

# Crafting Relevant Content *on* Social Media Platforms



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I have a very good website.  
Is that not enough???



WhatsApp



Skype



Vimeo



YouTube



Tumblr



Vine



LinkedIn



Facebook



Twitter



Instagram

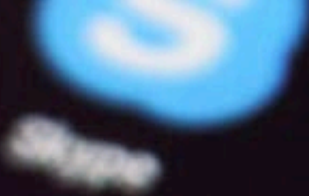


Google+





WhatsApp



Skype



Vimeo



YouTube



Tumblr



Vine



LinkedIn



Facebook



Twitter



Instagram



Google+



~~ALL FOR ONE?~~



~~ONE FOR ALL?~~

## **To help you determine the ideal platform to be on, you need to :**

- Clearly define your organisation's mission
- Have a clear objective why you want to have social media presence
- Audience
  
- Think sustainability – Beyond the project life
- Maintenance Cost – Human / Financial / Time
  
- Website Governance Board in Washington

# Main meal



# Plan Ahead

**Making weekly and sometimes monthly social media plans. Plan how you want your platforms to look like in a week**

- **Which high level Content to Post**
- **Which creative (Photos/videos/infographics) to use**
- **Which entertaining post to augment the high level ones with.**



# **This plan is best made on what you know.**

If you know of upcoming events for example, decide what you want to do

- live-tweeting
- #hashtag to use
- Facebook Live
- Facebook Photo update
- Instagram livestreaming

# Create a Content Library

*Prepare for the lean days.*



- Have any materials you think will make great content but not needed immediately? Create a folder somewhere and save them there.
- Organise and document these materials well so you can quickly fish them out when need be. Mostly materials in your content library should not have immediate expiry dates.

# Create a Content Library

*Prepare for the lean days.*



(c) ajay jain / kunzum.com

- Seen an awesome picture or video somewhere? Drop it inside the content library. You will need it in the days of Social Media drought. Remember to credit every photo

# Create a Content Library

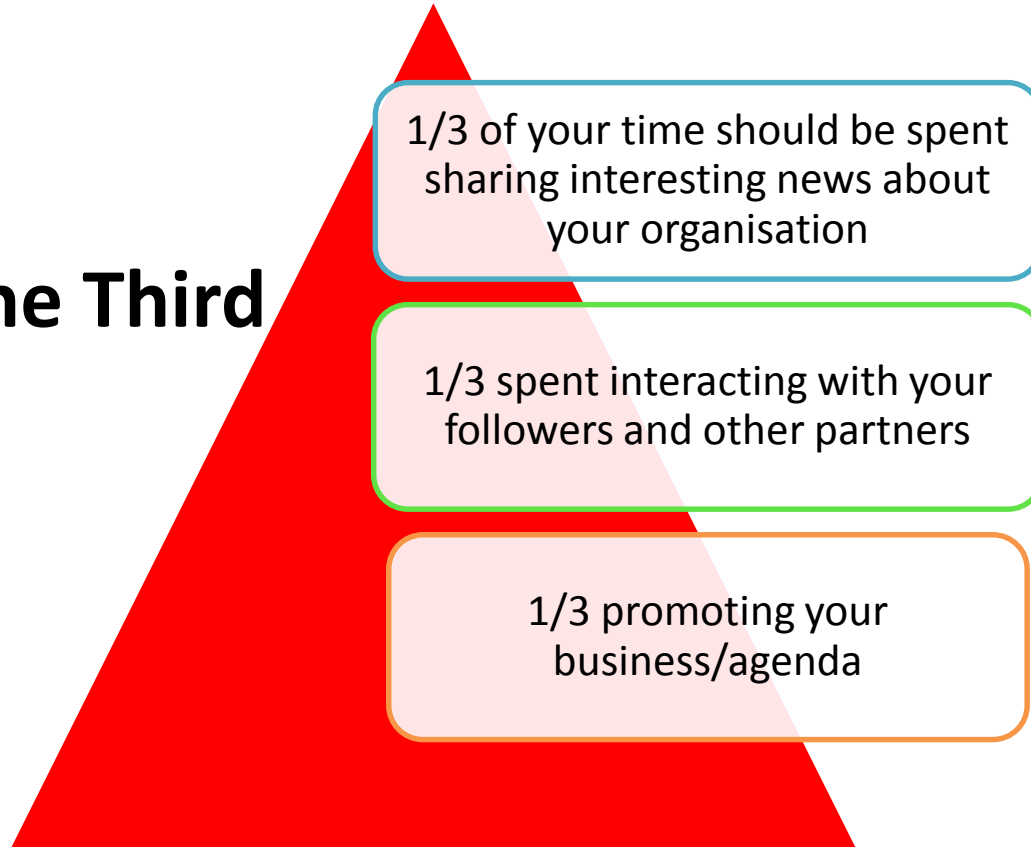
*Prepare for the lean days.*



- Carry your camera around, take random pictures and build an album of the **RandomS** in your Content library. A stand alone random picture can be an inspiration or catalyst for a post.

# Relevant Content Formula

## Rule of the Third



**Variety, just like pesticide, keeps the boredom generating rodents off your social media platforms!**

**Original is the NEW COOL. Copy and Paste is outmoded.**



**If you find a great post and want to use it, you can tweak it and make it your own just as people turn the same rice into all kinds of meals. You don't have to copy people's content.**

# Create posts around trending topics.

Create post around trending topics or a particular issue that has attracted a lot of interest. Content created around hot issues are sure to easily get attention, get shared and easily carry your message across.



The image shows a collage of three social media posts. The leftmost post is a KFC advertisement featuring a large bucket of fried chicken. The middle post is a Facebook post from 'US Embassy Scholarship' dated Wednesday at 8:01 PM. The text of the post reads: "A Great Opputunity for Africans to Study in US. Apply Now, President Donald J.Trump Approves US Embassy Scholarships for Africans. Apply Now (With your VISA Assured) before the Deadline. See Application Details==> <http://wp.me/p8CINr-aj>". Below the text is a photo of President Donald Trump signing a document at a table with other officials. The post has 18K likes, 422 comments, and 983 shares. The rightmost post is a Facebook post from 'U.S. Embassy Ghana' with a blacked-out name. The text reads: "Scam alert! We're receiving tons of messages about this Facebook post. Unfortunately, it's a scam. But since it's Cybersecurity Awareness Month, let's have a conversation about it: If you look critically at this post, what clues do you see that would lead you to know right away that it's a scam?". The post has 70 shares and 87 comments. A comment from Eunice Serwaa Dwomo is visible, stating: "Mmmm...even the spelling of 'opportunity' is enough to tell me it isn't from an authentic source. Authentic news will definitely be edited and all errors taken care of before it is released". Another comment from U.S. Embassy Ghana says: "Good eye, Eunice: The misspelling of 'opportunity' is the first big red flag!".

# Created Content Conversationally

Officialdom and rigid language is not what really makes content relevant. This is difficult and dodgy sometimes especially when you want to put out communication about things that you **REALLY MEAN BUSINESS ABOUT!**

In being conversational, your language must be in conformity with that of your audience -Know their culture, **SPEAK THEIR LANGUAGE**, use the things they like.



3 Idiots  
Scene

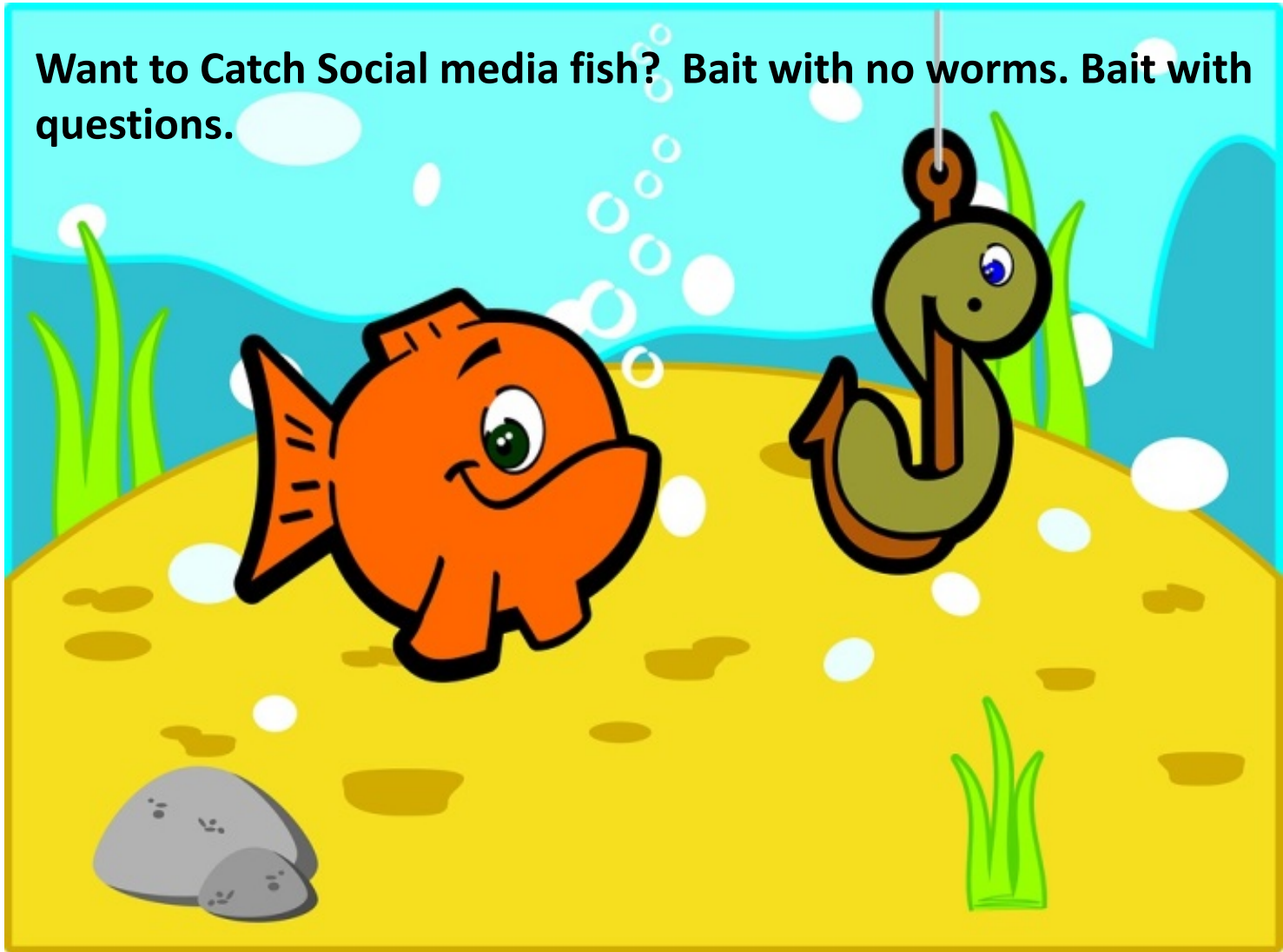
What is a  
Machine?

3:09



*Tings a gwaan a Royal Senchi*

**Want to Catch Social media fish? Bait with no worms. Bait with questions.**



**Asking questions is a potent way of creating relevant and engaging content.**



# Fried

# Grilled

# Fillet

Reply their answers and counter questions... generate questions out of their answers and keep the conversation going like that of two new love birds.

# Call to Action



**Task your readers/audience/followers to do something**  
**Share pictures, experiences, posts.**  
**Asking them to like will be awkward anyway.**

- Quiz
- Polls

*Dosage*

**Updates Post Regularly**

Facebook

Ideally 1 to 3 times

Twitter and Instagram

5-10 times



**Timing:** You would want to study your audience and know when they are most active online. Content posted after work hours do quite well compared to those posted during peak working hours. However its safe to post between 7am and 8pm



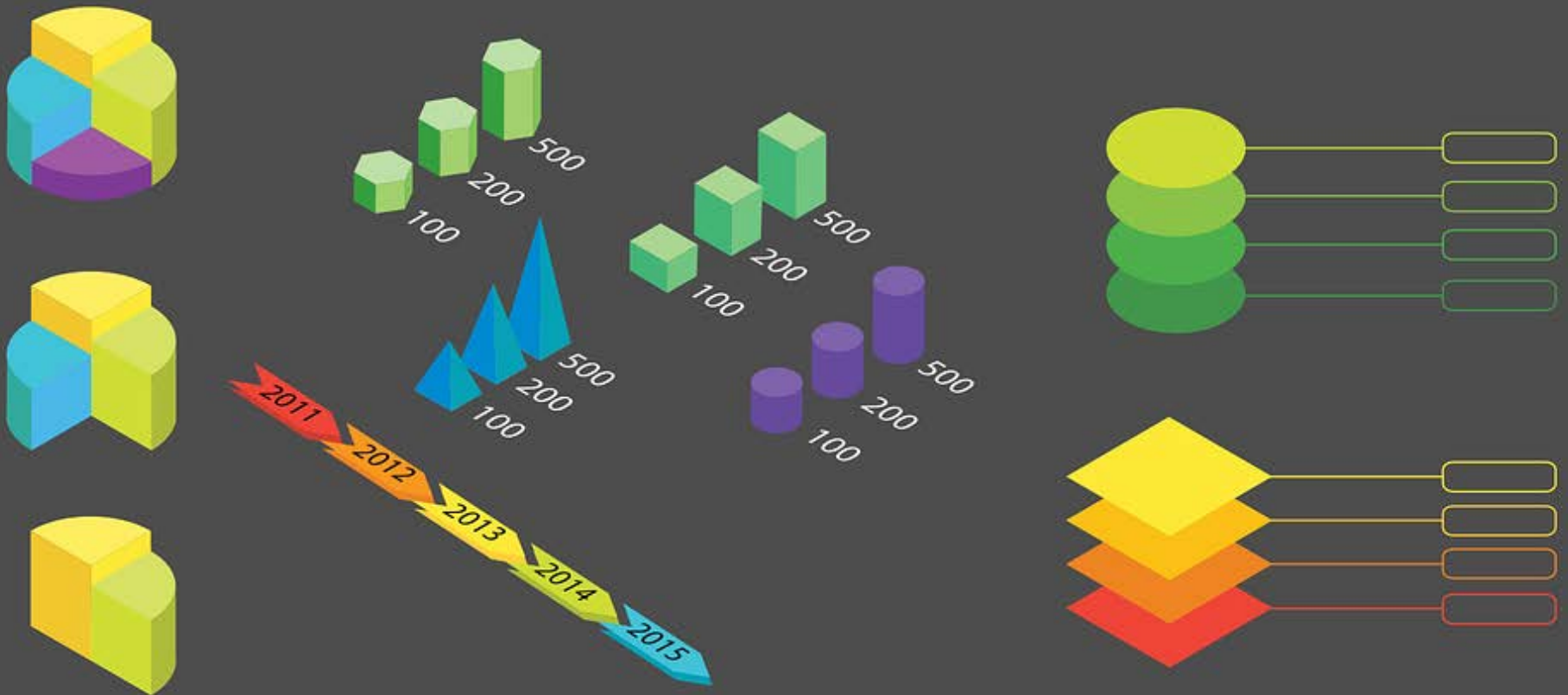
## **Show your human side.**

People warm up to your posts and platforms when they are able to relate to or see the people behind the action. Those awesome behind-the-scene photos and videos do a lot of magic.

# Infographics

Does our work depend on data a lot. Is it difficult for people to understand all the data you put out? Why not just post music videos for them? Oh wait a minute. Heard about Infographics?

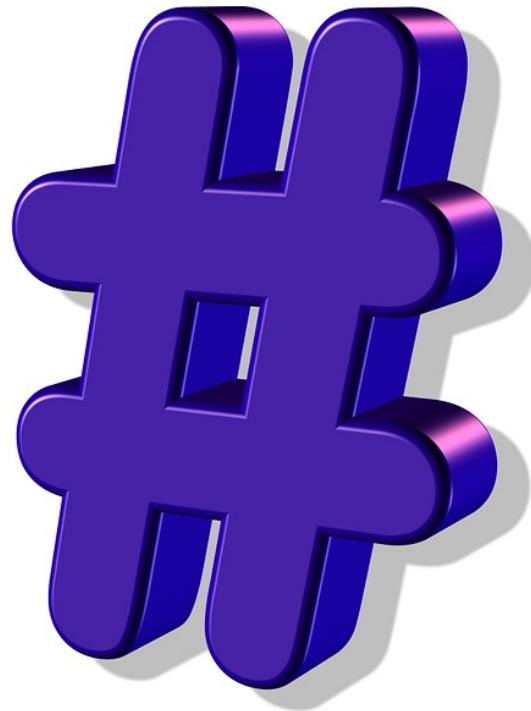
This is an easy to understand way of presenting data to your audience. It is also very easy to share on social media. Use it.





# Jack where are you? Find me with a **HashTag**

Make it easy for people to find all your content/post on a specific topic especially on campaigns like Child Trafficking, WASH, anti-corruption. They also make it easy for people to engage you and also give you ideas for content creation



# Pause, Proof before Posting.

That feeling when an awesomely created post is ruined by some simple grammatical error. Though social media platforms are fast-paced environments, it is prudent to always take your time and check what you are posting very well.



# Be up to speed with Social Media changes and updates

The most popular social media platforms do very frequent changes and updates. To be able to create relevant content, you need to update yourself with these changes and factor them into your content creation.

Eg. Facebook Live, Twitter Live, Instagram Stories.

You can create a google alert for Facebook updates.

# Social Media Tools





## Create on the go with Adobe Spark's mobile apps



Spark Post

Create stunning graphics - in seconds.



Spark Page

Turn words and images into beautiful web pages -  
in minutes.



Spark Video

Create compelling video stories - in minutes.

Question

Time