



# SOCIAL MEDIA GUIDE



## GOAL:

Share what you have learned about bioenergy through an 11-day social media campaign!

## HOW TO DO IT:



### Assign team roles



### Plan a strategy & timeline



### Start your campaign & monitor progress

Determine what role each person will play in the campaign.

#### 1. Team Director

Lead and organize your team, keep your team on schedule, and monitor progress (views, likes, and shares) during your social media campaign.

#### 2. Content Manager

Determine key messages you want to convey to your audiences about your infographic, and write text to engage viewers.

#### 3. Engagement Manager

Identify the various social media networks (Twitter, Instagram, Facebook, etc.) for your campaign. Respond to questions and comments from followers.

Plan ahead by preparing a strategy and timeline. This is necessary to design a successful campaign.

#### Tasks

- Choose the social media networks you will use.
- Write content (catchy text—just a sentence or two) that promotes your infographic.
- Schedule the days and times your team will send out your posts in the various social media networks, and make plans about how you will respond to comments.
- Be sure your schedule does not interrupt your classes!

#### Deadlines

You will have one week to prepare your social media strategy and 11 days to carry it out.

**Social media campaigns start April 11, 2016, 5:00 p.m. central time.**

#### Posting Social Media

Be creative to bring attention to your infographic and encourage audiences to share your infographic across their social media networks.

#### Responding to Comments

Reply quickly and courteously to comments about your infographic. See how your viewers react and what they are learning about bioenergy.

#### Monitor Progress

Measure your success by tallying likes, shares, and comments, and consider adjusting your outreach strategy based on your progress.

#### Tips:

- Stay positive and be thoughtful towards your audience. They may not be familiar with your topic. “Thank you for checking out my infographic” is a good backup response.
- If you receive aggressive or hostile comments, you may ignore or delete them. If this continues tell your team advisor.
- Be active. Like, share, and comment on others’ posts, and they may do the same for you.

# TIMELINE: Social Media Campaign Calendar

## BioenergizeME Social Media Campaign Rules

1. The social media campaign time period begins on April 11, 2016, at 5:00 p.m. central time and ends on April 22, 2016, at 5:00 p.m. central time.

2. Include #BioenergizeME and @BioenergyKDF in all of your social media posts. Here are some examples to get you started:

- “Check out our infographic on bioenergy! #BioenergizeME @BioenergyKDF”
- “Curious about bioenergy? Learn more with our infographic! #BioenergizeME @BioenergyKDF”
- “Share our bioenergy infographic on Facebook and Twitter! #BioenergizeME @BioenergyKDF”

## April 2016

						1	2
3	4	5 Infographics posted online, teams begin preparing social media campaigns.	6	7	8	9	
10	11 5:00 p.m. central time: Social media campaign begins.	12	13	14	15	16 Remember to be active on your social media networks!	
17	18	19 Remember to like, share, and comment on others' posts!	20	21	22 5:00 p.m. central time: Social media campaign ends.	23	
24	25	26	27	28	29	30	