PAGE Social Media

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General Overview

The Partnership for Appalachian Girls’ Education maintains a social media presence on Facebook, Twitter, and Instagram. Each has a distinct strategy that seeks to amplify the reach of our story. The themes of our social media are consistent with the themes of the program: girls’ empowerment, 21st century skills, digital learning, literacy, and mentorship.

Hootsuite

Hootsuite is a powerful platform utilized this summer to post across platforms. The same post can be duplicated on Twitter, Instagram, and Facebook. Additionally, different “streams” can be created to monitor various aspects of each media form. You can also create different tabs. Examples are shown below.

To create a free HootSuite account, visit their website, create an account, and link the relevant Social Media accounts.

Twitter Tab

My Tweets, Scheduled, and Mentions “Streams”
Facebook Tab
My Posts, Scheduled, and Activity “Streams”

Instagram Tab
My Posts, Scheduled, and Liked “Streams”
Educational Resources

This is a compilation of some helpful materials for optimizing the use of social media for PAGE.

5 Things to do During Your First Week as Social Media Manager

- Audit the company's existing social media
- Listen to your followers, industry chatter
- Look back at their best performing content
- Talk to other employees about social media
- Create a series of social media templates
- Link: https://blog.hootsuite.com/first-week-as-a-social-media-manager/?utm_source=twitter&utm_medium=owned_social&utm_campaign=social_hootsuite&Last_Associated_Campaign_c=701a0000002Jxk5&hootPostID=59df5c4a9a702538d2fa9ee640094507

How to Turn 200 Followers Into 200,000

- Use trending hashtags
- Make your content faster
- Create content for larger outlets
- Link: https://blog.hootsuite.com/how-to-turn-200-followers-into-200000/?utm_source=twitter&utm_medium=owned_social&utm_campaign=social_hootsuite&Last_Associated_Campaign_c=701a0000002Jxk5&hootPostID=c3c8a1d917f67b7209901d505b5d875f

HootSuite Courses

- Introduction to Social Media Marketing
- Optimizing Your Social Media Profiles
- Social Media Strategy – from A to Z
- Growing Your Online Community
- Content Marketing Fundamentals
- Social Advertising Fundamentals
- Link: https://education.hootsuite.com/collections/courses
Action Items

Getting Started
As Social Media Manager for PAGE, begin with these steps.

- Create a HootSuite account
- Link PAGE Social Media accounts
- Look over Strategy section and Quick Post Guide
- Check out Educational Resources
- Keep this document updated to pass along to the next Social Media Manager

Possible Action Items
When you get a hang of your role as Social Media, these are some ideas that I had for PAGE’s social media that I didn’t have time to implement.

- Twitter
  - Begin curated lists to follow the girls’ education advocacy industry
    - Remember that they can be public or private; choose wisely
    - See HootSuite course “Optimizing Your Social Media Profiles”
  - Consider analytics: Would this be a good idea for PAGE?
    - Google: https://blog.hootsuite.com/tracking-social-media-in-google-analytics/?utm_source=twitter&utm_medium=owned_social&utm_campaign=social_hootsuite&Last_Associated_Campaign__c=701a0000002JXk5&hootPostID=635346541c624e280890b7e8302a2510
- Apply for a Hootsuite tune-up. Hootsuite will look over our Social Media for free, providing suggestions on ways we can improve.
  - https://hootsuite.com/pages/landing/social-media-tune-up
Log In Information

Instagram
Username: [REDACTED]
Password: [REDACTED]

Twitter
Username: [REDACTED]
Password: [REDACTED]

Facebook
To post to the PAGE Facebook account, you must first have your own Facebook account. Then, you have to be added as an administrator by a current administrator. Current administrators are as follows:
- Anna Huck: anna.huck@duke.edu
- Cassidy Seggern: cassidy.seggern@duke.edu

Dropbox
Username: [REDACTED]
Password: [REDACTED]
Strategy

Twitter Strategy Ideas
Post frequently with relevant, on-message tweets to maintain a consistent presence. Diversify hashtags and direct tags in order to engage more people (and therefore gain followers).

Don’t like yourself! Liked posts are compiled in a tab on your profile. This tab is best used to like on-message tweets by others, such as the Malala Fund. It will be an additional medium to share our goals, but it may also capture the attention of the groups whose tweets we like.

Ideas for Fall 2016: Share periodic updates on PAGE—How is the school-year program going? What grants are we receiving? Additionally, retweet on-message tweets from other accounts that echo our goals on women’s empowerment, 21st century literacy skills, and mentoring.

Instagram Strategy Ideas
First: Share photos that visually demonstrate the themes of the program.

Second: Feature participant photography (from ECHOs or digital storytelling with captions that credit them appropriately. This strategy is based on work of @ngphotocamp. This will further engage PAGE girls with PAGE—they follow us to see who we feature on Instagram—and therefore learn more about PAGE and the work we do. It’s another form of digital learning.

Ideas for Fall 2016: Introduce the #PAGE2016 participants! Instagram Mikalah’s We Are Who We Are portfolio with captions being each girl’s quote. Additionally, Mikalah’s photos about her life could be Instagramed with excerpts from her personal statement. All of Mikalah’s work is located within the 2016 PAGE Google Drive folder.

Share some Instagram posts to Facebook to draw attention to the Instagram page.

Facebook Strategy Ideas
Post albums of PAGE photos as soon as possible to engage friends of PAGE participants. Tagging PAGE participants who have Facebook profiles will amplify post reach. Their friends who aren’t participants may become interested after seeing visuals of the program, and friends who will become eligible the next year may have increased interest. Parents and family members will have an increased understanding of the potential value of the program. Photos could also reach potential donors and media sites. Share some Instagram posts to Facebook to draw attention to the Instagram page.

Ideas for Fall 2016: Mimic the Instagram posts by posting albums of Mikalah’s portfolio.
Tagging

Tagging on Twitter and Instagram will increase the reach of our posts. Below are relevant accounts to tag.

Twitter

Farms
@hickorynutgap

Books

*The Bridge to Terabithia*
Publisher: @HarperCollins
Author: n/a

*The Phantom Tollbooth*
Publisher: @penguinrandom
Author: @NortonJuster1

*City of Embers*
Publisher: @penguinrandom
Author: n/a

*Alanna The First Adventure*
Publisher: @simonschuster
Author: @TamoraPierce

*A Wrinkle in Time*
Publisher: @bookbrag
Author: n/a
Hashtag: #bookbrag

*The Diary of Anne Frank*
Publisher: @penguinrandom
Author: @AnneFrankCenter

*I am Malala*
Publisher: @HachetteUS
Author: @MalalaFund

*Gathering Blue*
Publisher: @HMHbooks
Author: n/a

*Whale Rider*
Publisher: n/a
Author: n/a

When a book’s author and/or publisher doesn’t have an account, you can hashtag them. (i.e. #Whale Rider)

Grants/Foundations
@NoVoFoundation
@BassConnections

Other
@storycenter
@WhiteHouse
@DukeU
@madewithcode
@RegionalJAM

Instagram

Farms
@hickorynutgap
@stonecrogarden

Books

*The Bridge to Terabithia*
Publisher: @harpercollinsus
Author: n/a

*The Phantom Tollbooth*
Publisher: @penguinrandomhouse
Author: n/a

*City of Embers*
Publisher: @penguinrandomhouse
Author: n/a

*Alanna The First Adventure*
Publisher: @simonandschuster
Author: n/a

*A Wrinkle in Time*
Publisher: @bookbrag
Author: n/a
Hashtag: #bookbrag

*The Diary of Anne Frank*
Publisher: @penguinrandomhouse
Author: @annefrankcenter

*I am Malala*
Publisher: @hachettebooks
Author: @malalafund

*Gathering Blue*
Publisher: @hmhbooks
Author: n/a

*Whale Rider*
Publisher: n/a
Author: n/a
When a book's author and/or publisher doesn't have an account, you can hashtag them. (i.e. #Whale Rider)

Grants/Foundations

Other
   @storycenter
   @whitehouse
   @dukeuniversity
   @dukestudents
   @madewithcode
Hashtags

Branded Hashtag
Our branded hashtag is #PAGE and the year of the program. For example, for 2016, the hashtag is #PAGE2016.

Branded hashtags emphasize the brand of the organization through repetition. They can also be used by participants in their personal posts about the program. If PAGE chooses to encourage the use of their branded hashtag in others’ posts, it could be another way to engage participants. For example, PAGE could retweet or regram (repost on Instagram) posts that we are tagged in or that utilize our branded hashtag.

General
#farmtotable
#mentoring
#girleffect
#investingirls
#Duke
#Appalachia
#inspire #educate #empower (references the three words emphasized on the PAGE website)

Digital Storytelling
#digitallearning
#stemgirls
#storytelling
#digitalstory
#STEM

Literature Groups
#literacy
#lovelearning
#lovereading

ECHOs
#stemgirls
#photography
#music
#musiclearning
#foodliteracy
#letsmove (references Michelle Obama's @letsmove campaign—they have occasionally responded to tweets with this hashtag)
# Quick Post Guide

1. **Identify message for post.** Some posts may have two messages—check both for appropriate tags and hashtags.

2. **Choose eye-catching photo.** Photos make posts pop out in followers’ feeds.

3. **Create description accordingly.** Examples listed below.

4. **Tag relevant organization(s), if possible.** Suggested organization(s)/categories listed below; check Tagging section for exact tags.

5. **Add appropriate hashtags.**

## Digital Storytelling
- i.e. Girls working on computers
  - #PAGE2016 girls learn video editing skills from our teach of Duke interns! #stemgirls #digitalstory
  - -The Story Center
  - -The NoVo Foundation
  - -White House
  - -#digitallearning #stemgirls #storytelling #digitalstory #STEM

## Farm to Table
- i.e. A photo of girls enjoying breakfast
  - #PAGE2016 girls a enjoy delicious lunch #farmtotable
  - -Farms
  - -#farmtotable

## Literature Groups
- i.e. A literature group in the midst of discussion
  - #Duke intern Lauren leads a literature group for [Book]! @[Publisher] @[Author] #lovereading
  - -Books
  - -#literacy #lovelearning #lovereading

## ECHOs
- i.e. A picture of girls participatin in an ECHO
  - #Duke intern Rebecca leads a #STEM ECHO with @madewithcode #stemgirls
  - -Duke
  - -Made with Code
  - -JAM
  - -#stemgirls #photography #music #musiclearning #foodliteracy #letsmove

## Mentoring
- i.e. Girls working with Duke interns
  - #Duke intern Evie helps #PAGE2016 girls chose #digitalstorytell ing photos #mentoring
  - -Duke
  - -Bass Connections
  - -#mentoring #girleffect #investingirls #Duke