

Assignment Feedback Guide - Social Media Content Production

Key Takeaways from the Webinar

- In order to produce an effective social media campaign, you must first brainstorm: What is your goal? What is your message? Who is your audience? And lastly – what platforms will you be using?
- Your digital campaign should generally start with the production of your sign-on page – this allows you to establish what you want readers to do and what metadata and posts you'll use to make sure they get to your sign-on page.
- You should use an array of social media posts such as smile posts, informational posts, and call to action posts to engage your users at different points on the ladder of engagement and user flow to get them to your sign-on page.

Class Review

Social Media Content Production

During this class, fellows learned the basics of social media content production.

- Fellows learned the questions to ask when brainstorming a social media campaign, particularly:
 - What is your goal?
 - What is your message?
 - Who is your audience?
 - What is your platform?
- Fellows learned the anatomy of a sign-on page:
 - Header = Clear call to action
 - Text = Least amount of information they need to give in order for someone to take action
 - Form Fields= Minimum amount of space to collect information from audience
- Fellows learned that metadata is the intro-text and images to tease another page or describe the data of the post
 - Title = Similar or same as sign-on page or article
 - Description = no more than 350 characters
- Fellows learned that Tweets and facebook posts all have images and metadata associated with them:
 - Smile
 - Informational
 - Call to action

Assignment

Due Tuesday, September 27, 2016 at 9:00am CT

This article came out on September 15, 2016: [Obama Designates 1st Marine National Monument in the Atlantic Ocean](#)

1. Brainstorm a social media campaign around this article. Your campaign will have four components:
 - a. Sign-on Page: to collect supporters information and mobilize them around this issue. Is it up to you what your mobilization ask will be.
 - b. Metadata: this metadata will lead to your sign-on page in call to action tweets/facebook posts
 - c. Tweets: that inform your audience about the issue and lead them to your sign-on page
 - d. Facebook posts: that inform your audience about the issue and lead them to your sign-on page

[<<Click on the Activity Workbook Here>>](#)

Feedback Instructions

Below are some instructions for how fellows will receive feedback:

1. Introduce yourself and your role at OFA. Your tone when giving feedback should be positive and encouraging while still being able to critique their work. For example, if a fellow has completely missed the point of the assignment, you might say something like, *"It looks like you had some trouble with this assignment - I'd recommend going back to the training slides and recordings and reviewing it to make sure you understand the concepts. You should also feel free to reach out to Bobby at fellows@barackobama.com with any questions."*
2. Use the peer review guide on the next page to critique each section of their workbook, offering feedback in whatever format makes sense (i.e. notes at the bottom, google comments, edits in suggestion mode).

Peer Review Guide

Overview

The fellows have learned the basics of digital organizing, as well as the principles of digital communication we follow when producing social media content. Thus, all content they have produced should follow the principles of what we're trying to do, as well as what we should never do on social media:

What we're trying to do:

- ✓ Empower People
 - Treat your audience like grown-ups
 - Don't waste your audience's time
 - Try to reflect their voices
 - Start from the assumption that your audience is made up of peers

- ✓ Define our program
 - Be the grown-up in the room
 - Does this piece of content get people to pay attention?
 - Represent the voice of sanity and common-sense
 - Err on the side of plain language – don't try to be a speechwriter

- ✓ We're striving to be:
 - Warm
 - Inclusive
 - Optimistic
 - Straight-forward

- ✓ When it's called for, we can and should be a voice of *legitimate* outrage

- ✓ Capture the true feeling of the moment

What we should never be:

- ✗ Shrill
- ✗ Cynical
- ✗ Snarky
- ✗ Petulant
- ✗ Grandstanding or hyperbolic

Brainstorming Section

- ✓ How does the goal fit into the campaign and organizational goals? (Raise money, spread message, mobilize supporters)
- ✓ Does the message offer the reader a compelling reason to take action or care about what they're reading?

- ✓ Is the audience specific and does it make sense for this piece of content? (i.e. – College students, young mothers, etc...

Sign-on Pages

- ✓ Does the title of the sign-on page include a clear call to action? I.E.- “Keep up the fight for Climate Action.”
- ✓ Is the title of the sign-on page short and to the point?
- ✓ Does the text of the sign-on page make a specific, compelling argument for the user to take action?
- ✓ Is the text of the sign-on page the least amount of information you have to give in order for the user to take action?
- ✓ Does the form information space collect the least amount of information the organization needs to be able to meet the goal? I.E. – Does there need to be a name field and an address field?

Metadata

- ✓ Is the title of the metadata similar to title of the sign-on page? Does it provide a clear call to action?
- ✓ Does the text of the metadata provide a summary of what the user will be clicking on?
- ✓ Is the text of the metadata less than 350 characters? =

Tweets

- ✓ Are all tweets less than 140 characters?
- ✓ Are there good uses of several different types of tweets to engage users? (Smile, informational, call-to-action)
- ✓ Do the tweets use hashtags organically?
- ✓ Do the tweets provide specific context on what we’re asking the user to do or read?
- ✓ Do the tweets avoid making fundraising asks?

Facebook Posts

- ✓ Are there good uses of different types of facebook posts? (Smile, informational, call-to-action)
- ✓ Do the facebook posts avoid making direct asks in the text of the post? (the algorithm usually punishes these posts)
- ✓ Do the facebook posts link to a sign-on page or article?
- ✓ Does the metadata do most of the talking and make the ask?
- ✓ Does the ask avoid making fundraising asks?

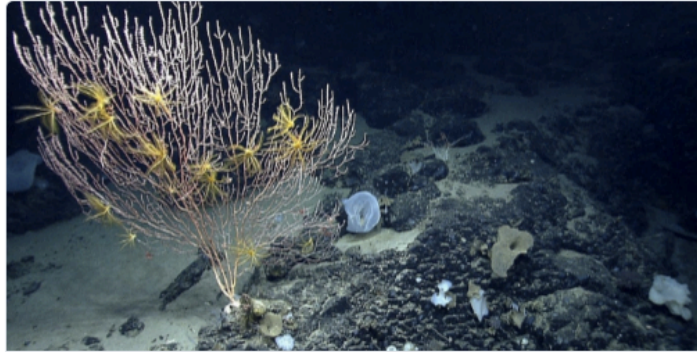
Guiding Examples

Social Media Content Production



OFA @OFA · Sep 15

President Obama just took important steps to protect an "underwater Yellowstone." Take a look:



Obama Designates 1st Marine National Monument In The Atlantic Oc...

The Northeast Canyons and Seamounts Marine National Monument off the coast of New England is the size of Connecticut and has been called an "...
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Barack Obama

September 15 at 4:40pm · 🌐

President Obama continues his work on conservation, protecting nearly 5,000 square miles off the coast of New England.



Obama Designates 1st Marine National Monument In The Atlantic Ocean

The Northeast Canyons and Seamounts Marine National Monument off the coast of New England is the size of Connecticut and has been called an "underwater..."

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