being* promoted rather than self-promoting



This is fundamentally different from other social media platforms.



Pinterest

FOLLOW ME ON *Pinterest*

andyinkster

And: LGBTQPN

Pinerly PRESENTS.. Pinterest MARKETING CHEAT SHEET

GENERAL TO-DOs

- Appeal to many interests
- Update boards & pins regularly
- Pin bucket-list content (inspirations and aspirations)
- Promote an idea, content, or product

PIN IMAGE

- Beautiful & clear images
- Give value and target emotion
- Relate images to trends
- Vertically longer images work better

Pin image tips:

- Add text onto image
- Change brightness
- Modify image filters
- Crop or resize

GENERAL BOARD

- Place your boards into a Pinterest category
- Stick to one niche per board
- Use searchable keywords in board names
- Choose a compelling board cover

PIN TIMING

- Best time to pin on weekends is Saturday morning
- Best day to pin on weekdays is Thursday
- Best time to pin is 2-4PM EST and 8PM-1AM EST
- Always lookout for trends

GENERAL PROFILE

- Reflect interests using your profile photo and description
- Name with understandable keywords
- Add your FB, Twitter, & site for increased exposure
- Keep a general tone

PIN DESCRIPTION

- Evoke a call-to-action
- Short words, simple context
- Descriptive and targeted
- Use searchable keywords

Pin descriptions:

- Use hashtags
- Try links
- Add price (\$)
- Try using #

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Pinterest statistics via Pinerly

Best time to post during the day: 2PM - 4PM EST

Best time to post in the evening: 8PM - 1AM EST

+80%

A call-to-action pin description, sees an 80% increase in engagement

+42%

Tutorial & guide / DIY & recipe pins see a 42% higher click through rate

+94%

Pins related to trending topics see an average of 94% increase in click throughs

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Pinterest

- Pin – what?
 - Collaborate
 - Share boards
 - Repin
- Content curation → Get inspired!
- Are you Pinteresting?



Words that are **TRANSPHOBIC** and **WHY**

Transphobia: The fear or hatred of transgender people or people who are perceived as not meeting society's expectations around gender roles, identities, and presentations. Transphobia is closely linked with homophobia and biphobia.



For more information
contact the UC Davis LGBT
Resource Center
lgbtrc.ucdavis.edu
phone: 530.752.2452



Make Infographics

Bringing it all together – Cross Pollinate

- Tweet about your blog post 
- Post your blog post on Facebook 
- Create blog posts with images 
- Tweet about your Pin and Facebook your Pin

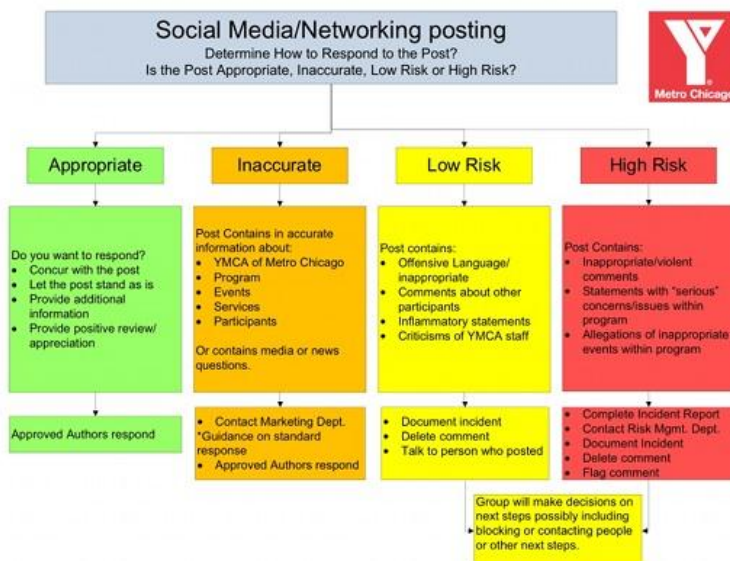


- Who in your organization is responsible for social media?
- Do you need a social media policy?
- Which platforms will you use?

Tip: focus on two to start. One of them is Facebook.

Sit on Flickr, Youtube, Vimeo, etc.

Plan



Engage

- Create a page
- Cover photo
- Like 20-50 other pages
- Encourage people to like and share the page
- Link to your Facebook from your site
- Announce your Facebook on other social media, newsletters, list-servs, etc.
- Don't be afraid to say "hey, we're new!"
- ½ hour 3 times per week

Start



- Custom Twitter background
- Follow 20-50 people and organizations
- Identify 5-10 # that are valuable to you
- Identify 2-5 Paper.li you will read
- Every day, 15-30 minutes

Start



- Create pinnable pages everywhere
- Start five boards
- Follow 10-20 pinners
- Repin ten things to each board every week
- Pin five new things
- 1 hour twice a week until you build up a collection
- Collaborate on 2-5 more boards

Start



Questions & Contact



Andy Inkster



LGBTQ
Parenting Network



@andyinkster



@LGBTQPQN



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LGBTQPQN



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LGBTQ
Parenting Network