the YMCA®

FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

SOCIAL MEDIA PLAYBOOK

Tips to steward and strengthen the Y Brand

YMCA OF THE USA | UPDATED FEBRUARY 2021

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Tip: Table of Contents items link to respective sections!

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WELCOME AND INTRODUCTION

YMCA of the USA created this playbook to communicate our vision for the use of social media across the Movement and to empower Y staff with best practices, tools and resources.

Welcome to the social media playbook created specifically for Ys!
Ys strengthen communities all across the U.S., and social media helps us do that work.

One of the benefits of being part of a Movement like the Y is sharing knowledge and ideas with other mission-driven colleagues. This resource includes ways to stay informed and connected to your Y colleagues. It also includes successful ideas from other Ys along with tips for sparking regular conversations on what has and has not worked for your Y. We invite you to use it as a manual for optimizing your social media strategy, resolving common issues and inspiring new ideas.

This social media strategy and the playbook are just two elements of a larger initiative, the Y's Digital Transformation. The vision behind digital transformation is to improve lives and connect people to the Y community via a seamless digital experience, and social media best practices support this vision.

This playbook is the result of many months of research and feedback gathering that Y-USA conducted with an independent consultant. Our work together encompassed surveying and interviewing Ys, reviewing over 150 social media accounts, auditing Y-USA's social media program and interviewing Y-USA leadership.

We hope that this playbook will help you meet your goals so that you can fulfill our shared mission of strengthening communities through seamless digital experiences.

VISION FOR SOCIAL MEDIA

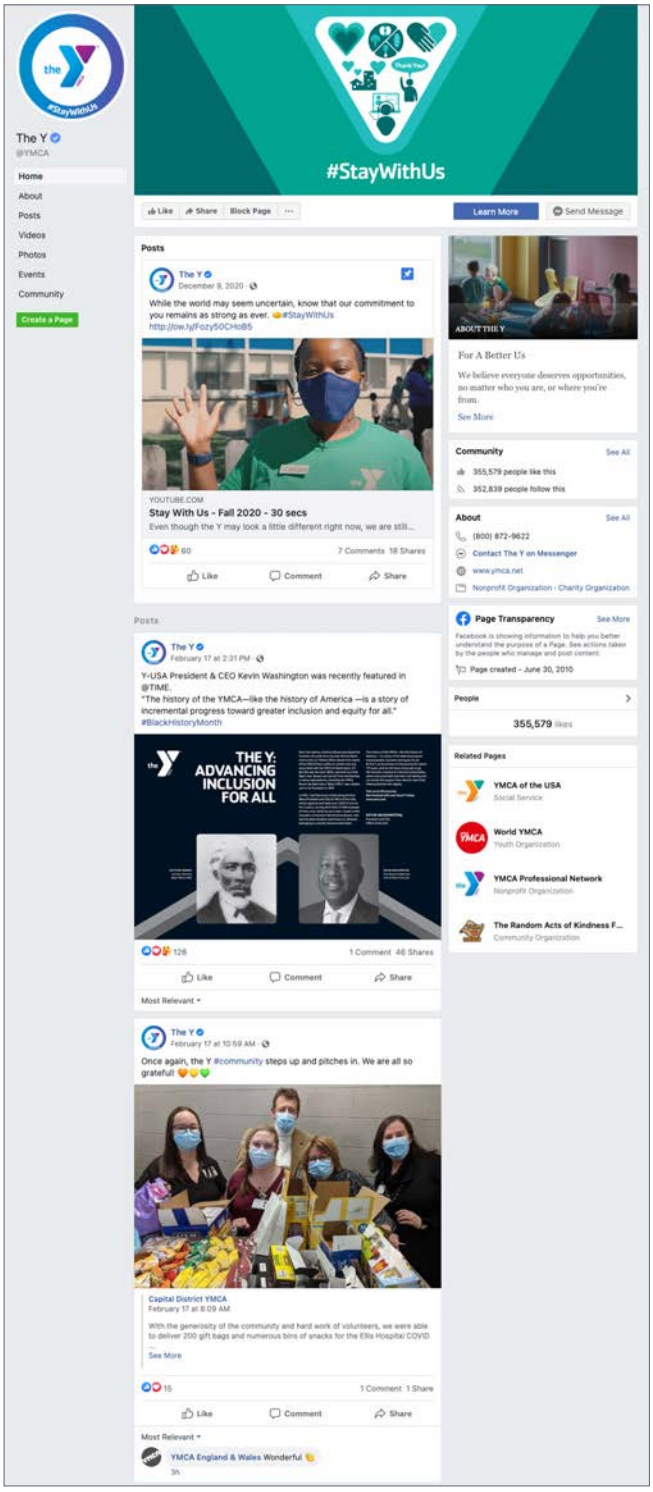
As with everything we do, we have a vision that informs our planning and strategy. As a communication tool, social media presents unique opportunities for connecting with our audiences, promoting the Y brand and conveying the Y's purpose to strengthen communities. Building an authentic social media following takes time and should be part of an overall marketing and brand-building strategy. Through this toolkit and the vision that follows, you'll learn more about how to use social media to inspire your audiences, foster storytelling, speak as a collective voice and beyond.

VISION FOR SOCIAL MEDIA

WE ARE USING SOCIAL MEDIA TO

- **Inspire, Delight, and Engage** digital audiences in order to build brand equity and to fulfill our purpose
- **Spark Actions** that help increase public interest and engagement with the Y, such as join, participate, volunteer, champion and donate as well as generate quality leads
- **Inspire Creativity** by empowering young people, members, staff and volunteers to tell Y stories through social media
- **Amplify and Tell Stories** through showcasing the impact Ys have on the people and communities they serve
- **Be a Trusted Resource** online just as we are in the real world
- **Start Conversations** around topics that are important to us in an inclusive manner
- **Use Our Collective Voice** while holding space for all that is unique to each of our communities
- **Empower Ys** by providing templates, tools and trainings that will enable you to succeed on social media
- **Listen to Our Audience** through proactive, not reactive, social media listening to better understand their needs and wants
- **Effectively Steward Our Brand** by using our social media channels to build relationships and brand equity over the long term

For a more in-depth look at our brand architecture and how to categorize your Y's programs and services, please refer to the Technical Supplement to the YMCA Graphics Guide for Brand Architecture on the Brand Resource Center.



YMCA of the USA Facebook profile, 2021

SOCIAL MEDIA USAGE IN THE U.S.

When selecting social media platforms for your Y, it's helpful to understand how many people are currently using each platform and how often they log in to them.

We recommend that you focus the majority of your efforts on the three social media platforms that have been most broadly adopted by U.S. adults: YouTube, Facebook and Instagram. YouTube is owned by Google and Instagram is owned by Facebook.

PEW RESEARCH CENTER DATA

The nonprofit Pew Research Center has tracked social media usage among U.S. adults since 2005, updating their statistics every other year. Click here for current data.

OVERALL SOCIAL MEDIA USAGE BY AGE

According to the most recent data collected in 2019, Pew reported that 72% of the public uses at least one social media network. Among 18–29-year olds, 90% use at least one social media network; for 30–49 year olds, that number is 82%; 50–64: 69%; 65+: 40%.

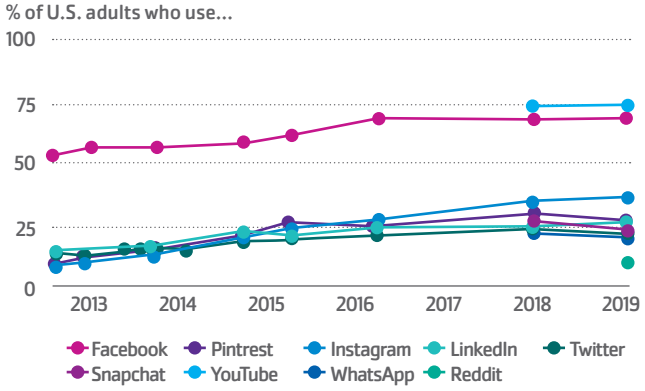
MOST POPULAR SOCIAL MEDIA PLATFORMS

According to data collected in 2019, Pew reported that 73% of all **U.S. adults over the age of 18** are using **YouTube**; 69% are using **Facebook**; and 37% are using **Instagram**, while only 28% report using **Pinterest**; 22% are using **Twitter**; 27% **LinkedIn**; 24% **Snapchat**; 20% **WhatsApp**, and 11% **Reddit**.

DAILY USAGE

Among U.S. adults who use Facebook, 74% log in at least once a day. 63% of Instagram users log in daily, too.

Social Media Platforms by Popularity



PEW RESEARCH

USAGE IS HIGHER AMONG YOUNG PEOPLE

Following are stats for users ages **18–29**:

91% use **YouTube**
79% use **Facebook**
67% use **Instagram**
62% use **Snapchat**
38% use **Twitter**
39% use **Pinterest**
28% use **LinkedIn**
23% use **WhatsApp**
22% use **Reddit**

What about TikTok? TikTok finally released monthly active user (MAU) data in late 2020, and their growth has been explosive. U.S.-based MAU is nearly equal to Instagram at 100 million MAU, an increase of 75% over 2019.

Recent demographic data shows that 50% of TikTok's audience is under the age of 34. This provides unique opportunities for Y camps and youth development programs to reach young people.

Stay tuned for updates on this emerging platform and how it could fit into your social media strategy. In the meantime, learn more about the top creators and trends from 2020 in this report from Social Media Today.

MAU data, May 2020:

- **Facebook:** 253 million
- **YouTube:** 201.6 million
- **Instagram:** 107 million
- **Twitter:** 48.5 million
- **Snapchat:** 46 million
- **TikTok:** 37.2 million

LinkedIn does not disclose monthly active users, but reports 167 million total users both active and inactive.

BEST PRACTICES FOR SOCIAL MEDIA MANAGEMENT

In this section, we'll cover best practices for optimizing your social media accounts and for creating effective social media content.

ACCOUNT SET UP

Account Verification

Verifying your account with each social media platform gives your audience a sense that they've arrived in the right place. Each platform has its own instructions for verifying accounts:

- Facebook
- YouTube
- Instagram
- Twitter
- Pinterest
- LinkedIn: N/A
- TikTok: It's not currently possible to apply for verification. Learn more.

MAKING YOUR SOCIAL MEDIA ACCOUNTS EASIER TO FIND

If you're looking to grow your social media audiences, these tips will improve your Y's findability on social media:

- ☐ Make sure the name of your Y is written out consistently across your social media profiles and your website. This makes it easier for people to search for your Y on their preferred social media platform.
- ☐ Link directly to your social media accounts from the homepage of your website with corresponding icons, if possible (see example below):

- ☐ Link to your social media accounts from signatures in staff emails.
- ☐ Link to accounts from email newsletters.

DUPLICATE ACCOUNTS

In our review of Y social media accounts, the automatic creation of pages by Facebook and LinkedIn based on brick and mortar locations was a common issue. These are pages that your members end up checking into and leaving reviews on.

Occasionally, this results in duplicate profiles. Search on social media platforms to see if your Y has any duplicate accounts. If your Y uses multiple names, such as official name and a colloquial or DBA name, check for each name.

- **Facebook:** How to Merge Duplicate Accounts
- **LinkedIn:** How to Merge Duplicate Accounts

Currently, it is not possible to merge YouTube, Instagram or Twitter accounts.

PREPARING FOR STAFF TRANSITIONS

Another common reason for duplicate accounts is getting locked out of an account that was managed by staff who have left.

We recommend keeping a log of usernames and passwords for your social media accounts and developing standard operating procedures for transitioning accounts when staff leave.

A social media management tool can make it easy to grant and revoke account access to others.

ANATOMY OF A WELL-OPTIMIZED TWITTER OR INSTAGRAM ACCOUNT

Both are relatively simple in their set up. Each features a short bio, a link back to your website and a profile photo. Twitter also features a cover image. Because consistency is key to brand awareness, confirm that your profile is complete and identical to the bios and profile images across all social media accounts.

Converting your Instagram account to a brand account has added advantages, like giving you the ability to add business hours, location and phone number if relevant. Set Up an Instagram Business Account.

BEST PRACTICES FOR SOCIAL MEDIA MANAGEMENT (CONT'D)

Anatomy of a Well-Optimized Facebook Page

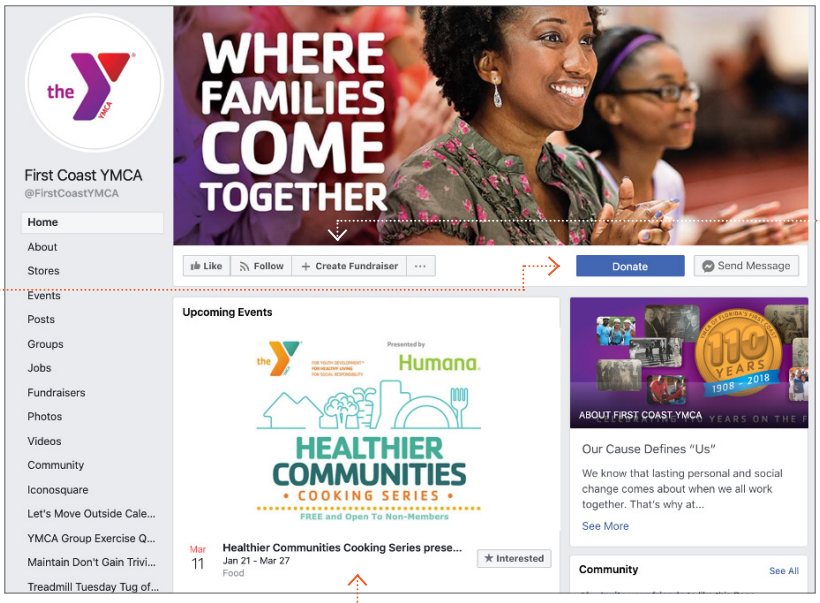
A Compelling cover image with branded messaging

B Donate call to action button*

C Individuals can create fundraisers

D Attractive image under "About" section

E Well-branded Facebook Events



***Note:** a Y has to be using Facebook fundraisers to feature this button; there are pros and cons. Learn more.

BEST PRACTICES FOR SOCIAL MEDIA MANAGEMENT (CONT'D)

Anatomy of a Well-Optimized YouTube Channel

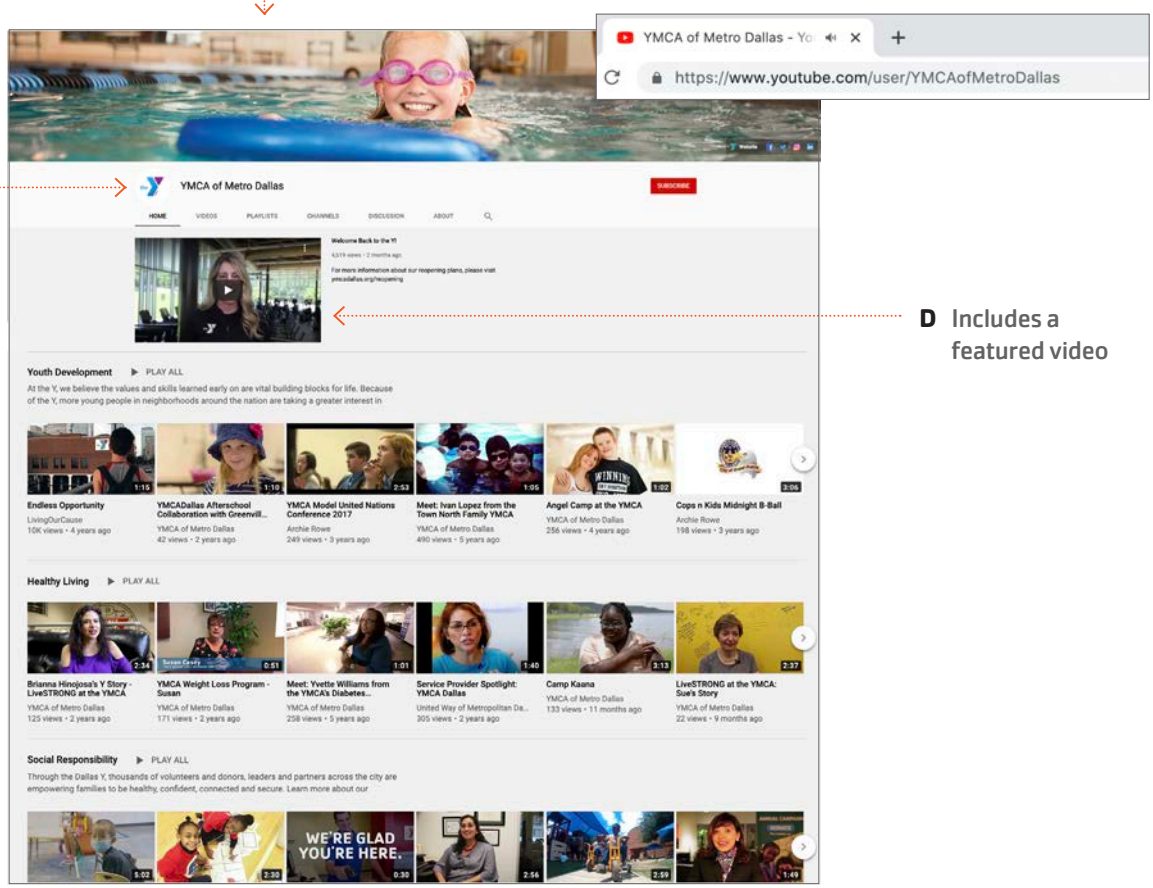
A Eye-grabbing banner image that links back to website and other social media channels

B Has a custom URL: https://www.youtube.com/user/YMCAofMetroDallas

C Branded profile photo /avatar that fits nicely within the circular frame (logo, in this case)

D Includes a featured video

E Features thematic playlists



YouTube Accounts vs. Brand Channels

Are you wondering how to get a custom URL and take advantage of these other great YouTube features? YouTube brand accounts are free and open up additional features that your Y can take advantage of.

- How to Migrate YouTube Channel to Brand Account

BEST PRACTICES FOR SOCIAL MEDIA MANAGEMENT (CONT'D)

Anatomy of a Well-Optimized LinkedIn Page

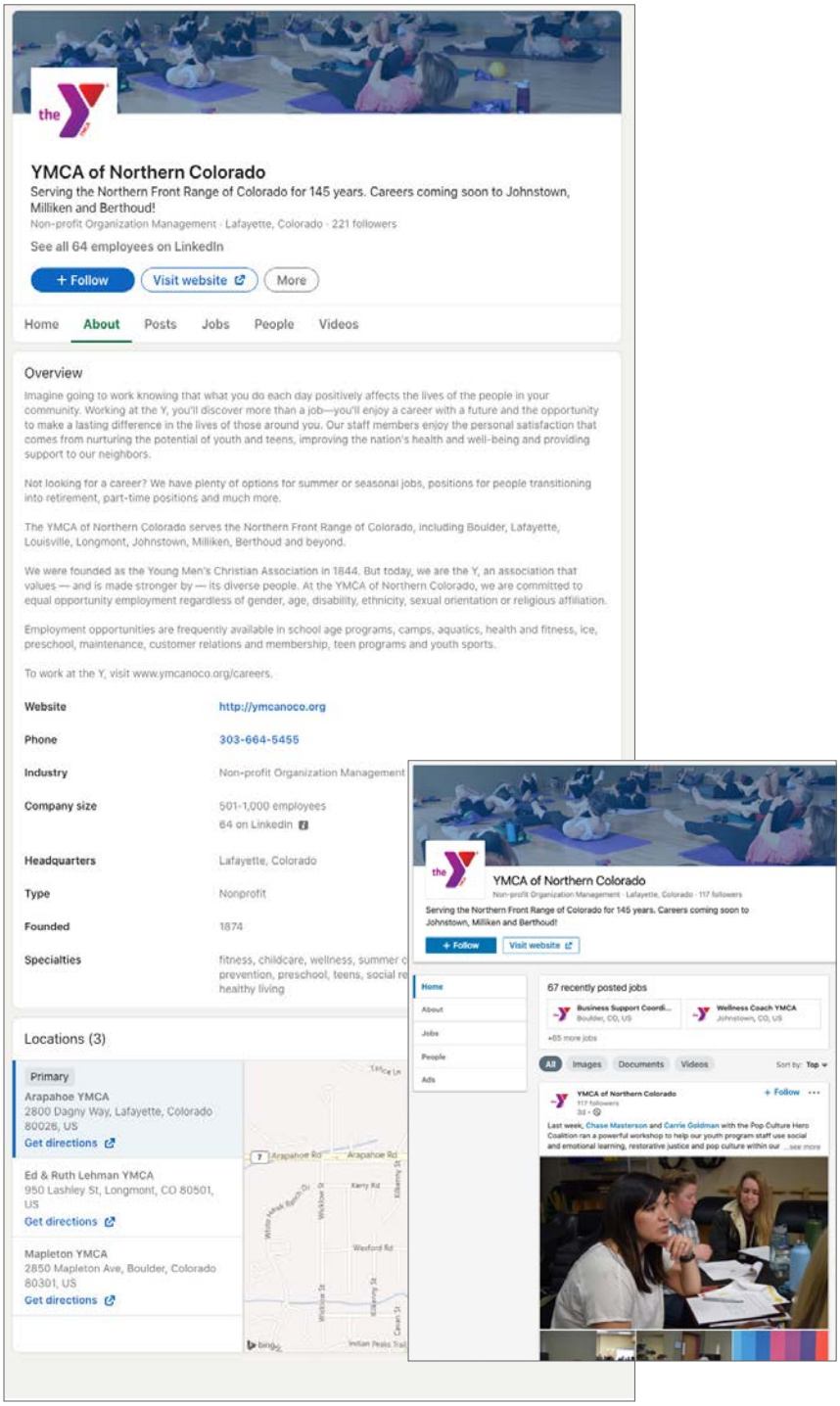
A Attractive cover image

B Complete "About" page

C Links to website

D All informational fields are filled out

E Each of their locations is listed



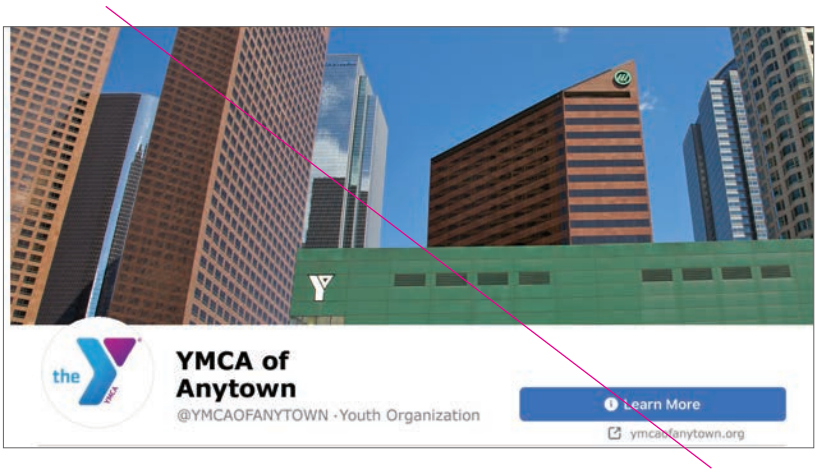
F Multiple job listings

G Recent posts

H Well-optimized posts with attractive photography

BEST PRACTICES FOR SOCIAL MEDIA MANAGEMENT (CONT'D)

Cover Images: Dos and Don'ts



GOOD COVER IMAGES

- Treat this space like a free banner advertisement
- Are eye catching and have a clear point of focus that your eye is drawn to
- Use Y branded colors and fonts
- Support campaigns and initiatives
- Make audiences excited to become a member or participate in a program
- Are changed regularly
- Are labeled with a photo caption and a link to your website or a campaign landing page (on Facebook only)

BAD COVER IMAGES

- Are missing
- Are updated infrequently
- Feature out of season imagery
- Feature uninspiring photography of buildings
- Feature poor lighting
- Don't tell your Y's story

Profile Images: Dos and Don'ts

A good profile pictures helps someone searching for your Y on Facebook, Twitter, etc. identify your account. In search results, your profile photo may appear small, so using a Y logo will ensure that people searching for your Y know they have located the correct page.

GOOD PROFILE PHOTOS

- Feature a Y logo (download logos here on the BRC)
- Are in color and allow proper clearspace*

*See the Brand Graphics Guide on the BRC for directions on clear space.

BAD PROFILE PHOTOS

- Feature a version of the logo that contains the name of your Y (the name always appears next to the profile photo)
- Feature a photo of a building, a stock photo, or a tagline
- Feature a black and white Y logo

BEST PRACTICES FOR SOCIAL MEDIA MANAGEMENT (CONT'D)

SOCIAL MEDIA BIOS

When is the last time you reviewed the bio copy for your Y's social media accounts?

Using a consistent bio across each one is a best practice from a brand consistency standpoint and it improves the credibility of your account.

Set a reminder to check your bios periodically so that you don't forget.

SOCIAL MEDIA POST LENGTH

76% of posts we observed on local Y social media channels were too long.

Posts that contain 40 characters or less earn 86% more engagement, according to Sprout Social.

Why is this the case? Many social media users are reading posts from a mobile phone and are scrolling through many posts in a news feed. Capturing their attention with clear, concise messages is critical to getting them to do what you'd like them to do, whether that's engaging with your content or taking a desired action.

If you are sharing a call to give, for example, burying your ask in the fourth paragraph below a link almost certainly reduces the chance anyone will take the desired action (clicking and giving).

Do you feel like a post is too short? Use that opportunity to drive traffic to a page on your website where a reader could get more information and maybe explore more content on your website.

PHOTOS AND GRAPHICS BEST PRACTICES

Every social media post should include a large, attractive graphic or photo. Following are some best practices to keep in mind when creating social media content:

Do

- Use high quality photos and graphics that grab attention. Make sure that the eye is drawn to a particular point in the picture rather than bouncing all around.
- Include a graphic or photo with every post. We saw many posts in our review that were missing images.
- Make sure your graphic or photo is sized correctly for each social media platform.
  - Guide to image sizes by platform
- Make sure your graphic or photo supports your message.

Don't

- Post a flyer to a social media network. It will be difficult to read on a mobile device.
- Crop off heads or sponsor logos. This is often the result of not sizing the image correctly for each platform.

Anatomy of a Well-Optimized Facebook Post

POSTS THAT DRIVE RESULTS

- Are less than three full lines long
- Use a shortened web link
- Use hashtags appropriately
- Follow the CCEs of communication: Clear, Concise and Effective
- Feature a large format photograph rather than a thumbnail
- Draw the eye to one point in the image
- Include an image that supports the story told in the caption
- Create an opportunity to visit the website

SOCIAL MEDIA MANAGEMENT TOOLS

Social media management tools can support your goals while alleviating common roadblocks to success. The following were selected for their capabilities, ease of use and adoption across Ys.

SOCIAL CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

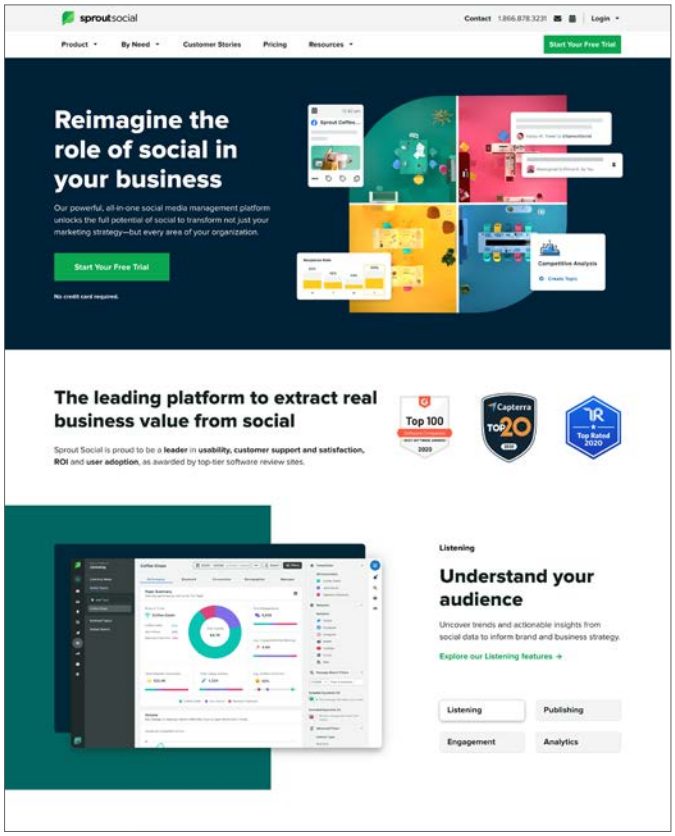
70% of Y survey respondents cited lack of time as their biggest roadblock to success. Social media management tools present an opportunity to improve time efficiency and optimize your social media strategy without adding staff.

Benefits of Social CRMs:

- **Work Across Teams and Centers:** Manage social media programs across departments, branches, programs, camps, etc.
- **Approval Workflows:** Create approval workflows between supervisors and staff or between teams
- **Metrics Capture:** Improve the ability to capture metrics on social media efforts in a time-efficient manner
- **Brand Equity:** Help improve the Y's brand equity through making it easier to respond to inquiries from members and prospective members
- **Automation:** Direct inquiries to the right place via chat bots, e.g. Y-USA's Facebook chat bot directs local Y-related questions to use Find Your Y

Sprout Social has been selected by Y-USA as a potential enterprise solution for Y marketers.
The first pilot roll-out is planned for later in 2021.
Look for updates in the Link Marketing Community.

Additional examples of social CRMs: Sprinklr, Hootsuite



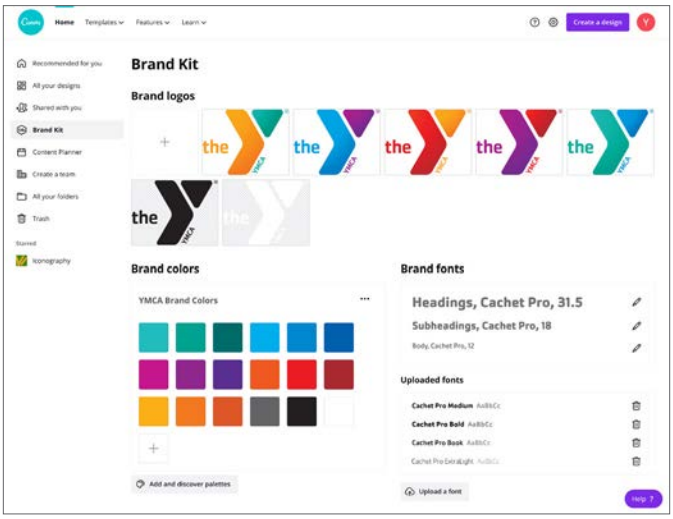
SOCIAL MEDIA MANAGEMENT TOOLS (CONT'D)

CREATING SOCIAL MEDIA GRAPHICS

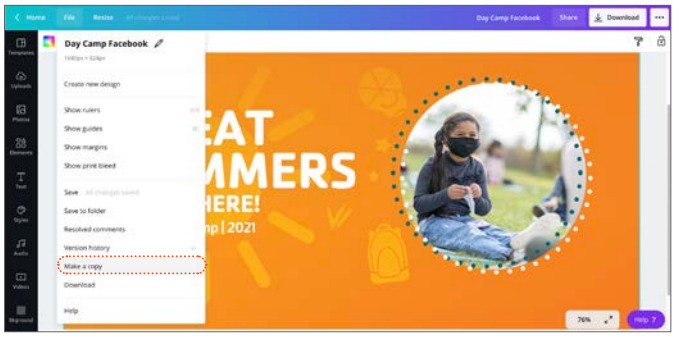
During the review of local Y accounts, one common issue that we observed were challenges around the creation of high quality, branded images for social media posts that were sized appropriately for each of the social media platforms. Canva and Lucidpress can help address this problem, even among Ys with small teams.

Canva

- Canva is a low-cost tool geared toward people who are not graphic designers. It can help users create social media graphics that are on-brand and easy to resize across social media platforms, increasing efficiency.
- Canva contains 60,000+ design templates for social media posts, Facebook cover images, Facebook events, Instagram stories and YouTube videos, Snapchat Geofilters, Pinterest pins, as well as a broad range of print collateral materials.
- With a paid account, Canva users can save brand colors, logos and fonts in a brand kit, and update the colors and fonts in any design template to match. You can upload your own photography or access built-in stock photo options.



- For Ys managing social media in teams, one recommendation is to have a graphic designer set up templates for the types of content they tend to post, such as member stories or program sign up, then have other members on the team copy the templates and update them with specific information.



Lucidpress

- Lucidpress is an alternative to complex design programs like Adobe InDesign and Microsoft Publisher.
- InDesign files downloaded from the Brand Resource Center can be uploaded and customized.

- With paid account(s), Lucidpress users will have access to robust brand controls, and customizable templates that lock down critical Y brand elements.

SOCIAL MEDIA MANAGEMENT TOOLS (CONT'D)

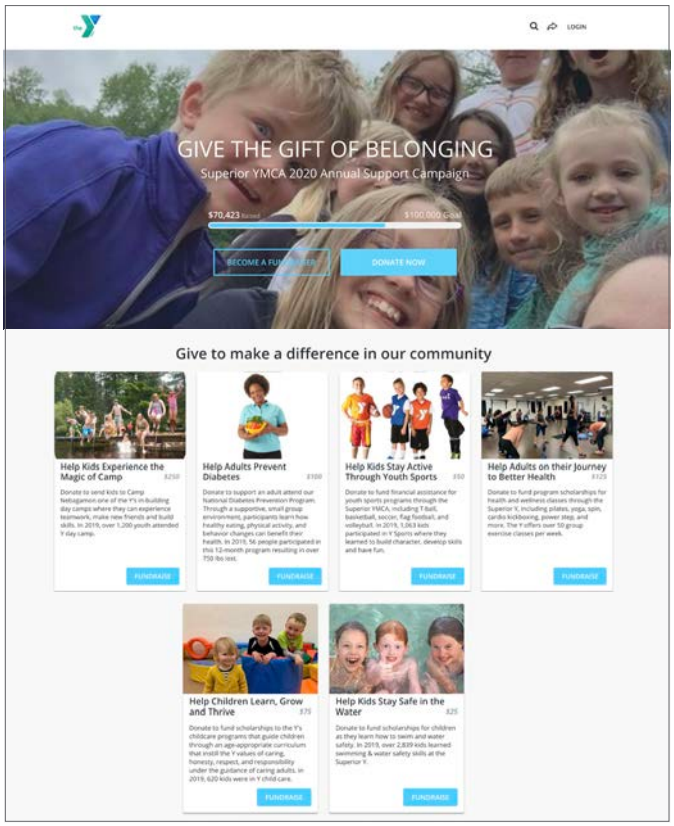
FUNDRAISING THROUGH SOCIAL MEDIA

Classy is a fundraising platform that can facilitate giving through landing pages that are optimized for storytelling and donor conversions. Many Ys report having success with the tool, which integrates with Salesforce and Raiser's Edge, as well as with Facebook fundraisers.

Classy has modules for a variety of fundraisers, such as website giving and monthly giving, fundraising events, crowdfunding and peer-to-peer fundraising.

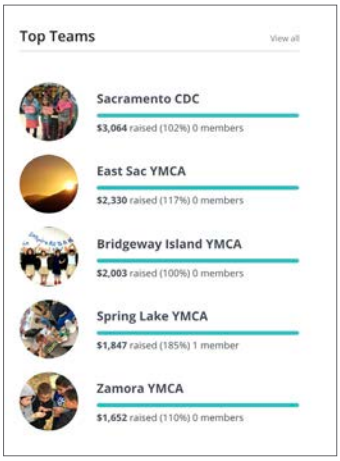
Storytelling

In the example below, the Superior Douglas County Family YMCA of Superior, WI, gives donors concrete examples of how their support makes a difference in their community.



Peer-to-Peer Fundraising

In the example below, YMCA of Superior California in Sacramento organized teams of donors to meet their goal.



BEST PRACTICES FOR CONTENT PLANNING AND CROSS-TEAM COLLABORATION

70% of Y survey respondents cited lack of time as their biggest roadblock to success. There are a number of tools and strategies that will help you be time-efficient and strategic.

REASONS TO CREATE A SOCIAL MEDIA CONTENT PLAN

- Helps get staff on the same page about what's coming up
- Makes it easier to decide what to delegate to others
- Takes the mystery out of what to post and when to post it
- Reserves time slots on your calendar for recurring content (e.g. every Friday is Fan Photo Friday or every third Thursday of the month is a a call to action for volunteers)
- Allows you to plan predictable content ahead of time so you can respond to anything new or unexpected more nimbly
- Helps you remember to ask people to do the things you'd like them to do
- Lets you look back over what you did at the end of the year to help plan the next year

YMCA CALENDAR AND TOOLKITS

- Calendar on Link. See pages 19 and 20 for more information
- Created by the Y-USA Public Relations team, this calendar outlines the holidays, awareness weeks or months and initiatives that we celebrate across the Movement
- Marketing Community on Link. Look for toolkits, announcements and discussions with your marketing and communications peers throughout the Movement

COACHING SOCIAL MEDIA TEAMS

No matter the size of your Y, organizing a team or teams to create social media content is a good strategy. Here are testimonials from Ys on how they are able to capture content across many branches and programs successfully:

Centralized Marketing Team

"[For our Y], creative and design components come out of a centralized marketing team. We make sure that our team is supporting local members in their community with good content. For campaigns, holidays, fundraising, big events across the association, we create or post the content so we have a consistent look and feel; so that it feels like one Y."

On the Ground Teams

"Yearly, I do workshops with 15-person teams. This is an in-depth workshop where we review their content calendar for the next quarter. I coach our team through biweekly emails about how often they should be posting and what best practices are.

I do this in a way that doesn't smother anyone. Through face-to-face time I have earned their trust. I'm open, I'm approachable, because there's often friction between on-the-ground staff and 'corporate' staff. It takes time. Sometimes people will push. I let teams take control and take ownership and serve in a guiding and supporting role."

COLLABORATIVE SOCIAL MEDIA CONTENT PLANNING

Even if your team is smaller than the team described in the example, there are many benefits to planning social media content in a group, particularly if you are having a difficult time getting content in a timely manner.

Hosting quarterly content planning meetings gives your team a way to think about what's coming up at your Y and promote better collaboration. A monthly check-up will help you assess whether anything in the plan needs to be adjusted.

At these meetings, you may invite people who own the vision and business goals for your Y, such as executives; marketing, communications and fundraising staff; and people who are regularly on the ground with members and prospective members who understand their questions and feedback.

Use the template on page 20 to plan by month using the personas (page 21), holidays, areas of impact, fundraising, membership and other content buckets to spark ideas.

BEST PRACTICES FOR CONTENT PLANNING AND CROSS-TEAM COLLABORATION (CONT'D)

GUIDELINES FOR PLANNING AS A GROUP

- **Plan topics, not social media content.** Focusing on the topics you'd like to discuss makes it easier to adapt content across communications platforms such as your website, email newsletters and social media platforms. It keeps meetings short, preventing you from getting stuck on the logistics of creating a specific post. It also makes it easier to plot social media content on a calendar.
- **Brainstorm, then edit.** It's easy to erase something off of a plan if you don't have time, but hard to come up with ideas in the first place. Your content planning session should focus on brainstorming.
- **Use cloud-based tools.** Keeping your social media plan in the cloud using a tool like Google Sheets or Airtable makes it easier to share a plan across people or teams. It also makes it simple to look back at your plan the next year.
- **Keep all parts of the member journey in mind.** Members go through a few phases of decision-making when considering whether or not to join a Y or participate in a program or service.

OTHER BEST PRACTICES FOR SOCIAL MEDIA CONTENT PLANNING

FEEL – THINK – DO

Social media content should engage members and prospective members at each point in the member decision-making journey.

- **FEEL:** Someone becomes aware of your Y or a program or service and feels motivated and excited to check it out. This content uses visuals, videos, humor and heartstrings to support them at this stage in their journey.
- **THINK:** Someone considers whether or not they are able to join or participate. Member reviews, answers to frequently asked questions, statistics, facts and thought leadership all support a them at this stage in their journey.
- **DO:** Clear calls to action to "join," "sign up," "volunteer," etc. tell your audience specifically what you'd like them to do.
- **LOYALTY:** User-generated content, such as member stories and photos or engagement campaigns that encourage your audience to create and share, can turn happy members into champions for your Y.

Looking at your last ten social media posts, how many would you characterize as focused on FEEL, THINK, DO or LOYALTY? What might be missing from your current social media plan?

DECIDING HOW MUCH CONTENT TO PLAN

When working together to create a content plan, it can be helpful to understand how much content you need to plan.

- **Facebook:** We recommend posting no less than 2-3 times per week, and no more than 2-3 times per day. In our review of Y accounts, we found that most Ys are currently posting in this range of frequency.
- **YouTube:** Because YouTube is such as a popular network, we recommend brainstorming ways to post content on your YouTube channel on a monthly or even weekly basis. In our review, some Ys were able to post YouTube videos weekly, while many publish infrequently.
- **Instagram:** 63% of Instagram users log in daily or more than once a day, so there is some benefit to maintaining a daily cadence of Instagram posts if you are able.
- **Twitter:** One of the benefits of Twitter is the potential to garner organic (unpaid) retweets, particularly if you are retweeted by accounts with many followers. For that reason, we recommend focusing your Twitter efforts on tweets that have a potential to be retweeted, such as tweets that tag community partners or local media outlets.
- **LinkedIn:** Because the format of LinkedIn posts is similar to the format of Facebook, consider reposting Facebook content to LinkedIn using a social media management tool. LinkedIn also presents unique opportunities to engage community leaders, employees, prospective employees, board members and other volunteers around a shared passion for the Y, its values and culture.
- **TikTok and Snapchat:** If your team is using TikTok or Snapchat, we recommend following a frequency similar to the one you're using on Instagram.

SOCIAL MEDIA CALENDAR

Streamline your content planning process each month with these tips and calendar template.

CONTENT BUCKETS

A content bucket is any topic you want to talk about with your audience. It can include content aimed at a specific audience (seniors, families, children, etc.) or about specific programs (aquatics, social services, childcare, etc). A good first step in collaborative content planning is to come up with a list of content buckets that you talk about on a regular basis. Your content buckets can include content for specific audiences (active seniors, families with young children, prospective members) or content related to specific programs and services (swim/aquatic, social services, etc.).

EVERGREEN CONTENT

Evergreen content is content that is always relevant and never becomes outdated. It's highly likely that your Y has new member information; information on ongoing programs like swim and soccer; and information on child care and community services that doesn't change very frequently.

To make the most out of the time you have invested in writing your website copy, you can adapt existing copy into a series of 1-2 sentence social media posts on a specific topic.

Think about a post encouraging people to sign up for a newsletter. You likely won't need to write ten posts on this topic. Members typically won't recall the message you posted a few months back, so you can write a few messages and rotate between them, making a note of the last time you posted each message so that you keep things fresh without having to reinvent the wheel each time.

To accomplish this, consider saving all of the social media content you create in one place. Using a spreadsheet, you can save content in different tabs organized by month or by topic. Having this library of pre-written content can reduce the need to create "fresh" content on a daily basis, and can also ensure that you remember to highlight all of your programs and regular calls to action on a monthly basis.

Additionally, because some evergreen content is only relevant seasonally or annually, being able to refer back to old posts on the same topic will save you time. Freshen these posts with new details and graphics.

6 KEY QUESTIONS TO ASK DURING A CONTENT PLANNING MEETING

1. **What's coming up this month?** Are there topics related to the content buckets list you can talk about this month?
2. **What do you want people to do as a result of seeing your social media posts this month?** Many Ys report difficulty in setting goals for their social media platforms. By asking this question, you'll be able to focus on the goals that matter.
3. **What evidence or metrics do you have that tell you if anyone took that action?** Tools like Google Analytics can help you understand if your social media content has driven traffic to your website or to a specific page on your website, and if anyone has completed a form or taken any other actions.
4. **What's going on in your audience's life this month?** Are they setting goals for the new year? Getting kids ready to go back to school? Asking this question can help you create content that is timely and relevant to your audiences.
5. **What broader conversations are happening outside of your Y?** On networks like Instagram and Twitter where user profiles are public by default, using hashtags can help you connect with new audiences. Many awareness weeks and months, Movement-wide initiatives (e.g. Welcoming Week) and holidays have hashtags associated with them.
6. **Who can help you get the word out this month?** If you're working with partner organizations, you might have opportunities to tag other social media pages or accounts in an effort to get your content in front of your partners' audience. In other cases, you might coordinate with someone offline for the joint promotion of an activity. In any case, this is a critical question to ask to maximize your efforts.

Refer back to this checklist every month when you're doing your monthly content planning meeting or session. This removes the roadblock of starting from scratch every month. Review your checklist once a year to make sure it's still relevant.

SOCIAL MEDIA CALENDAR (CONT'D)

BEST PRACTICES FOR PLOTTING TOPICS IN A CALENDAR

- Planning topics instead of posts makes it easier to assign topics to days within a calendar.
- Start by plotting out topics that are time-sensitive, such as programs that have a specific sign-up deadline. Note the date that an event or program starts in italics. That will help you make the distinction between when an event is happening and when you're promoting it through a social media post.
- After you've planned time-sensitive content, add more evergreen topics to your calendar, such as member stories, storytelling about your mission and evergreen calls to action like "sign up for our newsletter."
- When possible, leave evergreen content on the same day each week or each month. For example, Fridays are always "fan photo Fridays." Put out a call to action to volunteer on the third Thursday of each month if no timely event is happening that day.
- By establishing patterns, you will reduce the amount of time that it takes to plan content on a calendar on a monthly basis and it will ensure that you're spacing similar content out. This can also help you remember to promote calls to action at regular intervals.
- Having a few evergreen backup posts on hand can be helpful if you have an unexpected hole in your calendar and need to plug it at the last minute.

Example Calendar

See page 20 for the Content Planning Template.

Content Buckets:

- Healthy families
- Blood pressure
- Military outreach
- Holiday
- #TBT
- Drives/collections (food, school supplies, coats etc.)
- Membership/join
- Camp

AUGUST

SUN	MON	TUES	WEDS	THURS	FRI	SAT
1	**2**	**3** – Healthy Families	**4**	**5** – #TBT	**6** – Camp	**7**
8	**9**	**10** – School Supplies Drive Reminder	**11**	**12** – #TBT	**13** – Membership/ Join	**14**
15	**16**	**17** – School Supplies Drive Reminder #2	**18**	**19** – #TBT Ashura (Holiday)	**20** – Camp	**21** – School Supplies Drive Event
22	**23**	**24** – Blood Pressure	**25**	**26** – #TBT	**27** – Membership/ Join	**28**
29	**30**	**31** – Military Outreach				

SOCIAL MEDIA CALENDAR (CONT'D)

Content Planning Template

Content copywrite: SARAH BEST STRATEGY

This template is an example of how to plan social media content by month. See page 21 for description of personas and how to apply them to your social media content planning. Download the template as an Excel file here.

	CONTENT BUCKETS	Month – e.g. January
		Goals for this month:
Content Themes, Campaigns, and Initiatives: What's Coming Up This Month? What Are We Promoting?	**Evergreen: Youth Development** - Afterschool - Camp - Changemakers - Child care - Early learning - Education/leadership - Food programs - Out of school time - SAW/swim - Sports - STEM - Youth & Government _____ **Personas to Consider:** **- Parents of Younger Children/Security-Focused Shelly** **- Parents of Older Children/Enrichment-Focused Edgar**	**Tip:** Save your content planning template by topic or by month of the year so you can repurpose for later use. We recommend using Excel.
	Evergreen: Healthy Living - Blood Pressure - Cancer survivorship /Livestrong - Diabetes Prevention -Falls Prevention - Gymtimidation -#HealthyHabit - HEPA - Healthy families - Recipes - Sports/recreation _____ **Personas to Consider:** **-Fitness and Wellness/Fitness-Focused Fran** **-Empty Nesters/Social Seeking Sal**	
	Evergreen: Social Responsibility -ASYMCA & Military Outreach -Community -Diversity, inclusion, equity -Drives/collections (food, school supplies, coats etc.) -#GoodNeighborGoal - Newcomer Services - Senior support - World Service - Volunteer _____ **Personas to Consider:** **-Empty Nesters/Social Seeking Sal**	
	PR Calendar	
	Holidays	e.g. Veterans Day
	Daily, Weekly, Monthly Celebrations & Events	e.g. Breast Cancer Awareness Month
	Instagram and Facebook Stories	
	Other/Misc. YMCA history/trivia #TBT Core Values	
	Fundraising/Donations	
	Membership/Join	
	Regular/Reoccurring Content Streams	

PLANNING WITH PERSONAS

Personas are examples of people who have the same interests, lifestyles and priorities as people within your target audiences. The personas below were identified through market research conducted by a partner agency. These are just a few examples of the many different personas likely to be found in your community and the factors you should consider when trying to reach them through social media.
You'll have the opportunity to learn more about personas and how to apply them to your marketing efforts in the webinar "Customer Personas, Journey Maps and How to Use Them" offered through the Digital Experience Webinar Series.

SECURITY FOCUSED SHELLY

Shelly is a 30-year-old married woman with a 2-year-old and another on the way. She and her partner both have full time jobs and often have to work late nights. Because of this, she needs a way to be sure her daughter is safe and happy while she is at work without having to hire a full-time nanny, which can get expensive. She wants to spend as much time as possible with her child but needs a convenient place to keep her safe while she can't.

Concerns

- Shelly doesn't know anyone who goes to the Y, so she can't be sure about the comfort level she will feel with her kid enrolled there.
- She sometimes has difficulty getting off the waitlist for high demand day care/programs.
- She doesn't have a lot of extra money to spend on childcare.
- She doesn't want to give up too much time with her kids.

Characteristics

- She conducts extensive research for anything she tries for herself or her family.
- She tries to keep family dinner sacred.
- She likes to talk to the adults in her child's life to form relationships and stay updated.
- She drops her kid off while she exercises at the Y.

FITNESS FOCUSED FRAN

Fran loves food and she struggled to maintain a healthy weight until she discovered exercise in her late 20's. Now fitness is part of her lifestyle. Fran and her husband work full time. He is a morning person and goes to the gym before sunrise, while Fran prefers to exercise after work when she has more energy. They try to coordinate their workouts on the weekends.

Concerns

- Fran is self-conscious and may lack the confidence to join in a program, new workout or volunteer opportunity if it feels intimidating or unwelcoming.
- She and her husband do not have children and it sometimes can be difficult to meet and bond with others without the shared experience of parenting.
- It is hard to justify the cost of a Y membership when it feels like she is only using the treadmill and elliptical machines. She can find a no-frills gym with that equipment for less money.

Characteristics

- She tends to workout on her own during the week, but goes to the gym with her husband on the weekends.
- She sticks to herself at the gym. She is friendly with the staff and recognizes many of the regulars, but she is there to focus on her workout.
- She'd like to learn about ways to volunteer to help others in her community, but doesn't know how to get started.

SOCIAL SEEKING SAL

Sal has been widowed for over five years. His wife was the social one in their marriage and without her around, he found himself alone with nothing to do. Sal joined the Y for the indoor track so that he could stretch his legs even in bad weather. Since then, he has found that his social life picked up considerably and he now considers the people at the Y to be like family.

Concerns

- Accessibility – getting around in bad weather is challenging for Sal. He doesn't like driving in pouring rain or when the roads haven't been cleared of snow.
- Technical Abilities – Sal is not comfortable with anything digital. That means that he often doesn't receive email messages or alerts when an event is cancelled.

Characteristics

- He goes to the Y twice a day – to exercise in the morning and to play cards or board games with a group of seniors in the afternoon.
- He enjoys relaxing in the Y lobby with the newspaper and a cup of coffee before his morning exercising.

PHOTOGRAPHY FOR SOCIAL MEDIA

TELLING STORIES WITH COMPELLING IMAGES

Compelling images share many of the same characteristics as a good book that draws you in from the first page, they:

- Introduce characters
- Transport you to a place
- Feature specific details
- Evoke an atmosphere
- Can be told over time, e.g. Instagram and Facebook stories and posts with slide shows let you tell the story across multiple images

QUICK TIPS FOR IMPROVING PHOTOS

- Determine what story you want to tell first
- Natural, real and inviting
- Not posed or forced
- Focus on an individual subject vs. a crowd
- Have a clear point of focus so the eye will go to a specific point in the photo
- Make use of lights and tripods
- Tell stories over time, e.g. throughout a campaign across a series of photos
- Don't have to be posted live—it's okay to photograph something, edit and post later

Visit the Brand Graphics Guide for additional information on the Y's approach to photography

SELF-EVALUATION

Look at a sample of ten images that you posted to your Instagram or another social media platform. Have you used a variety of images? If not, what types of images are missing?

OPTIMIZING PHOTOS FOR BOOSTED POSTS ON FACEBOOK AND INSTAGRAM

Avoid using images with too much text on them. This helps ensure that your photo does the work of grabbing attention, directing the eye to a specific point in the image, and making it more mobile-friendly. Let your copy do the work of communicating written information instead of your image.

If copy takes up more than 20% of your image, you might not be able to boost your post on Facebook or Instagram. Facebook has this tool for checking whether your image will be rejected.

BRC RESOURCES

Looking for Y logos, campaign toolkits, brand guidelines, photography and more? The Brand Resource Center (BRC) is a valuable resource for Y marketers and staff who work on social media or other communications. It features:

- Logos and Areas of Impact
- Image library
- Brand guidelines

Types of Photography

LANDSCAPES
Transport you to a place

PORTRAITS
Introduce characters

STILL LIFES
Provide details to focus on

MOODY PHOTOS
Evoke an atmosphere

VIDEO FOR SOCIAL MEDIA

VIDEO BEST PRACTICES

Upload video files to each social media platform individually. Social media platforms prioritize the distribution of content that is uploaded directly to their platform vs. linked to from a competitor's platform (e.g. linking to a YouTube video in a Facebook post).

This means that you can post the same video to Facebook, YouTube and even LinkedIn, although you may need to shorten a video to post it on Instagram, Twitter, TikTok, etc.

Smartphones with high resolution cameras, GoPros and DSLR cameras all make shooting video more accessible—no need for professional equipment. Light and sound are important to making a quality video. Investing in an inexpensive lapel microphone and using natural light or clip or ring lights will improve the quality of your video. When shooting outside, taping a sponge over your microphone cuts down on wind noise.

VIDEO FOR YOUTUBE

Because YouTube is owned by Google, it presents some unique opportunities for search engine optimization (SEO). You can integrate focused keywords into the title of your video, video description and the tags section if content in your video is commonly misspelled, like your Y's name. Video transcriptions/closed captions are a best practice both for search and for accessibility purposes.

Connect the dots for your audiences. Ask where they would need to go to take steps to participate or join. Include a link back to your website or a specific landing page that will help them learn more or take that next step.

Brainstorming YouTube content ideas

If your Y struggles to create YouTube content on a regular basis, you're not alone. A good place to start brainstorming content for this popular platform is to look at content that is popular among YouTube viewers in general.

According to Pew Research, popular content areas include food, sports, music or dance, hobbies and skills; and content for kids.

Make this work for your Y: This is good news for the Y since we're already working in many of those spaces. Build interest in your Y and tap into the most popular content types with videos on **sports skill development, swim/aquatics, healthy food and lifestyle; hobby and skill development; or kids' activities.**

VIDEO RESOURCES FROM Y-USA

- "Your Y. Your Camera. Your Story." Video storytelling series and resources:.
  - Video playlist on YouTube

  - Storyteller's Guide
  - Video Storytelling Steps & Tips
  - Storytelling Checklist
  - Check out this post about the series within the Link Marketing Community. Pose questions and video storytelling tips here to engage in conversation with the Y-USA content producer and other Y colleagues!
  - If you have a story that you'd like Y-USA to produce for this series, please email digital@ymca.net with the subject "Video Storytelling Pitch."
- Video Resources on the BRC
  - Video art cards
  - High definition b-roll footage featuring a multitude of activities, ethnicities and age ranges that may be repurposed for your video productions.

THE BASICS OF BOOSTING POSTS: HOW AND WHY

You may have noticed that organic reach on Facebook is quite low, especially after the drastic update to their algorithm in 2018, when Facebook announced they'd prioritize non-branded content in feeds. On Instagram and Twitter, #hashtags and @tagging are great tools for reaching new audiences. Since Facebook and LinkedIn limit the reach of posts created by businesses and organizations, the benefits of using #hashtags and @tagging is greatly diminished. This can be overcome on Facebook for a relatively low cost by boosting posts on the Facebook/Instagram ad network. Boosting posts allows you to increase the number of people you reach, target specific audiences and achieve your social media goals more strategically.

REASONS TO BOOST POSTS ON FACEBOOK AND INSTAGRAM

- Organic/unpaid reach of posts is **as low as 2%** on some Facebook posts in spite of the platform's popularity across age demographics
- Helps you reach fans of your Facebook page (and you can boost posts to Instagram at the same time!)
- Helps you reach prospective members in your communities
- Can be done for as little as $10/post
- **Takes as little as five minutes** once you learn the process

GETTING STARTED

- You need to have access to a Facebook profile and a Facebook advertising account. Go to business.facebook.com to get started.
- You cannot boost posts within a group

FACEBOOK ADS VERSUS BOOSTED POSTS

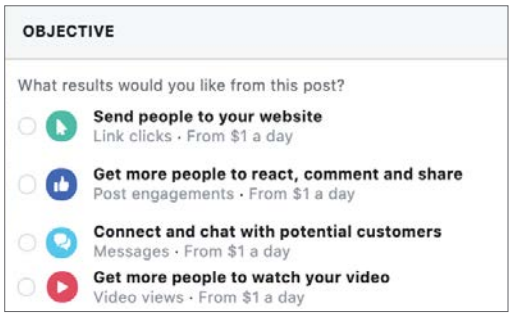
- Boosted posts are **the same** as Facebook ads
- Both appear in the Facebook advertising system
- **Boosted posts offer a simpler set of options**, making it easier to place an ad than with Facebook Ads Manager

OBJECTIVES

Identify what you want people to do as a result of seeing your boosted post. For example:

- Send people to your website
- Get more people to like, comment and share your post
- Get people to watch a video
- Get people to send you messages through Facebook Messenger

Below are the **four objectives** you can choose from in a boosted post:



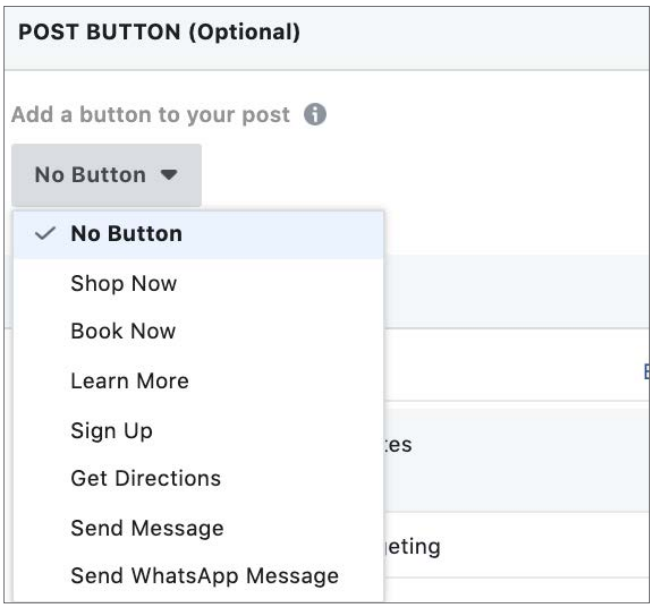
The objectives you have access to are contingent on the type of post you are creating:

- **Send people to your website** shows up when you link to your website and allow Facebook to pull in an image from that page
- **Get more people to react, comment and share** shows up when you manually attach an image to a post
- **Connect and chat with potential customers** shows up for posts with links or photos and only makes sense if you want to direct your audience to Facebook Messenger
- **Get more people to watch your video** shows up when you post video content

THE BASICS OF BOOSTING POSTS: HOW AND WHY (CONT'D)

POST BUTTONS

For any post that drives traffic to a website, you can choose from a number of buttons that reinforce your call to action:



PLACEMENTS

This is another way of asking where you want the ads to run:

- Facebook
- Instagram
- Facebook Messenger

Tip: Facebook will try to pick this for you—don't let them! Toggle "off" Automatic Placements and select the networks you'd like to send the post to. Consider your audience's technology habits when making this decision.

DURATION AND BUDGET

Duration and Budget lets you define how long you want the ad to run and what your total budget is.

- **Scenario A** – you want to make sure your current audience sees your content. Try boosting a post for four days at $5–10.
- **Scenario B** – you want to promote a special campaign or event. Try 10 days at $50+ to reach more people and increase the likelihood of meeting your goal.

TARGET AUDIENCE CONSIDERATIONS

- Each person can only see a limited number of ads per day.
- There's a lot of competition for eyeballs on social media. That means your target audiences should be pretty broad – shoot for audiences of 50,000+.
- One way to do this is to target a television viewing area (DMAs) instead of a city or town. This can be helpful in metropolitan areas where you also want to include suburban areas, or in rural areas where a Y draws from a few different communities.
- Alternately, you can adjust the radius of your ad to not just include a city but also include surrounding areas. Think about where your members live and go from there.

TYPES OF AUDIENCES

Generally, social media audiences tend to fall into two groups:

- **Your fans:** People who like your page, people in your Facebook groups, people who visit your website, your member email list
- **People in your community:** People who look like your fans, people who share common interests (in youth sports or running, for example), and people who have certain demographic characteristics (like parents)

Age, goals, interests, financial concerns, family size and employment status are just some of the factors that impact the daily planning and decision-making of both fans and community members. When crafting and publishing content on social media, it helps to clearly identify who you're trying to reach and what influences impact their decisions. Page 21 includes just a few examples of the many different personas likely to be found in your community and the factors you should consider when trying to reach them through social media.

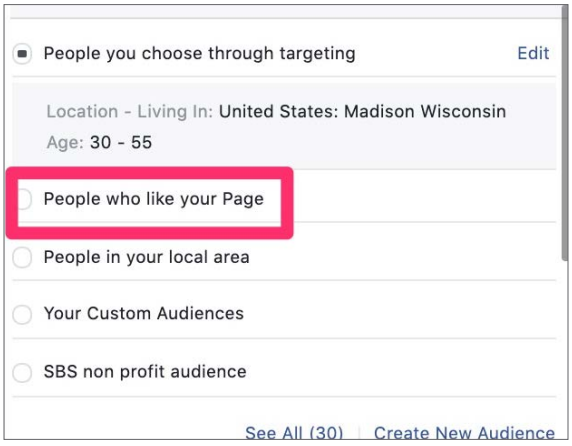
THE BASICS OF BOOSTING POSTS: HOW AND WHY (CONT'D)

BOOST POSTS TO MORE THAN ONE AUDIENCE AT A TIME

Once you've boosted a post, the boost button turns into a "Boost Again" button. You can select a different audience the second time.

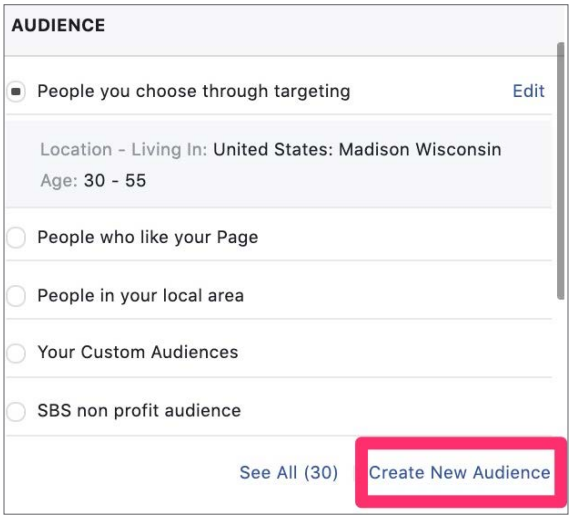
TARGET PEOPLE WHO LIKE YOUR PAGE

If your engagement is low, it may be because some people aren't seeing your posts at all. One useful preset boost option that can increase the reach is boosting to people who already like your page. This option still allows you to target specific geographic and age demographics who can then share it with others who might like to see it.



CREATE A NEW AUDIENCE

- Create and save new audiences that share certain demographic characteristics or interests
- Save the audience in order to access and use again
- Give it a good name that you'll remember for later use



AD REJECTION TIPS

- Avoid too much text in the image. In Fall 2020, Facebook eased up on these restrictions a bit. Learn more.
- Avoid graphics that look like newspaper circulars or flyers
- Use simple graphics and photography and let your caption do the talking
- The word "you" sometimes triggers ad rejection

ISSUES OF PUBLIC IMPORTANCE

If your post discusses an issue of public importance, it may be flagged for rejection. These topics include:

- civil and social rights
- crime
- economy
- education
- environmental politics
- guns
- health
- immigration
- political values and governance
- security and foreign policy

To boost posts on those topics, each individual on your team will have to verify their identify with a state ID and write a disclosure about who is paying for the ad (your Y). Learn more.

THE BASICS OF BOOSTING POSTS: HOW AND WHY (CONT'D)

PIXELS

A pixel is a little bit of code a web developer can put on every page of your website that can help you create an audience of your website visitors or people who are similar to them. It can also help you understand whether someone has taken a specific action.

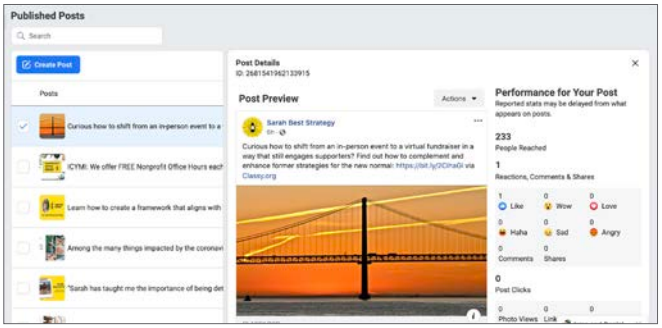
Similar to Google Analytics code, pixel code can be placed on every page of your website.

Currently, pixel retargeting (showing ads to people who have visited your website in the past) is limited in California due to privacy laws. Additionally, beginning in 2021, some types of pixel code will no longer be supported by Facebook. The advertising industry is currently developing solutions to create pixels that are compliant with new guidelines. Learn more.

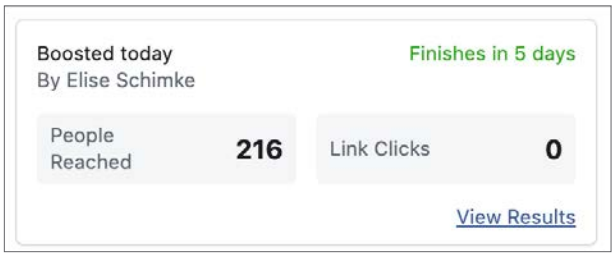
EDITING, RESCHEDULING, OR DELETING BOOSTED POSTS AND VIEWING RESULTS

Head to your Facebook page's publishing tools to edit, delete or reschedule a post and to view, edit or delete a boost/ad.

Clicking on a post in Publishing Tools will open up a panel that will tell you how many people saw your post, how many engaged with the post and how many clicked on a link.

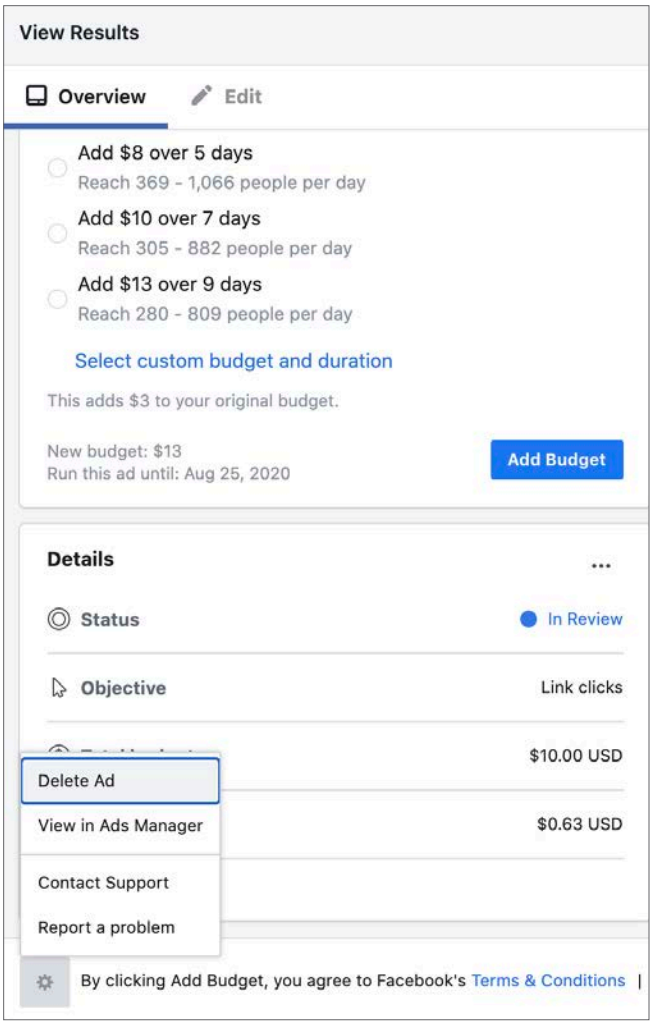


To delete a boost from a specific post through Publishing Tools, scroll to the bottom of the information panel and click on "View Results."



On the next screen, scroll to the bottom of the results panel and look for a gear icon. Clicking on the gear will enable you to select the option "Delete Ad."

Boosted posts can also be deleted in Ads Manager.



TRACKING RESULTS

IDENTIFY WHAT YOU'D LIKE PEOPLE TO DO

Setting social media goals can be intimidating. The best place to start is by asking "what do we want people to do as a result of seeing our social media posts?

Examples of goals might include:

- Sign up for a program
- Donate
- Volunteer
- Sign up for our newsletter
- Engage with your social media content

IDENTIFY EVIDENCE

Identify what evidence you have about whether or not they did what you wanted. There is often digital and business evidence to show whether they took any actions.

Examples:

- Sign up for a program ➔ Visits to sign up page from social media, number of sign ups
- Donate ➔ Visits to a donation page from social media, number of donations
- Volunteer ➔ Visits to a volunteer page from social media, number of completed volunteer forms
- Sign up for our newsletter ➔ Visits to a newsletter sign up page, mailing list growth
- Engage with our social media content ➔ Number of likes, comments and shares, engagement rate

Ys that have been successful with tracking results often have a good handle on Google Analytics. It can tell you how people have arrived at specific pages of your website and what they did once they got there.

SOCIAL MEDIA BENCHMARKS

There are certain industry benchmarks that can tell you whether your results are typical for the platform you are using. Social media management tools can make tracking these metrics easier and can help you track competitors' metrics.

- **Account Growth:** Across Facebook, Instagram, Twitter and LinkedIn, an account growth rate of 1-2% month-over-month or 12-24% growth year over year is normal.
- **Engagement Rate:** Engagement rates are calculated by dividing engagements by impressions, or in the case of Instagram, engagements by followers. This is an average over a 12-month period and varies from network to network:
  - Facebook: 3-5%
  - Instagram: 4-6% (although it's common to see higher numbers)
  - Twitter: 1-2%
  - LinkedIn: Less than 1%

SAMPLE SOCIAL MEDIA REPORT

Reflection

- My goals
- Experiments I tried this month
- Outcomes of those experiments

Metrics That Help You Understand Performance

- Impressions (total number of times posts were seen):
- Number of engagements
- Engagement rates (by platform)
- Significant engagement
- Summary of significant new followers and interesting comments

Metrics That Help You Understand Your Goals

What We Wanted People to Do	Evidence of Whether They Took That Action	Results

Common Paid Metrics

- Amount spent
- Impressions
- Cost per 1,000 Impressions (CPM)
- Link clicks, video views or leads generated
- Cost per link click, video views or leads

BRIDGING ONLINE AND OFFLINE PARTICIPATION

Many people use social media to express themselves in creative ways—whether they're creating TikToks, documenting their lives with photos or creating memes.

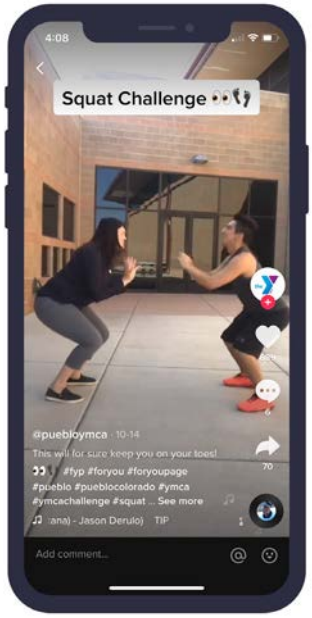
Our strategic vision includes **sparking creativity**:

- **National engagement campaigns:** The Y-USA Marketing and Communications team is working to create national campaigns that encourage people to take simple, repeatable actions. An example of an engagement campaign is Feeding America's Orange Spoon Campaign. Participants put an orange spoon on their nose to raise money and awareness for combating hunger.

Strategies to consider for bridging online and offline experiences:

- **Instagram walls or photo spots in your Y:** Create an attractive place at your Y that encourages people to stop and take a picture to post on social. This could be a mural, a lounge spot with interesting furniture and artwork, etc. Identify it with a sign and hashtag encouraging people to check in or tag your Y.

- **Challenges:** Create fitness or dance challenges members can discuss on social media.



- **Media Workshops:** Empower young people and teens with the tools they need to create media and tell their stories.
- **User-Generated Content:** Listening for and sharing user-generated content can help portray the experience of being a Y member in an authentic and compelling way.

ADDITIONAL BEST PRACTICES

- **Tagging:** Tagging other accounts can help you get your content in front of new audiences.
- **Hashtag use by platform:**
  - On Instagram and Twitter where profiles are public by default, hashtags can be used to facilitate content discovery and to be part of the conversation on specific topics.
    - Consider who you are trying to reach. General hashtags will not help you reach a local audience, so be specific.
    - Look for local hashtags in the Instagram and Twitter accounts of local media outlets, tourism bureaus, chambers of commerce, universities and K-12 schools.
  - On Facebook where profiles are private by default, hashtags do not facilitate content discovery.
    - You can use a single hashtag to identify a branded term or campaign name (e.g. #ForABetterUs) or to facilitate creation of user-generated content.
  - On LinkedIn, hashtags facilitate discovery around specific professional topics (e.g. Human Resources), and should be used sparingly.

- **Avoid autoposting content:** Always avoid automatically cross-posting content from one social media platform to another.
  - Autoposted content typically posts without images and/or with a truncated caption and link.
  - This creates a frustrating and off-putting experience and is worse than not posting at all.
  - Instead, use a social media management tool to quickly adapt and cross-post your content natively to each social media platform. This will give you the opportunity to double check hashtags, @ tags and to make sure that your images are sized appropriately for each network.

- **Community management best practices:**
  - **Listening:** Monitor your social media channels for incoming comments, questions and complaints from your audiences.
  - **Make a plan for checking comments daily:** Show your audience that you are responsive to both good and bad comments.
  - **Direct troublesome complaints offline:** Address the complaint and/or direct the commenter to private message (PM/DM), email or phone.
  - **Maintain a policy about acceptable behavior:** Maintain a policy that outlines acceptable and unacceptable behavior and moderate comments accordingly. While hiding comments is sometimes a good option for commenters using hateful language, deleting a comment often fans the flames and should be avoided.
  - **Reinforce good behavior:** It's equally important to reinforce the things you'd love to see again. If someone leaves a nice comment, thank them for it and they'll likely do it again!
  - **Search for your location:** On Instagram and Twitter, where profiles are public by default, you can search for content that tags your location. This is a great way to find content that can be re-shared. You can also search for content posted using branded hashtags or terms.
- **Temporary blackouts:** There are times when it may be advisable to suspend normal activity on your social channels due to important local or national events. There are no hard and fast rules that dictate when to institute a blackout on your channels, but we recommend taking the following into consideration:
  - If the major news networks are interrupting normal broadcasting to cover an event exclusively and extensively
  - If an event is the overwhelmingly trending topic across social media
  - If an incident caused a significant jump in the number of negative comments, messages or queries aimed at your Y
  - If your local leadership plans on releasing a statement in regards to an event or story

Remember, these are just a few of the criteria to consider. Your team's judgment is your best tool for determining when normal posting may be interpreted as out of touch or inappropriate.

VOICES OF Y MARKETERS

Through our work, we talked to Ys about what has and hasn't worked. Head over to the Link Marketing Community to engage in conversations with your colleagues and exchange ideas. Below are a few of some of the great ideas we gathered.

SOCIAL MEDIA FUNDRAISING

- **Giving Tuesday:** "The biggest campaign we do on social media is Giving Tuesday. What we've found with social media is that people give smaller gifts, more spur of the moment. Giving Tuesday is the perfect opportunity for those donors."
- **Fill the Cabin:** "We've done a fill the cabin campaign – enough to send an entire cabin of kids to camp. We do multiple updates throughout the day - showing photos of two kids, then three kids, etc. We're then able to say 'more kids are waiting—we have 500 kids who applied for that scholarship that we can still help.' So far we've always met our goal."

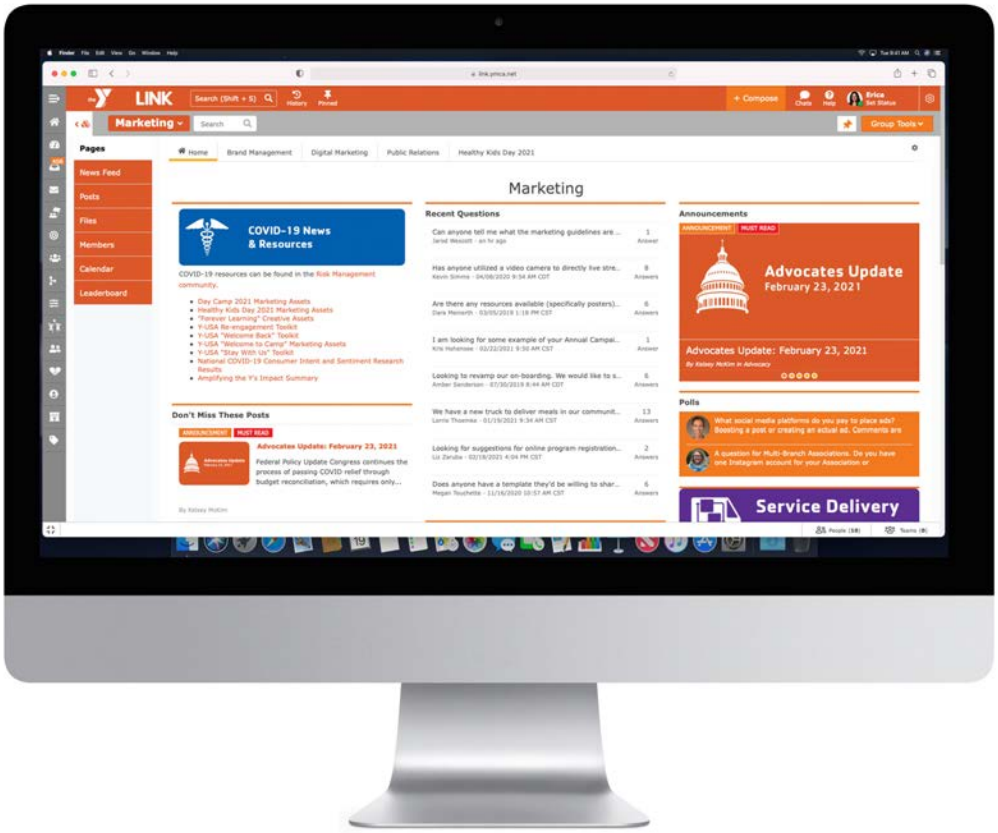
- **Putting Our CEO in front of the Camera:** "We did a campaign to get community support. If we met our goal, our afterschool kids got to pie our CEO in the face. For another campaign, if we met our goal, our CEO would join our Zumba class and we'd film it."
- **Match Madness:** "Every year we do a Match Madness fundraising campaign during basketball season. Our local community foundation gives us a toolkit."
- **Facebook's Fundraising Tools:** "When we use Facebook's fundraising tools, we don't get donor information, we can't acknowledge them, can't ask for money again. But it's good for birthday fundraisers and peer-to-peer fundraising campaigns. We reach people's friends who might not currently have exposure to."

LIVE SOCIAL MEDIA CONTENT

- **Facebook's Premieres Feature:** "Generally what we do is premiere a video instead of doing it truly live. Makes it more comfortable for participants."
- **Summer Camp Q&A:** "We've done Facebook Live. A pre-summer camp Q&A for parents has worked well. Pretty engaged audience and we do get questions."
- **Virtual Classes:** "We've been able to expand our use of Facebook Live during COVID to host virtual groups, classes, and events. Prior to COVID we only used Facebook Live for special events. So far we've seen over 12,000 views over the past month."
- **The Silly Side of Program Staff:** "In the period leading up to winter camp, we did live content with staff such as who could open presents the fastest while wearing oven mitts on their hands, who could wear the most winter clothes, who can drink the most hot chocolate."
- **Intergenerational Bingo:** "We offer Live Bingo at 7pm every other Thursday hosted by our camps team and it's our most popular live event. It's incredible. We had 93 families two weeks ago, with people of all ages participating."
- **Well-being Chat:** "We are doing a popular daily well-being chat during COVID with one of our most popular and beloved instructors. Positive thinking, eating the rainbow, getting more sleep. Really lovely. Has been doing well."
- **Renovation / New Ys:** "When we had a renovation we did a lot of live videos to keep members up to date through Facebook and YouTube."
- **Group Exercise and Daily Challenges:** "We're doing group exercise classes and daily challenges through Facebook live video."

ADDITIONAL RESOURCES AND POLICIES

The Link Marketing Community is the best place to access timely resources, toolkits, policies and more to help you achieve your marketing and social media goals. It's also a great place to connect with Y colleagues to discuss social media strategy, share successes, pose questions and learn about upcoming webinars and other relevant events. Below are links to some of the valuable resources hosted within the community.



- Brand Management
- Crisis Communication
- Digital Marketing
- Healthy Kids Day resources and updates
- Photo/Audio/Video release forms (English, Spanish, Chinese)
- Promoting the Brand
- Public Relations
- FREE Association of National Advertisers (ANA) membership!
- FREE Smart Insights Membership
- NEW: Inclusive Language Style Guide

For hands-on support or consultation, contact a service-delivery partner Y with expertise in marketing and communications.

- SPDY Intake Form
- SDPY Areas of Expertise and Contact Information List for MarComm
- SDPY Directory for MarComm

To learn more about SDPYs and all of the support available to you, visit the Service-Delivery Partner Ys page on Link.

Follow these external sources for industry news, best practices, events and more:

- Social Media Today
- American Marketing Association (AMA)
- Sprout Social
- HubSpot Blog
- Smart Insights

STAY CONNECTED AND INFORMED

One of Y-USA's goals is to empower Ys through providing new campaign assets and resources, sharing best practices and starting conversations that will help you share ideas across the Movement.

Connect with your colleagues who manage marketing for their Ys in the **Link Marketing Community**.

Y-USA will update this resource annually to keep up with changing trends in social media, Ys' needs and your feedback!

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