



HUES Social Media Strategy Document

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Prepared for: Humans Uniting for an Equal Society

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Strategy Brief

The purpose of this document is to provide Humans Uniting for an Equal Society with an assessment of their social media platforms, as well as an analysis of the activity, for the purpose of improving their overall digital presence. This strategy document will primarily focus on HUES' Facebook, as that is where the majority of their traffic occurs and where their presence is primarily focused.

HUES positions itself as an organization that “provides a network and outreach capabilities, as well as a supportive and completely inclusive environment for LGBTQIA+ youth and young adults in the Greater Lansing area”. In addition, it “intentionally combats isolation and rejection of queer youth”, “promotes youth involvement in LAHR”, and “stimulates discussion of queer issues in a post-marriage equality environment”. This strategy document will assess the HUES social media spaces for adherence to its mission, providing areas where adherence is strong as well as areas where adherence is weak.

This strategy document will also analyze how well content is tailored to its intended audiences, which have been identified by HUES as such:

- The LGBTQIA+ community
 - lesbian, gay, bisexual, transgender, queer, intersex, asexual, HIV positive, etc
- Those allied to the LGBTQIA+ community
 - This includes those that identify as “allies”, “advocates”, etc, as well as those that do not identify as such yet still consider themselves allied to the LGBTQIA+ community
- Geographically local communities
 - This includes the LGBTQIA+ community at the state level as well as the community at the local level (Lansing, East Lansing, Ingham County)

Content will be analyzed with regards to these audiences, as well as the demographic makeup of the Facebook audience as assessed through data analysis.

This strategy document will also examine how well certain content is performing on social media platforms, as well as the optimal times for content to be implemented. It will examine trends in content that is performing very well and content that is performing poorly in order to analyze how the content is operating, as well as to offer up hypotheses concerning why the content is performing the way that it is. It will also examine audiences for advertisements to target, as well as when advertisements would be most effective.

Finally, this strategy document will provide future Communications Strategists with guidelines to abide by in order to properly implement the discussed ideas on the social media platforms. These guidelines will be simple, easy to follow, and will serve as a way to keep consistency both throughout an individual's tenure as a Communication Strategist and throughout transitions between Communication Strategists.

Facebook – Current Use

Overview

This section will cover the way that Facebook is currently being utilized. It will discuss what type of content is typically being delivered, the frequency and time of day that posts are normally produced, and the interaction that users have with the Facebook and its posts.

Current Facebook Use

Types of Content

"The Justice Department and Gov. Pat McCrory of North Carolina sued one another on Monday over a law that limited public restroom access for transgender people in this state, escalating the nation's clash about the application of federal civil rights statutes."



Countersuits Over North Carolina's Bias Law

Gov. Pat McCrory and the Justice Department are clashing over transgender rights after the department said that the state had violated the Civil Rights Act of 1964 with its law on bathroom access.

NYTIMES.COM | BY ALAN BLINDER, RICHARD PEREZ-PENA AND ERIC LICHTBLAU

59 people reached

Boost Post


















































296 people reached

Boost Post

The vast majority of Facebook posts consist of links from news articles, many of which come from either mainstream news sources (New York Times, Salon) or LGBTQIA+ alternative news sources (Everyday Feminism, The Advocate). These links usually contain information about some current or well-known event such as the North Carolina transgender bias law or Beyonce's Lemonade album. Other Facebook posts involve event promotion, meeting promotion, and photos/videos that contain content gathered during events and meetings. Facebook posts occasionally will promote other LGBTQIA+ organizations that are local and connected to HUES, as well as local events or local news relevant to the LGBTQIA+ community. Most posts are accompanied by some sort of caption, though some are simply posted without any accompanying text.

Frequency of Posting

04/25/2016 3:28 pm		I'm Gender Non-Conforming – And I Need People to Stop Pressu			61		0 0		
04/23/2016 11:29 pm		YESSSSSSSSSSS. Though boo to Tidal exclusivity...			113		7 1		
04/21/2016 10:20 pm		https://soundcloud.com/bitch-media/feminism-and-self-care Chec			17		1 0		
04/21/2016 9:29 pm		Mourning Prince and David Bowie, who showed there's no one rig			116		1 3		
04/21/2016 1:20 pm		"Dear parents, if you would be ashamed of periods, your daughter			48		0 0		
04/20/2016 6:09 pm		"The additions reflect how society is expanding its discussions ov			484		12 22		
04/20/2016 3:03 pm		HUES - Humans Uniting for an Equal Society shared Debbie Stab			100		5 0		
04/18/2016 10:16 am		You can catch a glimpse of the HUES team in this video, and our i			197		7 4		
04/17/2016 7:23 pm		In support of MSU Safe Place, HUES put together a team for the			296		40 21		

Posts typically occur once every day, though occasionally posts occur more frequently than that (maybe twice a day) or more infrequently (once every other day, once every three days). From a sample of posts taken from the middle of April (the sample size being 9 posts), that relative frequency is noticeable, and posts are seen to typically happen in the evening (between 7pm and midnight). However, some posts are made sporadically through certain parts of the day, such as 10am, 1pm, and 3pm.

User Interaction

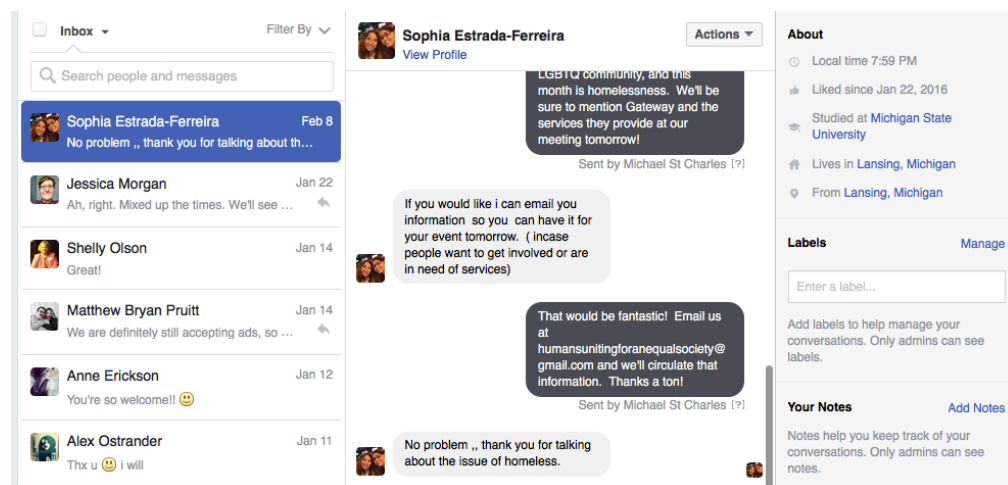


Comments only occur on these Facebook posts if they involve some sort of information relevant to an event or to a meeting. On other posts, users typically interact by simply “liking” the post, and on infrequent occasions, by sharing it. Those that like the posts are usually involved in other LGBTQIA+ organizations and have some connection to LAHR or HUES.

Advertising Campaigns

No advertising campaigns have been utilized at this time, nor has any post been boosted. The page hasn’t been promoted through Facebook either. Advertising is currently being done through different digital channels.

Messages / Responses



Messages are infrequent, but do seem to occur more frequently when events or meetings are coming up in order to communicate some sort of necessary information, such as event times, advertisement, and local press communication.

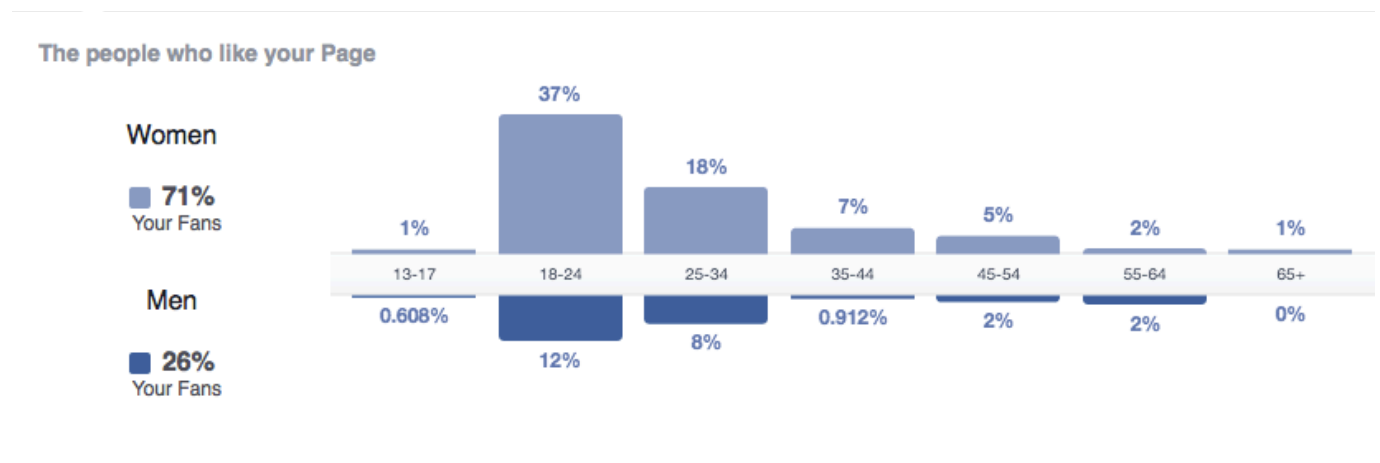
Facebook – Analysis

Overview

This section will cover the data collected from the HUES Facebook and what can be hypothesized as a result of that data. Analysis will be performed on data pertaining to page likes, interactions with posts, time that users are online, age and gender demographics of fans, and other important statistics.

Analysis

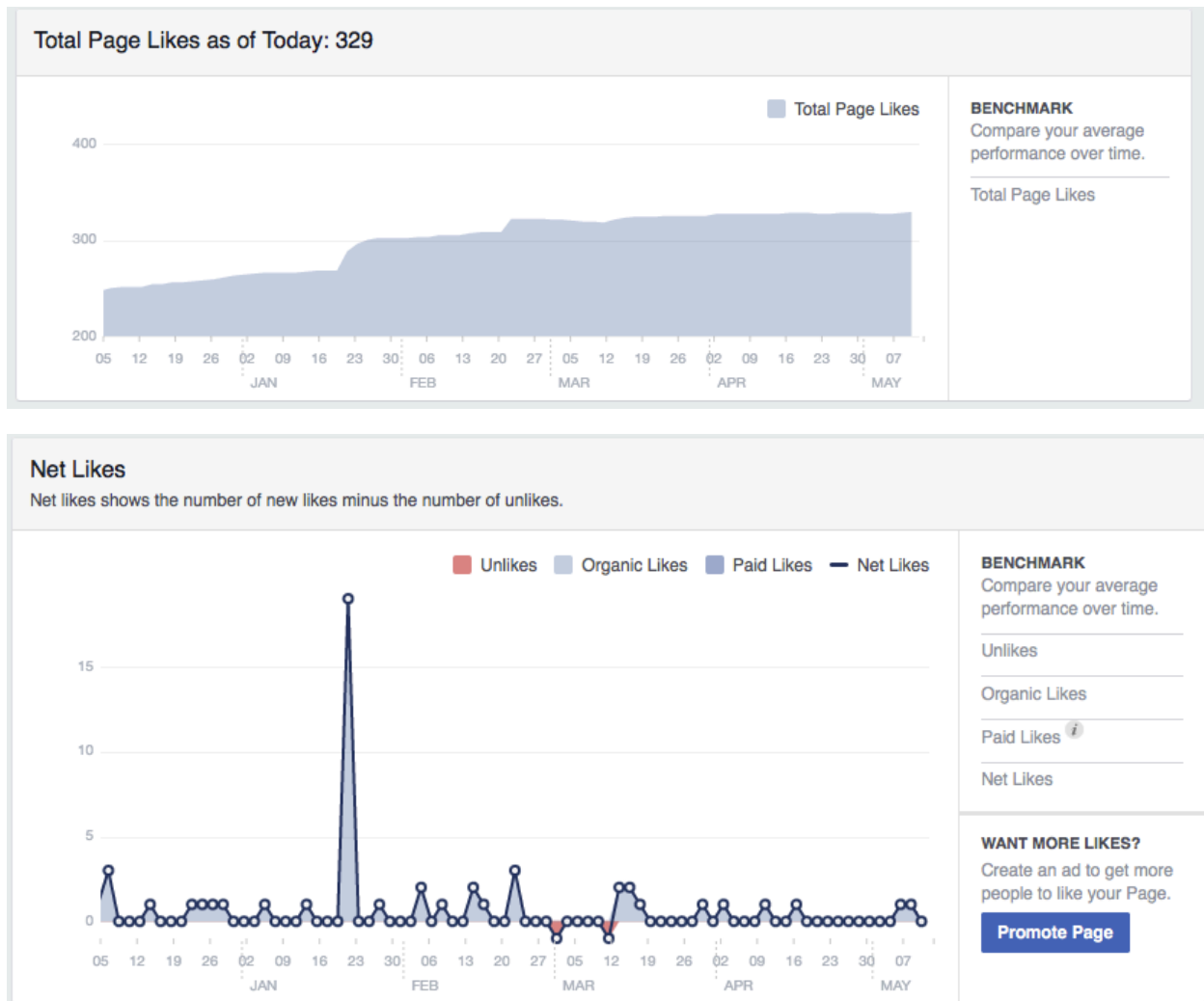
Age and Gender Demographics



The vast majority of the people that like the HUES Facebook page identify as women on Facebook, though it should be recognized that Facebook only lets somebody choose between “man” and “woman” as the default gender. There is a “custom” option where somebody can type in their own gender and use “they/them/their” pronouns, so that might account for the 3% missing from the fan distribution. Since women (especially women aged 18-24) are the majority of the gender distribution, content created should be primarily targeting them, with pinpointed attempts to target men on occasion. If men are targeted through Facebook posts and advertisement, more marginalized groups should be targeted first in order for HUES to retain credibility and adhere to its mission statement.

Almost half of the HUES Facebook page’s audiences is between the ages of 18 and 24, which makes sense, as HUES is the “young adult” auxiliary group for LAHR. Content should be specifically targeting this young adult group, though it should aim towards the high end of this age range, as over a quarter of the audience is made of those between the ages of 25 and 34. Since HUES is primarily for young adults, targeting these audiences should be the first priority, with older audiences being a secondary concern.

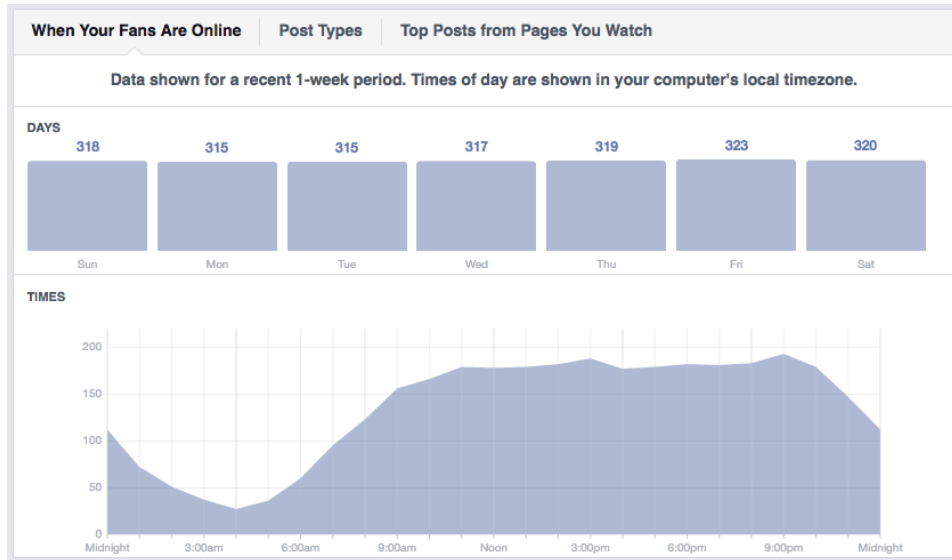
Page Likes



Page likes occur at a fairly steady rate, with a couple likes a week happening on specific days, likely the occurrence of a singular post or shared article. Very rarely do unlikes happen, though they do occasionally arise. This is possibly due to the volatility of the content being distributed through the Facebook page, so care needs to be taken in order to keep from offending anybody or sharing anything potentially offensive.

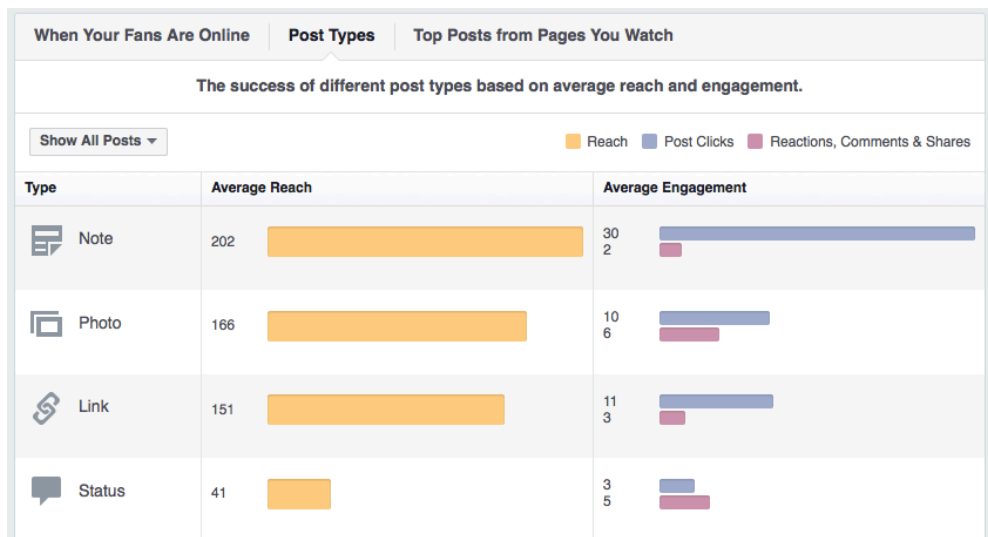
Very rarely does the number of likes spike, but it has the capacity to do so when major events are occurring. Nearly twenty people liked the page around the time of “The Come Out”, so major events drive up the number of likes on the page. Creating advertisement campaigns and emphasizing involvement in HUES before and after major events is invaluable, as that is when the majority of the traffic to and from the Facebook page occurs.

When Users are Online



Fans are online nearly every day with very little variation, though the day receiving the most fans is Friday. Many fans are getting online around 9:00am, so posts should be scheduled for the morning, though the peak number of fans are on around 9:00pm, so posts can be made late in the evening as well. Posts should not be made in the middle of the day, as fans are likely online but not necessarily active, and they should not be made at night, as very few people are online.






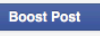





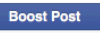





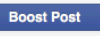











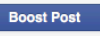











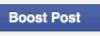






Post Types



Notes were the most popular note type, though it should be said that only one note was published, so that statistic might be inaccurate due to a small sample size. Photos and links are both fairly popular, but statuses have little reach and are rarely clicked when compared to other posts. Any status needs to be paired with a photo or a link in order to raise its reach.

Overview of Top Posts






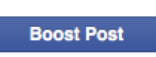




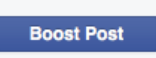






Top Posts 1-8

Reach: Organic / Paid Post Clicks Reactions, Comments & Shares									
Published	Post	Type	Targeting	Reach	Engagement	Promote			
04/15/2016 7:48 pm	 Good evening all: We're sure many of you have seen this article b			1.4K 	219 28 				
03/12/2016 4:30 pm	 Dear Caitlyn: Stop. Please. Stop.			539 	63 5 				
04/20/2016 6:09 pm	 "The additions reflect how societ y is expanding its discussions ov			481 	12 22 				
03/13/2016 11:52 pm	 Join us tonight at Everybody Reads at 7pm for a discussion on qu			402 	32 11 				
02/08/2016 3:42 pm	 Today is last day to register for p residential primary			369 	10 2 				
04/10/2016 9:20 pm	 Come on out to the HUES month ly meeting at 7pm this Tuesday 4			368 	19 13 				
02/04/2016 9:40 pm	 HUES meeting this Tuesday, Fe b. 9th at 7PM! We will be meetin			317 	12 16 				
04/17/2016 7:23 pm	 In support of MSU Safe Place, H UES put together a team for the			295 	40 21 				

Top Posts 9-17

02/18/2016 9:43 am	 HUES - Humans Uniting for an E qual Society shared Obvious Ma			291 	3 9 	
02/18/2016 10:55 am	 A Silent Crisis: LGBTQ Youth Ho melessness in Detroit			280 	3 1 	
04/04/2016 1:18 pm	 North Carolina May Lose Federa l Funding For Passing Anti-LGBT			265 	9 4 	
02/15/2016 11:35 pm	 8 Things Transgender People Do Not Owe You			258 	15 10 	
04/02/2016 6:28 pm	 5 Ways to Maintain Your Queer I dentity in a Relationship People			258 	23 2 	
02/15/2016 11:31 pm	 HUES - Humans Uniting for an E qual Society shared The Huffingt			245 	11 7 	
04/04/2016 5:19 pm	 PLEDGE: Stand Shoulder to Sho ulder with Transgender American			244 	3 7 	
04/12/2016 4:16 pm	 MSU still has a long, long way to go before it can assert that it is a			234 	58 4 	
02/25/2016 3:55 pm	 Because let's be real: Carol shou ld have gotten a Best Picture no			202 	6 7 	

Top Posts 17-20

04/08/2016 5:54 pm	 HUES - Humans Uniting for an E qual Society shared Bruce Sprin			201 	30 2 	
04/18/2016 10:16 am	 You can catch a glimpse of the H UES team in this video, and our i			196 	7 4 	
02/16/2016 11:34 pm	 Tales From the Trail: Kasich Chal lenged by College Student on G			161 	10 1 	

Analysis of Top Posts

Analyzing the content of the 20 posts that were reached by the most users, there are certain demographics represented that receive more post engagement than others. The top three posts concern transgender individuals or transgender issues, and seven out of the 20 posts concern transgender individuals or transgender issues. This could be a result of transgender issues being front and center in the news over the last six months, or because the HUES Facebook community cares deeply about transgender individuals and issues, likely a mixture of the two. This shows that it would be worthwhile to continue to promote not only transgender-related topics, but also topics concerning deeply marginalized individuals, such as queer and trans people of color or non-binary queer individuals.

Local and current events are also a large component of the most reached and most popular posts. The most-reached post outperformed the second most-reached post by approximately 300%, both in reach and post clicks. This post concerned local MSU news about a transgender individual being treated unfairly on campus, so it was both local to the Lansing community and about an issue currently in the national spotlight (transgender issues). The second most-reached post is similar in that it is also about a transgender individual in the news, this time in the national lens. Local news is extremely popular among HUES Facebook fans, as is news about particular individuals on a local scale and on a national scale.

Information about HUES events and HUES meetings is also extremely popular. Out of the eight most-reached posts, half of them are related to meetings and events that HUES has delivered. Continuing to deliver information related to HUES and images that involve HUES members at events would work to increase post performance on Facebook. This also speaks to the way that HUES meeting flyers have been structured so far. Three of the eight most-reached posts are flyers for meetings, so structuring future flyers in a fashion similar to previous flyers would be a strong way to engage users.

The majority of the most-reached posts were also produced in the evening, with half of the posts time-stamped between 6pm and 12am. Only three of the 20 most-reached posts occurred in the morning between 9am and 12pm. The other posts occurred at various times in the afternoon. Posts should be delivered in the evening, with some posts in the morning. This is consistent with the graph showing when users are online.

Adherence to Mission Statement

Good evening all:

We're sure many of you have seen this article by now. Unfortunately, today it was announced that the professor that's being spoken about in this article has been chosen to be the commencement speaker for James Madison College's graduation.

We'd like to officially condemn the actions of James Madison in not only ignoring the complaints of the student but also go so far as to honor the professor by asking them to speak at commencement. This professor has not... [See More](#)



1,444 people reached

Boost Post

Like

Comment

Share



Kylie Haizlip and Erica Shekell

3 shares

HUES' most successful posts clearly exemplify the facets of its mission statement. Its most-reached post is "supportive", "inclusive", combatting "isolation and rejection of queer youth", and "stimulating discussion of queer issues in a post-marriage equality environment". Many other posts on the Facebook page also accomplish these goals, as clearly exemplified by the top ten most-reached posts being about transgender individuals and transgender issues. In order to continue this trend, more posts need to be made about the more marginalized members of the LGBTQIA+ community, and these posts need to be centered around the idea of advocacy.

However, there is little mention of LAHR on the Facebook page. In order to better promote youth involvement in LAHR, there needs to be some marketing of LAHR towards the age 18-25 or even the age 26-35 individuals on the Facebook page. This can be done by promoting LAHR events or by promoting LAHR meetings, pushing HUES members to attend as part of the general assembly.

Major Takeaways

HUES already has a strong sense of what posts work best to engage with users. The best posts are local, pertaining to current events, and about some of the more marginalized LGBTQIA+ communities. Posts should continue to engage with these same ideas, though they should continue to advocate for some sort of action, outrage, or change. Posts that engage in one or more of these areas should receive more engagement and more traffic than posts that simply communicate an idea or issue.

Posts should continue to target those between the ages of 18 and 35, and should especially target individuals identifying as women on Facebook, as they comprise approximately three-fourths of the HUES Facebook audience. Creating posts that approach issues that women (especially queer women) have to contend with would be a great way to engage them as an audience. Effort should be made to engage with men as well, but this should always be done through the context of queer issues, and should involve other marginalized groups as well (people of color, non-binary people, etc).

Posts should be made in the evening (between 6pm and 12am) and sometimes in the morning (between 9am and 12pm). This is when users are most likely to be online. Posts should be made everyday, with no more than two posts occurring per day. Overloading Facebook with posts will only turn people away from HUES' Facebook page.

Promotion during events is a strong way to engage new users, so producing advertising campaigns (paid or unpaid) during this time will attract these users to the page. The Facebook page certainly needs more self-promotion, so creating short campaigns can further attract users to HUES, especially if these campaigns involve multimedia posts and content from all members of HUES (blog posts, short articles, even short bios). This is where HUES is most lacking and where the majority of the effort needs to go in order to best promote the reach of the page and its posts.

Facebook Use Guidelines

This section is designed to provide future Communication Strategists with a set of guidelines as to how to create content for the HUES Facebook page. These are designed to evolve over time, so they should be assessed once the demographics and the number of likes on the page shift substantially, to the point where it would be worthwhile to reassess how to approach them as a new audience. These are similar to the “Major Takeaways” (though they incorporate basic standards for HUES Facebook conduct), but are arranged in a fashion more accessible for those quickly checking over posts or considering what to post.

Guidelines

- **Do not reveal any HUES business without the approval of the Board. All HUES business needs to be agreed upon and decided as final in order to keep from confusing the public.**
- **Facebook posts, especially links, need to be examined thoroughly for any sort of bias or prejudice. If you feel uncertain about it, read it again.**
- **Facebook posts need to occur once or twice per day, with posts occurring between 6pm and 12am and occasionally occurring between 9am and 12pm.**
- **Facebook posts need to target women, as they are a major demographic on HUES’ Facebook page. Issues concerning queer women are especially important to post on the page. Issues concerning men should also be posted, but they need to target queer men, especially those who are more deeply marginalized (people of color, non-binary individuals, etc).**
- **Advertisement campaigns need to be crafted for the HUES Facebook page, especially free campaigns. This could include short blog posts from individuals on the HUES Board, short bios of Board members, etc. These should include a multimedia component. (THIS IS HIGHLY IMPORTANT)**
- **Posts should emphasize a local focus, and should engage in current events and current issues. Posts need to do more than simply report the issue; they need to advocate for a community, express outrage, or otherwise communicate some sort of emotion.**

- Continue posting event/meeting flyers and event/meeting information multiple times before a meeting. Meetings should be announced at least a week in advance, events at least three/four weeks in advance (depending on the scope of the event).
- Posts should incorporate multimedia elements. Links should be accompanied with a caption, usually a quote from the article being linked.
- Respond to messages ASAP, but determine first whether the message should be handled by the Communications Strategist or by another Board member (Chair, Vice Chair, Ambassador, etc).
- Only respond to comments when they address HUES directly.
- Promote LAHR as well as HUES. This can include posting about LAHR events, groups related to LAHR, or about LAHR meetings.