

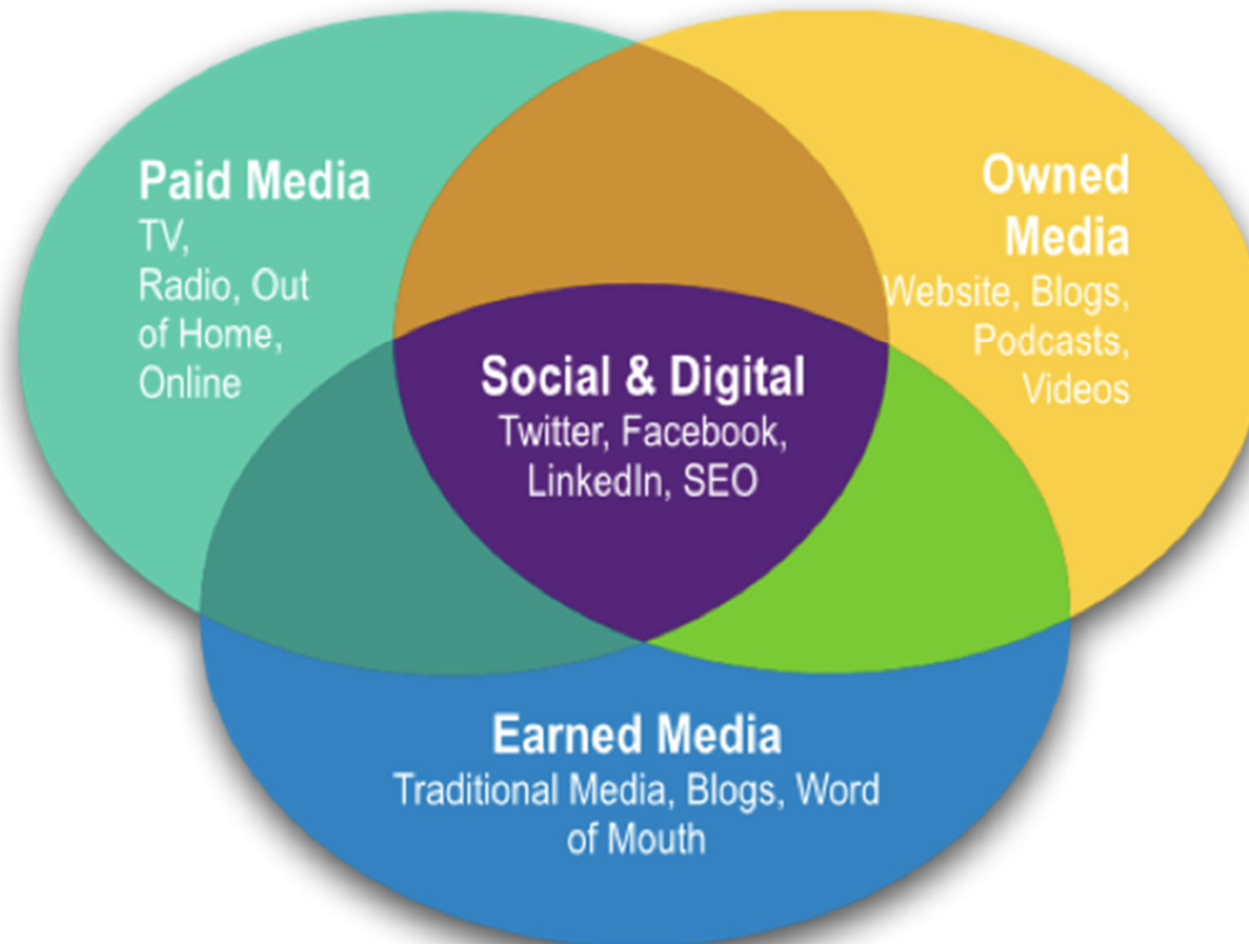


PROGRESSIVE TECHNOLOGY PROJECT

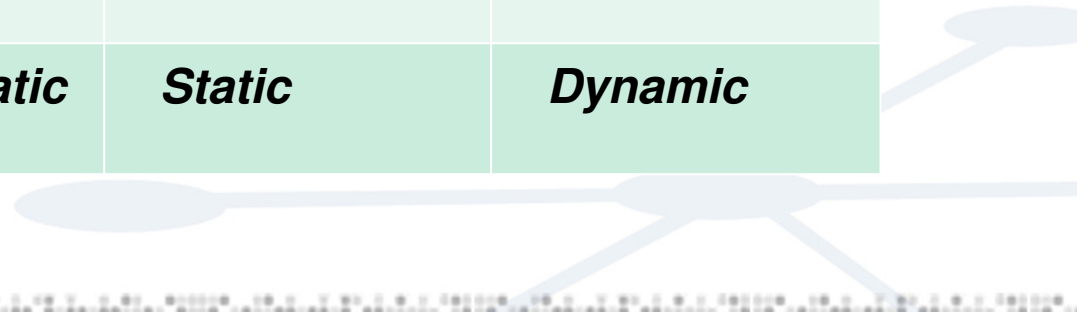
Storytelling With Social Media

Yee Won Chong, yeewonchong.org

Why Social Media Matters?



	<i>Website</i>	<i>E-Blast</i>	<i>Social Network</i>
<i>Function</i>	<i>Home base</i>	<i>Delivery Tool</i>	<i>Delivery Tool</i>
<i>Life Span</i>	<i>Long</i>	<i>Short</i>	<i>Depends...</i>
<i>Access</i>	<i>Public</i>	<i>Personal</i>	<i>Public... generally</i>
<i>Editing after publishing</i>	<i>Easy</i>	<i>No</i>	<i>Kind of...</i>
<i>Engagement</i>	<i>Mostly Static</i>	<i>Static</i>	<i>Dynamic</i>



SOCIAL MEDIA EXPLAINED (DONUT EDITION)



« I'm eating a donut »



« I like donuts »



« This is where I eat donuts »



« Here's a video of me eating a donut »



« Here's a vintage photo of my donut »



« Here's a pretty donut recipe »



« Here's a viral picture of my donut »



« My skills include donut eating »



« Now listening to "Donuts" »



« I'm a Google employee who eats donuts »

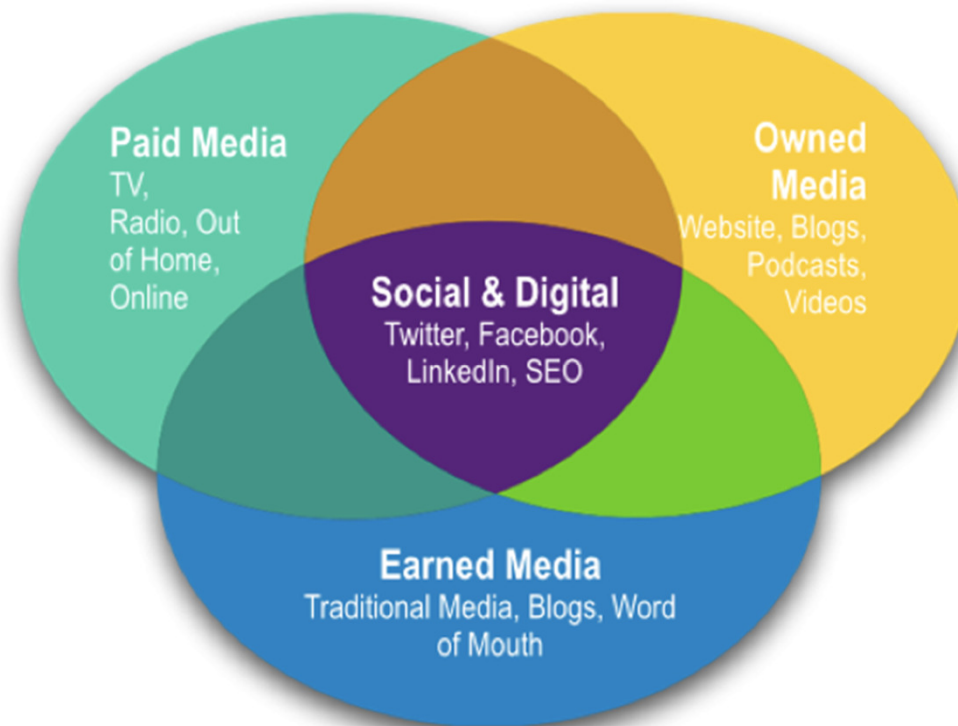
Ways to have presence on




and



Take advantage of the social and digital sweet spot - listen, have conversations




Link to your content



ChangeLab
June 22 at 5:37pm · 🌐

Today on RaceFiles: a look at the common perception of Asians as racists, as found in Dylann Roof's purported manifesto.

<http://www.racefiles.com/.../no-dylann-roof-asians-arent-so-.../>



We Are Not Afraid Rally • May 2, 1992

No, Dylann Roof, Asians Aren't "So" Racist | Race Files

The racist manifesto attributed to vigilante racist, Dylann Roof, is troubling for a lot of reasons, not least of which is that Roof's diatribe reflects certain

RACEFILES.COM

Like · Comment · Share

👍 Eric K Ward and 21 others like this.

➦ 25 shares



Curating, not just creating. Link to resources and topics related to your mission to maintain your “brand”



MomsRising @MomsRising · 3h

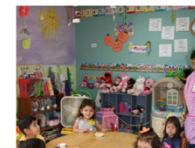
Latino Educators Stress Making Early Childhood Education A Priority
nbcnews.to/1GHEDZn via @nbcnews
#EarlyEdChat #EarlyEd #ECE



NBC Latino

Latino Educators Stress Making Early Childhood Education A Priority -...

CHICAGO, IL -- Recently a group of leaders, researchers and activists arrived at Chicago's Erikson Institute to



[View on web](#)

RETWEET
1

FAVORITES
3



**Generosity Pays.
Like/Favorite and
Share/Retweet
info shared
by others.**



NY Communities @nychange · Jul 7

Families need a **#SpecialProsecutor** ALL police violence.

@NYGovCuomo DO THE RIGHT THING. **#StandWithFamilies**



[View photo](#)

← ↻ 2 ★ 4 + ⋮



todos nuestros niños @nuestrosninosUS · Jul 7

Thanks for ur support.



MomsRising @MomsRising

Support the brave moms calling to **#EndDetention!** Take action here-->bit.ly/EndDetention **#WomenPayThePrice**

← ↻ ★ 2 + ⋮

Keep Up with Current Events



Strong Families

July 3 at 1:01pm · Edited ·

"The bookstore employee, who will go down in history as my favorite bookstore employee ever, immediately said to the man, 'Woah, that's a gun! That makes me uncomfortable.'

Anywhere you stood in the store you could hear his reply: 'Well, it shouldn't be a problem so long as I don't feel threatened.'"

Read more from [#EchoingIdea](#) writer Bianca Campbell in her latest for [RH Reality Check](#).



Powerless in the Face of White Supremacy and a Gun

While out shopping in Georgia at my favorite bookstore, the same day the Emanuel AME Church reopened its doors after the mass shooting, a white man in camouflage entered the store openly carrying a gun on his hip. This tense...

[RHREALITYCHECK.ORG](#)

Like · Comment · Share

 Rachel Carroll Rivas and 34 others like this.

 13 shares

Show your work/impact



Greenpeace USA

Yesterday at 12:05pm · 🌐

The #ShellNo movement is growing! This weekend, people around the world - from Buenos Aires to Helsinki - took to the streets (and kayaks and gas stations) to stand up for the Arctic.

See some of the highlights (in many languages!) here:
<http://peoplevshell.tumblr.com>



Like · Comment · Share

👍 1,721 people like this.

Most Relevant -

↪ 294 shares

7 Tips on Crafting Good Facebook Posts.





Your post can be as long as essays but... keep it to 20-80 characters.

80% more engagement for post under 40 characters.





Use...

...Links

...Images

...Videos

Images receive 37% more interactions



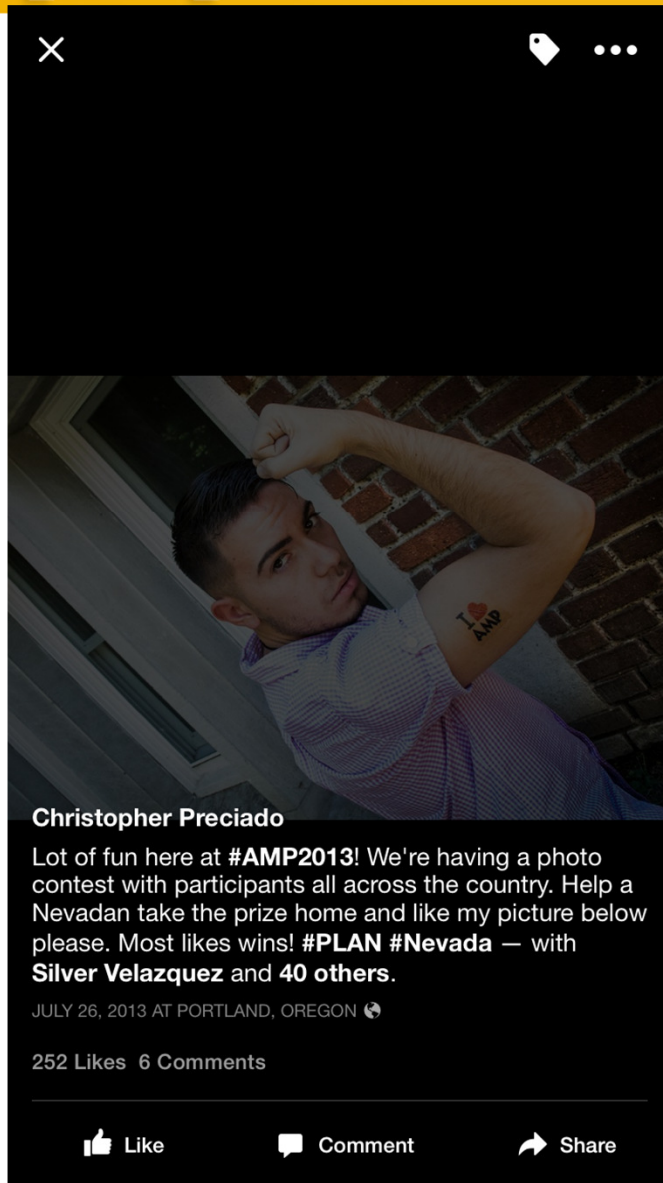


Make it ...

...action oriented

“Like this picture if you agree....”







**Aim for comments, not
just likes by...**

...asking questions





You can post as many times as you like, but... keep it to 2 posts per day.

Engagement starts to drop after 2 posts.





You can post anytime you like, but... keep between noon to before dinner time.

Peak engagement starts at 1PM.





**You can use hashtags,
but...**

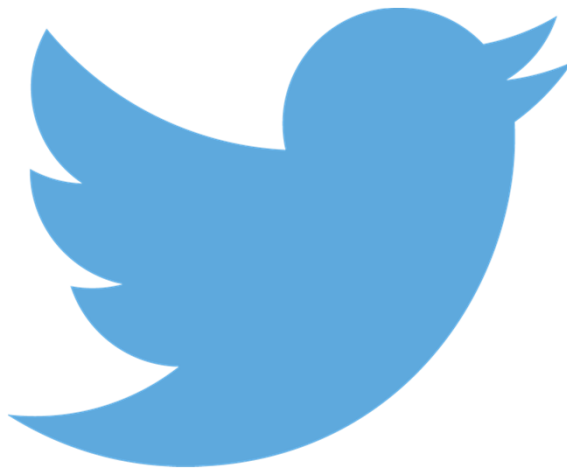
**34% more likes and
comments for tagless
posts.**

**31% drop in post
engagement for each
hashtag.**

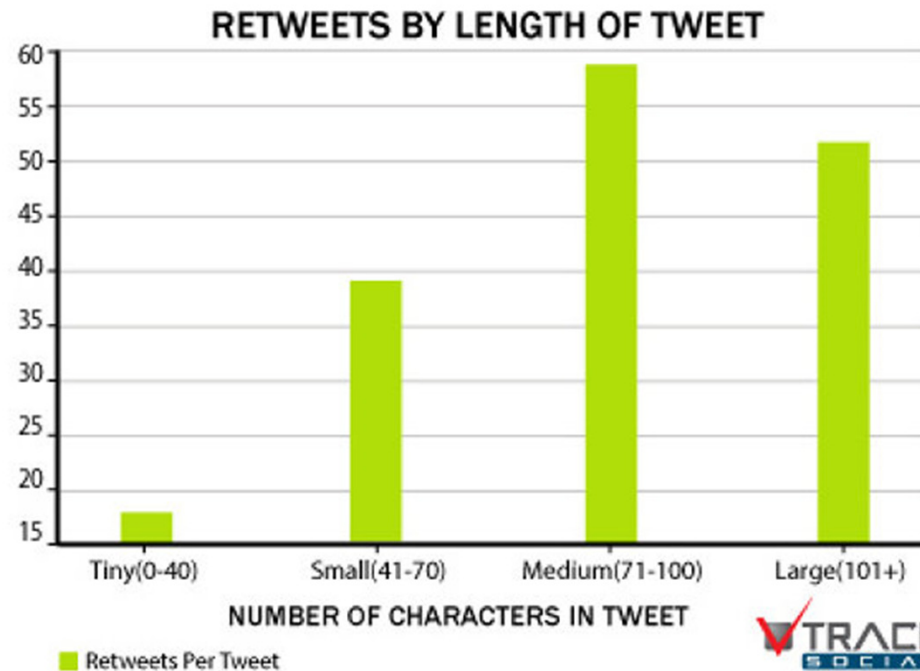


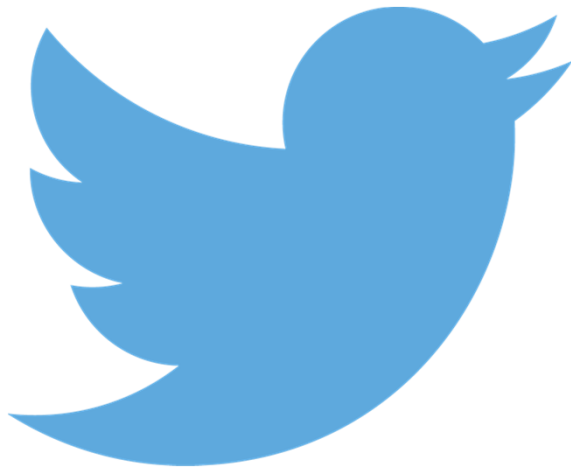
7 Tips on Crafting Good Tweets.





**You can post up to 140 characters, but...
keep it to 71-100.**



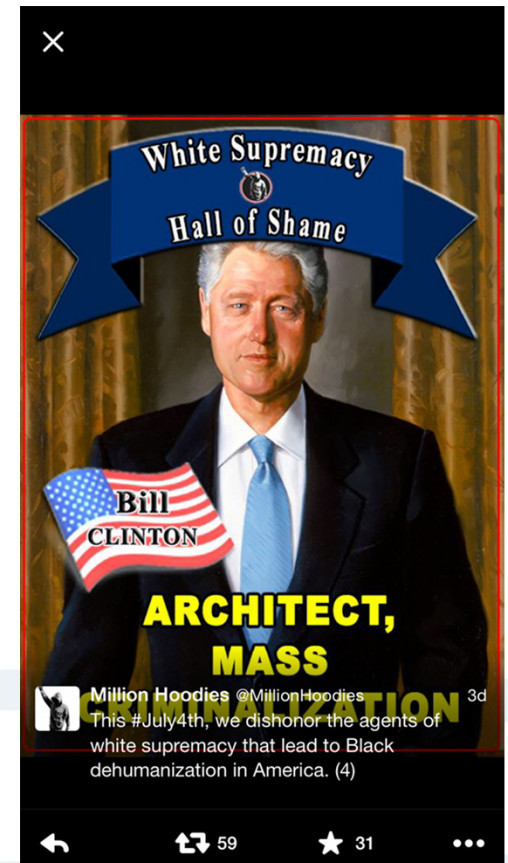
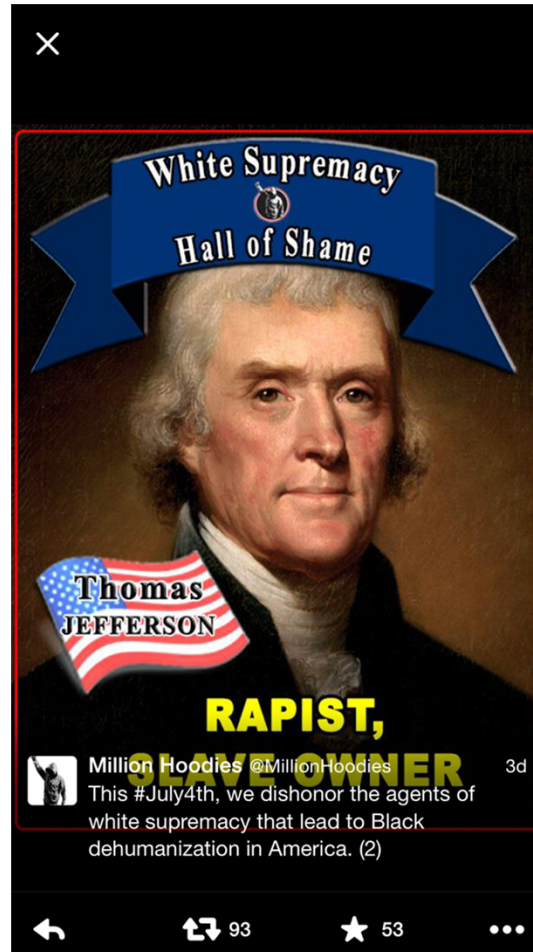
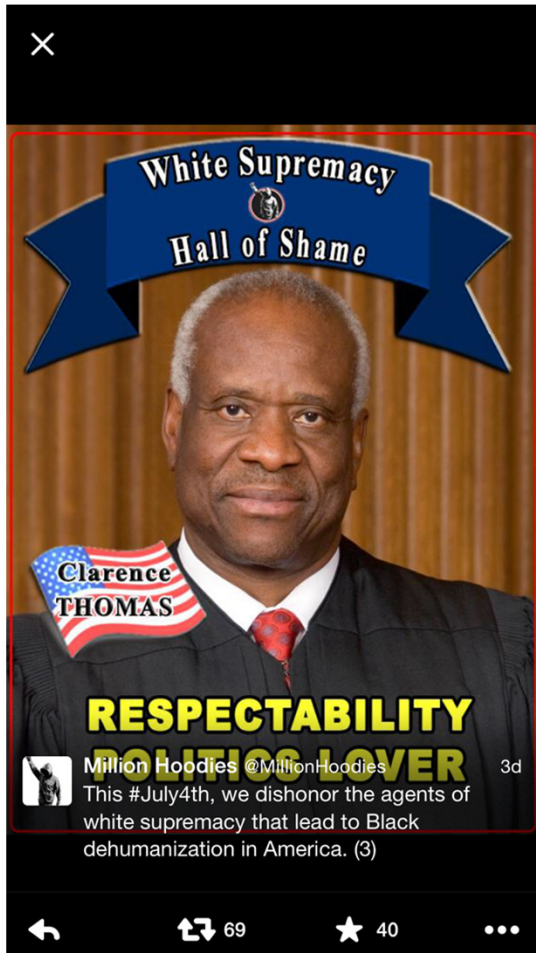


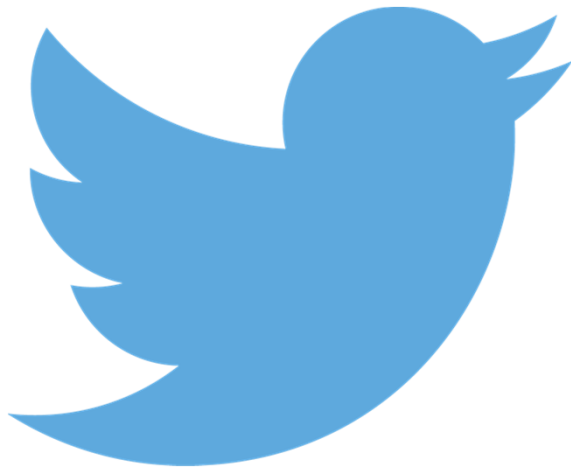
Include links and images

Tweets with image links get twice as many engagements than without.

Tweets with links are 86% more likely to be retweeted.



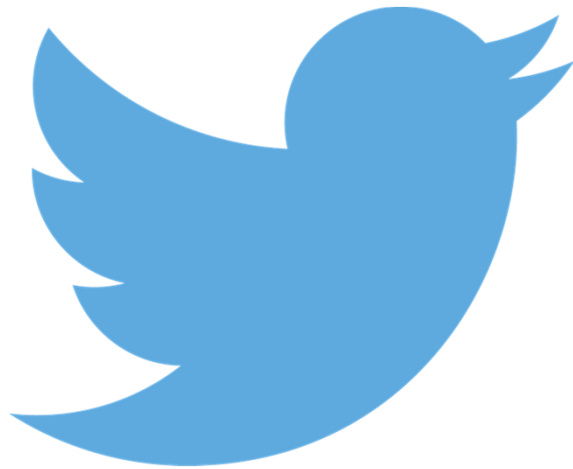




You can tweet as many times as you like, but... keep it to 1-3 per day.

Engagement drops after 2-3 tweets.

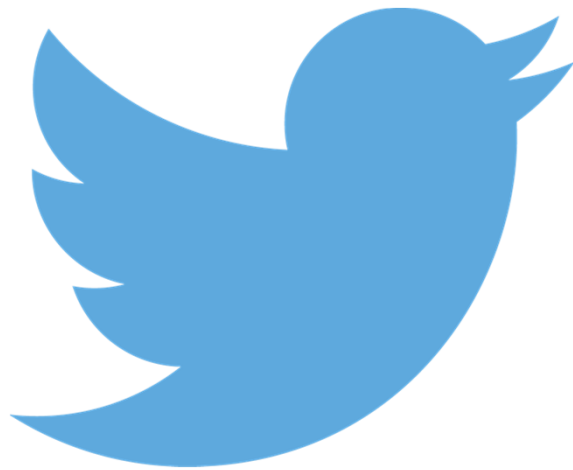




You can post anytime you like, but... keep between noon to just after dinner time.

Peak engagement starts at 1PM.



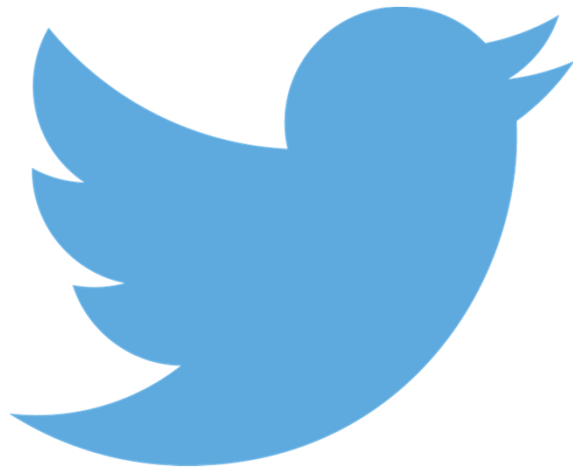


Make it actionable by encouraging retweets.

12 times higher in chance of being retweeted if you ask for it.

23 times higher if you spell out “retweet”.



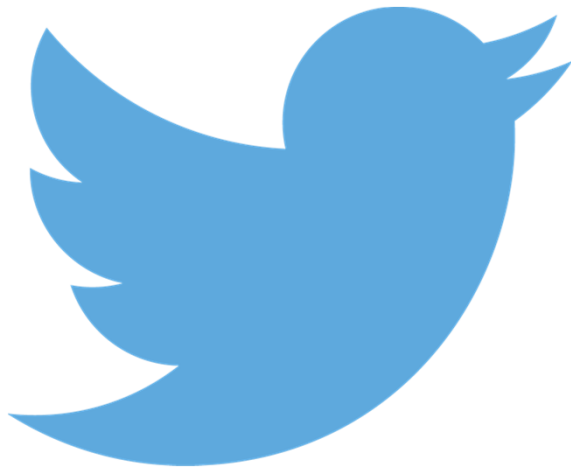


**You can use hashtags,
but...
keep it to 1-2 tags**

**106% more retweets for 1+ hashtags than
without**

15% more retweets for tweets with 1-2 hashtags

11% less retweets for tweets with 3+ hashtags



Use twitter handles/mentions

“@”




Summary

	Facebook	Twitter
Length (characters)	20-80	71-100
Links, Images, Videos	Yes	Yes
Action	Yes. "Like This"	Yes. "Retweet"
Engagement Booster	Ask questions	Use @ & #
Frequency (daily)	2	1-3
When?	noon to dinner	noon to dinner
Hashtag	0	1-2

Analyzing Your Social Media


Week of Jun 29 - Jul 5



Western States Center
Build Audience · Promote Page

[See Insights](#)

	LAST WEEK	PREVIOUS WEEK	TREND
Page Visits	260	95	173.7%
Weekly Total Reach	5,977	5,040	18.6%
People Engaged	415	350	18.6%
Total Page Likes	2,858	2,839	0.7%








Jewish Voice for Peace Boston
Build Audience · Promote Page

LAST WEEK

Page Visits	165
Weekly Total Reach	15,704
People Engaged	1,086
Total Page Likes	2,005

Reach: Organic / Paid | Post Clicks | Likes, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
07/07/2015 4:11 pm	 Don't be fooled by these searing temperatures! The Spring Campaign is still in full effect at Western	📄	🌐	193	22 4	Boost Post
07/07/2015 12:24 pm	 Time is running out! Register before July 8. #AMP2015	🔗	🌐	77	8 2	Boost Post
07/06/2015 10:02 pm	 Can't make it to any of our workshops, but want to join us at the AMP Banquet on Saturday, July 18th	📄	🌐	244	16 0	Boost Post
07/06/2015 9:52 pm	 Almost four hundred people have registered. Folks from twenty states -- Oregon to Maryland, Montana	📄	🌐	3.2K	197 102	Boosted
07/06/2015 9:31 pm	 Can't make it to any of our workshops, but want to join us at the #AMP2015 Banquet on Saturday,	🔗	🌐	2.2K	28 38	Boosted

Analyzing Your Social Media

PAGE ANALYZER
Powered by ActionSprout

Western States Center

187 fans • 187 people talking about this • 18 people engaged per post

Fan Engagement Score: 63

Learn more about this tool →

Free

Check Scorecards!

<https://engagement.actionsprout.com/pages/37636037076>

Analyzing Your Social Media

Tweet Activity

Yee Won Chong @yeewon
There's More Than One Kind of Family. It's Time Our
Laws Include Everyone. [#affinityfamily](#) [#paysickdays](#)
<http://huff.to/1CiAx9a>



Promote your Tweet
Signing up for Twitter Ads will take you away from this
page. Come back here after to promote this Tweet!

Get started

Impressions	692
Total engagements	11
Link clicks	5
Favorites	3
Retweets	1
Detail expands	1
Profile clicks	1



Analyzing Your Social Media

4. Twitonomy

Twitonomy is a powerful Twitter analytics platform that I discovered after it's founder @MattFyot reached out to me on Twitter.

This free service is actually very robust, and I am impressed with all of the different methods of analysis it offers.

To give you a better idea here is a screen capture of my Twitonomy profile:

Free

