



How to Utilize Social Media in your Component

David Cordaro, Assoc. AIA, *AIA Chicago*

Meghan Edwards, *AIA New York / Center for Architecture*

Maggie Whittemore, *AIA North Carolina*

Learning Objectives

- Examine how to build a social media marketing strategy.
- Understand social media for beginners: What do I need to know?
- Determine the right platform.
- Increase member engagement.

Outline

Knowing your Audience

- Platforms / Voice / Intended viewer

How to Define Success

- Tracking metrics / Google Analytics / Competitiveness / Wins/Fails

Demos and Tools

- Scheduling with Meta and Twitter / Canva / Other Tools

Knowing Your Audience



Can you guess how many people in the world use social media?



Over **4.74 BILLION** people use social media regularly. That's 59% of the global population.

Knowing Your Audience: Social Media Power Players



2.96
billion users are on
Facebook
(*Est. 2004*)



1.28
billion users are on
Instagram
(*Est. 2010*)



875
million users are
on LinkedIn
(*Est. 2002*)



755
million users are
on TikTok
(*Est. 2016*)

The “B Team”: Mobile Messaging Apps and More



345.3
million users
are on Twitter
(*Est. 2006*)



433
million users
are on
Pinterest
(*Est. 2010*)



464.9
million users
are on
Snapchat
(*Est. 2011*)



2
billion users
are on
WhatsApp
(*Est. 2009*)

Key Facts and Trends:

- Facebook is the world's leading network by far, but TikTok grew quickly to be the third largest network in 2022.
- TikTok is forecast to have 60% more users than Snapchat in 2023, and twice as many as Twitter.
- Half of all time spent on Facebook and Instagram is spent watching video, and Reels is the fastest growing content format.
- 20% of US adults use TikTok, while 59% of US adults use Instagram.
- Almost 84% of TikTok's audience also uses Instagram.
- Users spend an average of 19.6 hours per month on TikTok.
- TikTok has surpassed Instagram for popularity among Gen Z users in the US, with 37.3 million to Instagram's 33.3 million.





Monitor Engagement

Look at stats (engagement, reach) to see which posts perform well, and repeat. Facebook's algorithm serves content based on:

1. **Who posted it:** You're more likely to see content from sources you interact with (both friends and businesses).
2. **Type of content:** If you most often interact with video, you'll see more video. If you engage with photos, you'll see more photos, etc.
3. **Interactions with the post:** Feed will prioritize posts with a lot of engagement, especially from people you interact with a lot.



Don't Over Promote, Focus on What Your Audience Wants to See

Be authentic. Think of it as a conversation, not a commercial. Talk *with* followers, not at them.

Facebook's algorithm may punish you for overtly promotional posts.

Before you post, ask yourself, is this actually meaningful or informative to your audience?



Engage With Your Audience

The algorithm prioritizes posts from Pages that a user has interacted with in the past. This means that replying is key, as it sends engagement signals to the algorithm.

If a person takes the time to comment on your post, don't waste the opportunity. Replying makes it more likely they will continue to comment on your posts in future.





Set Clear Goals and Intentions

Are you planning to use Instagram to build brand awareness? Sell events or products? Engage with your community? Maybe all of the above?

Instagram is a very visual platform. But, what you want to get out of Instagram will determine what you should put into it. Think about how the platform's various tools—feed posts, Reels, Stories—can contribute to your organization's real goals.



#2

Know Your Best Times, and Schedule Content Ahead. Post Consistently!

Hootsuite data shows that the best time to post photos on Instagram is 11 a.m. on Wednesdays. For Reels, it's 9 a.m. and 12 p.m. Monday to Thursday. But every audience is different, so test, test, test. Once you know the best times to post, you can start planning and creating your content in advance, then scheduling it to post at the appropriate time.

The average Instagram business account posts 1.71 feed posts per day.



Use Reels!

Instagram is leaning hard into video in general, especially Reels. Reels already account for 20% of time spent on the platform. They're a great way to boost engagement on your account. Try using trending audio to broaden your reach.

More algorithm tips: use vertical images & video, key hashtags, tag other accounts, use tappable story stickers, be human





Make the Most of Your Page

LinkedIn is well known as the social network for B2B marketers. On most platforms, brands take a back seat to personal connections. But on LinkedIn, business networking is king.

No matter what goals you're working towards, make sure you have a complete LinkedIn Page that takes advantage of all relevant tabs and sections. LinkedIn data shows that complete Pages get 30% more weekly views. Use Showcase Pages to highlight specific programs or initiatives.



Be Human

Employee networks have an average of 10 times more connections than a company has followers. Tag people on LinkedIn to encourage them to share your posts, and train your team to share your company's posts to their networks effectively.



Experiment With Your Content Strategy

There are lots of different content formats to experiment with here, too, including long-format content. Consider:

- Images get a 2 times higher comment rate, and image collages can work even better
- Videos get 5 times more engagement
- Include a "hook" above the fold—make the value proposition for your content clear. Why should someone keep reading?





Get Comfortable With Video

TikTok is known for its quirky, addictive videos, and above all it's the platform where people go to be entertained. You should stick to posting mostly video (vertical video is best). Single photos aren't as popular, but carousels can work.

You can use video and text to:

- Narrate something that you'd like to explain
 - Provide a how-to
- Go behind the scenes, try vlog-style videos
 - Anything—play!



Participate in Trends

TikTok is the most trend driven platform. In a way, TikTok sounds work like hashtags do on other social media apps. Add a trending TikTok sound to your video, and you'll enter into a larger conversation happening around that sound. Pay attention to other trends too: green screens, Text-to-Speech, etc



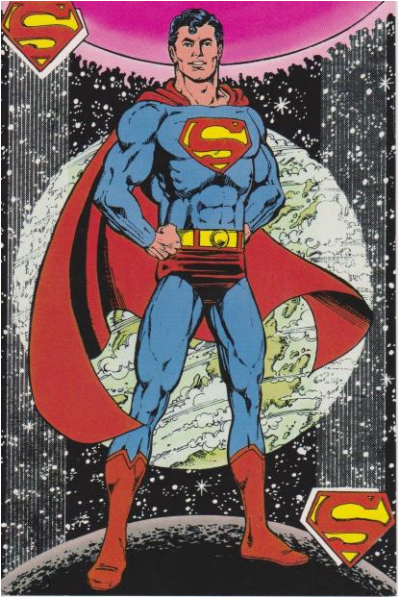
Get Inspired—Explore Top-Performing Videos

The most successful videos on TikTok are creative, out-of-the-box, and often quirky by nature. For many of us that's a tall order, which is why looking at examples can help. Start by typing keywords relating to your topic in the search bar. Then, click the filter icon and select "Most liked." This will populate TikTok videos that have gone viral using that specific keyword.

Finding your Voice – Who are you?



Taylor Swift



Superman



Belle

What are some adjectives to describe Taylor Swift?



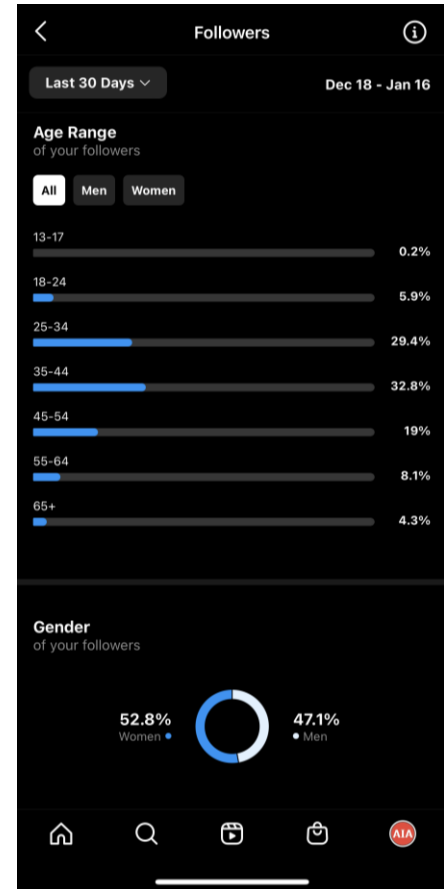
Taylor Swift

What are some adjectives to describe AIA [Your Chapter]?

Aspirational or Actual

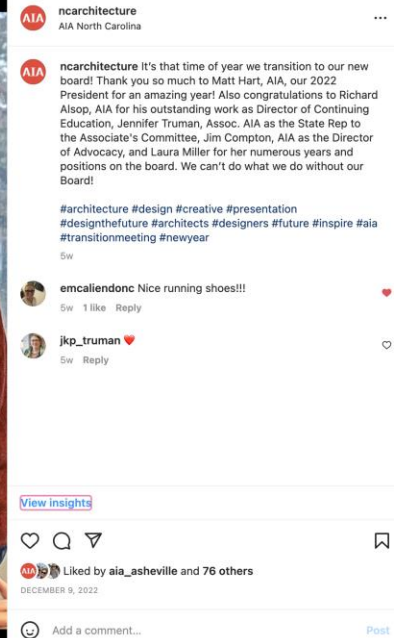
Creating Your Audience Profile

- Knowing who is viewing your content is a crucial first step to creating engaging social media content.
- Demographic information: This includes personal attributes like geography, age, education, occupation, and income.



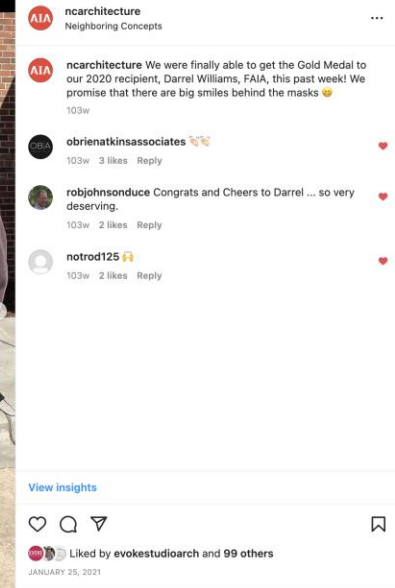
Creating Your Audience Profile

- Psychographic information: This includes attributes related to personality traits, interests, attitudes or beliefs, and lifestyle.
- Goals, challenges, or pain points: How can your product or service meet your audience's needs?



Creating Your Audience Profile

- Values: What does your target audience value? This includes bigger-picture values and motivators, such as "nature", "socializing", or "a sense of belonging"
- Preferred channels: What channel(s) does your audience spend the most time?



How to Define Success: Let your statistics help drive the conversation

A	Q	R	S	T	U	V	W	X	Y	Z	AA	AB
SOCIAL MEDIA	7/1/2022	%Δ	8/1/2022	%Δ	9/1/2022	%Δ	10/1/2022	%Δ	11/1/2022	%Δ	12/1/2022	%Δ
Facebook Followers	4,548	0.22%	4,607	1.30%	4,528	-1.71%	4,542	0.31%	4,542	0.00%	4,538	-0.09%
Facebook Page Likes					7		14	100.00%	9	-35.71%	3	-66.67%
Facebook Likes	3,728	0.08%	3,786	1.56%		19.60%						
Facebook Engagement Rate					840		840					
Facebook Page Visits					114	#DIV/0!	319	179.82%	426	33.54%	202	-52.58%
Facebook Page Reach					3439	#DIV/0!	3589	4.36%	6084	69.52%	1857	-69.48%
Instagram Followers	3,892	5.27%	4,014	3.13%	4,153	3.46%	4,331	4.29%	4,419	2.03%	4,506	1.97%
Instagram New Followers					162		178	9.88%	132	-25.84%	121	-8.33%
Instagram Profile Visits					1,155		1,522	31.77%	799	-47.50%	596	-25.41%
Instagram Accounts Reached	13,300		28,900	117.29%	8,488	-70.63%	8,344	-1.70%	4,487	-46.22%	4,150	-7.51%
Instagram Accounts Engaged	987		2,753	178.93%	543	-80.28%	750	38.12%	838	11.73%		
Twitter Followers	8,522	1.19%	8,577	0.65%	8,587	0.12%	8,621	0.40%	8,651	0.35%	8,666	0.17%
Twitter Number of Tweets					33		59	78.79%	13	-77.97%	34	161.54%
Twitter Impressions	30,400	39.45%	16,900	-44.41%	14,800	-12.43%	20,400	37.84%	16,000	-21.57%	8,430	-47.31%
Twitter Profile Visits	8,139	20.12%	4,138	-49.16%	4,046	-2.22%	7,070	74.74%	1,986	-71.91%	3,433	72.86%
Twitter Mentions	250	495.24%	31	-87.60%	69	122.58%	64	-7.25%	33	-48.44%	34	3.03%
Vimeo Video Views	211	-45.62%	129	-38.86%	123	-4.65%	134	8.94%	54	-59.70%	77	42.59%
Vimeo Unique Viewers	134	-40.18%	59	-55.97%	68	15.25%	75	10.29%	39	-48.00%	55	41.03%
Vimeo Avg. % Watched	41.00%	10.81%	34.00%	-17.07%	32.00%	-5.88%	35.00%	9.37%	19.00%	-45.71%	29.00%	52.63%
LinkedIn Followers	3,286	2.94%	3,373	2.65%	3,457	2.49%	3,628	4.95%	3,688	1.65%	3,743	1.49%
LinkedIn Page Views					312		479	53.53%	201	-58.04%	162	-19.40%
LinkedIn Unique Visitors					144		219	52.08%	98	-55.25%	82	-16.33%
LinkedIn Custom Button Clicks					19		8	-57.89%	10	25.00%	10	0.00%
LinkedIn Engagement Rate					<300		<300					
YouTube Video Views	395	-51.29%	191	-51.65%	349	82.72%	335	-4.01%	94	-71.94%	72	-23.40%
YouTube Video WatchTime Hours	24.5	15.02%	10.8	-55.92%	9.9	-8.33%	10.3	4.04%	8.3	-19.42%	2.6	-68.67%
YouTube Subscribers	18	80.00%	18	0.00%	20	11.11%	24	20.00%	25	4.17%	24	-4.00%

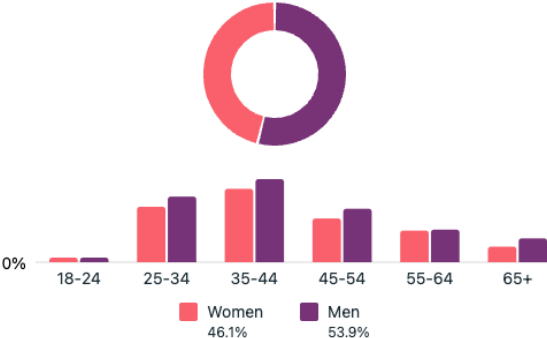


Let your statistics help drive the conversation.

Facebook Page followers ⓘ

4,556

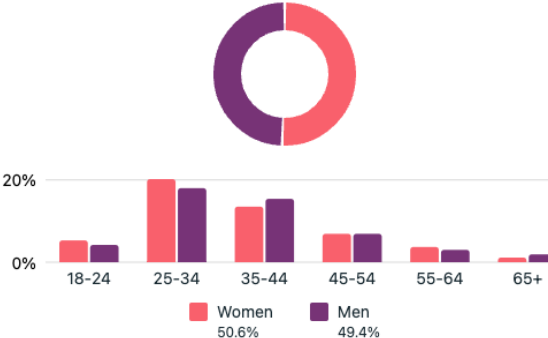
Age & gender ⓘ



Instagram followers ⓘ

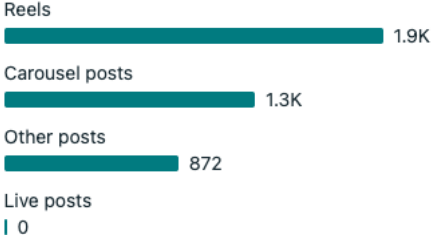
4,627

Age & gender ⓘ



Median post reach per content format ⓘ

For posts created in the last 90 days



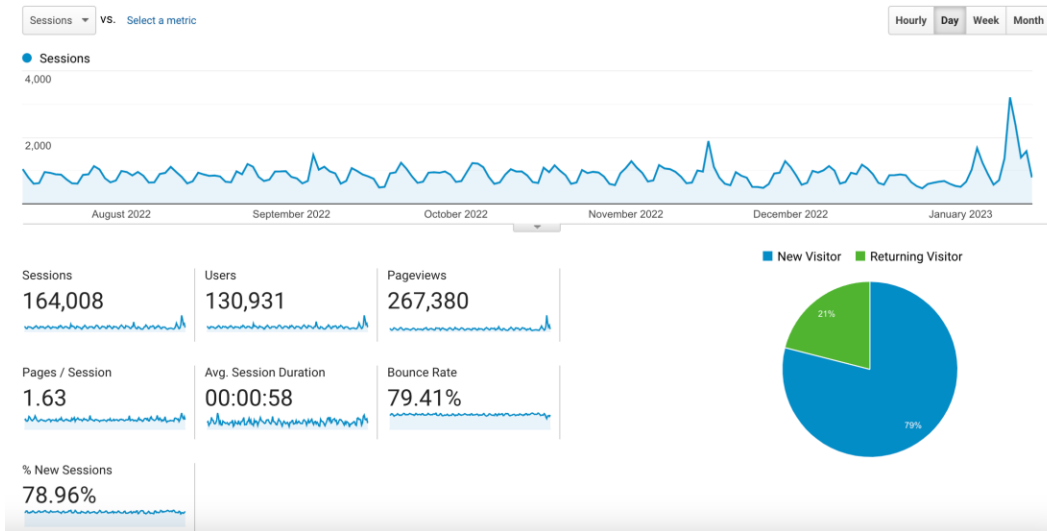
How to Define Success

- Monitor growth with **Volume** – how many people are talking about you
- **Engagement** – likes, shares, followers, mentions
 - Likes should range between 2-4% of your audience
 - Are members commenting on your posts? Encourage your Board and Knowledge Community leaders to comment regularly!
 - Are members mentioning you?

How to Define Success: Google Analytics Offers Context

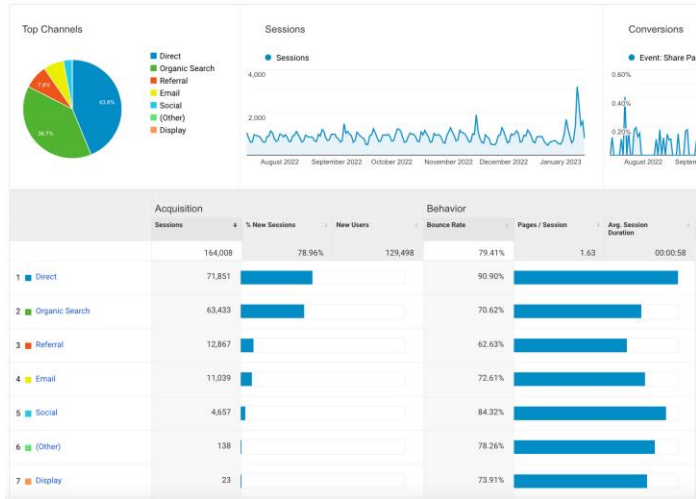
- Driving traffic to your web site may not always be your top goal with social media. To understand why, Google Analytics is a free website analytics dashboard that provides a ton of insights about your website and its visitors, including those who find you through social media. You can track:
 - Total traffic to your site and traffic sources (including social networks)
 - Individual page traffic
 - Mobile vs. desktop
- Right now, there is a big transition between Universal Analytics and Google Analytics 4, which will be mandatory starting July 2023.
- Here, we won't get into the specifics of the transition. The following screenshots are from Universal Analytics.

How to Define Success: Google Analytics Audience Overview



This dashboard offers a birds-eye view of traffic to your web site—how many people visited over any given time, how many times they visited, how many pages, and how long. These are key numbers!

How to Define Success: Google Analytics Acquisition Overview



This dashboard view tells you how much traffic you're getting from social media vs other sources, and can help inform your digital strategy overall.

Social Network	Sessions	Pageviews	Avg. Session Duration	Pages / Session
1. LinkedIn	2,200 (47.36%)	2,957 (41.16%)	00:00:33	1.34
2. Facebook	956 (20.58%)	2,001 (27.85%)	00:01:53	2.09
3. Pinterest	494 (10.64%)	639 (8.89%)	00:00:46	1.29
4. Twitter	460 (9.90%)	746 (10.38%)	00:01:13	1.62
5. Instagram	437 (9.41%)	722 (10.05%)	00:00:34	1.65
6. reddit	39 (0.84%)	45 (0.63%)	00:00:44	1.15
7. Instagram Stories	25 (0.54%)	35 (0.49%)	00:00:42	1.40
8. Meetup	8 (0.17%)	10 (0.14%)	00:00:06	1.25
9. TripAdvisor	5 (0.11%)	5 (0.07%)	00:00:00	1.00
10. Yelp	5 (0.11%)	6 (0.08%)	00:00:55	1.20

How to Define Success: Competitiveness in Social Media

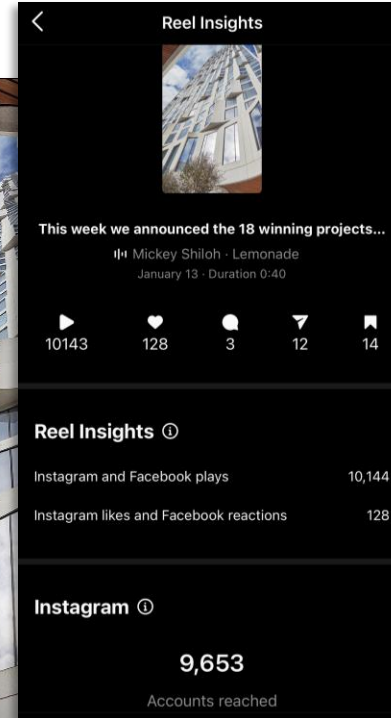
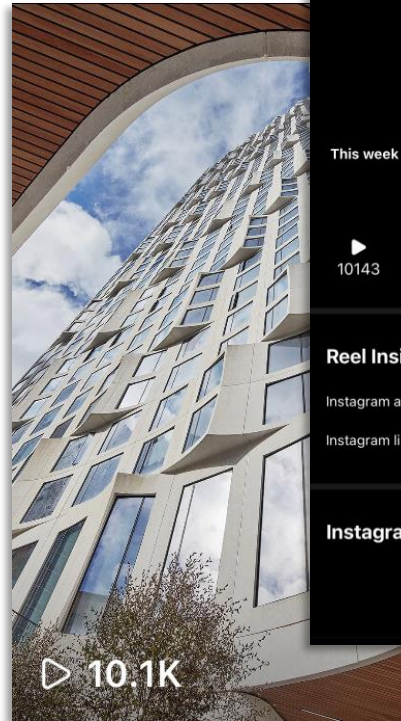
- Social media can tend to be focused on numbers of likes/followers but creating meaningful content for members is equally as important.
- Don't take it too seriously, enjoy getting to communicate with your members in a more visual and creative way.



How to Define Success: AIA New York Win



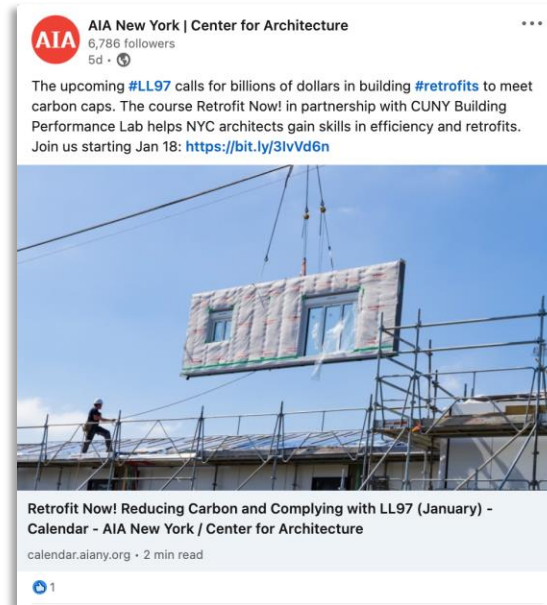
- This Instagram Reel reached over 10,000 people and helped spread awareness of our AIANY Design Awards 2023 winners. We used trending audio, and the visuals were beautiful. The video was only 40 seconds long.



How to Define Success: AIA New York Fail



- This LinkedIn post only received one like, and one click. Why? Maybe because the tone is too promotional, we've offered the course before and the image has been overused, and we didn't tag any other accounts or people in the post.

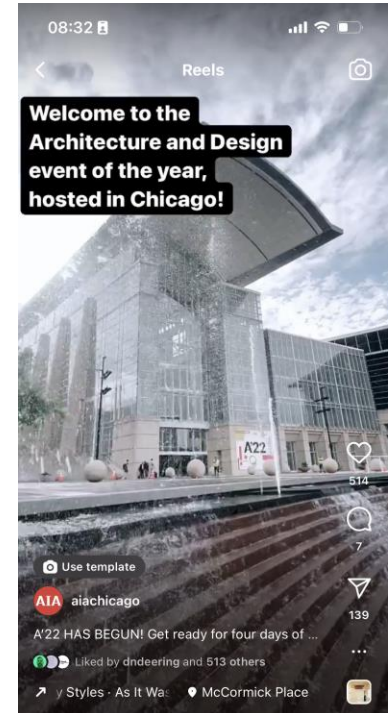


Post type	Audience	Impressions	Views	Clicks	CTR	Reactions	Comments
Article	All followers	109	-	1	0.92%	1	0

How to Define Success: AIA Chicago Win



- Capitalize on Trends - "Little Miss"
- Co-Post with accounts that have a different, but similar, or larger audience
- Use Reels!

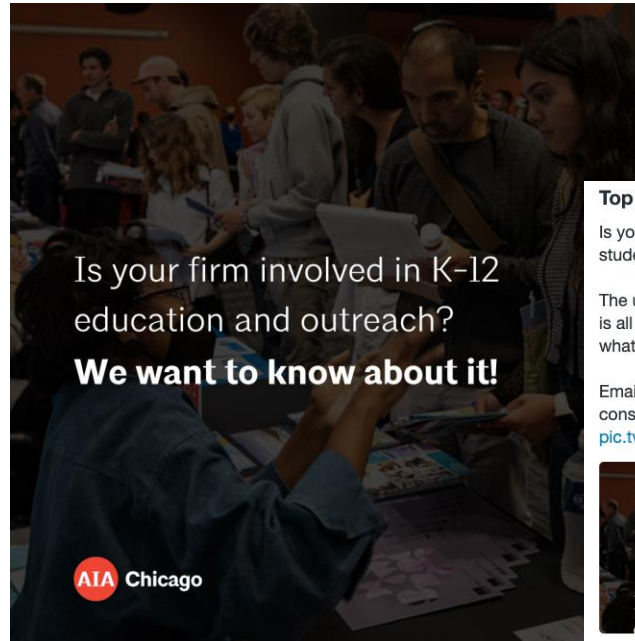


How to Define Success: AIA Chicago Fail

Platform: Instagram

Intent: Solicit content for *Chicago Architect* magazine.

Posted: 7:00pm



Top media Tweet earned 383 impressions

Is your firm working to inspire K-12 students? We want to hear about it!

The upcoming edition of 'Chicago Architect' is all about education, & we want to know what you're up to.

Email us by Friday, January 20 for consideration: editor@aiachicago.org
pic.twitter.com/eJJ2GalD9W



Wed Jan 11, 7:00pm

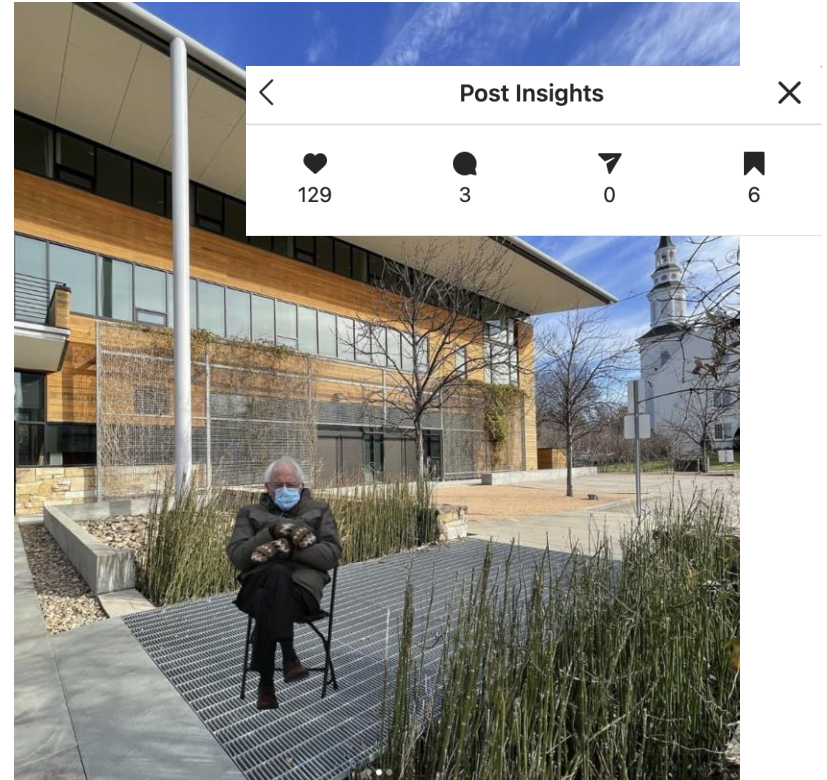
176
People reached

5
Reactions

How to Define Success: AIA North Carolina Win

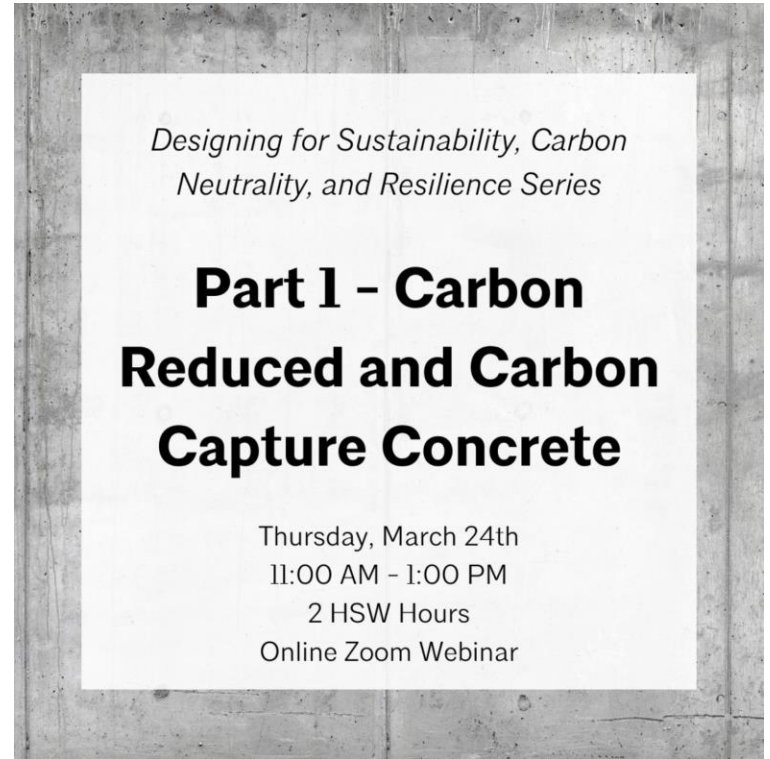


- Jumping in early on trends and memes is a great way to get people engaged and start discussions. Our Bernie Mitten meme post received 129 likes and many people messaged us about how fun it was.



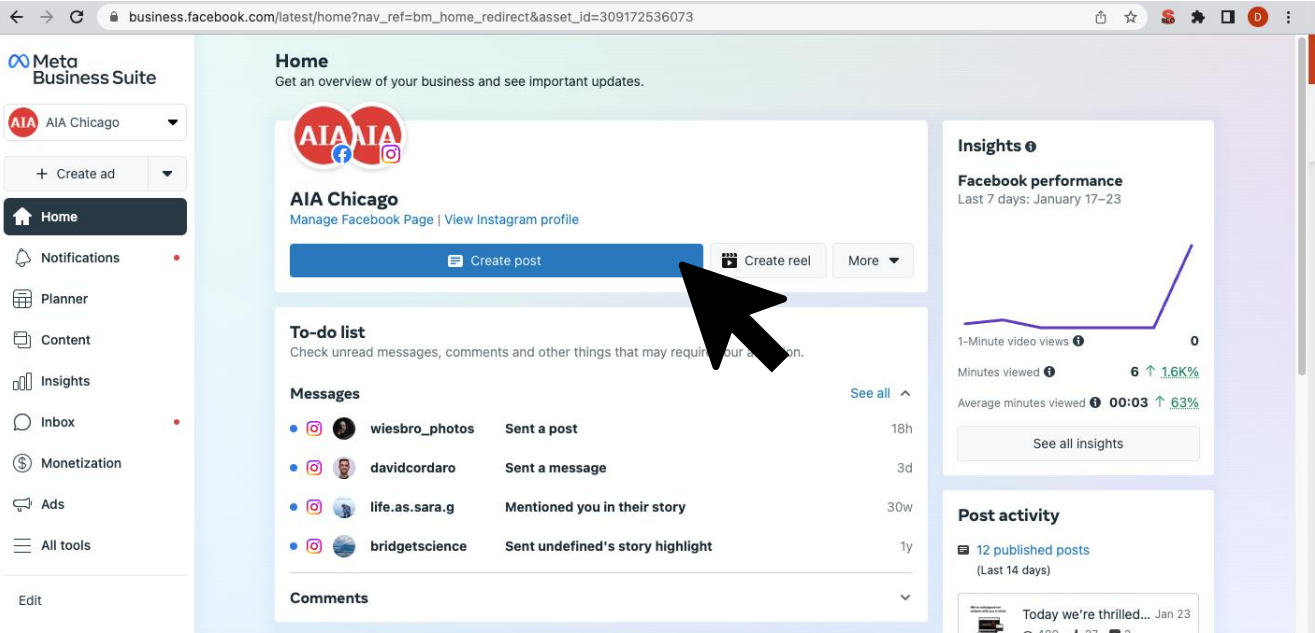
How to Define Success: AIA North Carolina Fail

Even though this event was one of our most attended on Zoom that year, it was bland and did not attract attention on social media. Brightening up the post and featuring images of speakers and topics being covered would have been much more effective.

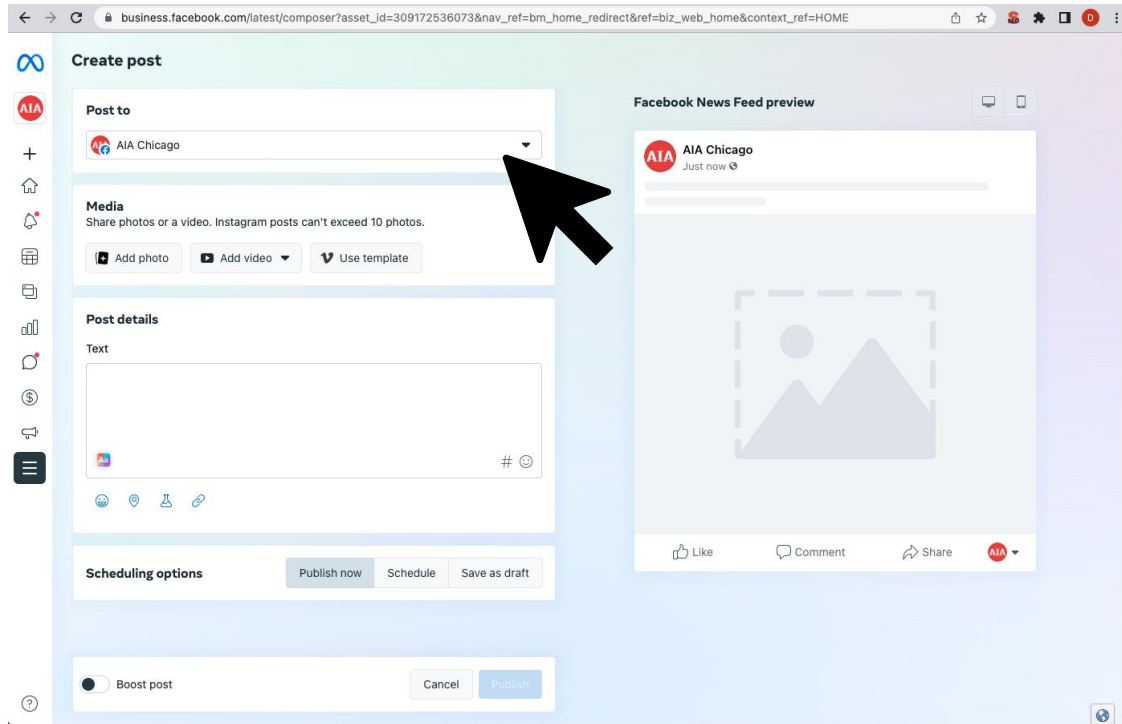


How To: Schedule Facebook and Instagram

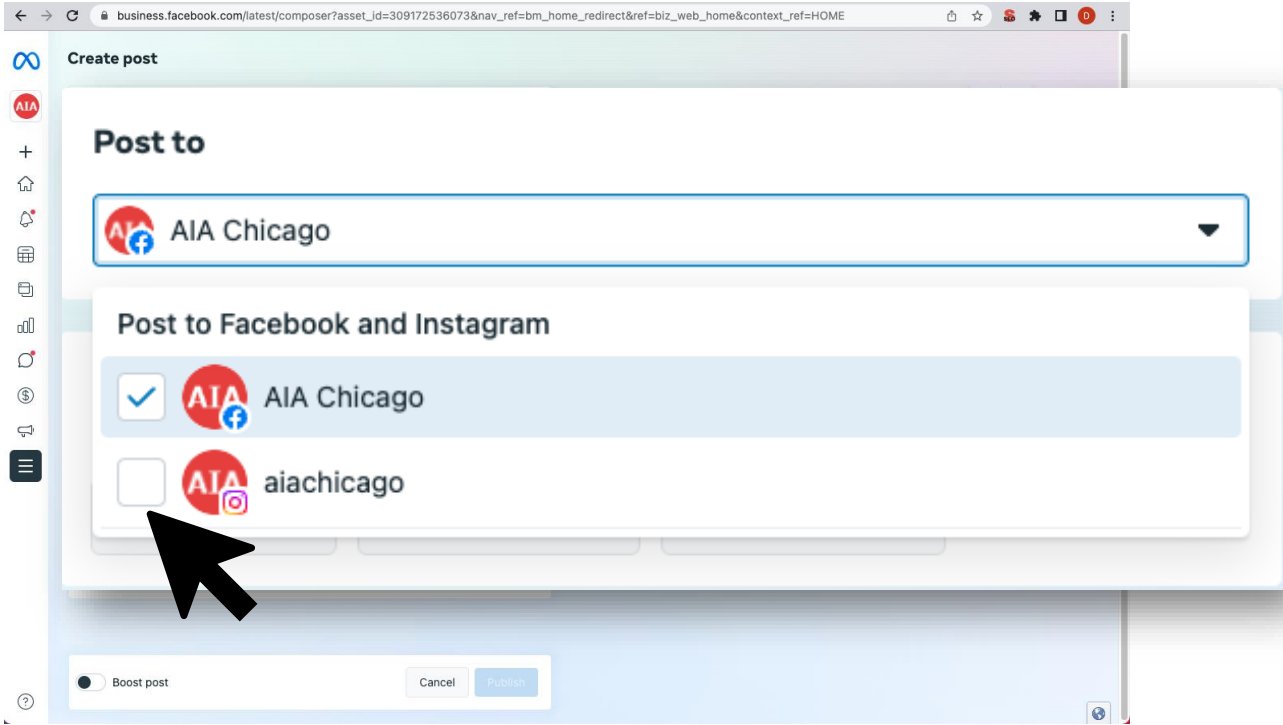
business.facebook.com



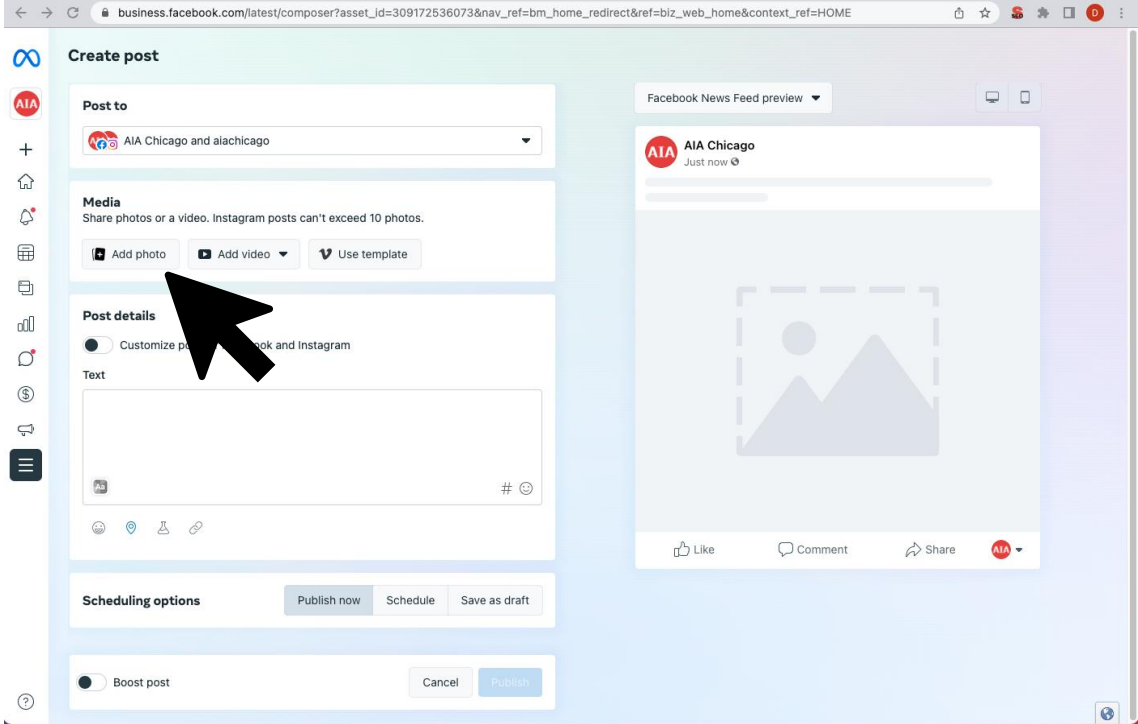
How To: Schedule Facebook and Instagram



How To: Schedule Facebook and Instagram



How To: Schedule Facebook and Instagram



How To: Schedule Facebook and Instagram

The screenshot shows the Facebook 'Create post' interface. On the left, the 'Post to' dropdown is set to 'AIA Chicago and aiachicago'. Below it, the 'Media' section shows a 1080 x 1080 image placeholder with an 'Add photo' button. The 'Post details' section has a radio button selected for 'Customize post for Facebook and Instagram'. The text area contains the following content:

Today we're thrilled to share the launch of a redesigned AIA Chicago website. It's packed with new features and resources that allow you to more easily connect with each other and our staff to better serve you.

Heartfelt thanks to the 25+ members on the website redesign committee – from a wide range of backgrounds, firms, and roles – who worked with our team and our partner, [Stratifi Creative](#), over the past 6+ months.

Check it out. www.AIAChicago.org

At the bottom of the 'Post details' section, there are icons for tagging, location, and linking, along with a 'Boost post' toggle, 'Cancel', and 'Publish' buttons.

On the right, a 'Facebook News Feed preview' shows the post as it will appear. It includes the AIA Chicago profile picture, the text from the 'Post details' section, and a large image of a laptop and smartphone displaying the redesigned website. Two black arrows point from the 'Post details' and 'Media' sections of the left panel to the corresponding elements in the preview on the right.

How To: Schedule Facebook and Instagram

The screenshot shows the Facebook 'Create post' interface. On the left, the 'Post details' section has the 'Instagram' radio button selected, with a black arrow pointing to it. Below this, the 'Instagram text' field contains the following text: 'Today we're thrilled to share the launch of a redesigned AIA Chicago website. It's packed with new features and resources that allow you to more easily connect with each other and our staff to better serve you. Heartfelt thanks to the 25+ members on the website redesign committee - from a wide range of backgrounds, firms, and roles - who worked with our team and our partner, @stratificreative, over the past 6+ months.' A black arrow points to the '@stratificreative' mention. Below the text field, a location pin icon is highlighted with a black arrow. On the right, the 'Instagram feed preview' shows a post with the text 'We've redesigned our website with you in mind.' and a black arrow pointing to the 'Instagram' header of the preview.

How To: Schedule Facebook and Instagram

The screenshot shows the Facebook Business Suite 'Create post' interface. The main text area contains the following content:

Instagram text

Today we're thrilled to share the launch of a redesigned AIA Chicago website. It's packed with new features and resources that allow you to more easily connect with each other and our staff to better serve you.

Heartfelt thanks to the 25+ members on the website redesign committee – from a wide range of backgrounds, firms, and roles – who worked with our team and our partner, @stratificreative, over the past 6+ months.

Check it out. www.AIAChicago.org

Scheduling options

Schedule your post for the times when your audience is most active, or manually select a date and time in the future to publish your post.

Facebook

Jan 24, 2023 09:42 AM

Instagram

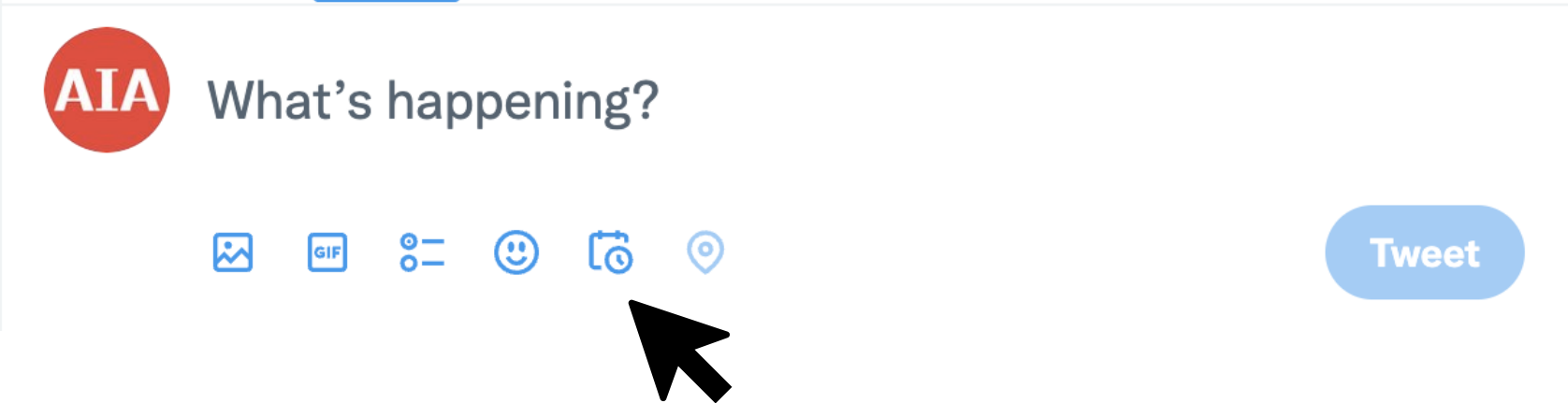
Jan 24, 2023 09:42 AM

Boost post

An **Instagram feed preview** is shown on the right, displaying the post content on a mobile device. The preview includes the AIA Chicago logo, the text 'We've redesigned our website with you in mind.', and an image of a laptop and smartphone showing the website. Below the preview are icons for likes, comments, shares, and a bookmark.

Three black arrows point to the 'Schedule' button in the 'Scheduling options' section, the 'Active times' button, and the 'Schedule' button at the bottom of the form.

How To: Schedule a Tweet



How To: Schedule a Tweet

× **Schedule** Confirm

Will send on Wed, Jan 25, 2023 at 3:47 PM

Date

Month January	Day 25	Year 2023
------------------	-----------	--------------


Time


Hour 3	Minute 47	AM/PM PM
-----------	--------------	-------------


Time zone
Western European Standard Time

[Scheduled Tweets](#)


How To: Schedule a Tweet










 Will send on Wed, Jan 25, 2023 at 3:47 PM



Everyone 

Hello!



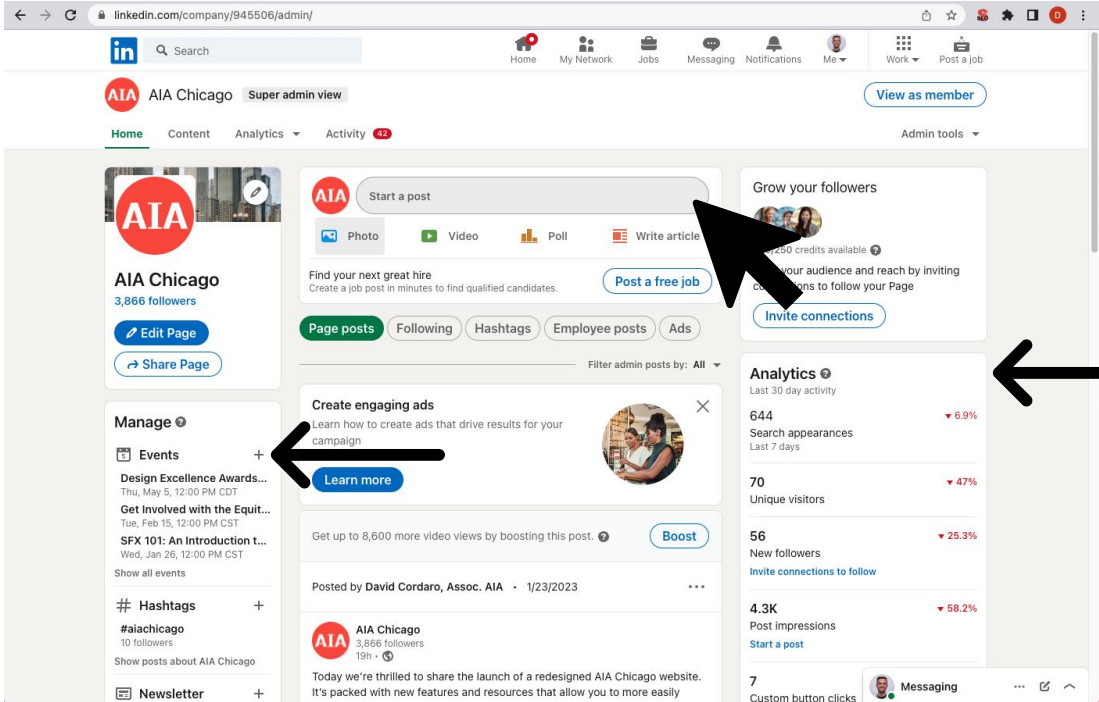
 Everyone can reply

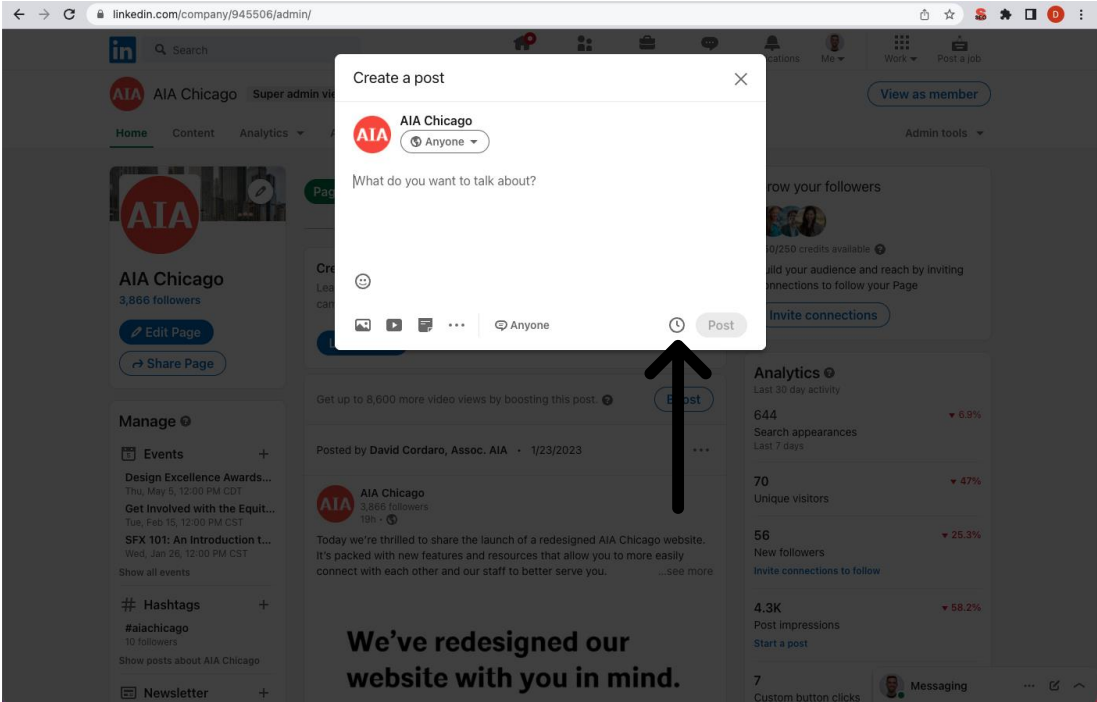
 | 

Schedule

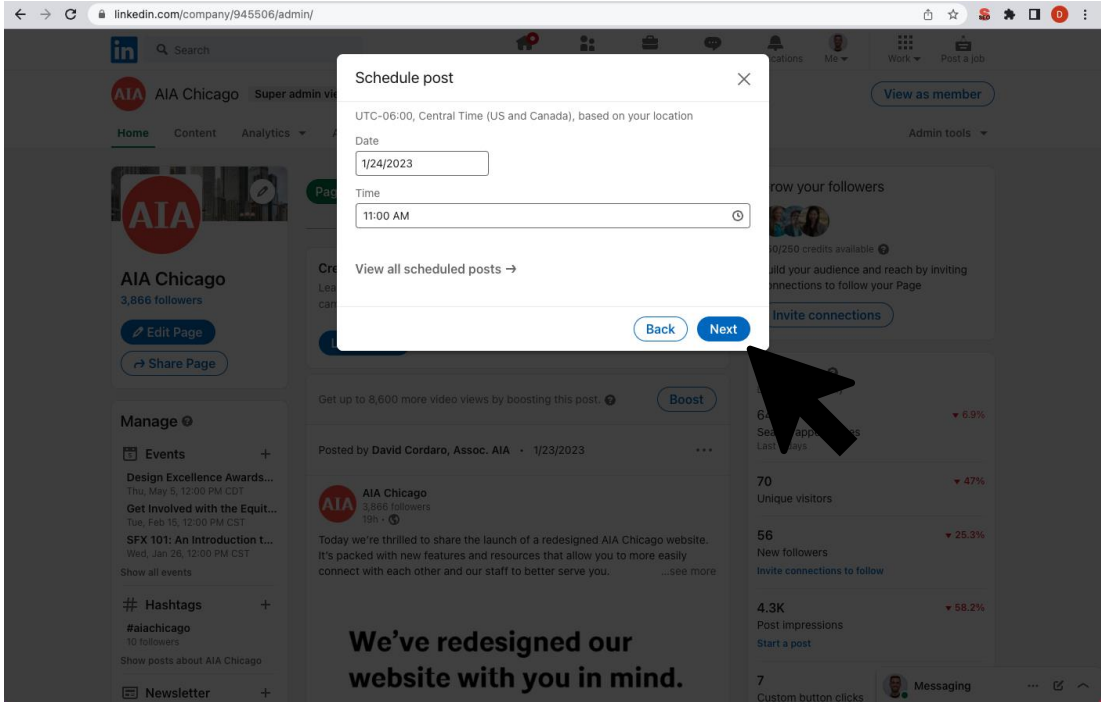
How To: Post on LinkedIn



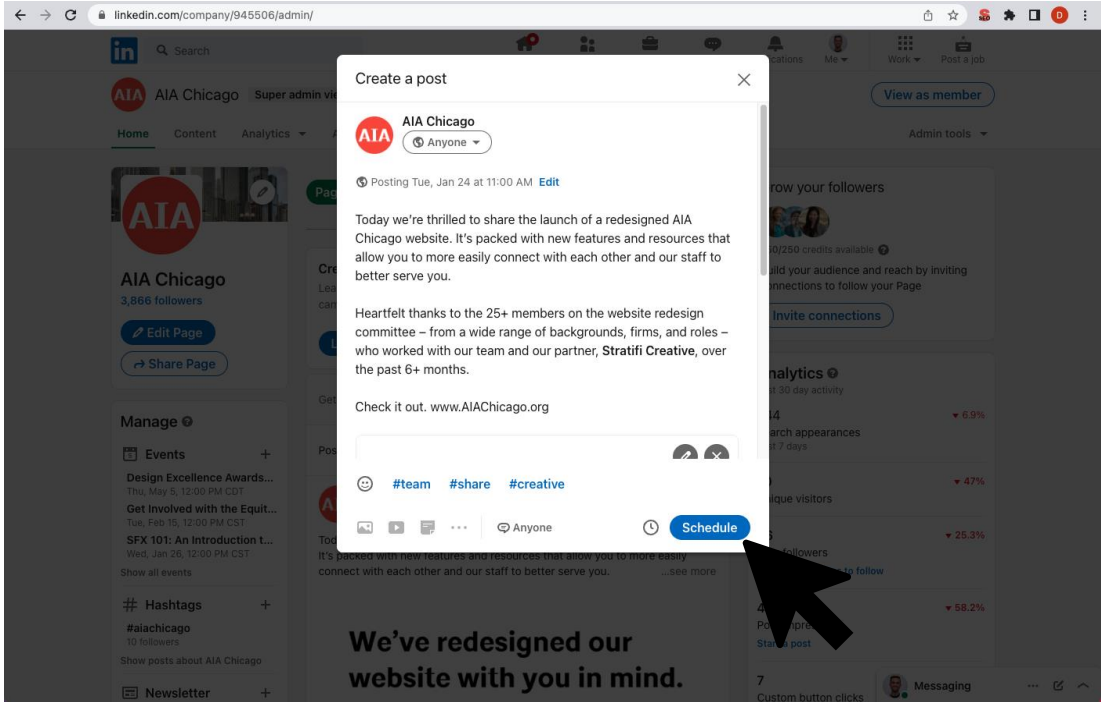
How To: Post on LinkedIn



How To: Post on LinkedIn



How To: Post on LinkedIn



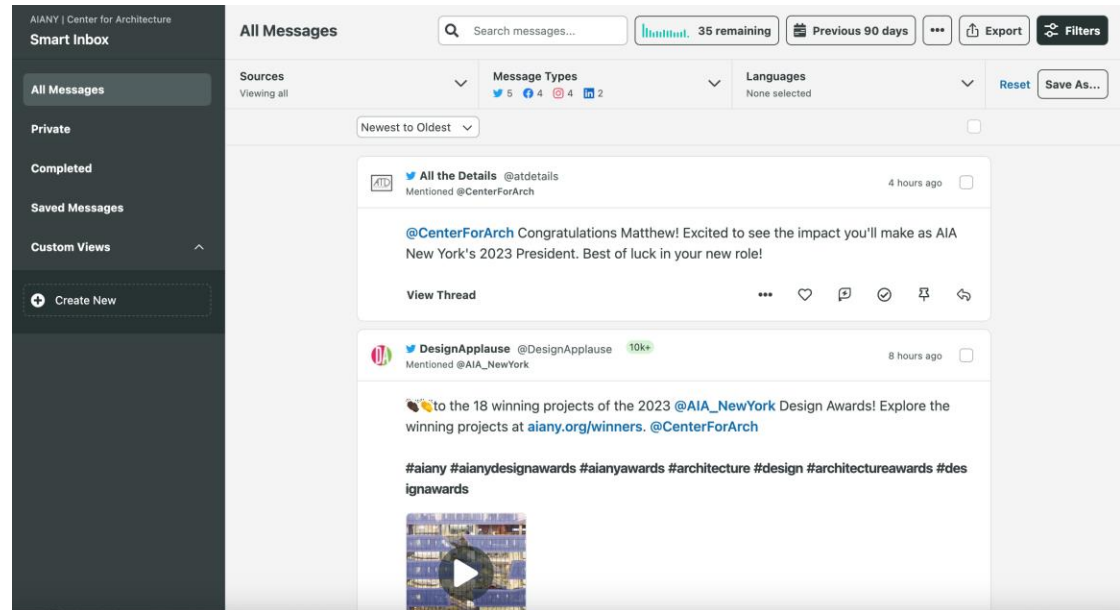
How To: Use Canva

More Scheduling and Reporting Tools: Sprout Social, Buffer, Hootsuite, Etc

- If you have a small budget, some of these tools are incredibly valuable, letting you:
- Schedule most posts from one central dashboard; view and respond to messages across platforms via an aggregated inbox; access reporting and listening tools
- Options include:
 - Sprout Social
 - Buffer
 - Brandwatch
 - Curalate
 - Hootsuite
 - HubSpot
 - Feedly

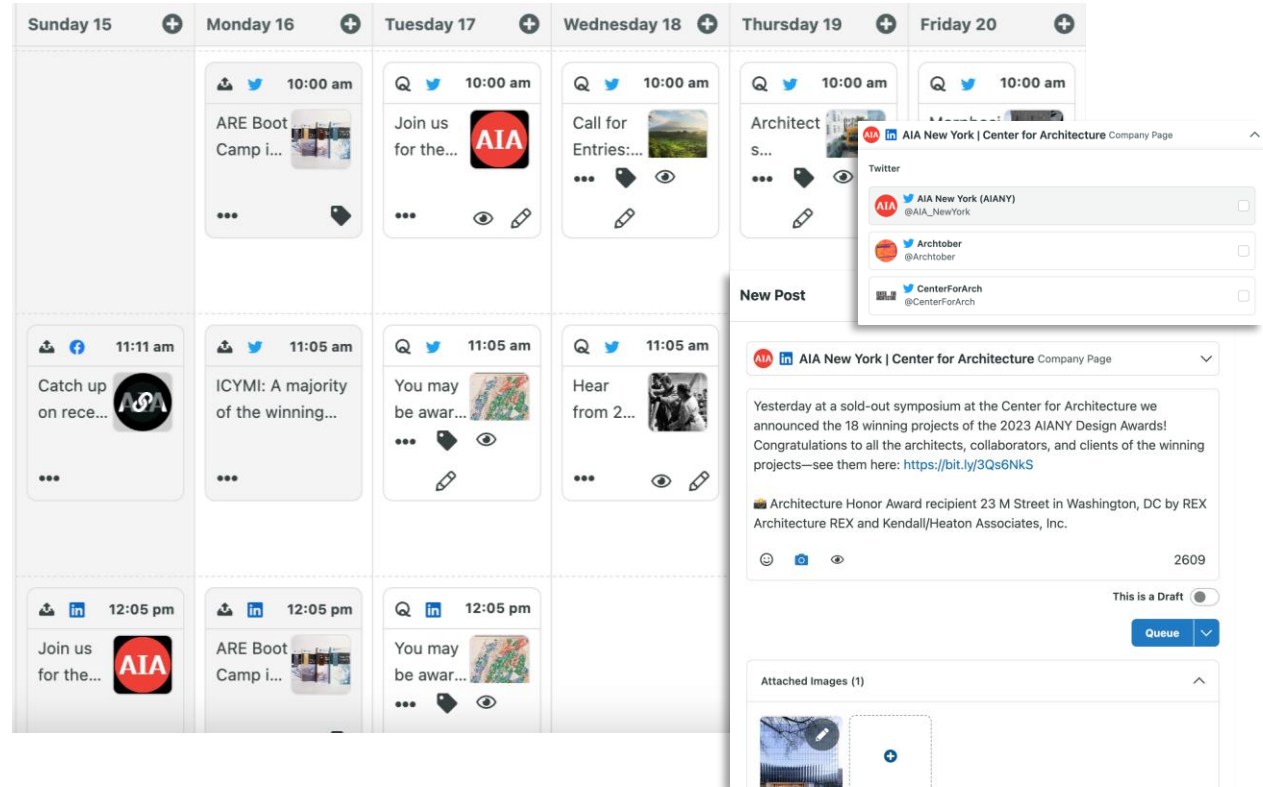
Let's Look at Sprout Social as an Example

In Sprout Social, one of the best features is the “Inbox” where you can see engagement (messages, shares, comments) across all your accounts, and respond directly from that dashboard. It’s a huge time saver! You can also track keywords and hashtags and engage with them via Inbox.



Sprout Social: Scheduling Across Multiple Platforms is Easy

Sprout lets you view all your scheduled content in a calendar view, or in a “queue” feed. From there, you can schedule posts across multiple platforms, and duplicate previous posts to edit or use again. Add and edit images, tag accounts, preview.

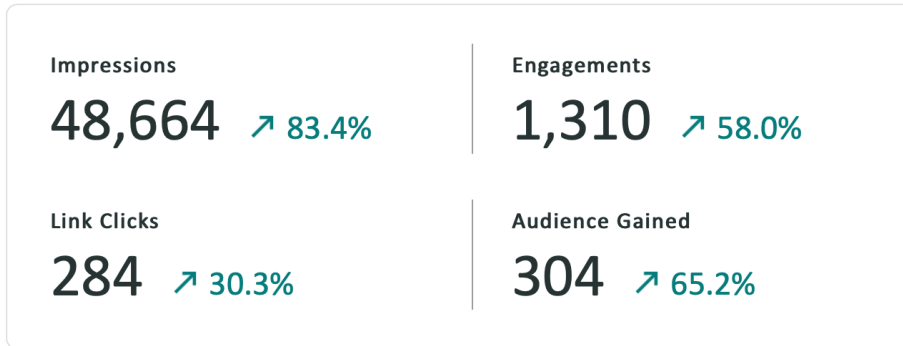


Sprout Social: Reports and Analytics

In Reports, you can view profile performance and post performance for all your accounts in one place, and filter by things like impressions or engagement over a given time period. You can also get email summaries like these:

Cross-Network Performance Summary

Here's a summary of AIANY | Center for Architecture's performance last week compared to the previous week.



[View Profile Performance Report](#)

LinkedIn Performance

All Stats	Last Week's Totals (1 Profile)	% Change Over Previous Week
Impressions	4,821	↗ 15.5%
Engagements	274	↗ 42.7%
Followers Gained	79	↗ 58%
Followers Lost	0	→ 0%
Post Link Clicks	195	↗ 40.3%
Received Messages	1	→ 0%
Sent Messages	9	↗ 28.6%

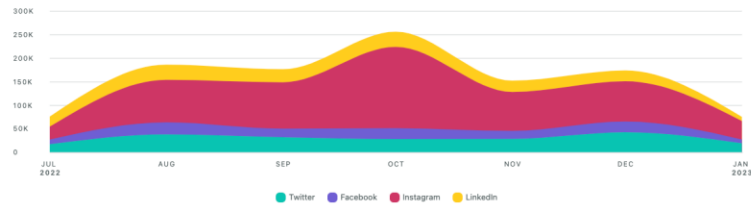
Sprout Social: Reports and Analytics Across Platforms

Here's an example of a "Profile Report" that lets you compare performance across platforms. This is Impressions and Engagement over six months:

Impressions

Review how your content was seen across networks during the reporting period.

Impressions, by Month



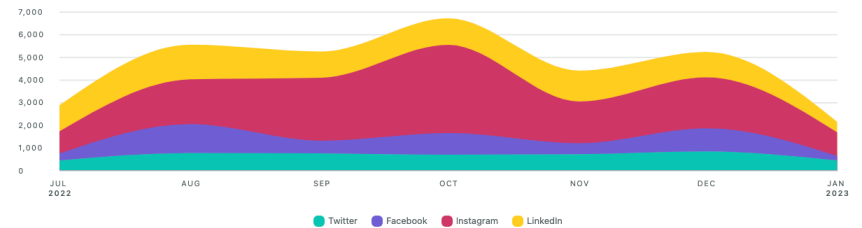
Impression Metrics

	Totals	% Change
Total Impressions	1,093,388	↗ 5.5%
Twitter Impressions	204,129	↘ 25.9%
Facebook Impressions	124,124	↘ 1.8%
Instagram Impressions	595,215	↗ 18.6%
LinkedIn Impressions	169,920	↗ 28.3%

Engagement

See how people are engaging with your posts during the reporting period.

Engagements, by Month



Engagement Metrics

	Totals	% Change
Total Engagements	32,124	↗ 3.5%
Twitter Engagements	4,622	↘ 7.2%
Facebook Engagements	4,799	↗ 61%
Instagram Engagements	14,746	↘ 8%
LinkedIn Engagements	7,957	↗ 12.9%