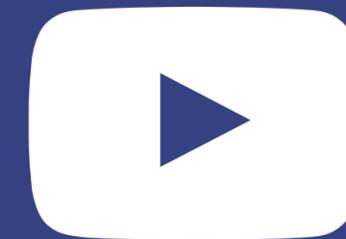
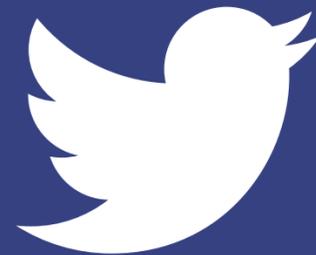


A Guide to
SOCIAL MEDIA



SOCIAL PLATFORMS



FACEBOOK

(223 MILLION USERS)

Longer posts, relationship building, answer questions and event recaps. Illustrate posts with photos and videos.

TWITTER

(62 MILLION USERS)

Short messages, community building using hashtags and live chats, live tweeting events. Illustrate with infographics.

YOUTUBE

(210 MILLION USERS)

Videos organized by playlists. Video ideas include ads, PSA spots, in-house videos developed by staff video producer.

SOCIAL PLATFORMS



INSTAGRAM

(112.5 MILLION)

Image-focused platform, owned by Facebook. Use pictures and short videos to expand awareness.



SNAPCHAT

(83.1 MILLION USERS)

More casual way to engage with a younger audience. Posts are fun and entertaining. Images delete themselves after being seen.



TIKTOK

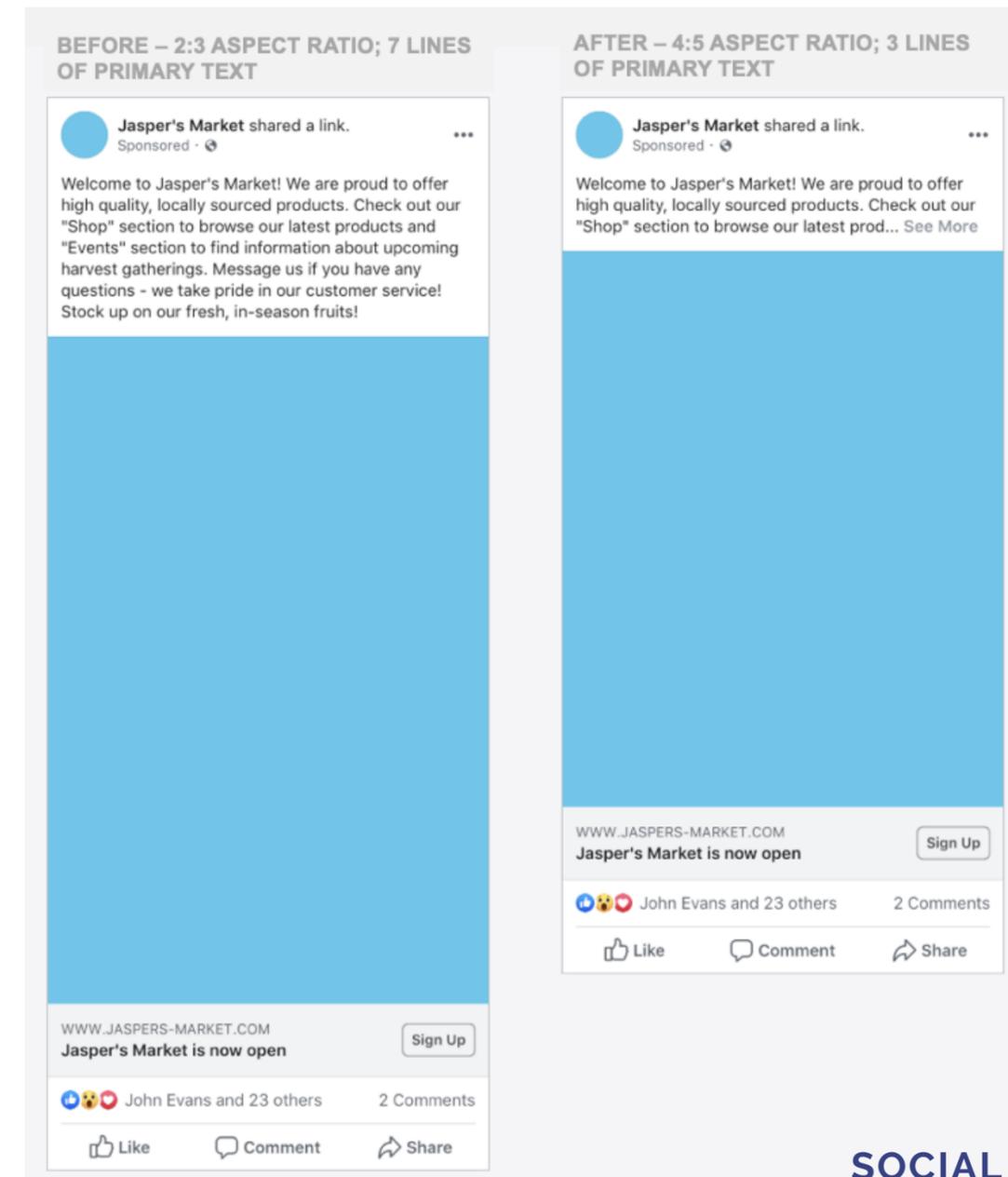
(175 MILLION USERS)

Video-focused platform. Features :15-:60 videos and live streams. Easily shareable across platforms.

FACEBOOK FACTS

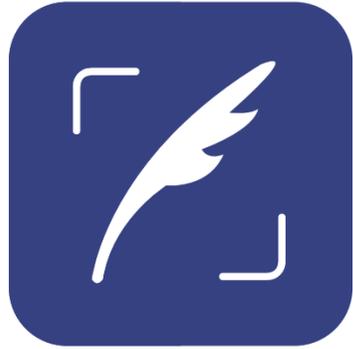
Keep in mind as you're drafting posts!

- About **95% of users** access Facebook on their mobile devices. Think mobile first when creating content.
- Mobile content is consumed in **1/4 of a second**.
- Most Facebook users **engage with content on their News Feed**. They are less likely to visit your business page directly for updates.
- **85% of users** do not have the sound on when watching videos. Facebook recommends designing content for sound off.

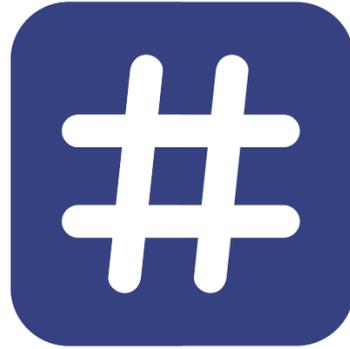


HOW TO CREATE CONTENT

Four Easy Steps!



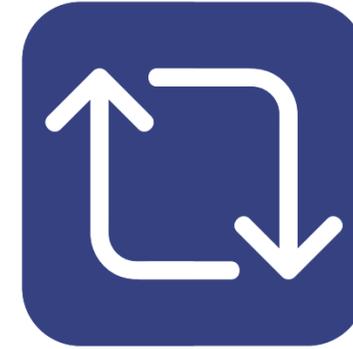
Create posts with a call to action and graphics



Use trending hashtags to increase impressions



Tag partner pages to increase impressions



Share or retweet partner posts if they are relevant

CONNECT WITH PARTNERS

to build a community

Use trending hashtags, tag other pages, create event pages and share posts to spread important information.

Collect Facebook post links to help partners easily share content.



CALL TO ACTIONS & GRAPHICS

Call to actions can be anything like:

- Visit a website
- Call or text a phone number
- Schedule an appointment with a health care professional
- Register for an event

Graphics

Use a variety of graphics like photos, videos, gifs, emojis or infographics





Do

- Understand brand and voice
- Make it timely
- Keep it simple and concise
- Format content for platform
- Create engaging content
- Include images and videos



Don't

- Use copyrighted material
- Use complicated language
- Use engagement bait
- Use the same type posts
- Link to pdfs if possible



Video - Do

- Base length on video type and platform
- Have high energy
- Make important points first
- Make your call-to-action clear
- Know your audience
- Try live videos



Video - Don't

- Wait until the end for your call-to-action
- Link to YouTube when possible
- Optimize for desktop
- Design video for sound on

SOCIAL MEDIA TIMELINE

for creating and scheduling content

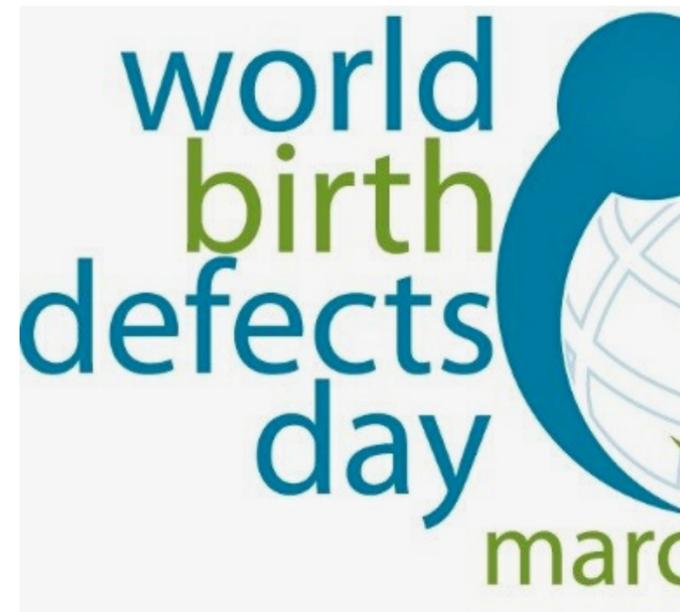


CONTENT CALENDAR

Consider scheduling post monthly or quarterly. Look at local events, national observances, holidays.

SCHEDULE

You can schedule posts in advance - date and time. Most active time 1p-3p on weekdays and Saturdays.

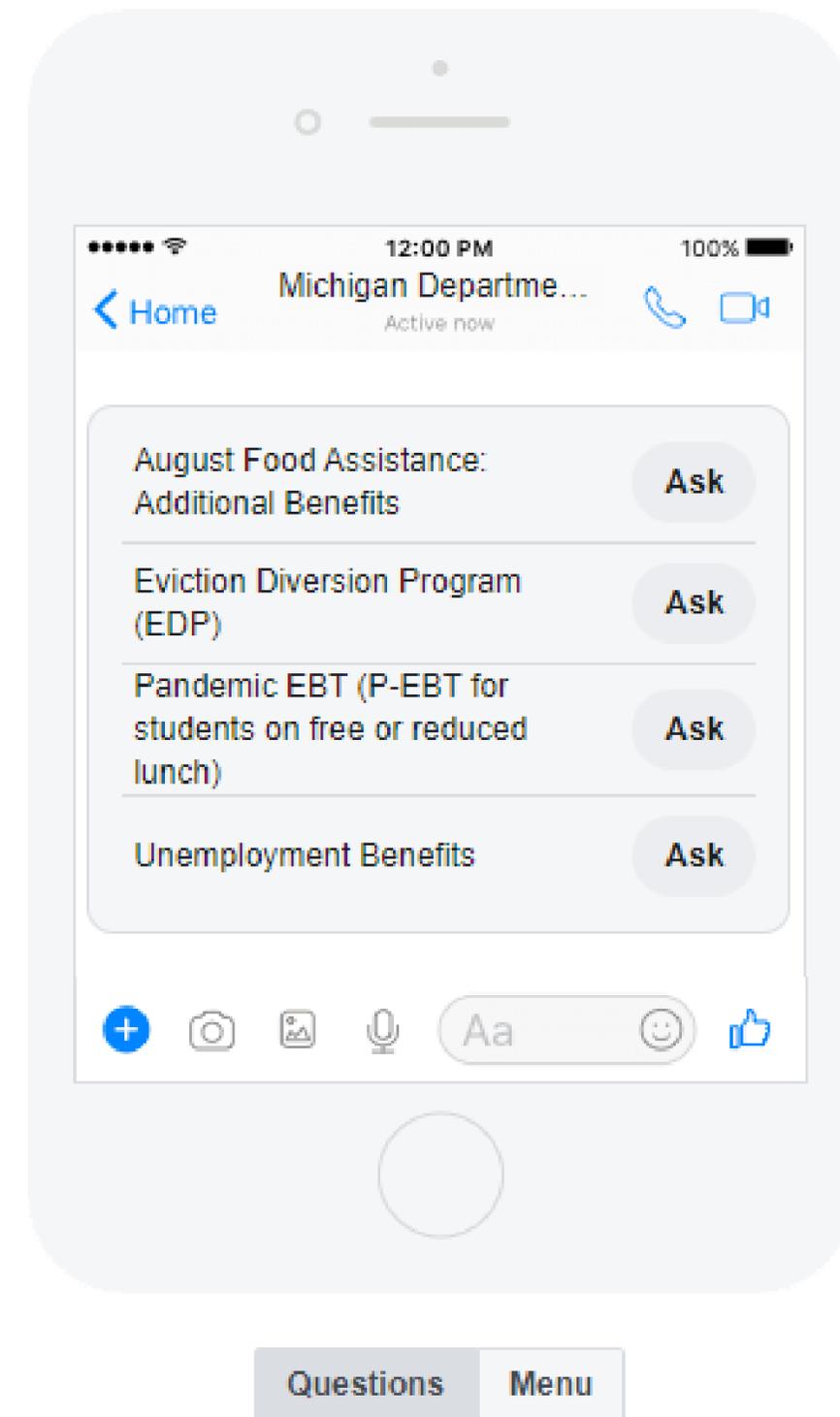


Observances

Focus content around different awareness days, weeks, and months that are observed nationally or statewide.

BE RESPONSIVE

- Pin important info to the top of the page
- Use automated response features:
 - FAQs, Instant Reply, Away Messages, Contact Information, Appointments
- Respond to comments and messages (but protect personal information)
- Post consistently
- Know your audience and your tone



BOOST SOCIAL MEDIA POSTS

- Select a post that is already posted and is high performing.
- Expect to spend a minimum of \$50 a day for your post.
- Avoid boosting longer than 7 days and spread out the timing over a few weeks if more than 7 days.



 **Michigan Department of Health and Human Services** ...
Sponsored · 

Low-cost or free services are available for family planning, HIV/STD tests & treatment, preventative screenings and more.



Family Planning Services

MICHIGAN.GOV/FAMILYPLAN...
Services for men & women. [LEARN MORE](#)
Find a clinic near you.

TARGETING BOOSTED SOCIAL

- Geography - State, DMA, county, city, zip code or radius around areas
- Demographic - Age and gender. Also includes:
 - Education level (college or more)
 - Financial (top income levels)
 - Work (job titles, industry)
 - Parents
 - Live events (birthday, engagement, wedding, anniversary)
 - Relationship status

TARGETING BOOSTED SOCIAL

- Interest Targeting - Examples include:
 - Businesses/industries, music, fitness, sports, food/drinks, etc.
- Behavioral Targeting - Based on behavioral habits within Facebook's platform
 - Examples include: If they have habits similar/related to users of African American, Asian or Hispanic decent or political views

Graphics

- Pexels
 - Unsplash
 - Vecteezy
 - Pixabay
 - IM Free
-

Content Creation & Scheduling

- Canva
 - Hootsuite
 - Animoto
-

Partners

- MDHHS
- Family Planning and National Reproductive Health Association
- Family Planning National Training Center
- Centers for Disease Control and Prevention (CDC)

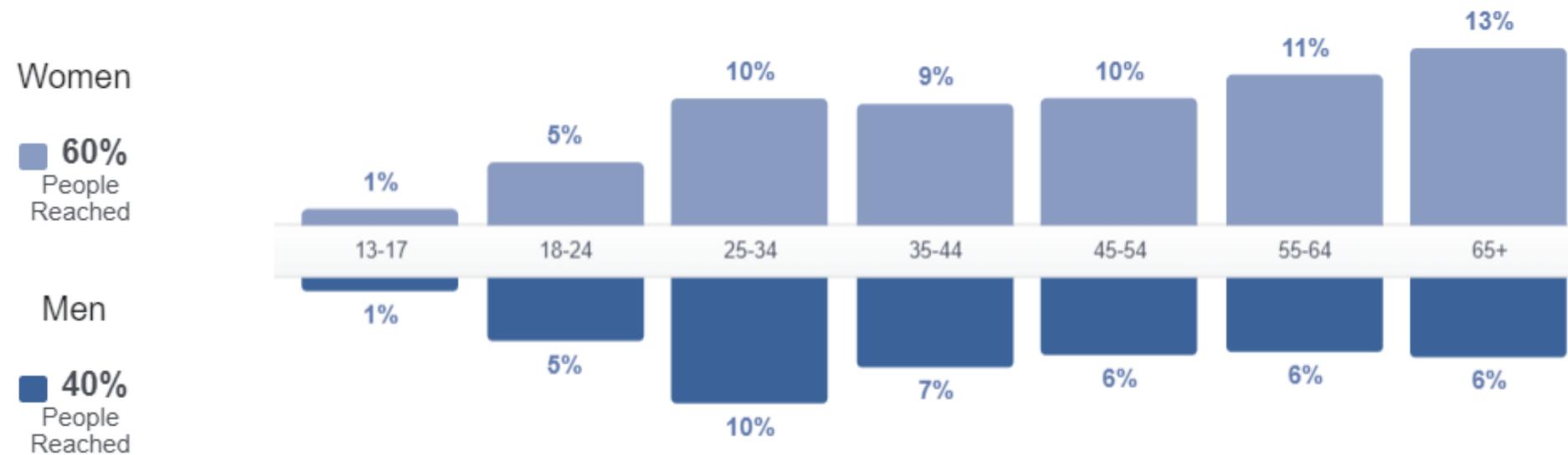
TOOLS TO GET STARTED

Free or Low
Cost Resources

Insights

[Your Fans](#) |
 [Your Followers](#) |
 [People Reached](#) |
 [People Engaged](#)

The number of people who had any content from your Page or about your Page enter their screen screen, grouped by age and gender. This number is an estimate.



Country	People Reached	City	People Reached	Language	People Reached
United States of America	2,213,535	Detroit, MI	171,970	English (US)	2,165,112
Canada	15,719	Grand Rapids, MI	90,715	English (UK)	40,385
India	12,379	Lansing, MI	33,717	Spanish	38,368
Pakistan	4,149	Flint, MI	32,975	Arabic	8,843
Philippines	3,533	Warren, MI	27,360	Spanish (Spain)	5,220

KNOW WHO YOU REACH

Get to know your audience

QUESTIONS

We are here to help
