



**Partnership for a Healthy Durham  
Communications Committee**

**November 2, 2021 @ 9:00am – Zoom/Virtual**

**AGENDA**

**Facilitators: Katie Lipe & Angel Romero Ruiz**

**Communications:** The purpose of the committee is to improve the Partnership’s external communications, internal communications and branding.

**Meeting Outcomes:**

- Learn more about social media platforms.
- Understand the demographics of who utilizes social media platforms.
- Learn tips for efficient and effective social media posts.
- Gain knowledge of how the Partnership can utilize social media for engagement.

Time	Project/Topic/Goal	Recommendations & Action Steps
9:00 – 9:05	<b>Welcome and approve October meeting minutes.</b> No changes recommended.	
9:05 – 9:40	<b>Social Media Training presentation from Sonja Likness, Director of Social Media at Duke University.</b> Social media demographics Facebook demographics and usage <ul style="list-style-type: none"> <li>• Potentially largest audience but if you don’t already have an audience it can be difficult to build one.</li> <li>• 2.7 billion monthly active users</li> </ul> YouTube <ul style="list-style-type: none"> <li>• Second largest audience with two billion monthly active users</li> <li>• Largely used as a search engine, second largest behind Google</li> <li>• Largest age group 15-25</li> </ul> Instagram <ul style="list-style-type: none"> <li>• 1 billion users</li> <li>• Highest engagement rate across the board</li> <li>• Largest age group 25-34</li> </ul> LinkedIn <ul style="list-style-type: none"> <li>• Business focused</li> <li>• 738 million users total</li> <li>• Largest age group- 46-55</li> <li>• More male users than female users</li> </ul>	Sonja will send the slide deck to Katie following the meeting.

## Twitter

- Smallest audience, often takes the most time investment
- Good for media, in-the-moment news
- 187 million daily active users
- Largest age group 20-49

### **Social media definitions**

Reach- the number of potential unique users your post could have

Impressions- the total number of times your content was displayed to users

Engagement- the number of interactions a post receives from users (likes, comments, shares, etc.)

The more engaging a piece of content is, the more impressions it will gain.

Engagement also correlates with reach and both drive each other. Posting more engaging content results in better reach.

### **Twitter best practices**

Start posts with a word rather than an @ when tagging another account. If the tweet starts with @, only the people who also follow the tagged account will see the tweet.

Adding an image on Twitter makes posts more attractive for engagement.

### Hashtags

- Hashtags link conversations together.
- Can use up to 30 on each post but 5-11 is more ideal on Instagram
- Are used on Instagram more than any other platform
- Limit to one or two hashtags on Twitter

### Instagram feed vs. Stories

- The feed is driven by beautiful photography and images.
- Focus on beautiful imagery and keep flyers at a minimum.
- Put text and flyers in Stories.
- Stories disappear after 24 hours and get a lot of engagement.
- Can add stickers, links, tag other accounts, etc.
- Instagram feed- ideal for reach, most people view with sound off, visually more curated
- Instagram story- more in the moment, ideal for engagement, sounds on, more authentic (present news and events as authentically as possible)

### Accessibility

- Twitter alt text must be added before an image is shared.
- Videos shared on Twitter should have captions
- All YouTube videos should have captions, then they can be accessed anywhere else you post the video.
- Instagram does not have as many options for captioning.

Comment moderation- be sure to create your own parameters for comments.

Think through what is and is not ok in the comments.

	<p>Facebook events tend to be popular for younger audiences. Add other pages or departments when co-hosting an event.</p> <p>YouTube: How to Prep Your Video</p> <p>1)Thumbnails- use appropriate dimensions for relevant images, add text for context (make text larger than you think it should be). Make sure the image is impactful (tells what viewers will be seeing there). Use a few relevant keywords with a maximum of two different fonts. Don't put words or logo in bottom right corner because the timestamp will be there.</p> <p>2) Description- think about what people will be searching for.</p> <p>3) End Screens- leave space at end to export videos with end screen included. Video has to be at least 25 seconds. Can include video, playlist, etc.</p> <p>4) Captions- don't just leave auto captions. Make sure a human goes back though them. The search engine can also read the captions.</p> <p>Tips for efficiency</p> <ul style="list-style-type: none"> <li>• Schedule- use Facebook Creator Studio, Hootsuite, Buffer, or other tools to schedule posts in advance.</li> <li>• Pre-crop- make sure your images are the size desired.</li> </ul>	
<p><b>9:40-9:50</b></p>	<p><b>Questions and discussion with Sonja on the presentation.</b></p> <p>Change passwords regularly. Can use Last Pass to generate and keep passwords <a href="http://lastpass.com">http://lastpass.com</a></p> <p>Ideal time to post on Facebook and Instagram- know your audience and when they are interacting. Experiment to find out what works and doesn't work because there isn't a universal best time to post.</p> <p>Kramden Institute offers free online tech workshops. We have had a few free Canva workshops in the past. <a href="http://Kramden.org/classes">Kramden.org/classes</a></p>	
<p><b>9:50 – 10:00</b></p>	<p><b>Announcements and meeting adjournment.</b></p>	

**Partnership for a Healthy Durham Communications Committee  
2018-2021 Action Plan Goals and Objectives**

**GOAL 1: Internal Communication – or – Partnership members know about all committees’ activities (and know how to support them).**

- OBJECTIVE #1: Implement in-person cross-committee representation at committee meetings to ensure each Partnership member is updated on all committee activities
- OBJECTIVE #2: Serve as technical assistance for other Partnership committees by 1) sharing stories and events from committees with public via multiple outlets and 2) reviewing and providing feedback on materials created by other committees

**GOAL 2: External engagement/communication with the community – or – the community knows who the Partnership is and what we do**

- OBJECTIVE #1: Assess Partnership membership directory to determine sectors and demographics represented in order to identify gaps.