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| **Social Media Content Production** |
| **Thursday, September 22, 2016** |

**Key Takeaways:**

* In order to produce effective social media content, you first need to think about 4 questions: What is your goal? What is your message? Who is your audience? And finally, what platform will you use?
* Facebook and Twitter posts are generally limited to smile posts, informational posts, and call-to-action posts. The Metadata of the post usually includes a title and description of what the user will be reading or is being asked to do. Lastly, sign-on pages contain headers with clear calls to action, information that helps the user take action, and space to collect information.
* The social media strategic user flow helps you meet new users and bring them into your email list

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|  **CLASS REVIEW**  |
|  **Social Media Content Production** |

Social media is the most basic entry point to the digital ladder of engagement – as a user, it is easy to observe and be on the periphery of conversations. You’re meeting people where they are. Social media is largely used to amplify the organization’s message and move people up the ladder of engagement.

***Social Media helps us frame our message and engage our audience because*:**

1. It allows the user to join a conversation that is already happening
2. Low-level engagement is easier
3. Follows and users become broadcasters of your message
4. You reach people who are not part of your network yet

***Social Media has inherent weaknesses to organizational goals as well*:**

1. It is not great for raising money – especially with direct fundraising asks
2. There is not as much room to get a message across on most platforms
3. Your message has a shorter lifespan
4. Everything is very public – be careful what you post

***Strategic User Flow:*** Digital campaigns should always be planned with the idea of engaging their audience where they’re at and moving them up the digital ladder of engagement towards higher level asks. Your content and posts should be timed and work in tandem with each other so that your audience is continually engaged with a diverse array of different posts and asks to gain acquisitions and make further asks of them. The user flow is never accidental, and should always be thought through when planning a digital campaign.

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| **ASSIGNMENT**  |
| **Due Tuesday, September 20, 2016 at 5:00pm CT** |

Follow @OFA on Twitter. If you do not have a Twitter account, you will need to create one for purposes of this fellowship. You’re going to follow a strategic user flow:

1. Tweet 1: Once you have followed @OFA, scroll through their Twitter feed and select a tweet that stands out to you and **screenshot it**. This is your entry point to the strategic user flow.
2. Tweet 2: After the next couple of hours (or days), keep an eye on @OFA – are there any new informational tweets that guide you to more information based on the topic you chose? Are you asked to do something? **Screenshot this tweet**
3. Tweet 3: Now, once you see a tweet on the subject that asks you to take action, click on the ask and take the action! **Screenshot this tweet**
4. Follow the user flow until you get to the end! The end should be a donate page or a high bar ask (such as a call tool). ***You must document and screenshot every step of the user flow (emails, sign-on pages, autoresponders, and the donate page/call tool/etc…)***.
5. Once you have completed the strategic user flow for your specific issue you found on @OFA**,** [**Click on the Workbook Here**](https://docs.google.com/spreadsheets/d/1wsCE6GErRUk2EM4Kwdhy8meCPXazzirvUROnOH2sFQA/edit#gid=0) and fill out each step of the user flow, including screenshots!

Additionally, please read the article below and post your key takeaways to Connect.

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| **Additional Reading** |

[**Streams of Content, Limited Attention**](http://er.educause.edu/~/media/files/article-downloads/erm1051.pdf)**-** Last week, you read about how your digital strategy shouldn’t be about attention. In this article, Dana Boyd argues that attention is important – but only because attention is so limited. She argues that attention is only important if you’re able to be relevant and create a flow for the user to live in.