

A person is holding a smartphone in their hands, looking at the screen. The background is a blurred office environment with a laptop and some papers on a desk. A dark teal banner is overlaid on the image, containing the title and date.

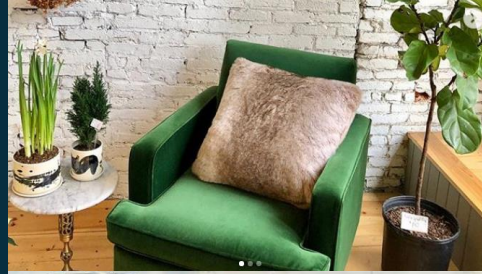
Navigating Social Media 101

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N|A|T|I|O|N|A|L

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A hand holding a smartphone, with a blurred background of bokeh lights. The word "Agenda" is overlaid in white text.

Agenda

**OVERVIEW OF SOCIAL MEDIA &
THE DIGITAL LANDSCAPE**

**FINDING YOUR IDENTITY AND
CREATING CONTENT**

**ENGAGING WITH YOUR
AUDIENCES**



**Overview of social media
and the digital landscape**

The Internet in 60 seconds



1.8 Million
Snaps Created



\$751,552
Spent Online

NETFLIX

70,017 Hours
Watched



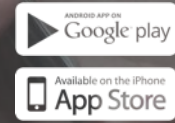
3.5 Million
Search Queries



900,000
Logins



4.1 Million
Videos Viewed



342,000 Apps
Downloaded



452,000
Tweets Sent



46,200
Posts Uploaded



990,000
Swipes



40,000 Hours
Listened

amazon echo

50 Voice-First
Devices Shipped



120 New
Accounts Created



15,000 GIFs Sent
via Messenger



156 Million
Emails Sent

OVERVIEW OF SOCIAL MEDIA &
THE DIGITAL LANDSCAPE

FINDING YOUR IDENTITY AND
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65%

OF CANADIANS USE
SOCIAL MEDIA—
WITH MORE
COMING ONLINE
EVERY DAY.

86%

OF USERS BELIEVE
TRANSPARENCY
FROM BUSINESSES
AND BRANDS IS
MORE IMPORTANT
THAN EVER BEFORE.

**7 in
10**

PEOPLE WORRY
ABOUT FAKE NEWS
BEING USED AS A
WEAPON.

58%

OF USERS PREFER
VISUAL-FIRST
CONTENT, WITH
THEIR MAIN
PREFERENCES BEING
GRAPHICS, IMAGES,
AND PRODUCED
VIDEOS.

OVERVIEW OF SOCIAL MEDIA &
THE DIGITAL LANDSCAPE

FINDING YOUR IDENTITY AND
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The power of
**telling
stories**



OVERVIEW OF SOCIAL MEDIA &
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FINDING YOUR IDENTITY AND
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A blurred background of a desk setup. In the center, a laptop is open, displaying a webpage with text and images. To the left of the laptop is a black microphone on a stand. To the right is a camera on a tripod. In the foreground, a white cup is visible on the left. The overall scene is dimly lit and out of focus, creating a professional and creative atmosphere.

**Finding your identity and
creating content**

Your brand voice

Your brand voice is your organization's personality described in an adjective.

Your voice and tone bring your brand to life online.

It's about being consistent and positioning your municipality or your personal brand as an easily identifiable, reliable, and authoritative voice.

Your brand tone

Your brand tone is a subset of your brand's voice.

Tone adds specific flavour to your voice based on factors like audience, situation, and channel.

For example, your tone will shift if you are responding to a positive vs. a negative comment, but your voice will always stay the same.

Voice Characteristic	Description	Do	Don't
Confident	Leaders in ocean tech and place making Building stronger communities by creating access to the ocean	Use strong verbs Be champions for the industry and community Be cheerleaders	Be luke warm, wishy washy Use passive voice
Accessible	A trusted source for accurate, interesting and valuable information	Create access to information Engage in real-time	Use too much slang or too many obscure references Use jargon, overplayed content
Fun	Creating, supporting and showcasing events, attractions and partners along the waterfronts	Be playful Use colourful illustrations Focus on the positives	Be too casual Use too many obscure, pop-culture examples
Accountable	The primary point of contact for day-to-day operations	Be honest and direct Own any issues or mistakes, and show how you will address them Stick to your word	Use marketing jargon or superlatives Overpromise Go silent Get defensive

Opportunities

Maximizing your content through minimal resourcing and cross-channel planning

Capture all photos with a DSLR or phone with **high quality camera**; consider composition

Engage students to capture content; NSCC offers provincial reach and many skillsets

Share the same content across channels in **different formats**

Repurpose content over time; create evergreen content

The fundamentals of channel strategy



I like
donuts



I am eating a
#donut



Here is a photo of
a donut



Here's how to
make a donut



My skills include
donut eating

OVERVIEW OF SOCIAL MEDIA &
THE DIGITAL LANDSCAPE

FINDING YOUR IDENTITY AND
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What to get right

Treat **each channel differently** based on your audiences

Focus on **high quality content and visuals** over quantity

Be **approachable and encourage engagement**—but be prepared to engage

Leverage existing content wherever possible

Be **informative**; understand the expectations of your audience

OVERVIEW OF SOCIAL MEDIA &
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Hootsuite

Manage multiple accounts from a single platform and proactively prepare content for easy distribution

Canva

Build visually interesting content using pre-populated templates and little investment

Google Docs

Collaborate to build content calendars and storytelling ideas without worrying about version control or remote access

Push Notifications

Be engaged with your social accounts at all times to maximize engagement with core audiences

A close-up, high-angle shot of several people's hands working together on a wooden table. The hands are positioned over various documents, including wireframe sketches and several yellow sticky notes. One person on the right is wearing a watch. In the foreground, a silver laptop is partially visible, and a pen holder with several colorful pens sits on the table. The overall scene conveys a sense of collaborative design or strategic planning.

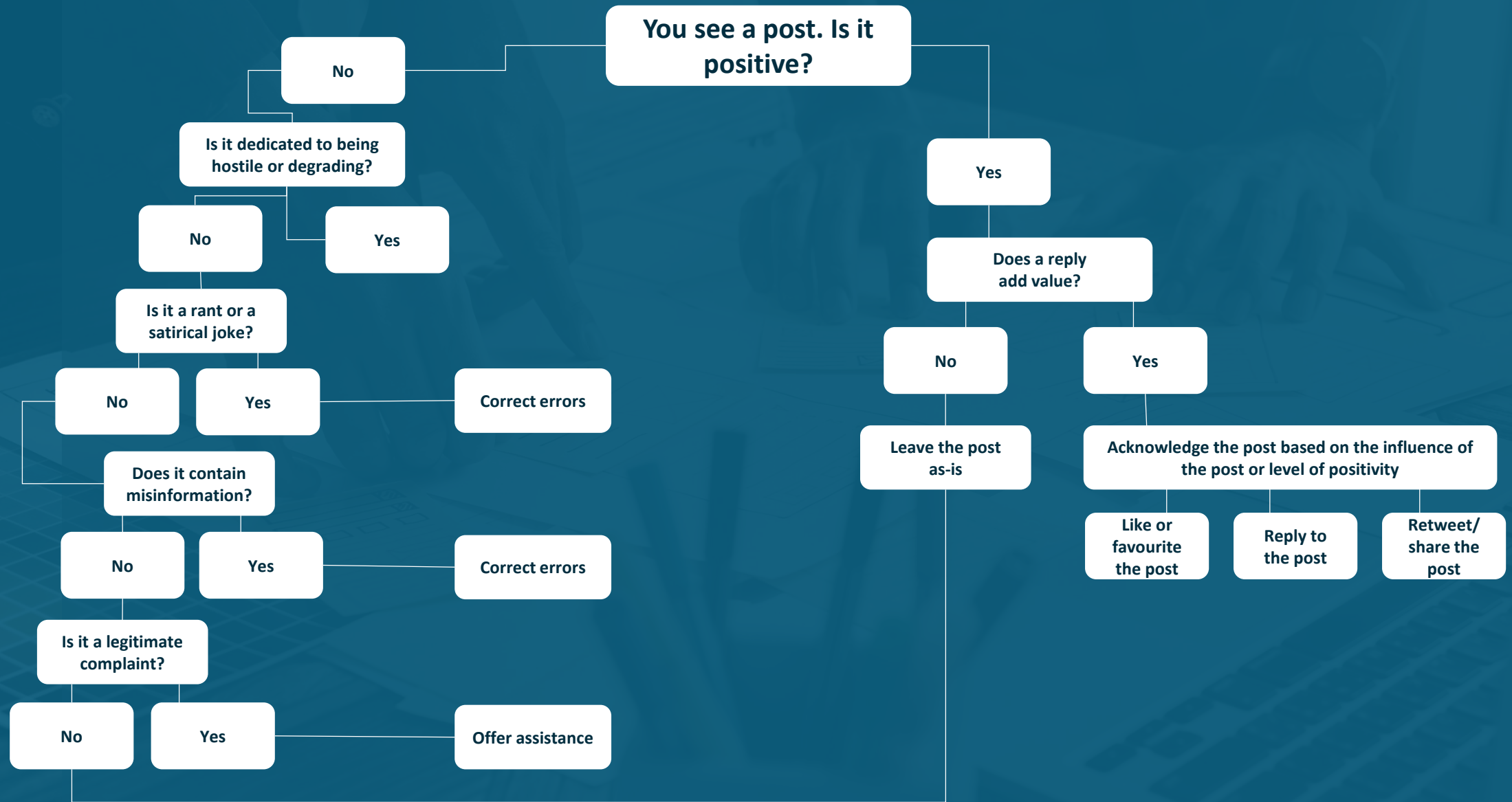
**Engaging with your
audiences**

What is community management?

- **Building relationships** with your followers and looking for opportunities to interact and answer questions.
- Being present and **consistently sharing content** on social media, setting the expectation that you are available and accessible.
- **Engaging in real-time**, building trust and positioning yourself as an online authority.
- Bringing your **brand voice to life** as you engage directly with your audiences.

What it takes to manage a community

- Understand your **audiences**, where they are, and how they behave on social media
- Establish **operational efficiency** in content creation and social media management through a **streamlined governance model**
- Monitor audience interactions both during the communications team's office hours, **along with evenings and weekends.**
- Create a **community management team** that have a strong understanding of their role and responsibilities.
- Work toward a **one-hour response time.**



Hiding or deleting posts

- Whenever possible, negative comments should be dealt with by **monitoring and/or responding**.
- Never hide or delete just because the comment is negative or in an angry tone—social media is all about transparency and conversation.
- Hide comments if they are **aggressive, imply violence, have an inappropriate tone, are blatant spam or are self-promotion or advertising unrelated to the post content**.
- **Don't delete.** Deleting posts without archiving copies is in violation of most countries' freedom of information laws.
- Whenever possible, **move conversations offline** and out of the public eye.

Issues management

- Create a **monitoring and governance system**.
- Incorporate social media into your **crisis plan**, including scenario planning.
- Develop **sample social media posts** relating to a potential issue.
- Build a **social media protocol** to activate during an issue, including team notifications, sample statements, deactivation of scheduled posts, and proactive plan for sharing information.



**Questions &
discussion**

LINKS FOR RESOURCES TO REFERENCE, RE SOCIAL MEDIA PLANNING

During the session, I promised to share a few links for attendees to reference as they build on or kick-off their social media planning. Here are a few helpful resources:

Video/tutorials for channels:

- [Facebook Blueprint](#)
- [Hootsuite Academy](#)
- [Video storytelling for social media](#)
- [Social media monitoring](#)
- [Hootsuite blog: Social media in government](#)

This document on [Social Media in Government](#) by Hootsuite is also a great tool. It's a quick white paper download in the attached link.