

## Assignment Feedback Guide - Social Media Content Production

### Key Takeaways from the Webinar

- In order to produce an effective social media campaign, you must first brainstorm: What is your goal? What is your message? Who is your audience? And lastly – what platforms will you be using?
- Your digital campaign should generally start with the production of your sign-on page – this allows you to establish what you want readers to do and what metadata and posts you'll use to make sure they get to your sign-on page.
- You should use an array of social media posts such as smile posts, informational posts, and call to action posts to engage your users at different points on the ladder of engagement and user flow to get them to your sign-on page.

### Class Review

#### Social Media Content Production

During this class, fellows learned the basics of social media content production.

- Fellows learned the questions to ask when brainstorming a social media campaign, particularly:
  - What is your goal?
  - What is your message?
  - Who is your audience?
  - What is your platform?
- Fellows learned the anatomy of a sign-on page:
  - Header = Clear call to action
  - Text = Least amount of information they need to give in order for someone to take action
  - Form Fields= Minimum amount of space to collect information from audience
- Fellows learned that metadata is the intro-text and images to tease another page or describe the data of the post
  - Title = Similar or same as sign-on page or article
  - Description = no more than 350 characters
- Fellows learned that Tweets and facebook posts all have images and metadata associated with them:
  - Smile
  - Informational
  - Call to action

## Assignment

**Due Tuesday, September 27, 2016 at 9:00am CT**

**This article came out on September 15, 2016: [Obama Designates 1<sup>st</sup> Marine National Monument in the Atlantic Ocean](#)**

1. Brainstorm a social media campaign around this article. Your campaign will have four components:
  - a. Sign-on Page: to collect supporters information and mobilize them around this issue. Is it up to you what your mobilization ask will be.
  - b. Metadata: this metadata will lead to your sign-on page in call to action tweets/facebook posts
  - c. Tweets: that inform your audience about the issue and lead them to your sign-on page
  - d. Facebook posts: that inform your audience about the issue and lead them to your sign-on page

[<<Click on the Activity Workbook Here>>](#)

## Feedback Instructions

Below are some instructions for how fellows will receive feedback:

1. Introduce yourself and your role at OFA. Your tone when giving feedback should be positive and encouraging while still being able to critique their work. For example, if a fellow has completely missed the point of the assignment, you might say something like, *"It looks like you had some trouble with this assignment – I'd recommend going back to the training slides and recordings and reviewing it to make sure you understand the concepts. You should also feel free to reach out to Bobby at [fellows@barackobama.com](mailto:fellows@barackobama.com) with any questions."*
2. Use the peer review guide on the next page to critique each section of their workbook, offering feedback in whatever format makes sense (i.e. notes at the bottom, google comments, edits in suggestion mode).

## Peer Review Guide

### Overview

The fellows have learned the basics of digital organizing, as well as the principles of digital communication we follow when producing social media content. Thus, all content they have produced should follow the principles of what we're trying to do, as well as what we should never do on social media:

#### What we're trying to do:

- ✓ Empower People
  - Treat your audience like grown-ups
  - Don't waste your audience's time
  - Try to reflect their voices
  - Start from the assumption that your audience is made up of peers
- ✓ Define our program
  - Be the grown-up in the room
  - Does this piece of content get people to pay attention?
  - Represent the voice of sanity and common-sense
  - Err on the side of plain language – don't try to be a speechwriter
- ✓ We're striving to be:
  - Warm
  - Inclusive
  - Optimistic
  - Straight-forward
- ✓ When it's called for, we can and should be a voice of *legitimate* outrage
- ✓ Capture the true feeling of the moment

#### What we should never be:

- ✗ Shrill
- ✗ Cynical
- ✗ Snarky
- ✗ Petulant
- ✗ Grandstanding or hyperbolic

### Brainstorming Section

- ✓ How does the goal fit into the campaign and organizational goals? (Raise money, spread message, mobilize supporters)
- ✓ Does the message offer the reader a compelling reason to take action or care about what they're reading?

- ✓ Is the audience specific and does it make sense for this piece of content? (i.e. – College students, young mothers, etc...

### Sign-on Pages

- ✓ **Does the title of the sign-on page include a clear call to action? I.E.- “Keep up the fight for Climate Action.”**
- ✓ Is the title of the sign-on page short and to the point?
- ✓ **Does the text of the sign-on page make a specific, compelling argument for the user to take action?**
- ✓ **Is the text of the sign-on page the least amount of information you have to give in order for the user to take action?**
- ✓ Does the form information space collect the least amount of information the organization needs to be able to meet the goal? I.E. – Does there need to be a name field and an address field?

### Metadata

- ✓ **Is the title of the metadata similar to title of the sign-on page? Does it provide a clear call to action?**
- ✓ **Does the text of the metadata provide a summary of what the user will be clicking on?**
- ✓ Is the text of the metadata less than 350 characters?

### Tweets

- ✓ **Are all tweets less than 140 characters?**
- ✓ Are there good uses of several different types of tweets to engage users? (Smile, informational, call-to-action)
- ✓ Do the tweets use hashtags organically?
- ✓ **Do the tweets provide specific context on what we’re asking the user to do or read?**
- ✓ **Do the tweets avoid making fundraising asks?**

### Facebook Posts

- ✓ **Are there good uses of different types of facebook posts? (Smile, informational, call-to-action)**
- ✓ Do the facebook posts avoid making direct asks in the text of the post? (the algorithm usually punishes these posts)
- ✓ Do the facebook posts link to a sign-on page or article?
- ✓ **Does the metadata do most of the talking and make the ask?**
- ✓ **Does the ask avoid making fundraising asks?**

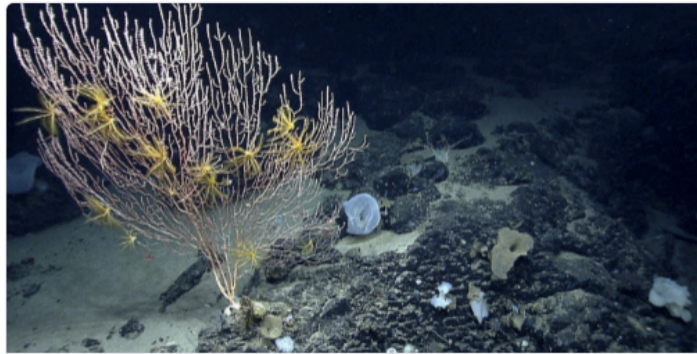
## Guiding Examples

### Social Media Content Production



OFA @OFA · Sep 15

President Obama just took important steps to protect an "underwater Yellowstone." Take a look:



#### Obama Designates 1st Marine National Monument In The Atlantic Oc...

The Northeast Canyons and Seamounts Marine National Monument off the coast of New England is the size of Connecticut and has been called an "...  
[npr.org](http://npr.org)

18 38



Barack Obama

September 15 at 4:40pm · 🌐

President Obama continues his work on conservation, protecting nearly 5,000 square miles off the coast of New England.



#### Obama Designates 1st Marine National Monument In The Atlantic Ocean

The Northeast Canyons and Seamounts Marine National Monument off the coast of New England is the size of Connecticut and has been called an "underwater..."

[NPR.ORG](http://NPR.ORG)

Like Comment Share

Traci Wile and 48K others

Top Comments ▾

Sign-On Page: Characteristics

Keep up the fight for climate action

We're already seeing the effects of climate change in communities across the country. When 97 percent of climate scientists agree the problem is real and man-made, we can no longer afford to sit on the sidelines and let deniers obscure the facts.

Speak up now—say you support bold action to combat climate change.

rhylid@thepeopleshouse.com

60627

Add my name

The header should be a clear call to action.



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60627

Add my name

What is the least amount of information you have to give someone in order for them to take an action?



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60627

Add my name

Provide space to collect the information you need from your audience.



Metadata: Title + Description  
Keep it short



## Some key points on tweets--

- Provide more context





FACEBOOK POSTS: Informational



**Barack Obama**  
July 1 · 🌐

Since Obamacare passed, experts are projecting significantly lower spending on health care than they originally expected—all while reducing the uninsured rate.



**'The US is spending trillions less than expected on health care**

The United States is spending trillions — yes, trillions — less on health care than government forecasters expected when Obamacare passed in 2010. Black then....  
VOX.COM | BY SARAH KLEFF

Like

Comment

Share



FACEBOOK POSTS: Smile



**Barack Obama**  
January 22 · 🌐

Lift off.



Like

Comment

Share



FACEBOOK POSTS: Call-to-Action



**Barack Obama**  
July 27 at 3:38pm · 🌐

Climate change is a challenge we can solve if we work together and take the bold action needed.



**Keep up the fight for climate action**

We're already seeing the effects of climate change in communities across the country—speak up now in support of strong action.

BARACKOBAMA.COM



*Hi Ellen -- I've provided feedback for you throughout the workbook. Thanks! -- Bobby Brady-Sharp*

## SOCIAL MEDIA CONTENT PRODUCTION

### Activity Workbook

You will use this activity workbook to produce a total four social media content products:

1. Sign-On Page Copy
2. Metadata Copy
3. Three Tweets
4. Three Facebook Posts

You will begin to produce your work during the live webinar on Thursday. You will complete your social media content production after class **and submit your work for review by Tuesday, September 27 at 9:00am.**

## RESOURCE BANK

Training Slides for Review: [Social Media Content Production Slides](#)

Article: [Obama Designates 1st Marine National Monument in the Atlantic Ocean](#)

GIF Site: <http://giphy.com/>

## ACTIVITY #1: BRAINSTORMING [15 MINUTES]

This article came out on September 15, 2016: [Obama Designates 1st Marine National Monument in the Atlantic Ocean](#) Brainstorm a social media campaign around this article. Your campaign will have three components:

1. **Sign-On Page** to collect supporters information and mobilize them around this issue. It is up to you what your mobilization ask will be.
2. **Twitter Messages** that inform your audience about the issue and lead them to your Sign-On page.
3. **Facebook posts** that inform your audience about the issue and lead them to your Sign-On page.

Brainstorm what your strategy will be by answering the questions below. Remember: You are a Digital Content Producer at Climate STRONG, an issue-advocacy organization focused on calling out Climate Deniers. Your supporters are spread across the country and work locally to fight against climate change.

### 1. What is the goal of your campaign?

To emphasize the personal importance of protecting the ocean

***You want to think of yourself as a Digital Content Producer at Climate Strong -- your goal should be one that is specific enough to meet both the campaign and organizational goals. A good, specific, measurable goal would be:***

***My goal is to amplify the message of the importance of preserving our oceans, and in doing so, gain 100 new acquisitions, raise \$10,000, and mobilize supporters to call their representatives.***

### 2. What do you want your members to do?

To share personal memories or thoughts about why the ocean is important to them

***Good! You have chosen a specific action you want your users to do. But what will this action accomplish overall? Will you raise money/mobilize users to action?***

### 3. What is your message? (Hook + Call to Action + Why should someone act?)

Future generations should have access to the same ocean that we grew up with. Let's

ensure this together. Share why the ocean is important to you, and tell decision makers to stop denying the effects climate change has on the ocean.

*This is a little broad -- I'd work towards more specificity here. Define for the reader what you mean by the same ocean you grew up with. This leads to why it is important that we ensure that we have the same ocean together.*

**4. Who is your audience? (Remember, you are reaching out to them on TW and FB)**

Individuals who cherish the ocean and demand its protection.

*I'd recommend, again, getting more specific. Are you going to target a certain age group? People that live near the ocean vs people who don't? Male or female or both?*

**ACTIVITY #2: PRODUCE A SIGN-ON PAGE [15 MINUTES]**

Produce a Sign-On page for your social media campaign. As part of the Sign-On page, write a title for the page, text, and space to collect email information (email, ZIP code).

Remember, your Sign-On page is where your audience will land if they respond to your mobilization ask on social media. A Sign-On page usually uses a "Call to Action" as title, is short, and collects someone's email and zip code. In some occasions, depending on the goal of the campaign, the Sign-On page can be used to collect thoughts or comments, and even signatures in support of a cause.

**TITLE:**

Share an ocean memory with decision makers

*Very cool ask! It's a little more high bar than most sign-ons, so your tweets and facebook posts will really have to draw the user into committing to participate in this ask. A couple of notes:*

- 1) Could you be more specific about what you mean by "share an ocean memory" with decision makers?
  - a) Who are the decision makers? Is it us? Their representatives?*
  - b) What do you mean by ocean memory?**
- 2) You actually have two asks wrapped up in the title of this sign-on: The first ask is for them to share a memory and the second is to tell it to decision makers.*

*I'd suggest trying something a little more direct and simple-- Share what preserving*

***our oceans means to you. You don't have to accomplish everything with just this one piece -- think about if there is nothing else you want the reader to come away with, what is it that you want them to walk away with?***

***And as I said before, you also have to be very strategic and think about the user flow here, especially because this is on social media. People that will be seeing this particular sign-on ask for the first time may see this ask as very high-bar. Asks that are easier to digest are things like, "Add your Name"***

#### **TEXT:**

Future generations should have access to the same ocean that we grew up with. Let's ensure this together. Share why the ocean is important to you, and tell decision makers to recognize the effects climate change has on the ocean.

TEXT BOX

***See notes about specificity under messaging, and about the ask you make under the title section.***

#### **EMAIL INFORMATION:**

Email:

Zip Code:

### **ACTIVITY #3: PRODUCE METADATA [5 MINUTES]**

Produce the metadata for your Sign-On page. Your metadata should have a Title and a short summarizing text. Your Title is typically the Call to Action. Your summary must be 350 characters or less (usually a lot less).

#### **METADATA**

## TITLE

Share an ocean memory with decision makers

*See feedback on Sign-on page title*

## TEXT (350 Characters)

Citizens share ocean memories and tell decision makers to recognize the effects climate change has on the ocean.

*Remember that the text of the metadata should provide a summary of what the user will be clicking on, and give them a compelling reason to do so. The text should be relevant to current events, authentic, and effective*

*Here are my points of feedback:*

- 1) Reference the article you're building a campaign around -- President Obama just made history by establishing the first marine national monument.*
- 2) Explain what the user will be doing, not citizens -- Share what preservation of our lands and oceans means to you.*

## ACTIVITY #4: PRODUCE TWEETS [10 MINUTES]

Produce three Tweets to accompany your social media campaign:

- Smile Tweet
- Informational Tweet W/ No Call to Action
- Tweet W/ Sign-On Page and Call to Action

## Resources:

Article: [Obama Designates 1st Marine National Monument in the Atlantic Ocean](#)

GIF Site: <http://giphy.com/>

Images:



## SMILE TWEET

Proud to protect the land we love. #AmericaTheBeautiful



## INFORMATIONAL -- NO CALL TO ACTION

Oceans are not exempt from the effects of climate change.

- 1) *Hashtags, as long as you've researched them, are great ways to join an ongoing conversation. Maybe the organization has it's own hashtag, or maybe you partner up with another climate group's hashtag. But I'd recommend having one.*
- 2) *Is there an article that goes this? Are you going to include an image? Right now, this tweet is pretty barebones. It's fairly open-ended, but doesn't have any context of backup. You're not giving me anything I need to substantiate.*
- 3) *Lastly, is there a specific figure from the article that would draw somebody into*

*actually paying attention to this tweet?*

*Again, this tweet lacks specificity. Really dig into the key figures and facts from the article to spice it up, include an image, and join an ongoing conversation with a hashtag!*

## **SIGN-ON PAGE -- CALL TO ACTION**

Do you have a special ocean memory? Share it with decision makers and ask them to protect the ocean today: [LINK](#)

### **[METADATA]**

*The digital campaign you need to build is centered around the article about President Obama designating the first marine national monument in history -- perhaps the ask can be simplified to something like:*

*President Obama designated the first marine national monument in history, a significant step in the battle for preservation and against climate change. Show your support by sharing why preserving our oceans is important to you.*

*Also, if the ask to share the story is in the metadata and image, you shouldn't explicitly ask in the tweet itself, but rather let the tweet give context. Lastly, you shouldn't assume your users know who decision makers are : I'd remove this portion.*

## **ACTIVITY #5: PRODUCE FB POSTS [AFTER CLASS]**

Produce three Facebook posts to accompany your social media campaign:

- Smile FB posts (use one of the images, no GIFS on FB)
- Informational FB post W/ No Call to Action
- FB post W/ Sign-On Page and Call to Action

### **SMILE FB POST**

Protecting our land and ensuring postcards will always be able to say, "Wish you were here."





*This is great! Perhaps an image of a “wish you were here” over the postcard. Lots of things you can do with this!*

## INFORMATIONAL -- NO CALL TO ACTION

Oceans are not exempt from the effects of climate change. Working together can we ensure that future generations can live by and enjoy the same ocean.

*Same feedback as in the informational tweet -- include an article and give a little more context as to why the reader should click on it.*

## SIGN-ON PAGE -- CALL TO ACTION

Do you have a special ocean memory? Share it with decision makers and ask them to protect the ocean today: [LINK](#)

*See my feedback in reference to the call-to-action tweet.*

*Another point that is worth making: For facebook posts, you'll be a lot safer making your asks in the metadata and in an image.*

*Direct calls to action in facebook posts can get punished due to facebook's algorithm, so something like this might go a little better:*

*Preservation is a key step to the fight against climate change -- and that's why we know that the Marine National Monument is a BFD. We can continue to solve the challenge of Climate Change is we work together and take the bold action needed.*

*Thanks for your work, Ellen. I'd encourage you review the slides from Social Media Content Production again, email [fellows@barackobama.com](mailto:fellows@barackobama.com) with any questions, and continue to familiarize yourself with the concepts. I'm looking forward to seeing how you rework your social media production!*

**SUBMIT YOUR FINAL PRODUCT BY Tuesday, September 27 by 9:00am BY EMAILING YOUR WORKBOOK LINK TO FELLOWS@BARACKOBAMA.COM**