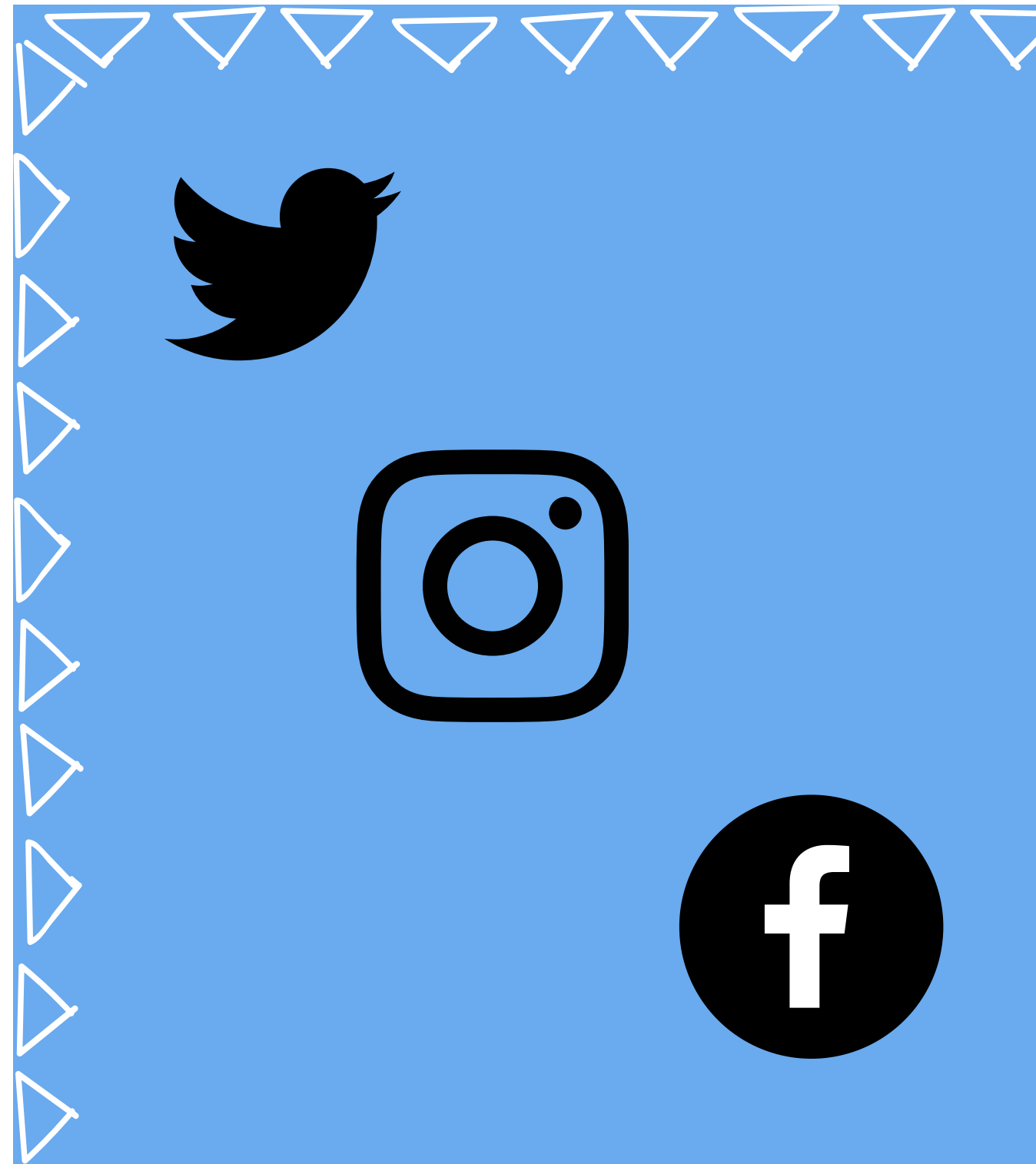


DECEMBER 17, 2019

Social Media Strategy 2020

Rep. Mickey Dollens House Campaign



Social Media Goals

MAIN TOPICS

Plan Execution

Engagement - Driving Force of the Following:



Growth



Opportunity



Influence

Twitter

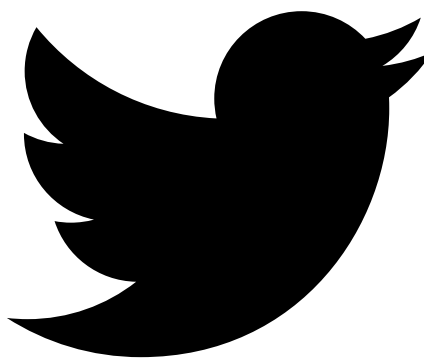
ENGAGEMENT WAYS TO IMPROVE

Consistent Updates

Twitter should be used very similarly to Instagram stories by providing updates on daily progress towards bills, policy positions and interactions with groups/organizations you work with. I can manage this for you.

Hashtags and Tagging are Your Friends

Tag the groups you're working with - it positively influences engagement. Use hashtags, especially trending tags, to comment on discourse within your field or to make your information easy to find.



Twitter

USER STATS & OPPORTUNITIES FOR GROWING ENGAGEMENT

PUBLIC USAGE OF TWITTER FOR VIDEOS

Only **32%** of Twitter users use Twitter to watch videos.
Facebook: **46%** Instagram: **51%**

APPEAL TO YOUNG PUBLICS

44% of 18-24_year olds use Twitter and only **26%** of 30-49_year olds use Twitter. Engagement opportunity for Student ID bill.

POLITICAL ENGAGEMENT OF WOMEN

Twitter's most prolific 10% of users are likely to be women who tweet about politics. **65%** identify as **women**. **69%** say they tweet about politics. **61%** identify as **Democrats**. Engagement opportunity for MMIWP bill.

LENGTH OF VIDEO FOR OPTIMAL ENGAGEMENT

For the best results on posts featuring videos, videos shouldn't exceed **45 seconds** and should contain the most important info you want publics to take away.

POLITICAL AFFILIATION OF USERS - MORE LIKELY TO BE DEMOCRATS

Twitter is regarded as the most political social media platform.

VIDEOS INCREASE ENGAGEMENT

Twitter posts with video get **10x** the engagement (likes, retweets and comments).



Links to Sources

<https://blog.hootsuite.com/twitter-statistics/t>

<https://blog.hubspot.com/marketing/how-long-should-videos-be-on-instagram-twitter-facebook-youtube>

Facebook

ENGAGEMENT WAYS TO IMPROVE

Longer Videos

Facebook is the best social media platform for longer videos. Longer videos can include news footage promoting bills/policies you are working on, interview footage, and videos disseminating more complex policies like the apprenticeship video posted to YouTube. This will benefit demographics that belong to your district that may or may not have the same foundation of political understanding due to lack of education or resources.

Appealing to Adults with Children and Older Demographics in General

Majority of Facebook users utilize the platform to stay in touch with relatives and to share pictures or updates of their children or themselves. This is a great platform to inform adults in your district about the policies/bills you are working on in video format, but also should be used to promote studies or upcoming events that adults are more likely to attend or promote by sharing to their pages.



Facebook

USER STATS & OPPORTUNITIES FOR GROWING ENGAGEMENT

FACEBOOK LIVE IS AN ASSET TO INCREASING ENGAGEMENT

Facebook **videos** on average receive **928** interactions. **Live videos** receive **1043** interactions on average.

APPEAL TO OLDER DEMOGRAPHICS

Around **7/10 (69%)** of adults use Facebook. Second only to YouTube, no other social media platform comes close in terms of adult usage.

LENGTH OF VIDEO FOR OPTIMAL ENGAGEMENT

For the best results on posts featuring videos, videos shouldn't exceed **60-90 seconds** and should contain the most impactful imagery, statements and sentiments to invoke emotional responses from users. Videos of 30 seconds or less had the lowest engagement of all.

POPULAR AMONG ALL DEMOGRAPHIC GROUPS - BUT SOME ADULTS MORE LIKELY TO USE THAN OTHERS

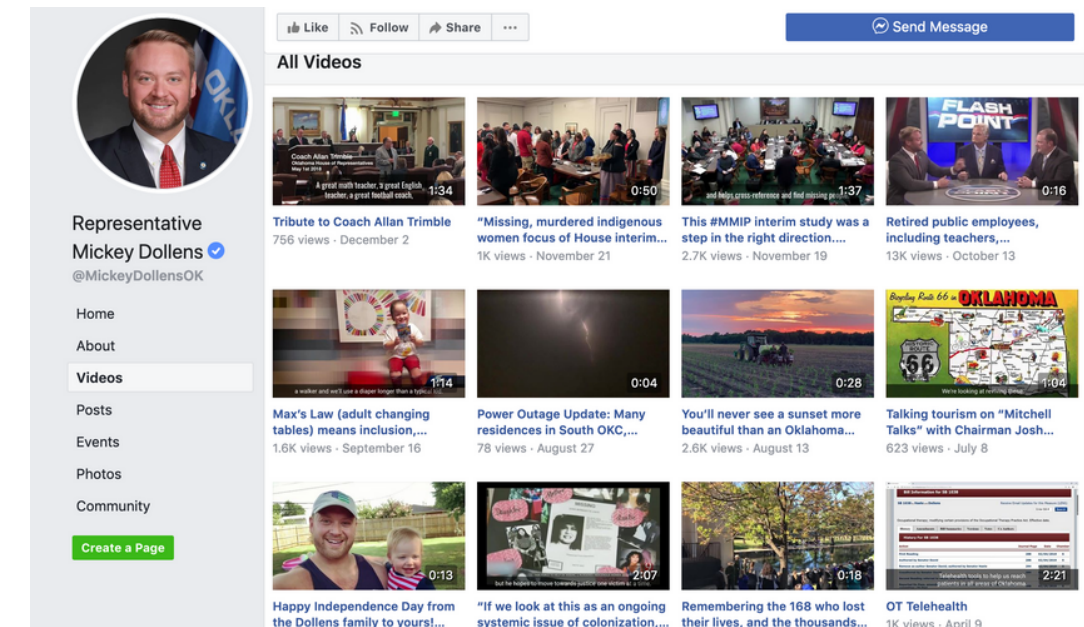
3/4ths of **women** use Facebook compared to **63%** of **men**. **74%** of adults with a college degree or more use Facebook compared to **61%** who have a high school diploma or less. **79%** of 18-29 year olds use Facebook and only **46%** of people age 65 or older use Facebook

PUBLIC USAGE OF FACEBOOK FOR VIDEOS

46% of Facebook users use the platform to watch and share videos.

VIDEOS INCREASE ENGAGEMENT

The average **video post** in April 2017 reached **12.05%** of the total page audience - more than links, photos and text posts.



Links to Sources

<https://www.pewresearch.org/fact-tank/2019/05/16/facts-about-americans-and-facebook/>

<https://buzzsumo.com/blog/facebook-video-engagement-learned-analyzing-100-million-videos/>

<https://sproutsocial.com/insights/facebook-engagement/>

Instagram

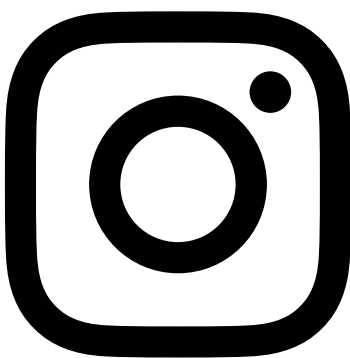
ENGAGEMENT WAYS TO IMPROVE

Instagram Live & Instagram Stories

Rep. Dollens has a great following on Instagram, so that is one less thing to tackle in relationship to social media strategies. Because the interactions are stronger on this platform than others, I recommend implementing the use of hashtags and tagging groups/organizations in order to maximize interactions on political posts. In addition, using Instagram's live feature will be great for studies that people can't make it to; It keeps all the people in his district in-the-know considering most of them are working when studies are being held. Instagram stories should be used for consistent, daily updates to show the people he represents that he is constantly making progress.

Building Trust

Building trust, especially through predominantly visual platforms like Instagram, is key to continued engagement, support and voting in one's favor. When advocacy groups, organizations, and the people a politician represents advocate for that politician, it means more to those who don't personally know him/her because they know that person will act, not make empty promises. The advocacy of one's supporters portrays the commitment a politician has had to his/her policy positions and proves long-held dedication and commitment to fixing those issues (essential to campaigning for a federal position in the future).



Instagram

USER STATS & OPPORTUNITIES FOR GROWING ENGAGEMENT

HIGHLY ENGAGED NETWORK

Over **60%** of users log in daily, making Instagram the 2nd highest engaged platform behind Facebook.

APPEAL TO YOUNG PUBLICS

75% of all users are ages **18-24**, with **males** ages **18-24** being the largest demographic. Engagement opportunity for Student ID bill (white male suicide rate, Instagram causing insecurity in young women leading to anxiety) AND opportunity to promote new College Athlete bill.

AGE DEMOGRAPHICS

90% of all users are younger than 35.

LENGTH OF VIDEO FOR OPTIMAL ENGAGEMENT

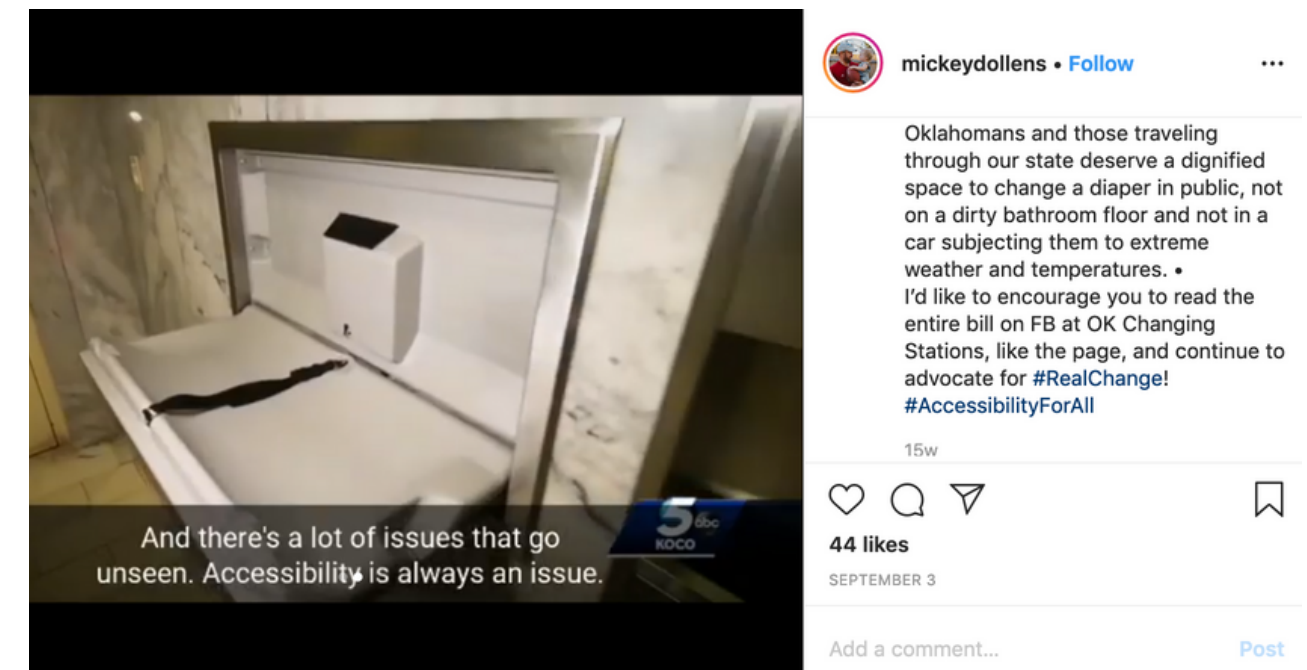
Instagram videos that receive the most interactions average **26 seconds** in length. These videos should emphasize a key message with a call to action every single time.

VIDEOS ARE IMPORTANT, BUT AUTHENTIC PICTURES ARE MOST IMPORTANT

Photos receive more engagement than videos on Instagram.

INCREASING PHOTO INTERACTIONS

Posts that include another handle receive **56%** more engagement. Posts with at least 1 hashtag receive **12.6%** more engagement and posts with a location receive **79%** more engagement.



Links to Sources

<https://www.brandwatch.com/blog/instagram-stats/>