Welcome!

About me
- Retired pediatrician, global health investor, jack-of-all-trades

About you — show of hands:
- How many of you own a computer? A smart phone?
- How often do you check your email?
  - At least . . . Weekly? Daily? Hourly?
- How many have a social media account?
  - Facebook? Twitter? Instagram? Snapchat? Other?
- How many manage a social media account?

What would you like to learn?
Goals for today

Give an example of how to establish a social media presence
Discuss the pros & cons of various approaches
Provide (a little) tangible guidance to the social media novice

Format
- We have 45 minutes
- Let’s use the slides to guide a conversation with questions throughout
- I hope to have plenty of time for Q&A at the end as well

Follow up
- Handouts are available
- Electronic version available

In a nutshell

Social media background
- Why Facebook is king

Theory v. practice
- Books and other resources

holylandjustice.org as example
- Using the A-B-C’s

Plan
- A name: Who are you?
- A place: Where can people find you?
- (A strategic plan: Audience, medium, message)
- A tactical plan: Who, what, where, when to post

Nuts and bolts
- Domain
- Website
- Facebook
- Twitter
- Email
- Step-by-step

The holylandjustice.org approach
- What it looks like
- How we’re doing
- Where we go from here
Social media: A lot of people

2.8 billion active users worldwide (as of Jan 2017)
- 37% global penetration
- Increased 22% in 2016
- For comparison, there are 325 million people in the US

Many users are on multiple networks
- 28% on 1 site
- 24% on 2 sites
- 16% on 3 sites
- 8% on 4 sites
- 4% on 5 sites

Usage varies dramatically among different networks


Social media sites

Facebook (2.0 billion users)
- 6x US population, and not even in China!
- Friends, news, groups, business

Twitter (330 m)
- Microblogging, news

Tumblr (115 m)
- Microblogging (teens, visual)

Pinterest (175 m)
- Bulletin board, shopping

Google+ (111 m)
- Communities

Medium (30 m)
- Online publishing (readers and writers)

YouTube (1.5 bn)
- Video

Instagram (700 m)
- Photos, microblogging

Reddit (250 m)
- News aggregator, group discussion

Flickr (112 m)
- Photo sharing

LinkedIn (106 m)
- Professionals
Social media sites

% of U.S. adults who use...

- Facebook
- Pinterest
- Instagram
- LinkedIn
- Twitter
Among the users of each social media site, the % who use that site with the following frequencies:

- **Facebook**: Daily - 76, Weekly - 15, Less often - 7
- **Instagram**: Daily - 51, Weekly - 26, Less often - 22
- **Twitter**: Daily - 42, Weekly - 24, Less often - 13
- **Pinterest**: Daily - 25, Weekly - 31, Less often - 43
- **LinkedIn**: Daily - 18, Weekly - 31, Less often - 51
WORLD MAP OF SOCIAL NETWORKS
January 2017

WORLD MAP OF SOCIAL NETWORKS
Ranked 2nd - January 2017

Social Media Primer
Facebook is king

Facebook
- 1.9 billion unique monthly users
- 83% of online women, 75% of online men
- Users age 18–49 spend almost 7 hours per week on social media
- 75% of users spend at least 20 minutes on Facebook every day

Twitter
- 317 million unique monthly users
- 15% of online women, 22% of online men — mostly 18–29 y/o
- Twitter users spend an average of only 2.7 minutes daily on Twitter’s mobile app
- 53% of Twitter users never post anything!

Instagram
- 600 million unique monthly users
- 38% of online women, 26% of online men
- 90% of Instagram users are under age 35


If you only use one platform, use Facebook

By far the largest network
Dominant in US: 70% of US adults; 80% of US Internet users
Users visit frequently and stay long

Key: Ability to segment page viewers and promote pages
Theory v. practice

There is a lot of great writing about social media marketing

I don’t plan to lecture on what is already written, but here are some resources:


Instead, I’d like to have a conversation, using holylandjustice.org as a test case

Example: holylandjustice.org

holylandjustice.org began with the Bishop’s Committee for Israel/Palestine, Episcopal Diocese of Olympia

2016 Strategic Goals

- Goal 6: Develop information clearinghouse or library
- Goal 11: Expand social media presence, go live with FB page or website

Where to start?

- Let’s begin with the A-B-C’s
  - A — Situation
  - B — Goal
  - C — Plan (How to get from A to B)
A: Situation

In 2016, the Committee had almost no web presence

There was a page on the diocesan website, however it was static, unmanaged, and unmemorable

Everyone on the Committee had a computer, and used it to check email daily

Despite most members having at least one social media account, the accounts were used infrequently
B: Goals

**Goal 6:** Develop information clearinghouse or library
- Previously, we distributed paper documents or occasionally via email
- No central repository
- Needed something permanent, proprietary, and managed (that we control)

**Goal 11:** Expand social media presence, go live with FB page or website
- How do we establish this presence?

C: Plan (How to get from A to B?)

We needed
- **Name:** a web “identity” for both internal and external use
- **Place:** a location on the internet
- **(Strategic plan:** a clear understanding of our audience, the medium by which to reach our audience, and the message to deliver to our audience)*
- **Tactical plan:** implement, test and revise — who, what, when, and where to post

*Caveat
- Strategic plans are hard to develop
- Often they languish, or their absence creates an impediment to execution
- You can accomplish a lot without a strategic plan . . . but only so much
- We were no different
Name: Who are you?

Internally we called ourselves the “Bishop’s Committee”

This seemed like the obvious choice for a name, although later we revised this

I searched and found these names were available

- bishopscommittee.org, bishopscommittee.com
- facebook.com/bishopscommittee
- twitter.com/bishopscomm
- bishopscommittee@gmail.com

I’ll discuss how to do this further on

Name: Branding (or rebranding)

This fall, we went through a re-branding exercise in order to more closely align our name with our mission, vision and work

- **NOTE: We should have done this at the beginning!**

We changed the formal name of the committee to

- Bishop’s Committee for Justice and Peace in the Holy Land

At the same time, we changed our web name to

- holylandjustice.org
- facebook.com/holylandjustice
- twitter.com/holylandjustice
- holylandjustice@gmail.com
Place: Where can people find you?

<table>
<thead>
<tr>
<th>Pros and Cons</th>
<th>Email*</th>
<th>Website</th>
<th>Facebook</th>
<th>Twitter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full control of content</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Full control of display</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Searchable</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Target specific audience</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>“Like” and “follow”</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Audience ability to share</td>
<td>+/-</td>
<td>+/-</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Network expansion of audience</td>
<td>No</td>
<td>+/-</td>
<td>Yes</td>
<td>Yes</td>
</tr>
</tbody>
</table>

The holylandjustice.org solution

What we wanted
- Complete control over the content and display of our online presence, plus a repository for documents
- A place where people could find us
- A way to reach out to people through as many avenues as possible

What we decided
- We elected to have a hybrid presence
- A website that we control
- Which feeds posts to email, Facebook, Twitter, and other networks
- (More on this later)

Let’s take a look at the social media options
Nuts and bolts (1)

Domain name (URL, www.fillintheblank.com, or .org, etc.)
- Domain names can be purchased for $15–20/year
  - NetworkSolutions.com
  - Godaddy.com
  - Bluehost.com
- Before you choose a name, make sure the same name is available on all your potential platforms, e.g., Facebook, Twitter, etc.
- Once you own a domain, you can “forward” to your website

Website
- Website hosting is available from many providers, e.g., domain services, Google, etc.
- We use wordpress.com, one of the largest — and its free!
- Caution: wordpress.com is for novices; wordpress.org is for experienced webmasters

Nuts and bolts (2)

Facebook
- “Groups” are for discussion among members — not good for broadcasting
  - Can be open, closed, or hidden
- “Pages” are for public broadcasting, publishing — this is what you want
  - Pages can be promoted (“boosted”) to target audiences — for a fee

Twitter
- All Twitter accounts are created equal
- Your branding is your account name, @holylandjustice
- Your “tweets” are broadcast based on
  - Who follows you
  - Who “likes” your tweets
  - Who “retweets” your tweets

Email
- We use Gmail, holylandjustice@gmail.com, but you could use any email service
- If you want to use email as the center of your communication, there are excellent services available, e.g., MailChimp.com, ConstantContact.com
Step-by-step

1. Choose your name
2. Purchase your domain
3. Set up your website
4. Set up your Facebook page
5. Set up your Twitter account
6. Set up your email account
7. Forward your domain to your website
8. Set your website to share your posts to email, Facebook, Twitter, etc.
9. Start posting!

Our approach

The website is the center of our universe

Our domain, holylandjustice.org, forwards to our website
Our website “shares” our posts to email, Facebook, Twitter and other networks
We have complete control over the website, less control over Facebook, and no control over Twitter
If we want to “promote” a page — pay to present it to a targeted audience — we can do that through Facebook
  ◦ Only modestly successful the one time we did this
We post current news, local events, original writing, background materials, reference sources, and links to organizations
Let’s see what this currently looks like
What it looks like: Home page

What it looks like: Email
What it looks like: Blog post

What it looks like: Facebook
What it looks like: Twitter

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How are we doing?

**Goal 6:** Develop information clearinghouse or library
- Done

**Goal 11:** Expand social media presence, go live with FB page or website
- We have created a “brand”
- We have a rich website with current news, local events, original writing, background materials, reference sources, and links to organizations
- We have a small but growing following

Far from where we’d like to be, but not bad for Year 1
Where do we go from here?

Strategically

◦ We could use a plan . . .

Tactically

◦ More original content?
◦ Expand relationships to other Holy Land interest groups, congregations, dioceses?
◦ Expand mission to advocacy and action?
◦ Expand social media presence? Instagram?

We’ll see . . .

Thank you

Questions?