

# WELCOME!



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Education Series!



Session Sponsor



Amy Zengotita, CPRP

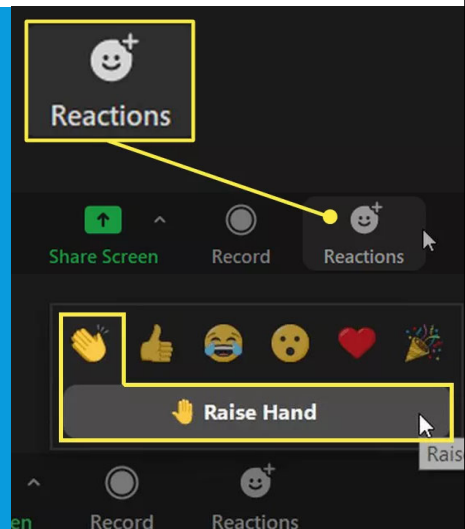
[azengotita@southdaytona.org](mailto:azengotita@southdaytona.org)

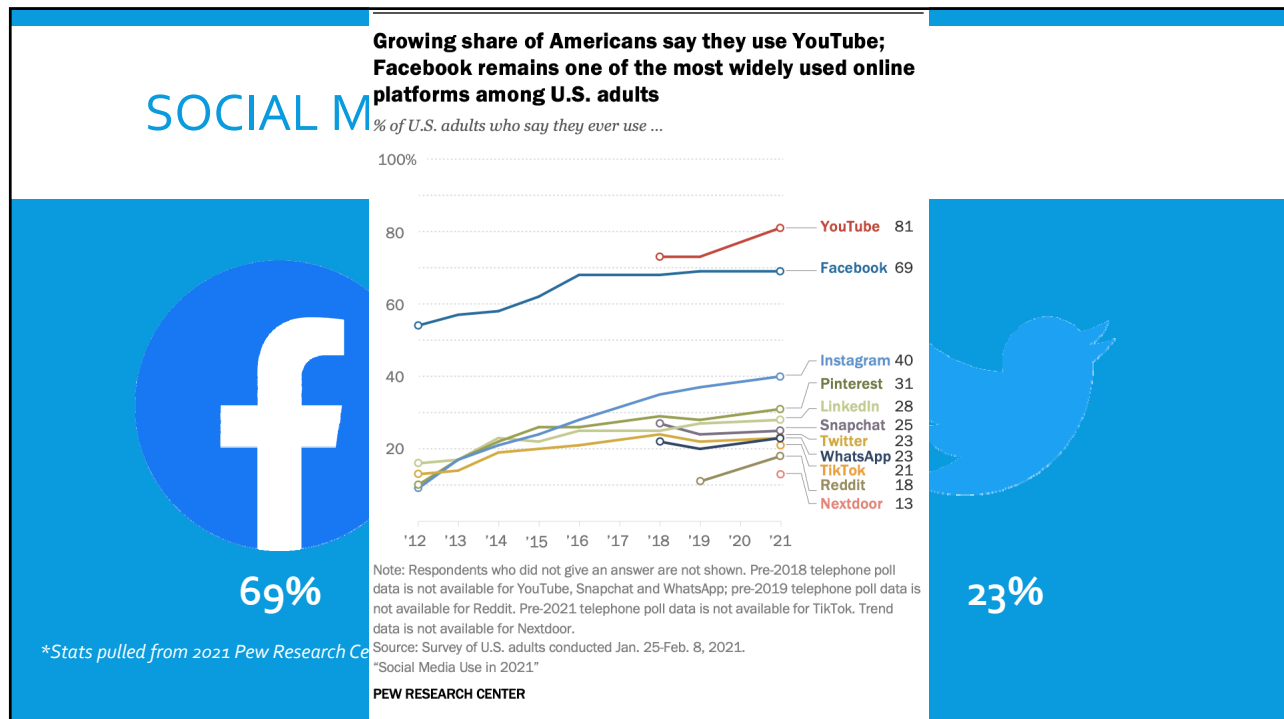
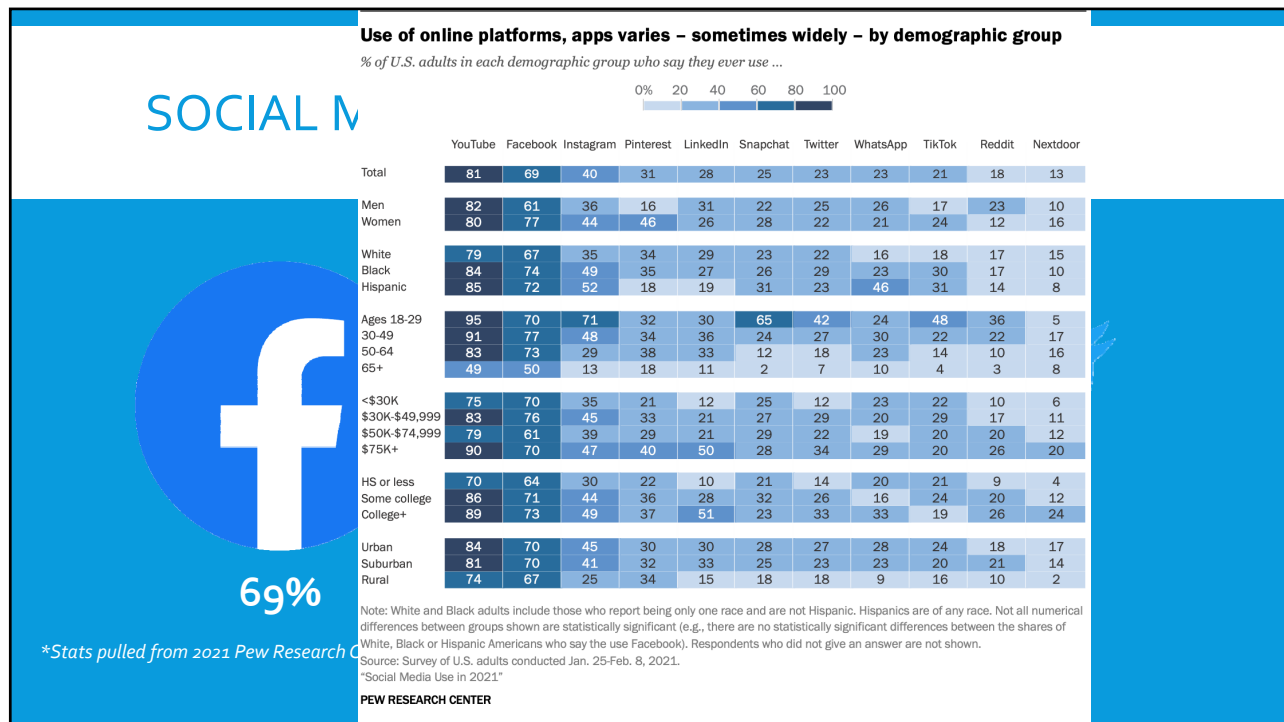
## LEARNING OBJECTIVES

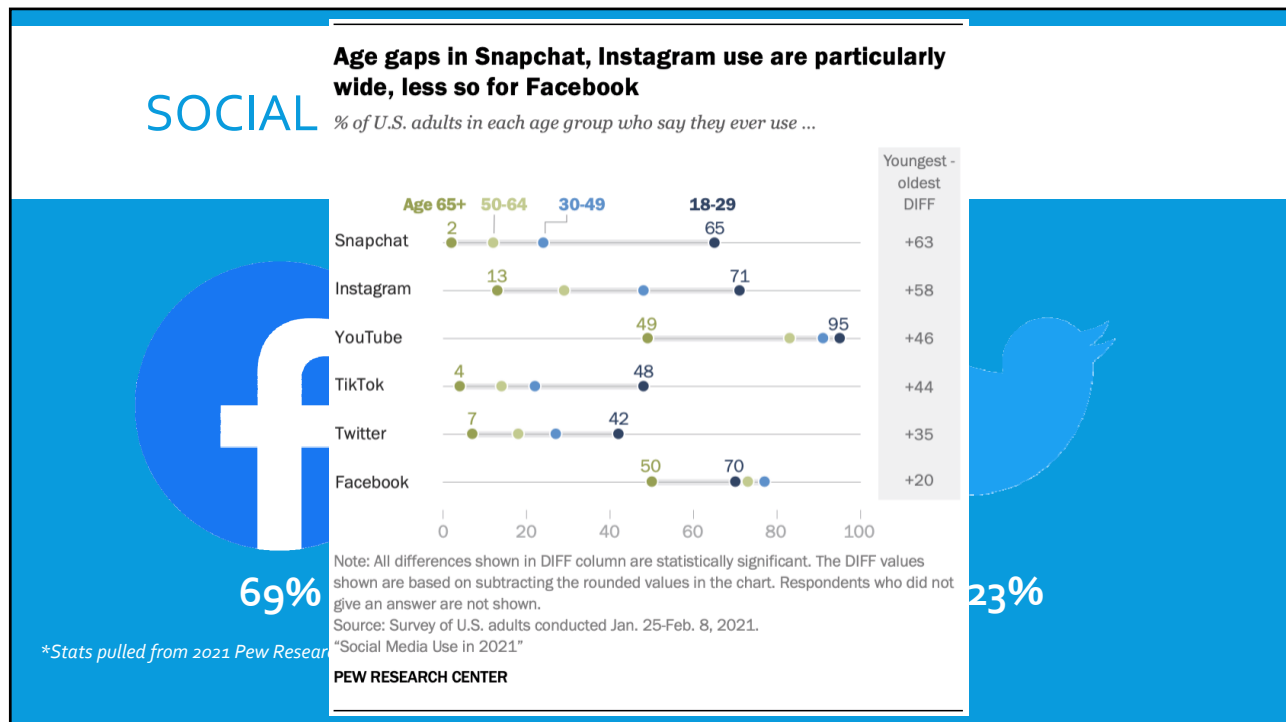
- Learn the algorithms for Facebook and Twitter.
- Identify tools that will assist you in the creation of posts.
- Hear about successful posts from other agencies to assist you in creating high performing posts.

## WHAT DO YOU WANT TO LEARN?

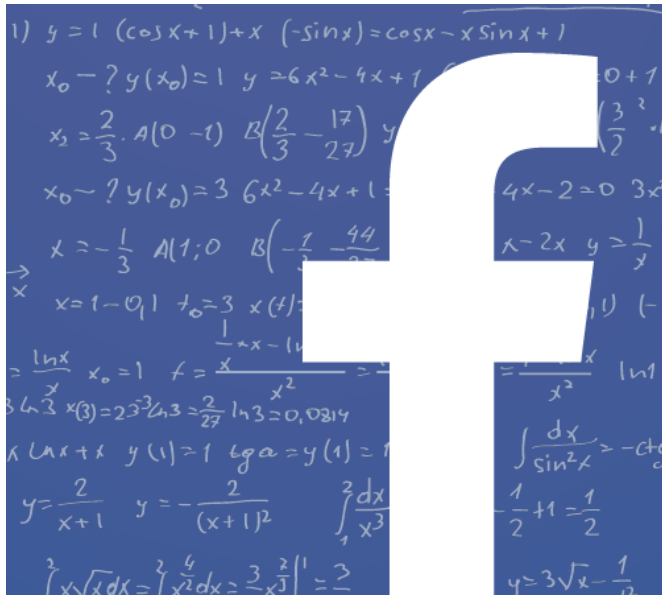
- What are you hoping to learn?
- Post questions in the chat box.
- Feel free to stop me by raising your hand







# ALGORITHMS?



## THE FACEBOOK ALGORITHM

### FACEBOOK

- Categories of Ranking Signals
  - Relationship
  - Content Type
  - Popularity
  - Recency



#### Facebook Algorithm Ranking Signals in 2021

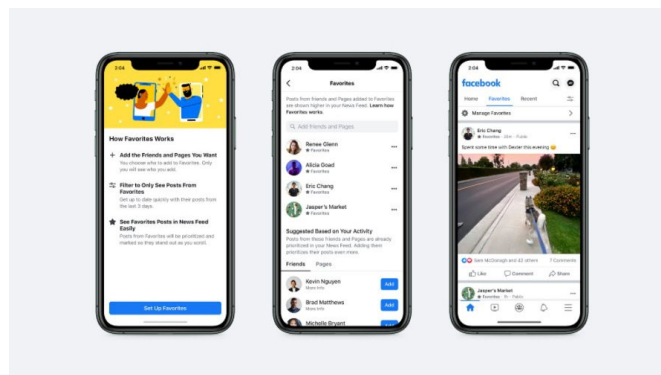
- Relationship**  
Who a user typically interacts with
- Content Type**  
The type of media in the post (e.g., video, link, image, etc.)
- Popularity**  
How many likes/engagements the post gets
- Recency**  
Newer posts are shown first


## RANK BETTER

- Post content that encourages interaction.
  - Ask questions or use captivating photos
  - Aim for “Love” over “Likes”
  - Respond to comments
- Vary Media on Posts
- Focus on your target audience
  - Post when they are online
- Stay relevant
  - Post once a day, no more than 3 times a day

## FACEBOOK TIPS AND TRICKS

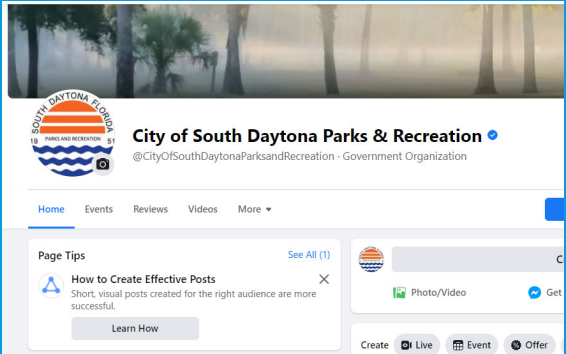
- Use high quality photos
- Videos
  - Save the best for first. 47% of value in a video is delivered in the first 3 seconds. Longer videos rank higher IF people are watching them.
  - Make every second count.
  - Optimize for mobile.
  - Optimize for sound off.
- Go Live
- Became a FAVE





## PAGE VERIFICATION

- Optimizes search
- Shows your authenticity





- Facebook for Government, Politics & Advocacy: [www.facebook.com/gpa/help](https://www.facebook.com/gpa/help)
  - They will respond with 2 hours during operation
- Adán Chávez – Southeast, Midwest
  - [adanjchavez@fb.com](mailto:adanjchavez@fb.com)
- Facebook.com/GPA
  - Facebook for Government, Politics & Advocacy best practices
- Facebook Group
  - Parks & Recreation Social Media Professionals
  - Government Social Media
  - Women in Parks and Recreation
  - Parks and Rec Done Right

## FACEBOOK CONTACTS

### Contacts

[www.facebook.com/gpa](http://www.facebook.com/gpa)

Your one-stop shop for best practices for government, politics, and advocacy groups and updates across Facebook

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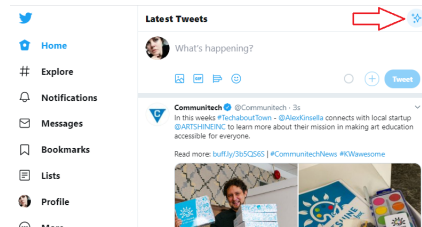


## THE TWITTER ALGORITHM



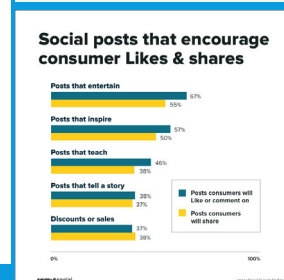
## TOP TWEETS

- Top Tweets include the accounts the user interacts with the most.
- The ranking signals include:
  - Recency:** How recently a Tweet was published.
  - Relevance:** Keywords used in a Tweet, and how often users engage with tweets that use similar keywords.
  - Engagement:** Has to do with how many Retweets, clicks, favorites and impressions a Tweet has received.
  - Rich Media:** The type of media you include in your Tweet, such as images, videos and GIFs.
  - Other factors:** Refers to how active a user is. For example, how long its been since the user was last on the site, how many followers they have and how much they use the platform.



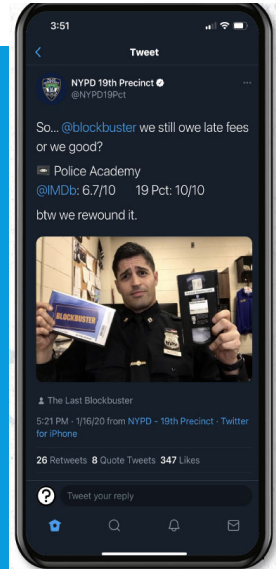
## RANKING SIGNALS

- Consistency is key
- Focus on content types and formats
- Engaging content is key
- Respond to engagement ASAP
- Use trendy content: @TwitterBusiness Calendar



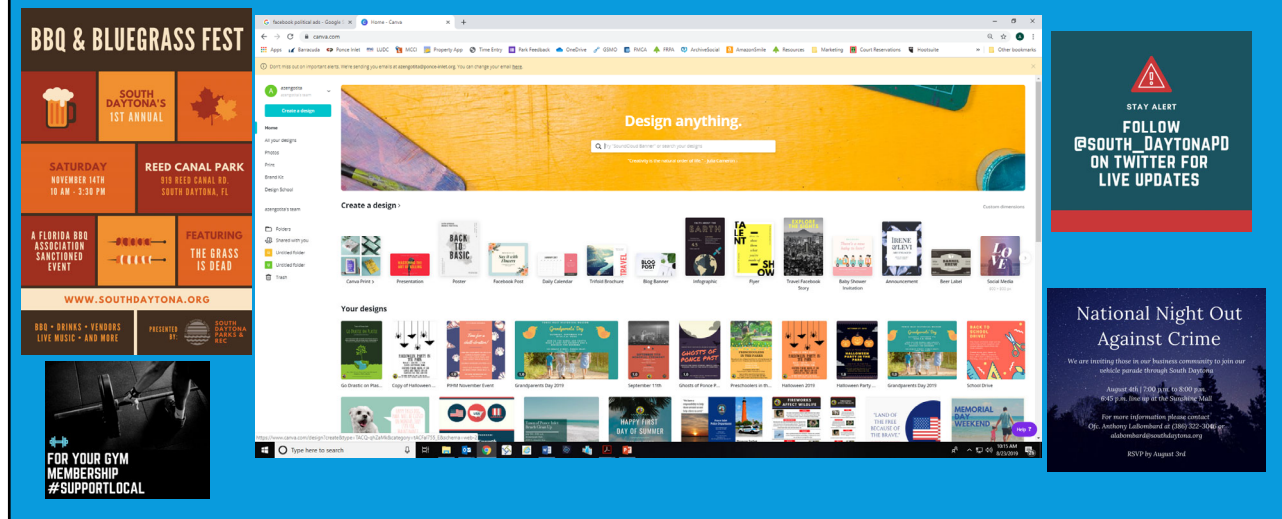
## TWITTER TIPS AND TRICKS

- Tweet like you talk
- Use SPACE to break up dense text and expand tweet real estate
- Tweet when your users are online
  - 9am, 12pm, and 5pm
- Incorporate emojis to give visual cues
- Keep it brief less than 100 is ideal
- Include hashtags with purpose.
- Stay in the Loop @TwitterGov



## TOOLS

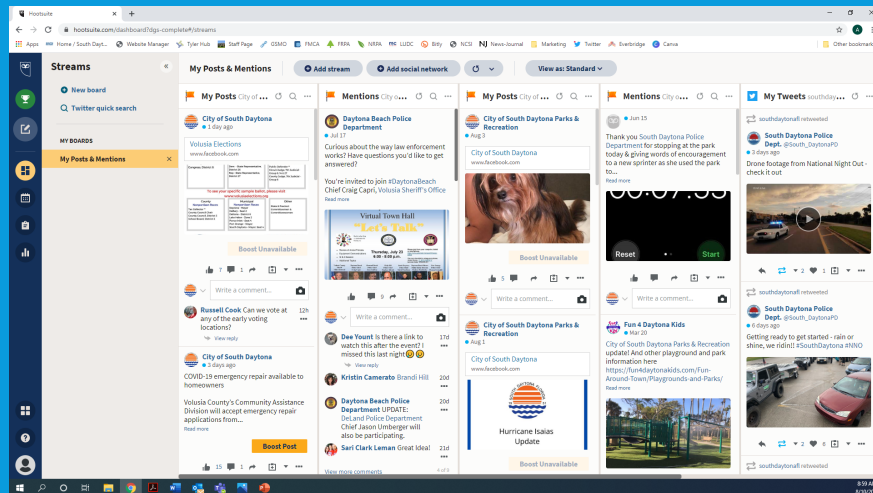
# CANVA.COM



## FREE MARKETING SITES

- 123RF: <https://www.123rf.com/>
- Visme: <https://www.visme.co/>
- Easil: <https://about.easil.com/>
- Over: <https://www.madewithover.com/>
- Poster My Wall:  
<https://www.postermywall.com/>

# HOOTSUITE



# CONTENT CALENDAR

Copy of 10 Content Calendar

Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1	Facebook	Twitter Engagement Work	International Endangered Day	International Women's Day: The City of South Daytona is committed to celebrating and supporting the women and girls who inspire us.	Facebook	Facebook	Facebook
2	Public Facebook	International Women's Day	Facebook	Facebook	Facebook	Facebook	Facebook
3	Facebook	Facebook	Facebook	Facebook	Facebook	Facebook	Facebook
4	Public Facebook	Facebook	Facebook	Facebook	Facebook	Facebook	Facebook
5	Facebook	Facebook	Facebook	Facebook	Facebook	Facebook	Facebook
6	Facebook	Facebook	Facebook	Facebook	Facebook	Facebook	Facebook
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## MUSIC

- YouTube Audio Library
  - <https://studio.youtube.com/channel/UCco8XF7Upq-flgERNmGVCbA/music>
- Facebook Sound Collection
  - [https://business.facebook.com/creatorstudio/?tab=ct\\_sound\\_collection&collection\\_id=all\\_pages](https://business.facebook.com/creatorstudio/?tab=ct_sound_collection&collection_id=all_pages)
- Storyblocks.com \$180/year
- Artlist.io
- Soundcloud



DISCLAIMER

## FIRST AMENDMENT RIGHTS-CAN I DELETE THAT?

- Interactive government social media sites are likely to be categorized as *limited public forums*.
- Think “Citizen Participation” during Council meetings
- Only some moderation of comments is permissible based on First Amendment Protection

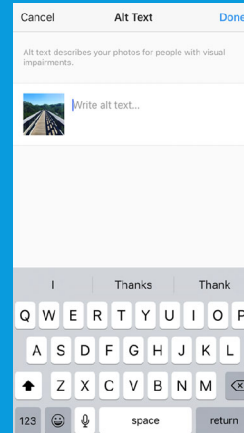


### WHEN TO DELETE

- Obscenity-only applied to the 7 dirty words (keep profanity filter strong on FB settings)
- Defamation- False, assertion of fact, causes damage
- Actual threats- intent to inflict harm or loss on another
- Spam
- Illegal Activities
- Links to malware
- Promotes illegal discrimination-race, gender, etc.
- Copyright violation

## SOCIAL MEDIA ACCESSIBILITY: BE PROACTIVE

- Describe images through alt text
- Use closed captioning in videos
- Describe links (Click below for link to FDOT's Page...)
- CamelCase Writing Hashtags  
#CapitalizeFirstLetterInHashtags
- Show diversity in your posts. Everyone in your community needs to see themselves.



## CLUBHOUSE





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