



GENDER LINKS SOCIAL MEDIA INTRODUCTION

**SOCIAL MEDIA 101
'IDEA'L MODEL FOR PLANNING
REVIEW OF UN WOMEN TOOLKIT
TWITTER DO'S AND DON'TS
WORKING WITH THE GL/ALLIANCE
BAROMETER TOOLKIT**



I WANT | WE NEED

**BRING YOUR VOICE INTO THE
ROOM**



SOCIAL MEDIA 101

TOP WEBSITES IN SOUTH AFRICA

(STRUGGLED TO FIND REGIONAL LIST)

ACCORDING TO ALEXA, AS QUOTED BY
THE DIGITAL MARKETING ACADEMY

- 1. Google.co.za
- 2. Google.com
- 3. Youtube.com
- 4. Facebook.com
- 5. Yahoo.com
- 6. Fnb.co.za
- 7. Wikipedia.org
- 8. Gumtree.co.za
- 9. Msn.com
- 10. LinkedIn.com
- 11. News24.com
- 12. Instagram.com
- 13. Bing.com
- 14. Twitter.com
- 15. Standardbank.co.za

TOP WEBSITES IN SOUTH AFRICA

[STRUGGLED TO FIND REGIONAL LIST]

ACCORDING TO SIMILARWEB.COM

Rank ①	Website ①	Category ①
1	 google.com	Internet and Telecom > Search Engine
2	 facebook.com	Internet and Telecom > Social Network
3	 google.co.za	Internet and Telecom > Search Engine
4	 youtube.com	Arts and Entertainment > TV and Video
5	 xvideos.com	Adult
6	 twitter.com	Internet and Telecom > Social Network
7	 xnxx.com	Adult
8	 googleweblight.com	
9	 pornhub.com	Adult
10	 instagram.com	Internet and Telecom > Social Network
11	 gumtree.co.za	Shopping > Classifieds
12	 hollywoodbets.net	Gambling > Sports
13	 mtn.co.za	Internet and Telecom > Telecommunications
14	 wikipedia.org	Reference > Dictionaries and Encyclopedias
15	 yahoo.com	News and Media

SOCIAL MEDIA USAGE ..

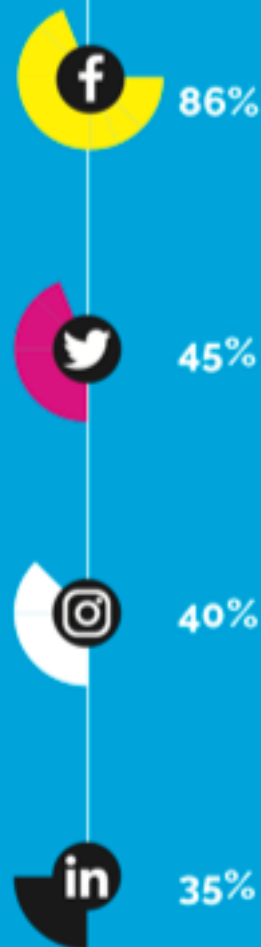
[HTTP://GULLANANDGULLAN.COM/WP-CONTENT/UPLOADS/2017/10/13907_GG-BREAKTHROUGH-INFOGRAPHIC.PDF](http://gullanandgullan.com/wp-content/uploads/2017/10/13907_GG-BREAKTHROUGH-INFOGRAPHIC.PDF)

South African social media by numbers



Social advertising

Brands finding value for money:



The business of social media

Brands utilising social media to reach existing and potential customers:





WHAT ABOUT YOUR USAGE?

TAKE A MOMENT AND CHAT WITH
YOUR PARTNER ABOUT WHAT
SOCIAL MEDIA APPLICATIONS YOU
USE, HOW OFTEN YOU USE THEM
AND WHY?




**WHAT PLATFORM
FOR WHAT
PURPOSE?**



ENTREPRENEUR.COM

[HTTPS://WWW.ENTREPRENEUR.COM/ARTICLE/305168](https://www.entrepreneur.com/article/305168)

- **[Facebook](#)**: Videos and curated content
 - **[Instagram](#)**: High-res photos, quotes, Stories
 - **[Twitter](#)**: News, blog posts, and GIFs
 - **[LinkedIn](#)**: Jobs, company news, and professional content
 - **[Pinterest](#)**: Infographics and step-by-step photo guides
 - **[Google+](#)**: Blog posts that you want to rank on Google
- 




















FIT FOR PURPOSE

[HTTPS://US.ACCION.ORG/RESOURCE/CHOOSING-RIGHT-SOCIAL-MEDIA-PLATFORM-YOUR-BUSINESS/](https://us.accion.org/resource/choosing-right-social-media-platform-your-business/)

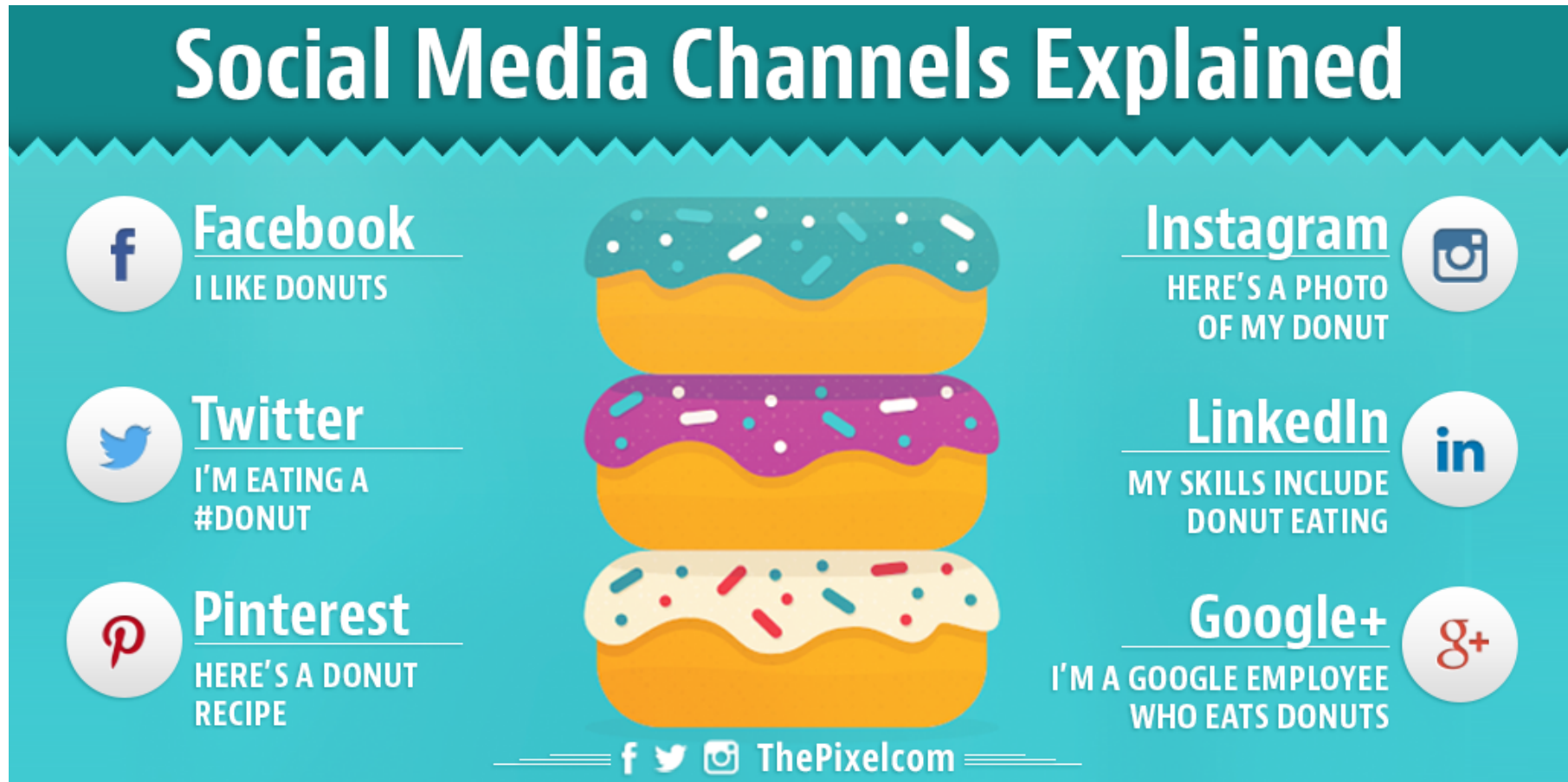


WHEN FOR WHAT?

[HTTP://WWW.THE-PIXEL.COM/WHY-YOU-NEED-SOCIAL-MEDIA-IN-YOUR-BUSINESS](http://www.the-pixel.com/why-you-need-social-media-in-your-business)

					
Every Day					
2x per Day, Morning & Evening					
Next Day					
2x per Week					
3x per Week					
4x per Week					

DONUTS ...





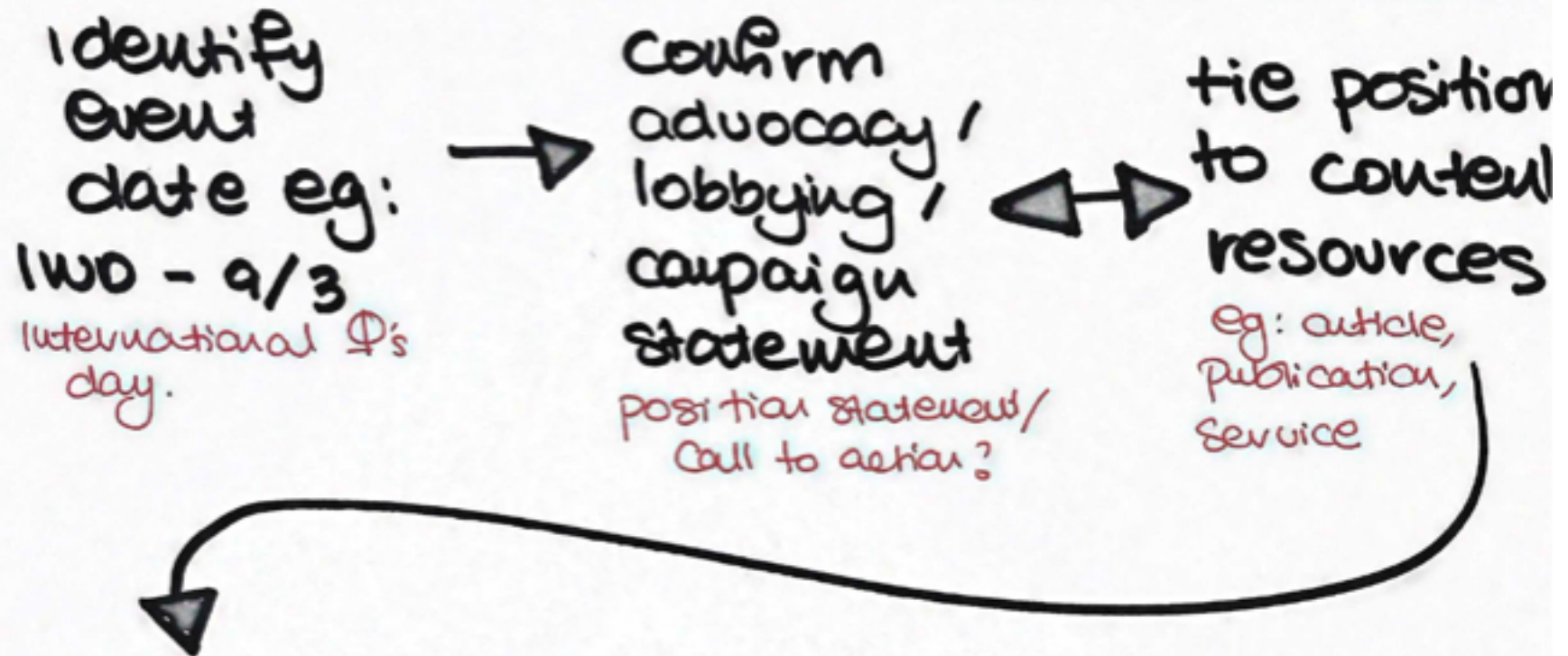
“IDEA”L MODEL FOR CAMPAIGN PLANNING

INTENTION	DESIGN	EXECUTION	ASSESS
Why are you running this campaign? What are your goals? What are your indicators for success?	What materials / content and messaging drives the campaign What are your stylistic considerations?	Day by day breakdown of what content is released, on what platform, by whom.	Review and analysis of indicators of success, and consolidation of learning, archiving of materials
LEARN			

Black Earth Consulting Model 2018
Creative Commons



TWITTER CAMPAIGN ... an approach.



translate
position statement
into social
media tag

#metoo #shewecides
what's your contributing tag
or will you use what's
trending only.

develop social
media content
for specific tools
to be released
on specific days

plan the social
media
intervention.

→ what tools FB / TWITTER /
LINKEDIN ?

→ what content is suited
for which tool.
eg: whole article outlined
in ... bites for twitter

→ plot content / tool schedule
pre / during / post event day.

MARCH				
			18- FB	18/19 FB
8	4	5	6	7

twitter basics



- **branded pic / video**
embed weblink in pic / video + include logo.
- **weblink**
to full content "read more" / "find out" /
"discover" / "learn" / "join" www.

= # unique to you

give it a try ... you might start the
next trending #

- # trending

what ever # is leading for that event /
day # mef00 / # swedenides.

- @ relevant people / org.

like @unwomen @genderstus @sake.

↙ break content down
+ spread messages over the
Schedule - consider pre / on / post.

(+)

use

polls

video Snippets
no longer than 1.30 min

nuggets

infogram

live vid.

retweet

→ as you go....

- pay attention to what's trending (happening) generally. — don't tunnel gaze
be aware of what else is happening in the world
- retweet partner + alliance posts — you could prime partners in advance and have a retweet agreement.
- quote partner + alliance posts — extend the thought leadership, make a comment on their comments, use threads if possible.

— post + repost (with gaps)

tweet + retweet — ^{same content.} post ^{in the am &} the pm / @ beginning

— look out for do's + don't's ^{+ end of week.... "in case you missed this..."}
(see windup).

— follow new users as
the engagement proceeds
— constantly look to increasing followers.



fitter allies / partners for new
audience. — same point....



PLANNING TOOLS

[HTTPS://BLOG.ALEXA.COM/WP-CONTENT/UPLOADS/2016/01/2016-CONTENT-CALENDAR.FL .PDF](https://blog.alexa.com/wp-content/uploads/2016/01/2016-content-calendar.fl.pdf)

[HTTPS://BLOG.HOOTSUITE.COM/HOW-TO-CREATE-A-SOCIAL-MEDIA-CONTENT-CALENDAR/](https://blog.hootsuite.com/how-to-create-a-social-media-content-calendar/)

Week	Network	Time	Content Type	Topic	Copy	Link
WEEK 1					WEEK 1: MONDAY, DATE	
	FACEBOOK	7:00 AM	New Blog Post	Silent Video	Are you optimizing your video for viewing without sound? You should be.	http://ow.ly/Nu5C30c577V
		10:00 AM	Curated Content	New Features	Infinite Snaps, loops, and a magic eraser? Woah.	http://ow.ly/DHev30c5d9R
		12:00 PM	Video	Music Resources	Don't risk your video being removed or your account killed. Here's the full list of free resources: http://ow.ly/zjk530bHujZ	(insert video file link)
		3:00 PM	Promotion	Product Launch	Liftmetrix 📊 Hootsuite Impact 🌟 New name and offerings to help you measure and maximize ROI: http://ow.ly/itNx530bKlqN	http://ow.ly/itNx530bKlqN
		5:00 PM	Live Video	News Update	A lot happened of social media updates happened this month. Let us know your reaction to these ones.	(include CTA link)
	LINKEDIN	6:00 AM	New Blog Post	UTM Parameters	You don't need to be a programmer to trak key indicators of ROI like website traffic, leads and conversions.	http://ow.ly/G5K30c5dLE
		9:30 AM	Curated Content			
		11:45 AM	Video			
		1:30 PM	Promotion			
		4:15 PM	Education			
	TWITTER	5:45 AM	New Blog Post	Instagram Hacks	So, you think you know everything about Instagram? We bet you don't know these 44 hacks: http://ow.ly/aktF30c5d0O	http://ow.ly/aktF30c5d0O
		7:15 AM	Curated Content			
		10:30 AM	Video			
		1:00 PM	Promotion			
		3:45 PM	Evergreen Blog Post			
	INSTAGRAM	7:30 AM	Original Image	Logo Cookies	Owl we want to do is eat these cookies. How many Owlys do you see? **	(insert image file link)
		9:45 AM	Curated Image	Owly Toronto	Psst... we opened a new nest in Toronto last week (and Owly is having a hoot of a time)! 📍 @taggio	(insert link to original image)
		12:30 PM	Video			
		2:15 PM	Boomerang			
		5:45 PM	Story			

Calendar

Sun	Mon	Tues	Wed	Thur	Fri	Sat
				1 Blog & post onto website	2 Schedule posts on Hootsuite	3 Reply, Retweet, Follow back
4 Reply, Retweet, Follow back	5 Send to Press Reply, Retweet, Follow back Facebook Education	6 Design Emailer Reply, Retweet, Follow back Twitter Humour	7 Reply, Retweet, Follow back LinkedIn Case Studies	8 Reply, Retweet, Follow back Instagram Product focus	9 Reply, Retweet, Follow back Pinterest Industry news	10 Reply, Retweet, Follow back
11 Reply, Retweet, Follow back	12 Reply, Retweet, Follow back Facebook	13 Reply, Retweet, Follow back Twitter	14 Reply, Retweet, Follow back LinkedIn	15 Reply, Retweet, Follow back Instagram	16 Reply, Retweet, Follow back Pinterest	17 Reply, Retweet, Follow back
18 Reply, Retweet, Follow back	19 Reply, Retweet, Follow back Facebook	20 Reply, Retweet, Follow back Twitter	21 Reply, Retweet, Follow back LinkedIn	22 Reply, Retweet, Follow back Instagram	23 Reply, Retweet, Follow back Pinterest	24 Reply, Retweet, Follow back
25 Reply, Retweet, Follow back	26 Reply, Retweet, Follow back Facebook	27 Reply, Retweet, Follow back Twitter	28 Reply, Retweet, Follow back LinkedIn	29 Reply, Retweet, Follow back Instagram	30 Reply, Retweet, Follow back Pinterest Unfollows	



**DIGITAL
MARKETING
ACADEMY.**

SADC GENDER PROTOCOL BAROMETER PLAN

- Main hashtag: #SADCGenderBarometer10
- Secondary hashtag: #SheDecidesSADC
- Main Twitter accounts: @GenderProtocol
- Main Twitter accounts: @GenderLinks
- Main Facebook pages: GenderLinks
- Other accounts: GL Instagram

Key dates Refer to key dates	Theme	Barometer chapter	Key messages (see key points and blurbs from the Barometer)	Tweets / Facebook posts	Visuals
AUGUST – LAUNCH OF THE BAROMETER AND WOMENS MONTH					
8 August –SADC Gender Barometer Launch in Johannesburg	Implementation	11	2018 marks the tenth anniversary of the SADC Gender Protocol	10 years since signing of #SADCGenderProtocol. How far has SADC come? Follow us today as we launch #SADCGenderBarometer10	https://www.dropbox.com/home/GenderLinks_2018?preview=Barometre_Graphics_1.pptx
	Media	9	Voice is one of the most important measures of a democracy. However women's voices lack in the media making merely 20% of news sources	Only 1 out of 5 people heard in the SADC news are women #SADCGenderBarometer10	
	Media	9	Women in media management have increased but still below 50% representation	Women in management make up only 34%. Empower and promote women to leadership #SADCGenderBarometer10	



UNPACKING THE UN WOMEN SOCIAL MEDIA TOOLKIT

FROM THE BACK ... REACHING OUT

Dear Friends,

The 62nd session of the Commission on the Status of Women is now taking place at the United Nations Headquarters in New York!

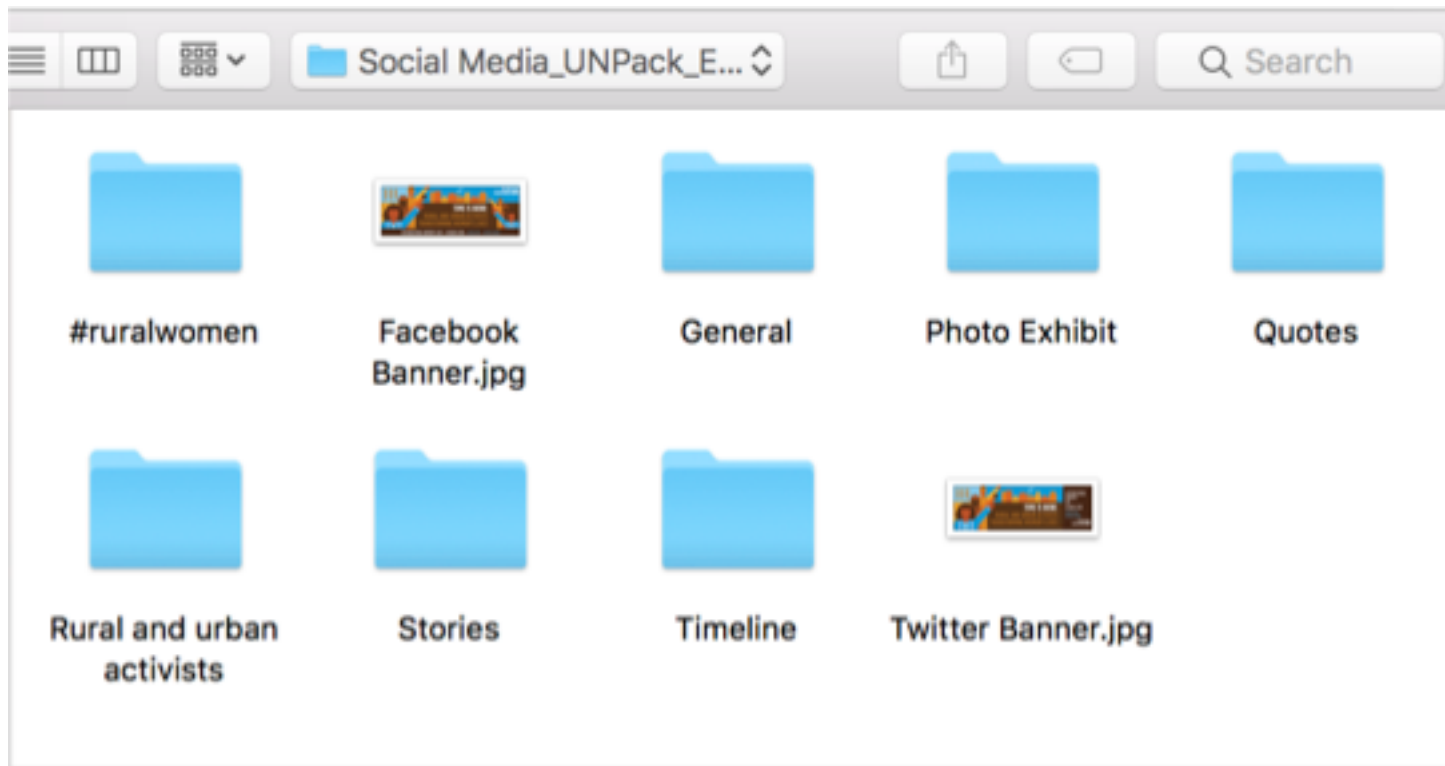
We have prepared some nice assets and pulled together a social media package on #CSW62, which is available in English, Spanish and French

here: <https://www.dropbox.com/sh/ogyni1k4t6h12ak/AABA2P-HSfo6MCHq49SRMzLwa?dl=0>

With Best Regards,
UN Women



LETS TAKE A LOOK



HTTPS://WWW.HASHTAGS.ORG/PLATFORMS/TWITTER/10-THINGS-YOU-SHOULD-KNOW-ABOUT-GETTING-TWITTER-FOLLOWERS/


- **1. Be natural** - The first step to having a lot of followers is to be yourself online. It will be easier to stay consistent in your tweets and develop your online personality by being authentic and approachable. Have fun on the social media site and make friends with people who share similar interests. You can engage with more like-minded people by [joining tweet chats](#) and [replying or retweeting](#) other interesting people's tweets.
- **2. Frequent tweeting** - Twitter does not encourage you to flood, but rather, to tweet often. [Five to 10 tweets a day](#) is sufficient to keep yourself visible and keep followers and potential followers interested.
- **3. Good quality tweets** - Instead of random tweeting or talking about your activities throughout the day, take some time to research on [good quality information](#) then share these in your own words.
- **4. Relevant tweets** - [Relevant posts](#) will lead to relevant users. Relevant users are your target audience on Twitter who belong in the same field or have the same interests. Be consistent in your tweets by talking about related issues and topics. The content should pertain to a target audience to bring in the right individuals whom you can discuss matters with further.
- **5. Visual appeal** - [Share photos, videos and infographics](#) to supplement your tweets. People are more inclined to open links or photos when these are placed in tweets, thereby increasing your chances of getting more followers.

HTTPS://WWW.HASHTAGS.ORG/PLATFORMS/TWITTER/10-THINGS-YOU-SHOULD-KNOW-ABOUT-GETTING-TWITTER-FOLLOWERS/

- **6. Retweet** - Learn how to RT or [retweet and be retweeted](#). When people find your posts interesting, there is a huge chance that these will be retweeted, allowing more potential followers to see and add you. Follow the character maximum limits. For others to conveniently retweet you, keep the posts under 120 characters.
- **7. Direct messaging** - If you have to discuss private matters with certain individuals on Twitter or need to talk in detail, use the [DM or direct messaging](#) feature instead of conversing via tweets. You can target key Twitter users via DM.
- **8. Engage with people** - Take time to answer queries and questions online. Join and create chats and discussions to meet highly relevant individuals. [Thank people](#) for joining your chats or responding to your messages. Tag and retweet people regularly to build solid and long-lasting relationships online.
- **9. Start contests or hashtags** - [Online competitions](#) will solidify your reputation on Twitter. Provide cash rewards and think of unique and creative contests that will get more people involved. You can gain several new followers by hosting a [Twitter competition](#).
- **10. Keep your record clean** - Avoid starting arguments with people online. If you need to take a stance on controversial issues, post in a [decent and respectable manner](#).



TWITTER DO'S AND DON'TS



GENDER LINKS BAROMETER TOOLKIT AND RESOURCES