



# Building an Effective Social Media Program

## Social Media channels

### Slack

- Cloud-based set of proprietary team collaboration tools and services
- Spans all operating systems, desktop/laptop and mobile devices
- Millions of daily users in business, not-for-profits, and personal groups
- Integrates with hundreds of other social media tools, making it a hub for team communications and information & data management

### Facebook

- Robust social media platform. Good for posting short-form content, links to external articles, and photos and videos, with threaded commenting.
- With over 2.2 billion active users, it's the largest social media channel.
- With that many users, it's likely many in your lodge and Scouting communities are already involved.
- Facebook has more daily teen users than any other network.
- Some recent news reports suggest teens are 'leaving' Facebook, it is more likely that they're adopting other channels, e.g. Instagram, in addition to Facebook.

### Google+

- Like Facebook in terms of features and capabilities (posts, shares, content).
- 111 million active users.
- Google+ content and "likes" are weighted heavily in Google search engine results; this could be an important consideration in choosing to use Google+ as a complement to your lodge website, especially for public, community-facing content.
- Using a social media management tool to post simultaneously to Facebook and G+ makes managing a Google+ page less onerous; however, you still need to monitor, manage, and reply to content and comments on Google+.

### Twitter

- Users can quickly post 280-character 'micro-blogs' in the moment, allowing users to share breaking news and live updates.
- 330 million active users. Growing usage among teens and young adults; less so among older adults.
- Quick updates, reminders, timely and relevant topical content.
- Thought to be the "pulse" of the Internet – what people are talking about, right now.





# Building an Effective Social Media Program

## LinkedIn

- Popular among professionals and college students, LinkedIn offers networking, resource sharing, and establishing ties with Scouting alumni who may no longer be directly involved.
- 467 million active users; more popular than Twitter among adults. Core demographic is 30-49, skews towards well-educated users.
- Limited ability to share visual media; more appropriate for short-form original content articles, and sharing relevant links.

## YouTube

- World's 2nd largest search engine, following Google. Video sharing website, allows comments. Videos from a few seconds to several hours.
- 1 billion active users each month
- 300 hours of video are uploaded every minute.
- Reaches more teens and young adults than any single cable channel. Rated by Millennials as the top place to watch content.
- Good video content is more difficult to create than written or photographic content, but is far more engaging for 'branding' and promotional messages.
- Video is also powerful for instructional, "how do I.." content.

## Instagram

- Photo sharing site for mobile devices; pictures can be viewed from a computer, but not posted from a computer.
- 800 million active users. 16 billion photos shared. 53% of young adults use Instagram.
- Instagram has edged out Facebook and Twitter among teens as "the most important" social network.
- It integrates easily into Facebook and Twitter.

## Snapchat

- Like Twitter for "in the moment" messages, but uses a picture or short video as the primary message, with brief captions and annotations.
- 150 million active users. Snapchat has become one of the main social networks among teens.
- Messages disappear once viewed.
- Sends only to a defined contact list, limiting the audience.

