

## Strategies for Social Media

Friday morning 8:30 – 9:30 a.m.

NNIP last featured a session on social media in 2014, which may feel like a century ago in internet time. Since then, social media has become a critical piece of most organizations' communications strategies. In 2018, NNIPHQ and about 90% of NNIP partner organizations have an institutional presence on Twitter; many also use Facebook and LinkedIn and a handful of others. On the other hand, a recent Pew Research study found that a quarter of all Facebook users have deleted the app in the past year. Has social media passed its peak?

Running social media well requires substantial time from NNIP Partners' limited staff. A key question for Partners is: with an almost overwhelming number of social networks, how and when should we use them to advance our mission of using data for community improvement? How do organizations measure the return on investment for their time on these social networks?

***The purpose of this session is to hear from two partners who have approached social media in different ways and discuss ideas for using it effectively. Partners will come away with ideas about how to assess their organization's social media strategy.***

*Mark Abraham* from Data Haven will moderate the panel and discussion. Mark has long been considered the NNIP social media expert with over 50,000 followers on his @urbandata Twitter account. He will share his perspective on the state of social media in 2018.

*Stephanie Quesnelle* from Data Driven Detroit will talk about their recent change in social media strategy. D3 recently shifted its social media focus away from Twitter and toward Facebook and LinkedIn. Stephanie will describe the decision process that led them to conclude that this was the best path forward.

*Dabne Whitemore* from The Data Center will describe how they build a following on Facebook and LinkedIn by strategically writing and cross-posting content. She will share their approach to writing their posts and what lessons they have learned from their experiences on these social media platforms.

After each formal presentation, Mark Abraham will follow-up with a few moderator questions and lead the audience Q&A. Since we know that most NNIP partners are using social media, we also hope to hear your own experiences and lessons you've learned over the years.

**Discussion:**

- What are best practices for using social media to promote data for equity? Are there different focus audiences and content for different platforms?
- What metrics should we use to measure outcomes on social media? Impressions? Clicks? Qualitative metrics?
- Is it too late to start a social media presence if you don't already have one?
- How can NNIP partners better use social media to share not just with their external audiences but also with each other?

**Resources:**

Americans are changing their relationship with Facebook

<http://www.pewresearch.org/fact-tank/2018/09/05/americans-are-changing-their-relationship-with-facebook/>