

Social Media Training

HOPE CORPS

MAKE A DIFFERENCE WHERE YOU LIVE -- AND AROUND THE WORLD



PLATFORMS



HASHTAGS

Operation HOPE

Operation HOPE #

#HGF2015 #TheMemo #NewEconomy

Chance of discovery via hashtags: Medium

MLK Day

MLK Day #

#MartinLutherKing #MLK #TheDream |

Chance of discovery via hashtags: Medium

Legend: #overused #good #great #unused

General # for Financial Professionals

General # for Financial Professionals

#budget #debt #economy #financialnews #homeowner #investing
#moneymanagement #money #mortgage #personalfinance
#retirement #stocks #financialled |

Chance of discovery via hashtags: High

Legend: #overused #good #great #unused

HANDLES



LIVE POSTING

DO

- Hold conversations with others that post
- Mention people and use hashtags
- RT and Favorite other's posts
- Ask questions and ask for photos and posts
- Keep your tone conversational

DON'T

- Use profanity or inappropriate language
- Post low quality images
- Post grammatically incorrect sentences
- Forget our brand



MAIN STAGE

- Between each speaker, their handles will appear on the screen behind the podium, post directly to the speaker – you can DM them for a RT
- We will run a live Twitter feed between speakers, use this time to engage in conversation and ask for audience participation
- Take photos of each speaker and pull at least one quote to post
- Take photos of the audience between speakers –tell them to find their photo on our accounts
- Conduct mini interviews with the audience and post about them

WORKING GROUPS

- In the beginning, announce that questions will be pulled from Twitter – tweet to HGF2015
- Hand out papers that have the handles and hashtags need
- When leaving, tell them to post about what they learned
- Take photos and videos
- Sit with the tables briefly and get a sense of what they're discussing – post about it
- Ask people what they think and quote them, ask for a handle to tag



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- Help people that are using the iPads
- Encourage guests to post and take photos
- Take photos for guests and post to our sites
- Give people ideas of what to post

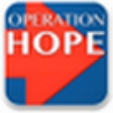
Sample Posts

I got #TheMemo at the @HOPEGlobalForum!
#HGF2015

I'm at the @HOPEGlobalForum helping secure a better financial future for us all!

So happy I got to hear SPEAKER speak. His/Her words were inspirational! #HGF2015

MONITORING



Operation HOPE
@OperationHOPE

72h

- RT others , Favorite, Like, Share, etc.
- Keep the conversation going, answer people and comment on their posts
- Jump into conversations where you see fit, bring others in with @mention
- Give thanks



TIPS & TRICKS

- Engagement increases 57% when posting “breaking news”
- The shorter the better: 17% higher engagement for tweets under 100 characters
- Use no more than two hashtags per post or face a 17% decrease in engagement
- Likes increase by 38% and comments increase by 32% on images containing faces
- Images with a high degree of lightness generate 24% more likes than darker images
- Images with a lot of background space generate 29% more likes than those without



HELPFUL TOOLS

