
May 2022

crestviewstrategy.com

we make,
change, and
mobilize
public opinion.



To Tweet, or not to Tweet

Best Practices for Social Media

NSFM 2022 Spring Conference



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strategy



Agenda

- 01** **Introductions**
- 02** **Municipal accounts**
- 03** **Social media best practices**
- 04** **Individual accounts**
- 05** **Get the most out of your platforms**
- 06** **Questions**

A global presence with operations in 8 cities, 70+ employees and 17 years in business.

Our team members have worked in leadership roles in communications, politics, government, and the private sector. We have run campaigns, served Prime Ministers, Premiers and Mayors, managed crisis, and advised large and high-profile companies and brands on existential threats and major value creating events.



Robyn McIsaac
Vice President

Robyn is an award-winning communications strategist specializing in issues management, reputation management, crisis communications, employee communications, stakeholder engagement, and corporate social responsibility.

Kelsie Chiasson
Consultant

Kelsie has extensive experience in strategic communications, crisis communications and media relations having spent a dozen years on Parliament Hill advising federal Cabinet Ministers, Opposition Leaders, and Members of Parliament.



We've been working for some of the **best companies around the world** to create captivating campaigns.

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facebook

BILL & MELINDA
GATES foundation



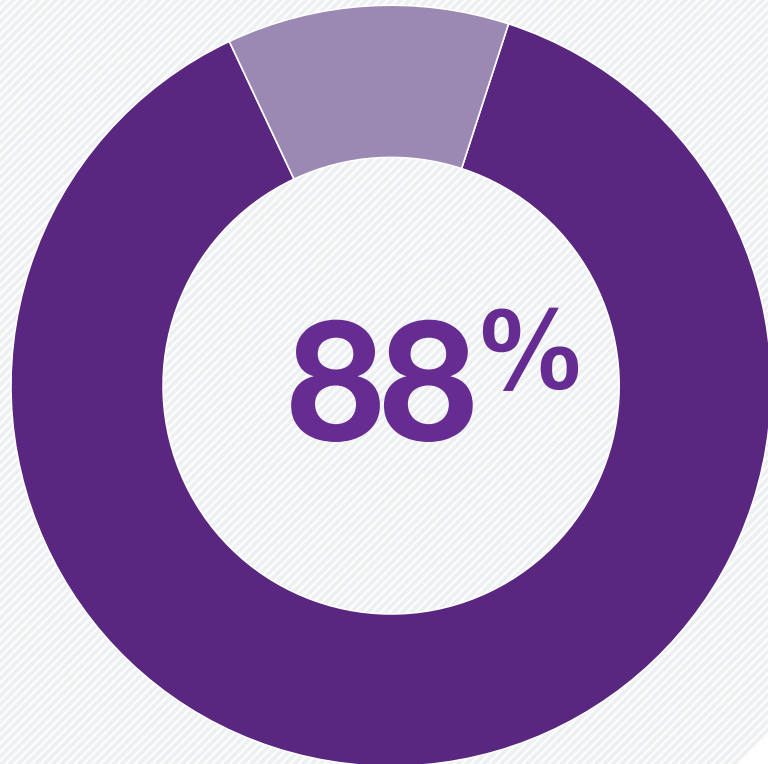
ONTARIO ENGLISH
Catholic
Teachers
ASSOCIATION

CARDUS



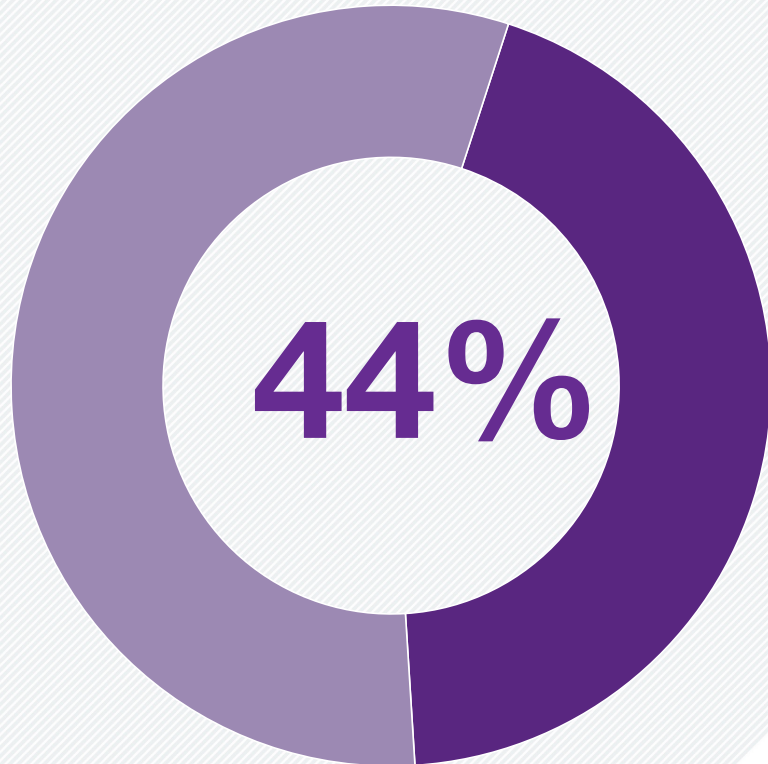
ticketmaster®





**Of online adults in
Nova Scotia are
using Facebook.**

- Ryerson University Social Media



**Of online adults in
Nova Scotia are
using Twitter.**

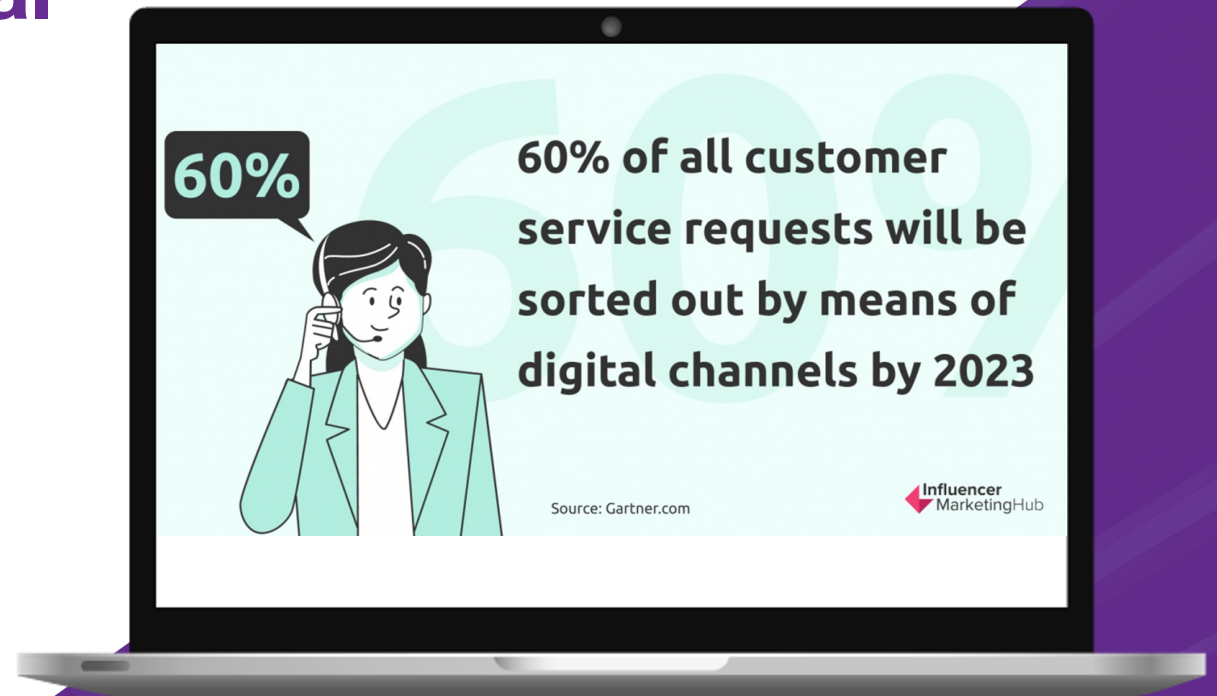
- Ryerson University Social Media

**If you're not on social media,
online conversations will still be
taking place – you just won't be
part of them.**



Social media has become an **integral part** of people's lives and daily routines.

Social media has traditionally been a place for people to connect with their social networks and share photos and videos. However, those days are long gone, and social media is now so much more than just that.



Municipal accounts



Facebook

www.facebook.com

Social media and social networking service



Twitter

www.twitter.com

Microblogging and social networking service



Instagram

www.instagram.com

Photo and video social networking service



YouTube

www.youtube.com

Online video sharing



LinkedIn

www.linkedin.com

Primarily used for professional networking and career development

Social media best practices

1

Social media calendar

Plan ahead to ensure consistent, quality posts across all of platforms. Track key events and important dates to avoid booms / busts.

2

Branding

Consistent branding increases the professional look and feel of your social media accounts. Style guides don't need to be complicated!

3

Grow your following

Get verified. Link your social media accounts. Invite residents to follow your pages. Follow local community pages.

4

Bilingual posts

Consider your target audience. National Acadian Day? Post in French! Gaelic Nova Scotia Month? Post in Gaelic! National Indigenous Peoples Day? Post in Mi'kmaw!

facebook

1

When and what to post

Consistent, quality posting will keep your audience engaged. Consider scheduling posts.

2

Content creation

Users are unlikely to read lengthy posts. Keep your posts concise and use images, graphics, and short videos wherever possible.

3

Facebook Live

Facebook Live has the greatest reach of any post type, drawing 10x as many comments as regular video and people watch it for 3x as long.

4

Blocking words

Keep your page professional without manually deleting posts. When a word you've blocked is included in a comment, Facebook will hide the comment so that it doesn't appear on your Page.



Town of Berwick

5.6K followers • 32 following

Follow

Contact us

Posts About Mentions Reviews Followers Photos More ▾



Intro

Pop. 2454. Fastest growing town in Nova Scotia (2006 Census). Nova Scotia's "Apple Capital", nestled

- Page** · Government organization
- 236 Commercial Street, Berwick, NS, Canada, Nova Scotia
- info@berwick.ca
- berwick.ca/contact-us

Posts

Filters



Town of Berwick

2h · 🌐



Join the Town of Berwick Trails Committee for a trail, park and community clean up! Meet us at the Mill Street trail head where we will be providing bags and gloves to anyone looking to do a bit of spring cleaning.

This effort is made possible by the TCT Trail Care Grant as well as our partnership with Pitch-In Canada! If you would like more information, visit Berwick's Pitch-In Canada page at <https://pitch-in.ca/cleanups/30090/>

They say many hands make light work, and we... [See more](#)



1

When and what to post

Timing matters. Content matters. Length matters. Maximize your time. Engage with your audience.

2

Trending topics

Join relevant conversations using established hashtags. Always tag other relevant accounts.

3

Twitter Analytics

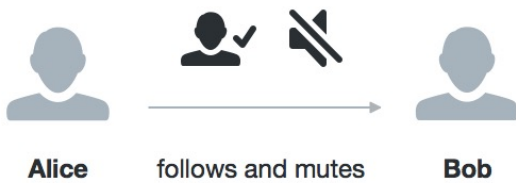
Data to help you track performance and refine your strategy.

4

Muting and blocking accounts

Mute allows you to remove an account's Tweets from your timeline without unfollowing or blocking that account. Blocking can be an effective way to handle unwanted interactions from accounts you do not want to engage with.

Muting an account you follow





-  Alice wants to keep following Bob's account, but she doesn't want to see Bob's Tweets in her timeline.
-  Alice only wants to see content from Bob that involves her (like mentions and Direct Messages).

Bob won't see that he's been muted by Alice.

Muting an account you don't follow





-  Alice doesn't want to follow Bob, and she doesn't want to see Bob's Tweets in her timeline.
-  Alice isn't interested in Bob's Tweets, but Bob keeps mentioning her and cluttering her notifications timeline.

Bob won't see that he's been muted by Alice.

Blocking an account



-  Alice doesn't want Bob to follow her or see her Tweets. She doesn't want to see Bob's Tweets either.
-  Alice doesn't want to get any notifications from Bob.

Bob will see that he's been blocked when he visits Alice's profile.



Town of Antigonish
@AntigonishTown

The Town has raised the Autism Nova Scotia flag in recognition of April being #AutismAcceptanceMonth @AutismNS.

Let's all work together to make our community more autism-friendly and accessible! To learn more, click here: autismnovascotia.ca

#ShareYourShine



4:07 pm · 5 Apr 2022 · Twitter Web App



Town Of Yarmouth, NS
@TownOfYarmouth

Town of Yarmouth, NS: Committee of the Whole Council Meeting - livestream at 3:30 pm today bit.ly/37x6wLG



11:01 am · 28 Apr 2022 · Alertable Canada



CBRM
@CBRMGov

Tune into the CBRM Facebook page or YouTube channel now for tonight's budget consultation meeting.

FACEBOOK: facebook.com/CBRMgov

YOUTUBE: youtube.com/c/CBRMGov/live

Submit questions to the event:
communications@cbrm.ns.ca

Fill out the survey:



cbrmvision.org
Survey - CBRM Strategic Vision
This survey asks your opinion on the five priority areas of Council's strategic vision. It also includes a box for ...

5:58 pm · 23 Mar 2022 · TweetDeck



Instagram

1

Stories

Instagram stories allow for great engagement with your audience. Think about using the vote button, quiz button, and question / answer buttons.

2

Reels

Reels are quick, fun videos that allow a bit more personality over a traditional post or story. Add text, use fun effects. Go behind the scenes!

3

Instagram Live

Connect directly with your followers and answer their questions in real-time. Can be spontaneous or scheduled.

4

Instagram insights

Using Instagram's insights, you can see how your audience engages with your content. The better you understand how and when your audience engages, the easier it is to know what to post.



Instagram

1

Influencer partnerships

Influencer partnerships can help build credibility and reach a new audience. Allow an influencer to do an Instagram takeover, have them host a giveaway, or interview them.

2

Create a contest

A great low-cost advertising method you can use to grow your audience.

3

Hootsuite / Buffer

Save time managing your Instagram presence using a platform like Hootsuite or Buffer. From a single dashboard, you can schedule and publish posts directly to Instagram (and other social networks), engage the audience, and measure your performance.



1

Scripting videos

Take your time, prepare a short script that is action-packed, enjoyable and informative in order to be more efficient while recording.

2

Visuals

Think about your ideal visual and then pick your location accordingly. Don't forget about lighting, ambient noise, and other distractions.

3

Title and description

An eye-popping title lures people to click and view the content even when the video is average. But make yours awesome!

4

Engagement

Encourage viewers to share, subscribe, comment, and link to your videos. This will increase your organic search presence.




Alfred moved from Jamaica in 2017 to raise his family in Canada.



Volunteer Firefighter Recruitment Part 6 - Wade speaks with volunteer Alfred Allen

18 views • Premiered Apr 27, 2022

👍 0 👎 DISLIKE ➦ SHARE ⬇️ DOWNLOAD ⌵ SAVE ...

 **Town of Yarmouth, Nova Scotia**
142 subscribers

SUBSCRIBE

In our newest piece on volunteer recruitment, Wade speaks with volunteer firefighter Alfred Allen. Alfred is a recent immigrant to Canada, having moved his family to Canada from Portmore, Jamaica in 2017. After brief stops in Newfoundland and Halifax, a tour of the Yarmouth area

SHOW MORE



1

Grow your network

Synch your profile with your email address book. Follow meetings and conversations with LinkedIn connection requests – it's a great way of keeping your network vibrant and up to date.

2

Share relevant content

It's one thing to have a network of connections on LinkedIn – it's far better to have an active role in that network, appearing in your connections' LinkedIn feeds in a way that adds value for them.

3

Use hashtags

Only introduced in 2018, hashtags have become a way to get your content discovered. Don't forget to tag relevant accounts!

4

Analytics

What time of day are your posts getting the most engagement? What type of content are your connections responding to? Use the data to help you track performance and refine your strategy.

Recap: do's and don'ts

DO

- Link social media accounts
- Use consistent branding
- Share positive news articles / highlight local initiatives
- Join conversations
- Use hashtags and tag other accounts
- Share photos and videos

DO NOT

- Post long threads
- Crowd graphics with too many words
- Bump your own content through excessive posting
- Go weeks without updating your accounts
- Share third party material without verifying authenticity / what else the account shares

Individual accounts

Personal vs professional

In some cases, it makes sense to have two accounts. I.e., Facebook:

- 1) Personal (accepts friend requests)
- 2) Professional (residents like / follow)

Other times you may choose to convert an existing account into a professional page or delete an old account and start fresh.

Value for effort

How much time are you going to be able to commit to maintaining your accounts?

How can you best reach your constituents?

Which platforms are your constituents currently using?

Set realistic goals for yourself and then follow through.

Complementary vs stand alone

Are your accounts going to be sharing municipal and/or provincial content?

Or are you looking to focus exclusively on what's happening in your district?

Will you continue to use these accounts after your term ends?



Get the most out of your platforms

Weekly coffee meeting?

Let residents know on Facebook.
Share photos and the date for the next one.

Upcoming community event or fundraiser?

Invite people to join you.

Surveying residents on a particular topic?

Share the link or online survey.

Visiting a local business?

Film a short video with the owner inviting residents to #shoplocal.

Have a few minutes between meetings?

Host an impromptu virtual Q&A.

Just learned something exciting? (that you can publicly share!)

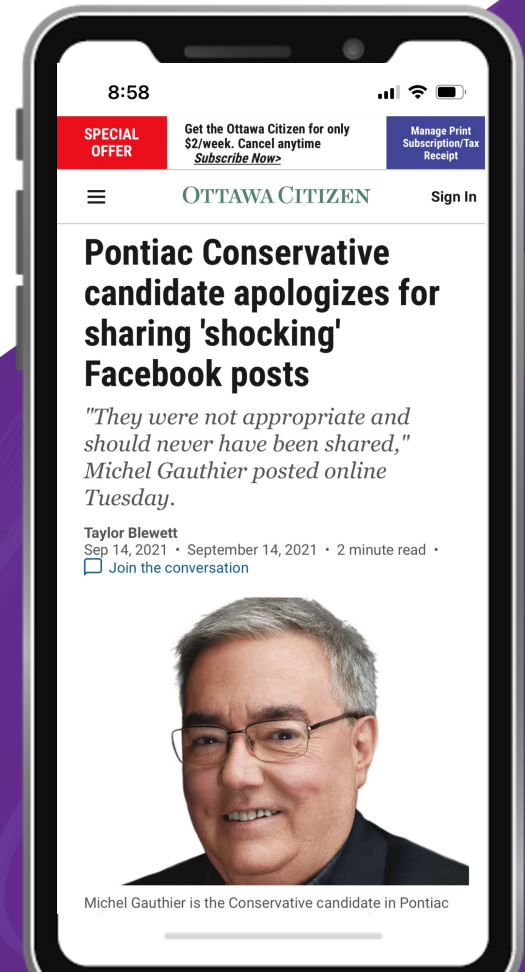
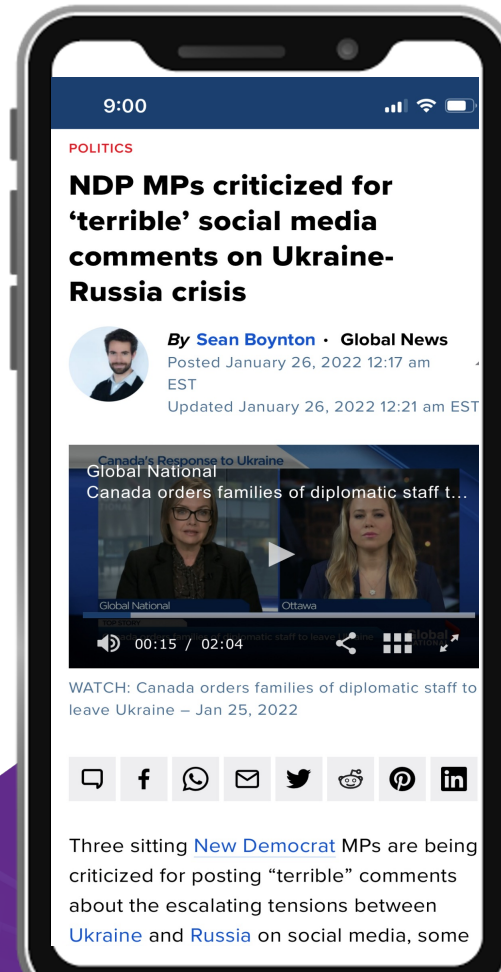
Update your followers!

Think before you post.

It takes two seconds to fire off a hot take or share a post that you think is funny or “more people need to see.”

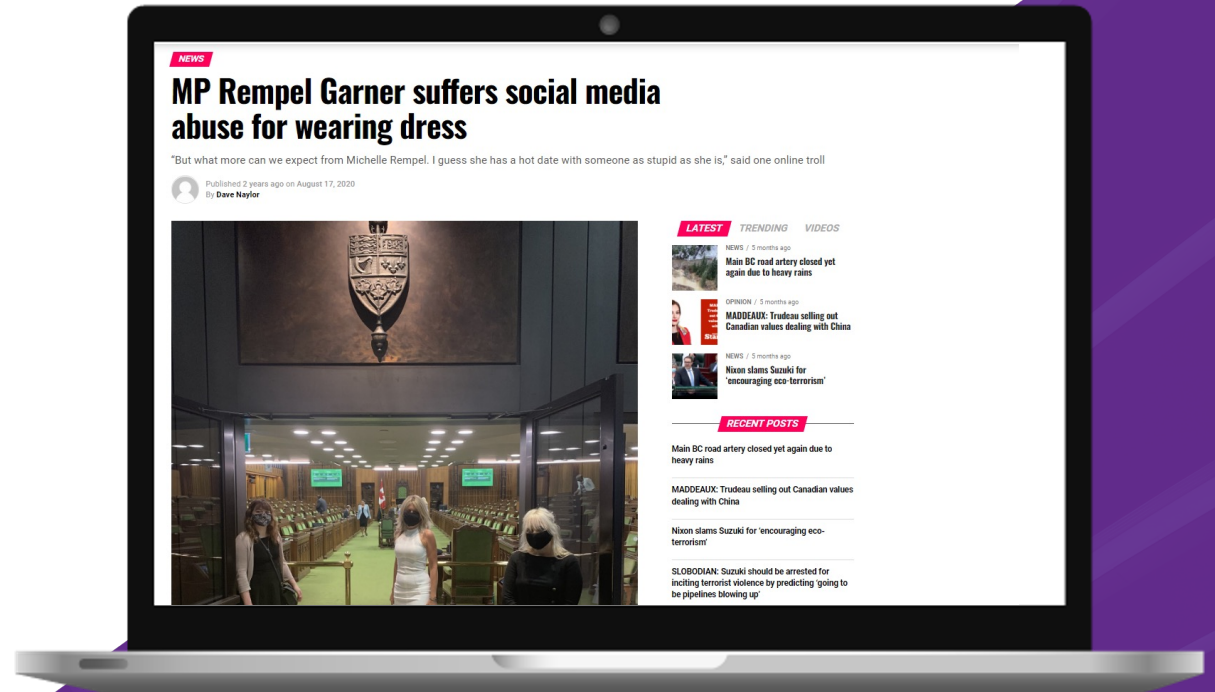
But remember that you’ll never be able to take it back. Even if you later decide to delete your post or remove the comment you left on someone else’s post, in today’s day and age a screen shot will already exist.

If you aren’t comfortable seeing your words on the news, keep them to yourself!



The dark side of social media

For all social media is an incredibly useful tool, we can't ignore the negative aspects and the rise in hateful comments aimed at politicians.



Recap: do's and don'ts

DO

- Link social media accounts
- Reflect before you post
- Share positive news articles / highlight local initiatives
- Join conversations, share your views
- Use hashtags, tag other accounts, include photos and videos
- Invite residents to contact you / your office directly so you can follow up on constituency matters

DO NOT

- Comment in the heat of the moment
- Share articles without fact checking
- Respond to trolls
- Try to justify policy decisions on Twitter
- Fight with colleagues or residents
- Share information from in camera meetings
- Compromise your mental health

Always remember:
Twitter is not real life

Questions?

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May 2022

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we make,
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