

Social Media Strategy for the Observatory Civic

Team NoName1

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This social media strategy aims to provide effective ways in which the civic can utilise social media to extend their reach especially amongst the younger generation. This strategy has been formed using statistics from the social media sites and from an analysis of the younger generation's use of social media as well as our insider perspective as members of this demographic.

The Social Media Sites To Use

We recommend focussing on *Facebook, Twitter and Instagram*. It is easier to maintain social media accounts when they are not numerous hence we will focus on these three sites alone due to their popularity.

Instagram Strategy



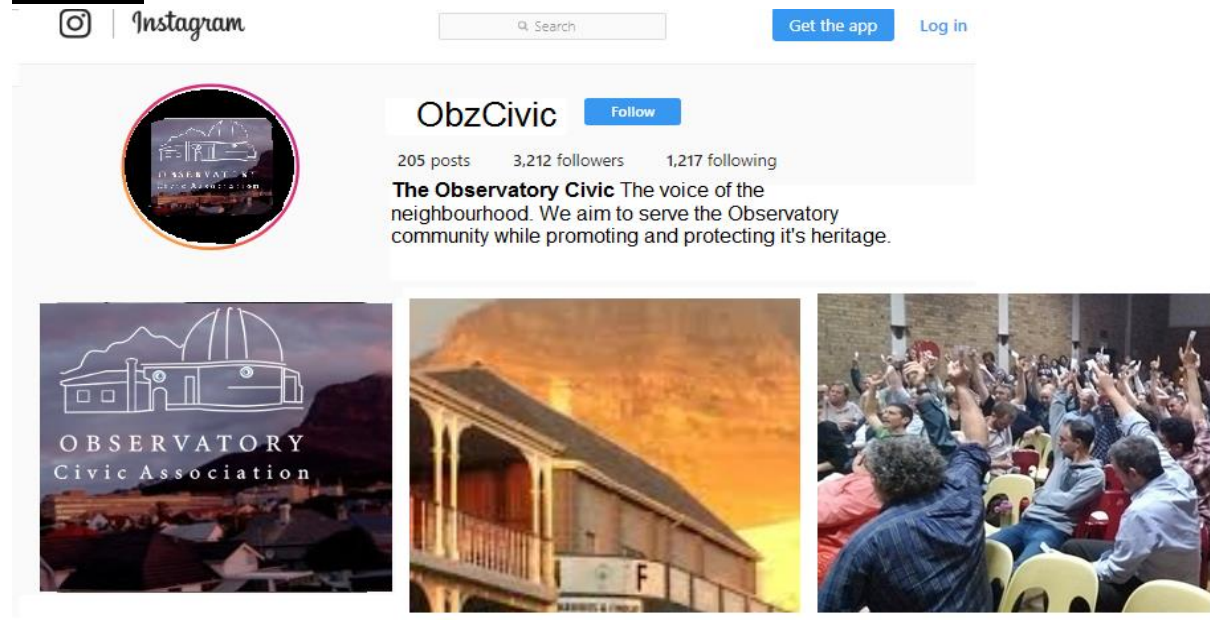
Account Profile Picture & Bio

- It is important to **have a consistent profile picture** on all social media accounts to make the Obz Civic accounts **easily recognizable**.
- The bio should be **short** but **informative**.
- When setting up the account, you will be prompted to enter a website. This website will appear under the bio and be seen every time someone visits the civic's instagram page. We suggest the civic's website is entered here in order to draw traffic towards the site.

How to set up an Instagram account:

<https://help.instagram.com/155940534568753>

Example



What to Post

- Pictures of **heritage sites** and captions explaining their significance.
- Pictures of civic meetings and events to inform followers of what the civic is currently getting involved with and to showcase how active the civic is.
- At the launch of the page it will be helpful to make individual posts of pictures of the various civic members with a caption stating their qualifications, history and passions.
- Any other news related to the civic should also be posted here with a caption that not only states what is happening but also invites people to comment.

When to Post

- Research has shown that Instagram sees highest usage **between 17:00 and 20:00**. This is also a time at which most university students are not in lectures and are more likely to see and interact with posts.
- It is important to **post frequently** and we recommend at least 3 posts in a week.
- It is also crucial to upload *Instagram stories*. These are images/videos that are posted and disappear after 24hrs. Posting these allows the civic to stay in the minds of their users throughout the day. Everyday, over 200 million people use Instagram Stories and they are also discoverable by people who don't follow the account.

More on Instagram Stories: <https://help.instagram.com/1660923094227526>

Maintenance

- At least 3 individuals should be given access to the account's login details to avoid placing the pressure of posting and using the account on one person. Every main member of the civic could be given access.
- It is important that the civic engages and replies to **every** comment made under the posts. This interaction makes users feel acknowledged and builds a connection between the civic and their followers.

Boosted Posts

Instagram posts can be boosted at a price and appear in the form of an ad to a specific audience. This will be helpful at the launch of the page and whenever meetings or important events are coming up.

Making Instagram Ads: <https://business.instagram.com/advertising/>

Twitter Strategy



Account Profile Picture & Bio

(The bio setup is very similar to the Instagram bio setup)

- It is important to **have a consistent profile picture** on all social media accounts to make the Obz Civic accounts **easily recognizable**.
- The bio should be **short but informative**.
- When setting up the account, you will be prompted to enter a website. This website will appear under the bio and be seen every time someone visits the civic's instagram page. We suggest the civic's website is entered here in order to draw traffic towards the site.

What to Post

- The same images that are posted on Instagram can be posted here as well. Visual content has been found to perform better than 'text only' content.
- News concerning Obz and the Obz civic should be posted here.
- Twitter's strength is the way it is built around the concept of creating dialogue. Therefore some of the posts should include questions encouraging people to share their views.

When to Post

- Research has shown that Twitter sees highest usage **between 10:00 and 14:00** and **17:00 and 20:00**. The evening is also a time at which most university students are not in lectures and are more likely to see and interact with posts.
- It is important to **post frequently** on Twitter but at a greater extent than on Instagram. Tweets have a short lifetime and simple posts such as "On our way to meet the municipality concerning.." perform well and let the public know the civic is active.

More on using Twitter: <https://help.twitter.com/en/>

Maintenance

- At least 3 individuals should be given access to the account's login details to avoid placing the pressure of posting and using the account on one person. Every main member of the civic could be given access.
- It is important that the civic engages and replies to **every** reply made to their tweets. This interaction makes users feel acknowledged and builds a connection between the civic and their followers.

Boosted Posts

Twitter posts can also be boosted at a price. Details are provided in the link below.

Twitter Ads: <https://ads.twitter.com/>

Things To Remember

- Visual content posts such as pictures and videos tend to perform better than text-only posts on all social media platforms. With **videos getting the most attention**.
- **Replying to every follower's comment/reply** is crucial to growing a following. This encourages conversations to take place on the civic's page and this adds value to the followers.
- **Consistency** is key. We live in a time where there is a lot of information vying for the average person's attention. It is therefore important to frequently place ourselves before the eyes of our audience in order to stay in their minds. No civic event or important occurrence in Obz or concerning Obz should go undocumented across the social media sites.

Conclusion

We hope this strategy will be helpful to the aims of the civic. If you have any enquiries about the use of social media regarding the younger generation from an insider perspective please feel free to email:

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UCT KNOWLEDGE CO-OP

The UCT Knowledge Co-op facilitated this collaborative project.

See <http://www.knowledgeco-op.uct.ac.za> or

Contact us at barbara.schmid@uct.ac.za / 021 – 650 4415

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