



CRDP Webinar Series

Webinar #5:
Social Media Training with RS-E

May 15, 2020

Questions & Answers

1. Will we be sent or have access to this presentation (slides) afterwards? - *Stacie Hiramoto*

Yes, a webinar recording with slides and materials will be uploaded to the CPEHN website.

(Answered by Mihae Jung)

2. What's a good way for organizations to plan out the calendar? When do you do that and for how long (a year, 6 months)? – *Mihae Jung*

Start with something manageable. We typically will not create a content calendar for more than one month out for our social media clients. It is important to remember that part of a good social media strategy is being able to engage around timely events so even with a content calendar it will be important to provide ad hoc messages.

If this is your first content calendar, we recommend starting with one to two weeks' worth of content. Take one to two hours one day a week and reserve it for this content calendar. If this seems manageable extend it to a month worth of content.

(Answered by RS-E)

3. How do you set goals for social media impact? – *Mihae Jung*

Your goals for using social media goals should support your organization's goals. These may differ from organization to organization, but they commonly include gaining the attention of policymakers, funders, and members your community so that you can get your issue on the tops of their minds so they take the actions you want. Start with something manageable that is realistic and achievable for your efforts and resources. Having unrealistic goals will only discourage you and make the social media communications seem wasteful. A realistic goal could be gaining five to ten followers



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a month or engaging with a policymaker every week on Twitter. Once you've established goals and are meeting them, look to expand and raise your bar.

(Answered by RS-E)

4. Has there been any research on the use of zoom platform? Regarding who and what numbers are of usage? - *Dean Hoaglin*

Recently, Zoom reported that 300 million people participate in a Zoom meeting each day. One way that advocacy organizations can utilize Zoom to create engaging social media content is by hosting virtual townhall style events that are simulcast on Facebook Live. For an example of a success advocacy event using Zoom and Facebook live, [click here](#).

(Answered by RS-E)

5. What are some recommendations to use social media platforms to build connections with funders or systems/institutions that have resources (and can be leveraged)? - *Mihae Jung*

Social media is a two-way street. What this means is that you cannot simply put messages on social media and expect for connections/funders/systems to see them and respond to you. You need to be willing to go find these individuals and profiles and take the offensive. Reach out to them. Like their content, re-tweet them, share their posts. And do it more than once. When this connection takes notice and investigates your content and messages, it will hopefully provide a bridge to connect.

Don't be afraid to share and create content that focuses on your "champions" - the change agents that are helping you make a difference, that get that piece of legislation signed into law, make a big impact on your community, or the philanthropic funder who enables your organization to keep going year after year. These people often really appreciate the recognition and it adds another level of confirmation that you are a trusted quantity in your field when you thank those who amplify your efforts.

(Answered by RS-E)