# Social Media management for European Physiotherapy Associations

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Social Media management for European Physiotherapy Associations

1. Social media and community management

1.1 What should I know about social media?
- It offers great networking opportunities
- It can be used to share best practices and thoughts
- Sharing on social media increases your SEO (Search Engine Optimisation)
- If you get a lot of visits to your website, you increase your positioning
- Sharing on social media positions you as a health expert
- It attracts media attention to your events
- It enables you to follow your competitors and stakeholders
- It is a way to know what it is said about you
- Use can become much easier by using additional tools

1.2 Community management: what is it all about?
- Social Media Marketing
- Content creation
- Events promotion
- Customer relations (Twitter is taking over the traditional call centre)
- Marketing strategy
- E-reputation management
- Competition (up to date with the content of the competitors)
- Analytics and reporting
## 1.3 Community manager tools - a brief guide to the various tools that are available

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<tr>
<th>Tool</th>
<th>Description</th>
<th>Reasons:</th>
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<tbody>
<tr>
<td><strong>Google chrome (strongly recommend to use it)</strong></td>
<td>Google chrome is considered due to: 1. Plug ins are helpful —&gt; They work better in chrome. E.g. a. Colorzilla (for the color) b. Page ruler (for the dimensions of the page) c. You can have different sessions open at the same time</td>
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<tr>
<td><strong>Canva</strong></td>
<td>Tool to create visuals, infographics…</td>
<td></td>
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<tr>
<td><strong>Bitlinks</strong></td>
<td>URL shorter (More user friendly when sharing a link) It also works to know how many people clicked on the link</td>
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<tr>
<td><strong>Feedly</strong></td>
<td>Content reader and organiser Follow other physiotherapy blogs and websites</td>
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<tr>
<td><strong>TweetDeck</strong></td>
<td>Manage multiple Twitter accounts Programme tweets Control mentions, messages, notifications…</td>
<td></td>
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<tr>
<td><strong>Social Mention</strong></td>
<td>Reputation monitoring Search and analysis of contents, comments, photos, videos, mentions… by users Who mentions our brand, in what social media, at what time</td>
<td></td>
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<tr>
<td><strong>Google Analytics</strong></td>
<td>Web analytics Reports on users, visitors, duration … Monitoring of SEO and SEM strategies</td>
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<tr>
<td><strong>Buffer</strong></td>
<td>Send the same content to different Social Networks at once Schedule posts Suggestion: not sharing same content in different platforms at the same time Setting – posting schedule</td>
<td></td>
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<tr>
<td><strong>Adobe spark</strong></td>
<td>Similar to canva Possible to create 10 second videos (snackable content)</td>
<td></td>
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<tr>
<td><strong>Meetup</strong></td>
<td>Networking platform</td>
<td></td>
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<tr>
<td><strong>Metricool</strong></td>
<td>Analyse, manage and measure the success of your content and digital campaigns Analyse your social networks Real time</td>
<td></td>
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<tr>
<td><strong>Slack</strong></td>
<td>Messaging tool to message with different teams Subscribe to Google alerts for free through Slack (great for crisis management)</td>
<td></td>
</tr>
<tr>
<td><strong>Hootsuite</strong></td>
<td>Social Media Monitoring Platform Eliminates the need to jump from one social media to another Gives access to calendar (just like Buffer) Gives access to analytics (some of them for free) Tweets or FB posts can be assigned to a member of the team It can be integrated with apps In our (ER Secretariat) case BUFFER works better because we do not have to be constantly monitoring what is happening in social media</td>
<td></td>
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</table>
1.4 What is a social media strategy?

- Why have a social media strategy?
  - Gives direction to your social media project
  - Understands the importance of the Social Media manager
  - Defines your content strategy
  - Assesses and repurposes your current efforts
  - Define where it makes sense to be present
  - Defines who it makes sense to target
  - Sets up the pace and frequency of the posts
  - Decides if you need to invest in any social medial tools or free versions
  - Defines which metrics it makes sense to analyse and track over time

- Elements to define inside the strategy:
  - **Objectives**: What do you want to achieve?
  - **Audience**: Who are you addressing? Where are they located? What are their interests? What are they looking for?
  - **Content**: What type and format?
  - **Channels**: Where?
  - **Timing**: When? When is the best time to send your messages? How often?
  - **Results**: Which metrics to measure (Google Analytics)?
    - Engagement rate:
      - Likes, followers, shares
      - Views, saves, impressions
      - Subscribers, comments
      - Clicks, retweets, downloads
    - Newsletter subscribers:
      - Open rate
      - Click rate
    - Web analytics:
      - Website visits
      - Blog visits
      - First time visitors
      - Returning visitors

- Questions to ask:
  - What is your goal?
  - Do you have the resources?
  - How will you measure success?
  - Are you bringing any value to the followers?
  - How often will you need to produce new content?
  - Will you need additional resources?
    - Advice to keep in mind:
      - Create unique posts
      - Measure results
      - Mix different content formats
      - Mix internal and external sources
      - Define your social media strategy key elements
  - Social Media calendar:
    - Helps your plan, spread and organise your contents
    - **Tips**:
      - Think about audience. Plan and share content of value.
      - Audit existing content and look for successful posts.
      - Define publishing schedule and content mix following social media metrics.

* Suggestions: Google Calendar or Google Drive
1.5 Social media for events

- Social media plays an important role before, during and after the event.
  - Before:
    - Communicate on website.
    - Show how you are preparing for the event.
    - Upgrade background image including hashtags.
    - Make sure Community Manager is well equipped and ready to cover the event.
    - When trying to get attendees it is important to mention that pictures will be taken.
  - During:
    - Twitter: Preferred social network —> Mention hashtag and @speaker
    - Share images with your tweets including highlights and social moments of the event.
  - After:
    - Share insights of the event. Write a blog post on your association page highlighting your participation and include your thoughts.
    - Thank attendees, organisers and sponsors.
    - Use Social Media to share your presentations —> Power Point slides adjusted to Twitter’s format
    - Communicate details of next year’s event

1.6 Crisis management on social media

- Why use social media to manage crisis?
  - Sometimes a crisis cannot be avoided but it can be contained.
- What if you don’t respond?
  - Stakeholders may share more as well as other people.
  - Monitoring what is happening is key because if you do not monitor you learn about the negative feedback too late to respond.
  - Assemble a crisis communication team.
  - Appoints a spokesperson (should be the crisis communication leader).
  - Set policies and systems.
  - Help craft and deliver effective messages (communication team).
  - Help navigate legal issues (lawyer).
  - Three ‘Rs’ to an apology:
    - Remorse (feel sorry).
    - Responsibility (to be taken if demonstrated that the crisis was caused due to your mistake).
    - Repair (let people know that what you are doing to correct things).
- Post crisis evolution and assessment:
  - Show what you have learnt and what actions you took so that you can be better prepared the next time.

1.7 General Data Protection Regulation (GDPR)
Community Managers should know about GDPR and understand privacy is a priority. Content must be accurate. Avoid “Fake News”.


2. Social networks

2.1 Facebook

- **Data:**
  - 2.6 billion monthly active users (for March 2020)
  - 90% of users are under 35 years-old
  - Average user spends 25 minutes per day
  - 49% of users log in at least twice per day
  - 50% of all comments come within 10 hours of posting the image

- **Use:**
  - Establish an optimised FB page: Create an appealing FB page. People will go to your page once. They will not return.
  - Do not try to sell anything. Add value. Give your followers a reason to follow you.
  - Build relationships with your followers. Ask and answer questions provide value to your community and user-generated content can be a good idea to engage with followers.
  - Always accompany text with images. Gifs are a good option too.
  - Share tips, they are an attractive content
  - When sharing video to FB it is better to upload directly to FB and not Youtube. They are competitors and videos uploaded directly to Facebook will get more views than links to a youtube video.
  - Follow FB Insights to know when your users are active and to find out what type of content drives the most engagement.
  - Update Facebook and Twitter with content linked to the web and youtube.

2.2 Twitter

- **Data:**
  - 330 million monthly active users (January 2020)
  - 80% of monthly active users via mobile
  - 500 million tweets are sent per day
  - 93% of organisations use Twitter for marketing
  - 77% of users feel more positive about a brand when their tweet is replied to

- **Use:**
  - Twitter uses ‘mentions’ (to introduce someone into a conversation) and ‘hashtags’ (to group tweets of the same topic)
  - Encourage people to visit your website
  - Recycle old blog posts that are still relevant
  - Tweet messages with info related to your organisation, this gives followers a good reason to follow you
  - Follow events via the #hashtags: Change the background of the twitter account to promote an event (a few months in advance)
  - Make lists. Lists in Twitter allow you to separate people according to areas of interest
  - Include emojis, images, gifs and videos
  - Keep an eye on the trending topics’ list and include them in your tweets to gain visibility
  - Moments feature: Share photos and videos to tell a story. Great for events
  - Contests and user generated work well on Twitter
  - Tweets can be embedded to a blog or similar
  - Update Facebook and Twitter with content linked to the web and youtube.

**Twitter analytics**

Lots of interesting information to see the interests of the people who are following you
2.3 Instagram

- **Data:**
  - 1 billion monthly active users (January 2020)
  - 90% of users are between 18 and 45 years-old

- **Use:**
  - Optimize your Instagram profile – start thinking about what your IG feed will look like
  - Insert your website link
  - With Instagram business profile you can add a contact button
  - Inside Canva app there is a template for Instagram stories
  - Include hashtags and mention @stakeholders
  - If another person's photo is used, ask for permission and, if granted, put the emoji of the camera and the name of the person
  - Bingram to download IG photos
  - Use exclusive content you have not shared in any other social network
  - Use geotagging to let people know where pictures are taken
  - Instagram insights: Keep an eye on the metrics
  - Use Instagram to publish photographs, infographics and audio-visual material.

2.4 LinkedIn

- **Data:**
  - 675 million monthly active users
  - 40% of users check LinkedIn daily
  - 42 million unique mobile visitors per month
  - Users conduct 1 billion searches per day

- **Use:**
  - Optimise page: include company logo, description, organisation, website and background image
  - Share relevant news, blog posts and physiotherapy/health/physical activity related news
  - Use images, avoid video if possible
  - Use LinkedIn analytics
  - Use this tool to create a network of professionals

2.5 YouTube

- **Data:**
  - 2nd most used Search Engine after Google
  - 2 billion monthly active users
  - 3.25 billion hours of video watched per month
  - 8 out of 10 18-49 year-olds watch videos on YouTube

- **Use:**
  - Optimize profile. Add an image that represents your brand, a short introductory video
  - Link website and social networks – verify your website
  - Optimise videos for SEO using keywords
  - Videos in YouTube for a long term – Facebook for concrete actions
  - Include videos to answer FAQ
  - Catch viewers’ attention in the first 7 seconds and surprise them
  - Go for a short and direct message
  - Use YouTube analytics
  - Optimise videos for small screens (they are mostly watched through the smartphone)
3. Best time to post on Social Media - 2020

**Facebook Global Engagement**

**Twitter Global Engagement**

**Instagram Global Engagement**

**LinkedIn Global Engagement**