**NNIP Milwaukee Camp Session 3 Friday June 14, 2019**

**Social Media**

**Leader: Olivia Arena**

**Notes: Rob Pitingolo**

Attendance: Jake Cowan, Sara McDonnell, Scott Hughes, Katie Phillips, Ashley Levulett, Alejandro Acero, Mariam Ashour, Allison Plyer, Ely Portillo, Laura Simmons, Bob Gradeck, Mike Carnathan

Arena [Passed out document of our [draft guidelines and strategies](https://www.neighborhoodindicators.org/library/guides/draft-twitter-guidelines-nnip-nniphq-and-nnip)]: We are redoing our strategy at HQ. What is working for everyone?

Levulett: Looking to learn about social media strategies.

Phillips: Don’t really have a strategy.

Hughes: Our social media is a website.

McDonnell: We use LinkedIn, Twitter, Instagram and Facebook. We find Facebook is good for events. Twitter we get Retweets but not conversations. LinkedIn is more about what we’re doing today. Instagram haven’t figure out at all.

Cowan: I work with NNIP partners.

Portillo: I’m a pseudo journalist. I manage our social media accounts. No one has said newsletter yet. Newsletter is the most important social media account.

Ashour: I am a data and communications specialist.

Acero: I am an unofficial social media person. We have a Facebook and do content curation. Trying to think of what content to post to whatsapp.

Carnathan: I’m the guy they call when nerd wallet says we are the “fifth most millennial city” like what is that?!

Portillo: You get overrun with national press releases?

Cowan: Does this happen in New Orleans?

Plyer: Of course, I try to reinforce points I’ve been trying to make. I don’t really care about breweries or millennial stats.

Arena: I am nervous about posting on social media. Urban told us that we can’t just retweet NNIP partners. We need to engage with reporters or be a friend to other organizations or networks.

Portillo: I’ve seen data get in one publication then get embedded into other publications. Fear of being misquoted seems low risk. Just tweeting a map for example. Even if something really bad happened (like a hate group retweeting) it’s not your fault. Unless you screw it up and tweet the wrong map it’s not going to get you fired.

Carnathan: You’re not doing the data work are you?

Portillo: No.

Carnathan: Anyone else have an Ely?

[no responses]

Phillips: We have a staff of 2 and we wear all hats. Social Media can be challenging to fit into the schedule.

Ashour: Same deal. That’s why we have fellows. If you don’t have full time staff how do you develop rules around this stuff.

Arena: The advice to us is to figure out one social media first and focus on that. We picked Twitter.

Cowan: Data Driven Detroit had Twitter but got rid of it.

Pitingolo: Lots of resources from the [social media session in Los Angeles](https://www.neighborhoodindicators.org/activities/meetings/strategies-social-media) to go back and look at again. Data Driven Detroit explained why they ditched Twitter.

Carnathan: We do have our own communication staff at ARC, and they are always looking for content, and we provide a lot of content on our blog. But they always want to put a different spin on it, so... Sometimes this causes more work for us. If we tweet out a stat people want more stats and more analysis.

Simmons: Our previous person did that to us but not now. We just didn’t have the time to write a lot of things.

Arena: We’ve put social media products into our budgets.

Phillips: We use Canva. Does anyone use Hootsuite?

Arena: NNIP does.

Portillo: Try Tweetdeck. It’s Twitter’s in-house version.

Arena: I use Hootsuite to plan for my week, set things up, and create content for when I will be out of the office. I spend a few hours on it on Monday and then follow up during the week. It’s a way to plan time and energy on it.

Arena: Selfishly, we want to figure out how to measure engagement. We want recommendations of influencers to follow.

Portillo: Even with google analytics it can be a rabbit hole of metrics. I could spend hours starting at reports and trying to figure it out.

Arena: We don’t really have goals.

Portillo: Goals can be destructive. When I worked at the paper we had page view goals in the millions. It drives people to do clickbait. I want the social followings to grow. I don’t want to see average time on page to decline. I want to see everything move in the right direction.

\*\*\*The group discussed goals vs. targets, and referred to [the performance management tools NNIP](https://www.neighborhoodindicators.org/library/catalog/monitoring-impact-performance-management-local-data-intermediaries) has developed.\*\*\*

Gradeck: I get a lot of value out of our newsletter and looking at analytics in MailChimp. That’s meaningful to me. I also look at the number of posts.

Arena: On a fun note, Washington Post started using Tik Tok. It’s gone viral. So who are the influencers to follow?

Phillips: I want the president of the university to shout us out. Sometimes I target the zoo. They have over a million followers.

McDonnell: Chamber of commerce.

Arena: National ones? Thought leaders?

Phillips: We try to stay politically neutral.

Carnathan: Alan Barube Retweeted one of ours once. That was an accomplishment.

Hughes: National Association of state demographers.

Gradeck: What’s the goal with the influencer?

Arena: Urban reviewed our Twitter and didn’t feel like we promoted NNIP outside this room. We want to be elevating the work of our Partners and engaging with external networks/thought leaders. We want to be engaging with outside audiences to help support Partners.

Simmons: Emily Badger.

Phillips: National Science Foundation.

McDonnell: CS Mott Foundation.

Phillips: National Geographic. Can we have a shared resource for all of these followers?

Arena: Yes, the goal is to have this collected. We can start that on an email chain. Also, we want these guidelines to also (potentially) provide a template for Partners to craft their own Twitter policies.