

# Emerging Topics in Comms

Patrick Godette Jr, MPH

*Website & Social Media Strategist  
Virginia Department of Health*

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# Objectives

- 1. Making social media easier**
- 2. Measuring the success of organic social media**
- 3. Maintaining a safe online community**
- 4. Evolving with social media**

# Making Social Media Easier

# Less (*text*) is More

## Track your character count!

- Word counts are NOT the same as character counts.

**If yesterday was a Merry Monday, today **MUST** be a Terrific Tuesday. What will tomorrow be 🤖??**

Word count: 17

Character count: 93





- Most platforms have limits over 1,000 characters
- Twitter's limit is 280 characters (or 4,000 characters if you pay \$\$)

# Less (*text*) is More

## According to Hootsuite (2022)...

- *Best performing* posts have lengths of <150 characters
  - *Best performing* – more likes, comments, and shares
- No guarantees... varies by topic and current trends

<https://blog.hootsuite.com/ideal-social-media-post-length/>

Ideal Length of Social Media Posts: 2022 A Guide for Every Platform			
	Organic posts length:	Paid posts length:	Video length:
	<b>1 to 80 characters</b>	<b>5 to 19 words</b>	<b>30 to 60 seconds</b>
	Organic and promoted tweets length:	Twitter hashtags length:	
	<b>71 to 80 characters</b>	<b>6 characters</b>	
	Organic Instagram post caption length:	Sponsored Instagram post caption length:	Instagram video length:
	<b>138 to 150 characters</b>	<b>125 or less characters</b>	<b>15 seconds</b>
	Instagram hashtags:	Instagram Stories length:	Instagram Reels length:
	<b>3-5 per post at less than 24 characters each</b>	<b>7 to 15 seconds</b>	<b>7 to 15 seconds</b>
	Organic and paid updates length:	Article length:	Videos length:
	<b>25 words</b>	<b>1,900 to 2,000 words</b>	<b>30 seconds</b>

# Less (*work*) is More

## Reposting and resharing

- Fill your social media feed
- Reinforce importance of topics
- Introduce programs of interest
- Save time thinking of new content

## BEFORE YOU REPOST!!

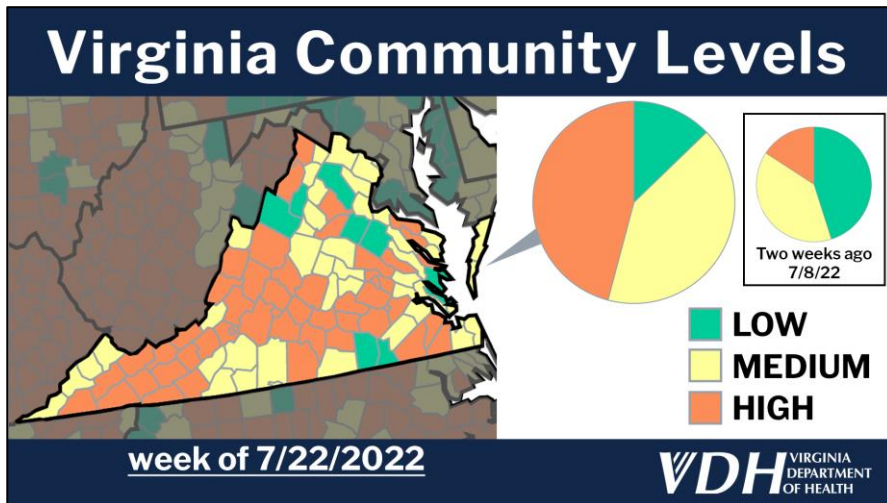
1. Is the post impartial?
2. Is the link they use appropriate?
3. Does everything align with your agency's mission?

# Less (*editing*) is More

## Images are pivotal in social media

- Humans process visual content much quicker than words

county	county...	state	county...	health...	health...	health...	covid_...	covid_...	covid_...	covid_...
Accomack ...	51001	Virginia	32,316	137	Accomack...	44,026	6.5	0.0	58.79	Low
Albemarle ...	51003	Virginia	109,330	99	Albemarle, ...	383,641	8.6	19.5	347.57	High
Alleghany ...	51005	Virginia	14,860	30	Greenbrier...	72,482	12.8	26.2	201.88	High
Amelia Co...	51007	Virginia	13,145	33	Henrico (Ri...	1,291,086	6.8	12.7	182.58	Medium
Amherst C...	51009	Virginia	31,605	14	Roanoke Cl...	592,537	12.6	19.9	468.28	High
Appomatto...	51011	Virginia	15,911	14	Roanoke Cl...	592,537	12.6	19.9	301.68	High
Arlington C...	51013	Virginia	236,842	69	Fairfax, VA...	1,995,976	5.2	5.3	176.91	Low
Augusta C...	51015	Virginia	75,558	97	Augusta, V...	161,807	12.2	21.6	288.52	High
Bath County	51017	Virginia	4,147	30	Greenbrier...	72,482	12.8	26.2	409.93	High
Bedford Co...	51019	Virginia	78,997	14	Roanoke Cl...	592,537	12.6	19.9	370.90	High
Bland Cou...	51021	Virginia	6,280	39	Mercer, WV...	144,261	16.8	29.1	350.32	High
Botetourt ...	51023	Virginia	33,419	14	Roanoke Cl...	592,537	12.6	19.9	1,017.39	High
Brunswick ...	51025	Virginia	16,231	130	Brunswick...	32,913	2.5	0.0	135.54	Low
Buchanan ...	51027	Virginia	21,004	39	Mercer, WV...	144,261	16.8	29.1	766.52	High
Buckingha...	51029	Virginia	17,148	99	Albemarle, ...	383,641	8.6	19.5	122.46	Medium
Campbell ...	51031	Virginia	54,885	14	Roanoke Cl...	592,537	12.6	19.9	466.43	High
Caroline C...	51033	Virginia	30,725	135	Stafford, V...	375,694	10.3	8.5	374.29	High



# Less (*editing*) is More



## Graphic Editing has become a simpler process

- **Canva** can let us EASILY create graphics and other media.
- **Canva Pro** gives you unlimited access to:
  - Premium templates for many types of multimedia
  - 100+ million stock photos, graphics, videos, audio, etc.
- [Apply for a FREE Canva Pro account](#)
  - Must be recognized as a non-profit or operating for the public benefit
    - [Canva for Education is also available to teachers, students, and DOE's](#)



# Canva Pro for FREE

For non-profits & organizations  
operating for public benefit



<https://www.canva.com/canva-for-nonprofits/>

For teachers, students, &  
Departments of Education



<https://www.canva.com/education/>

# Using Artificial Intelligence (A.I.)

## Generative A.I.

- Uses existing data to generate new and unique data
  - In the form of text, images, audio, etc.
- Potentially you can...
  - Streamline your workload
  - Increase your workflow
  - Simplify complex topics

# Canva's Magic Studio

- Design
- Write
- Translate
- Create images/videos
- Edit images

 Magic Design™

# Hootsuite's OwlyWriter

## OwlyWriter AI



### Facebook Post

Create a caption for a Facebook post



### Instagram Caption

Create a caption for an Instagram post



### LinkedIn Post

Create a caption for a LinkedIn post



### Tweet Generation

Create a caption for a Twitter post



### Simplify a complex topic

Create a simple caption about a complex topic



### Product caption

Tell people all about your product



### "Problem, Agitate, Solution" post

Point people to your product as the solution to their problem



### "Before After Bridge" post

Share how your brand can help solve a specific problem



### Feature benefit post

Describe a key benefit of your product or service



### "Attention, Interest, Desire, Action" post

Motivate your fans and followers to take action



### HOOK post

Reel prospects in with an attention-grabbing caption



### Attention, Market Positioning, Proof (AMP)

Copywriting Formula



### "Features, Advantages, Benefits" post

Describe the benefits of using your product or service



### "What's In It For Me" post

Tell people exactly what they get when they choose you

← ↻ <https://hootsuite.com/dashboard#/inspiration> 🔍 🔊 ☆ 📄 ⚙️ 🗑️ 📌 ...

🦉 ← Write 300 tokens left ?

**Tweet Generation**

What do you want to write about?

*Simple budgeting tips for first-time savers*

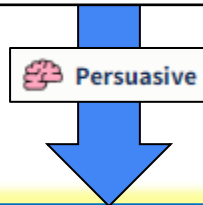
Tone

Select a tone ▼

Create caption

# Using Artificial Intelligence (A.I.)

Remind parents to schedule a dental appointment  
for their kids this National Dental Hygiene Month



**It's National Dental Hygiene Month! Don't  
forget to book a checkup for your kids' teeth.  
Healthy smiles now = healthy smiles for life!  
#DentalHealth #KidsSmiles**

# Writing for Social Media Course



**TRAIN** Virginia

Scan QR code to save link!

<https://www.train.org/virginia/course/1107441/details>

# Measuring the Success of Organic Social Media



# Post Performance Types & Definitions

**Organic social media:** Social media created without 3<sup>rd</sup> party support.

**Number of Followers:** The number of people following your channel.

**Reach:** The number of people who see your content.

**Impressions:** The number of times people saw your content.

**Engagements:** The number of clicks, likes, shares, and comments.

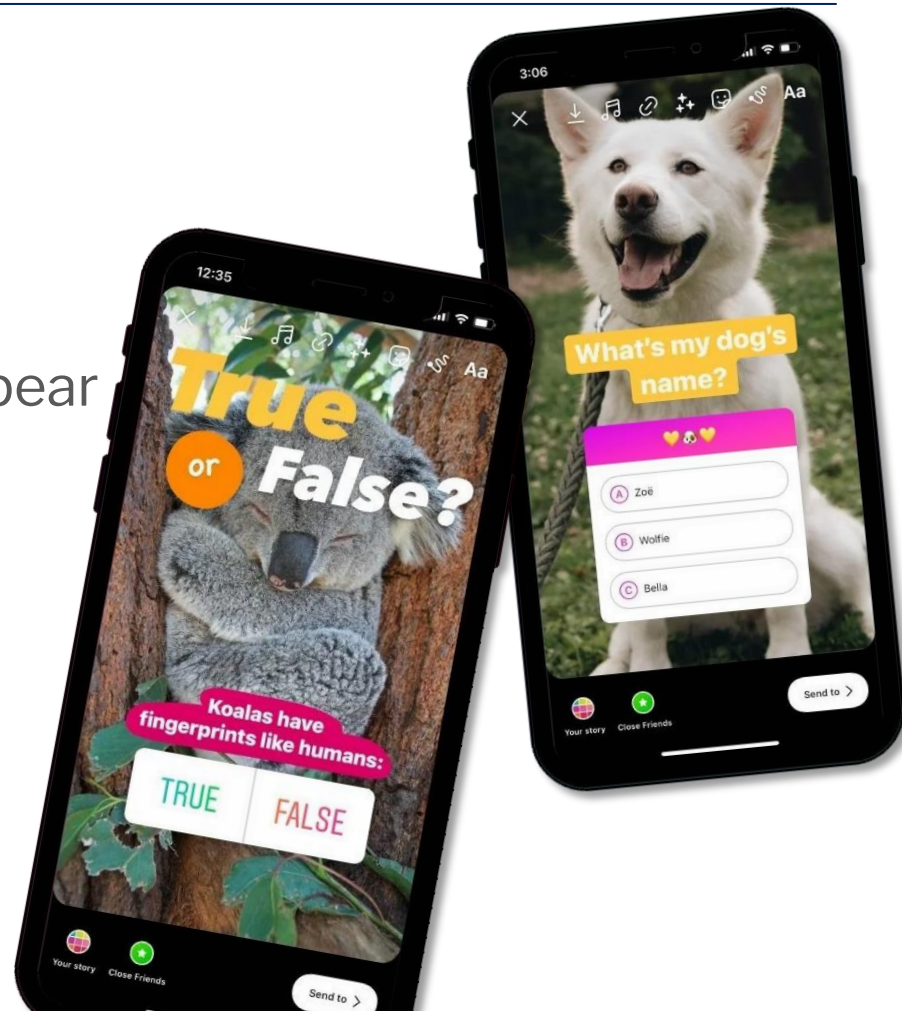
**Engagement Rate:** The number of engagements your content gets as a percentage of your audience.

# Use Engaging Features

## Facebook & Instagram Stories

Posts that last 24 hours, then disappear

- In the moment photos/videos
- Polls & multiple-choice quizzes
- Repost content
- Share links



# The Successful Questions

Is your content being exposed to a wide audience?

**Reach / Impressions**

Are people responding to your content?

**Engagements / Engagement Rate**

Is your online community growing?

**Number of followers**

# Successful Questions II

**Answer each “Successful Question” per social media platform!**

Sometimes, one platform might fare worse than your others.

Find out what might be causing this difference.

- Are there hashtags that are more popular on certain platforms?
- Is the platform going through any big changes?
- Are there more pressing trends going on?

# Maintaining a Safe Online Community

# Spam, Hate, Lies... OH MY!

## **VDH banned or hid 150+ comments & users**

Most platforms have options to report users, but rarely take action.

We created our own community guidelines.

*Adapted from: Facebook – CDC – other health agencies*

Consider creating your own if you're faced with any troubling users.

## Community Guidelines for VDH Social Media



## COMMUNITY GUIDELINES Do's and Don'ts

### DO'S



Embrace the community spirit

Be polite and respectful of others

Check your sources and provide facts

Apologize if necessary and take responsibility

### DON'TS



Don't threaten, harass, or use foul language

Don't discriminate or use hateful speech

Don't post misinformation

Never reveal personal information



# Evolving with Social Media

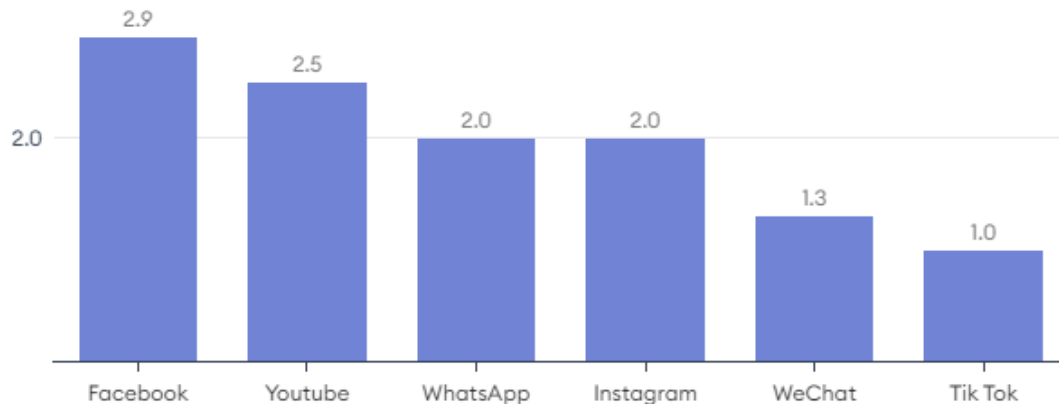


# Millions per Month

1. Facebook
2. YouTube
3. WhatsApp
4. Instagram
5. TikTok\*

## Monthly Active Users by Social Media Platform (in millions)

Source: Statista



Source: Forbes Advisor • Embed

**Forbes** ADVISOR

[Top Social Media Statistics And Trends Of 2023 – Forbes Advisor](#)

\*popular... but banned in VA for gov use.

# Keeping an Eye Open

**#TwitterMigration** ~ *users flying to similar social media platforms*

Meta Threads

BlueSky

Mastodon

Pebble (t2)



## Successful Questions III: The Return

Are federal agencies (e.g. CDC) on these platforms?

Don't feel like waiting for federal agencies? Ask yourself:

- Does the platform meet 508 accessibility requirements?
- Do you feel confident in creating a new audience on this platform?
- Will my agency's IT security approve this platform?
- Does your team have the time to learn this new platform & tailor content?

# Q&A