**Social media content guidelines**

**Working document**

**Updated 4.8.2021**

**by Anna Yoder, social media coordinator**

Social media algorithms are constantly changing. Considering this, MCC needs to be paying attention to how our content is performing and make changes according to current trends and reality. “If we build it, they will come” has not worked on social for a long time.

Social media has always been about meaningful social interactions. The major change Facebook made in 2018 to the algorithm was an attempt to get back to its “social media roots” (and to keep markets from clogging the feed). Social media is about being social, about listening and understanding our constituent base. The ultimate question here is “how can we make sure what we’re sharing with our audience is enjoyable (or relevant) to them?”

Throwing up information just because we (MCC) view it as important doesn’t necessarily mean our audience will see it as such. Throwing up information just because we think social is the main way for us get the word out about all of work does not work. *It does not work.*

I am not trying to discourage content, but rather I want to avoid putting up post that extremely low engagement. These low preforming posts hurt our overall ranking of what Facebook deems “good content.” If we continue to post quantity over quality, it will impact how much interaction all our posts get as a whole. I want us to create quality content that performs well.

We are trying to create a curated experience for our audience. To help us do that, here are some updates and guidelines I want us to be thinking about.

**Audience**

Each social media platform already has a specific audience group who engages with it. Here are the top users for each platform MCC uses:

**Facebook**: Boomer Women 65+

**Twitter**: Gen Xers and Millennials. 58% men, 42% woman. This is our only platform where our audience is more male than female. *(Note: Twitter got rid of the audience tab in their analytics. This information is from our scheduling platform, Sprout Social)*

**LinkedIn:** LinkedIn does not provide audience stats, but we assume it is people interested in professional development or are job seeking, actively or passively.

**Instagram**: Older Millennial women

**YouTube:** In 2020, the largest group of viewers were 65+

While there is flexibility in how we use our social platforms to reach a particular audience, it typically does not make sense to produce content for a group that is hard to reach. For example, trying to reach “young people” on Facebook is very difficult and often not a very productive use of our time and resources. Boomer women engaged on Facebook is not a MCC specific trend, but a bigger industry trend on who uses the platform.

**Content**

When creating a post, we need to be clear who, specifically, this post is for. We also need to be clear what we’re hoping to accomplish with each post request. While it is okay to have some “general awareness” as a goal, this is very hard to measure. It will be beneficial for us in the long run to try and be as specific as possible. (i.e. get more people to attend an event; get people interested in making an MR kit; donate to a disaster; call their congress rep/mp, etc). If we can get people excited about engaging with us (and better yet, with each other on our posts) on social, then our social media presence will thrive. It’s also important to have realistic expectations of what your content can do organically verse part of a paid promotion.

To help us pay attention to what is currently performing well on our social profiles, here is a chart that can help guide you.

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| **Facebook** |  |
| **Content that performs well** | * Material Resources, especially comforters * Alumni/Donor/volunteer photos and in app story * Timely policy/advocacy post (relevant to what’s happening in the mainstream media (i.e. Black Lives Matter) * Disaster updates * Videos \* |
| **Content that won’t perform well without $** | * Job postings.\*\* * Posts only targeted at young adults * Events (posts, not in the event section) * Posts targeted at a very small geographical area |
| **Content we don't post on this platform** | * Photos of people sitting in meetings * Staff photos/staff outings |

\*Posting videos is great, but we cannot expect a high watch retention rate. Facebook’s newsfeed is like a highway in the sense that people are constantly scrolling, thus most people don’t make it past the 3 second mark in our videos. Ironically, Facebook is trying to put an emphasis on video longer than 3 minutes.

\*\*Job postings: We occasionally post HR job openings, if I specific department requests it and provides the budget for the promotion. We only post job openings as part of a promotion. Organically, we’ve found that these posts get very little reach. It is important to remember that Facebook is not a job posting board. Even though there is a job section in Facebook, we do not use Facebook’s hiring tools.

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| **Instagram** |  |
| **Content that performs well on the feed** | * Stunning photos (especially landscapes, food, animals) * User-generated photos featuring international staff * GSL participant "takeover" * Photos with quote/text (especially re: advocacy relevant to what is happening in the mainstream media) * Comforters |
| **Content we don't post on this platform** | * Job openings * Geo-specific events * Photos of people sitting in meetings (domestic) * Staff group photos/outings |
| **Stories** | * More informal content * Sharing posts from users who tagged us (i.e. the comforters they’ve made) * Sometimes share larger event information this way |

We also use IGTV and reels but not consistently enough to really have enough to report on at this moment.

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| **Twitter** |  |
| **Content that performs well** | * Timely policy/advocacy posts * Disaster updates * Relevant hashtags |
| **Content we don't post on this platform** | * Photos of people sitting in meetings * Staff group photos/outings |

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| **LinkedIn (updates feed)** |  |
| **Content we post** | * Job/service opportunities * Stories/videos about alumni/current service workers/volunteers * Occasionally, advocacy posts and MCC stories |

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| **YouTube** |  |
| **Public content** (viewable to all, publicly listed on our channel | * videos that meet all the visual brand standards\* (using correct logo, font etc) * recordings of webinars |
| **Unlisted content** (viewable only with direct link) | * Videos that do not meet all the visual brand standards (and cannot be edited for whatever reason) * Any video older than 5 years\*\* |

This is the one social platform where I do not curate the content, as much of it comes directly from our multimedia producers. I try to work with them and schedule the content in a timely fashion.

\*There have been times when we’ve made videos made with cell phone footage public. This is decided on a case-by-case basis.

\*\*Most public videos older than 5 years are unpublished on our page. This way, is not accidently finding outdated program information.

Note: Videos about comforters consistently end up in our top 5 videos of any given month