



Social Engagement Handbook

V1.0 | **April 2020**

All of your work should be aligned with an overall strategy and company goals: it's always important to have a mission.

DCRAC Strategy Shingle Template (to be built by DCRAC leadership)



As a starting point, we've outlined functionality across DCRAC's social channels

Full Moderation Functionality

These are the channels DCRAC will focus on for social opportunities & engagement



Twitter



LinkedIn



Facebook



YouTube

Limited Moderation Functionality

DCRAC may still have to build these channels



Instagram

Guardrails for Moderation

- Basic Social Dos & Don'ts
- Key Suggestions for social channels
- Engagement Process Workflow
- Moderation Policies (deleting, hiding, etc.)

Below are key recommendations for implementing a successful social engagement strategy:

DO:

- Identify umbrella brand goals to tailor social content to
- Build and create a voice for your brand that aligns with your target audience
- Ensure consistency across your social channels (prospects should be able to capture the same image of your brand on Twitter as they would on Facebook)
- Optimize your profile to align with your brand holistically (regularly update cover photos, profile photos and bios)
- Create a content calendar to help increase consistency
- Engage with prospects & customers whenever possible (customers love interacting with brands, if they're tagging you directly, they're most likely going to be really happy to get a response)
- Use images & videos in content as often as possible
- Ensure hashtag utilization as often as possible, and when relevant (TW specifically)
- Track follower counts & likes (this is a great way to gain insight on what topics may drive more conversation)

We recommend being cautious of the below key touchpoints on social:

DON'T:

- Use hashtags that may be tied to content that you don't want your brand associated with (double check each hashtag before use by reviewing all associated content on the social channel)
- Publish content inconsistently (DO strive to have at least 2-3 posts up per week to remain relevant & active on social)
- Retweet/Share posts without adding information on how the content is relevant to DCRAC or your audience
- Speak in singular first person as a company (DO use WE or US instead of I)
- Publish content without triple checking for errors in spelling, grammar and punctuation

Twitter, Facebook & LinkedIn content consists of 3 elements that are important to social visibility and shareability

Key Suggestions:

There are 3 content elements that are important to increasing shareability of your social posts:

- **Context of your post:** Helps ensure relevance and timeliness of your post (consumers are more likely to share content if they can relate to it, or if the information may be helpful to themselves or their followers - keep copy short & sweet with keywords that are pertinent to your target audience)
- **Asset/Ad Unit:** Can help contribute to consumers stopping mid-scroll and reading through the content for more information (assets should be attention grabbing, ideally with your brand color palette)
- **Relevant Link:** Drives traffic to your associated website or other social channels, ultimately increasing overall brand awareness (utilize Bitly to shorten links & make them more clickable)

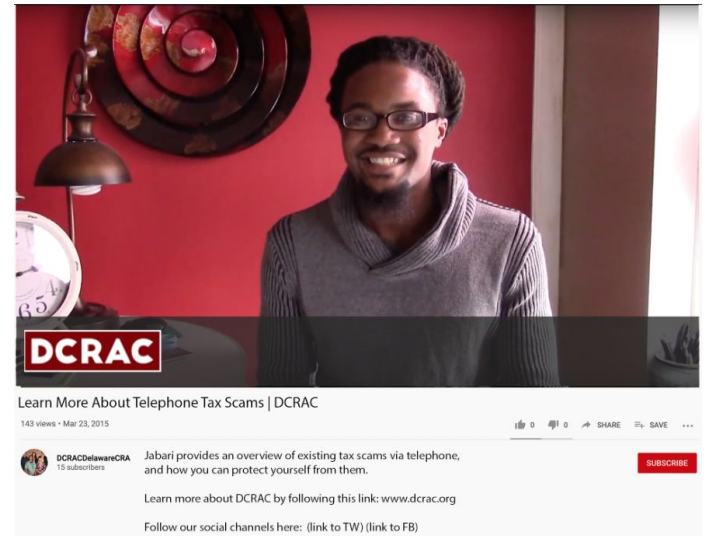


YouTube can act as an information hub for your business by ensuring your audience gains insight into your brand & offerings

Key Suggestions:

There are 4 video elements that are important to increasing traffic to your YouTube page, these include video titles, description, tags and custom thumbnails:

- **Video titles:** Tell users what the video is about and if the content is relevant to a specific search query (keep this under 60 characters, employ emotional language such as must/best/secret, end all titles with **"DCRAC"** to ensure it's branded)
- **Video descriptions:** Provide users with additional details about the video, and can help drive traffic to relevant sites or other video content (100-200 words, ensure 1st sentence includes relevant keywords, add links to relevant content & sites)
- **Tags:** While not public facing, are crucially important to help YouTube understand your video content and surface it in relevant user searches (include at least 5-15 relevant tags with keywords)
- **Video Thumbnails:** They're the first thing users will see when searching for content—it's best to have a standard version. Pick a thumbnail that will engage viewers, add in black overlay & logo so content is branded & consistent.



Below, we've outlined recommendations for social engagement analysis:

Types Of Messages We Engage With

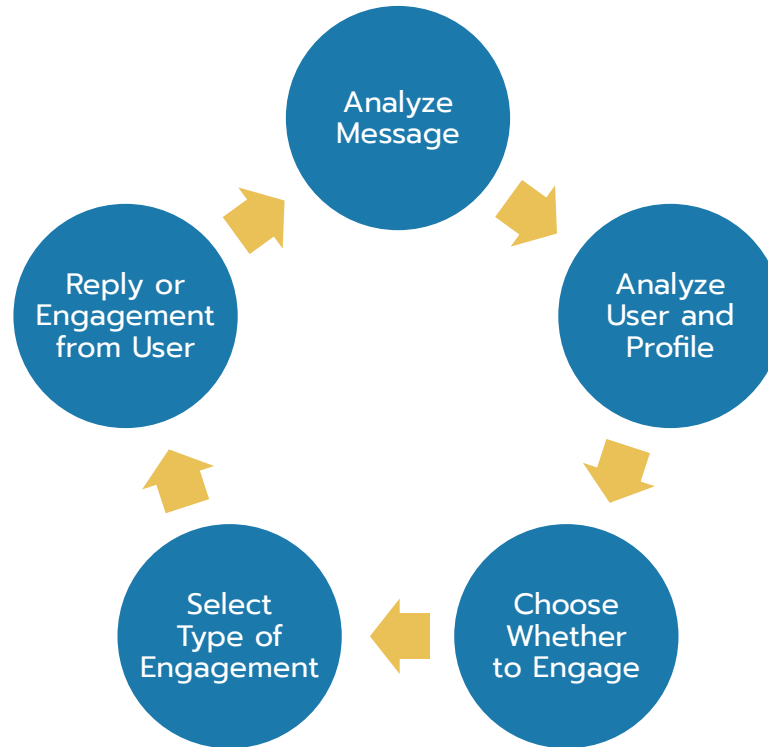
- Inbound messages and comments
- Brand Love/overall brand mentions
- Questions about offers & potential work opportunities
- Positive consumer experiences
- Customer ratings & reviews on social channels (FB)

Types Of Messages We Do Not Engage With

- Servicing questions (direct customer to call DCRAC directly)
- Spam
- Rude/offensive/racist comments
- Political comments

Engagement Process Workflow

Here are the key steps that should be taken before engaging on social:



Engagement Process Workflow

Step 1: Analyze the Message

When a message mentions DCRAC or is posted on owned pages, ask the below questions to analyze it:

Is the inbound message “safe”? *If the answer is **yes** to any of the questions below, we **do not engage**.*

- Does it include profanity?
- Is the message racist?
- Is the message offensive?
- Does the message say something negative about our company or brand?
- Is the message spam?
- Is the message random, or have nothing to do with the “parent” post?

*If the answer is **no** to **all** of these questions, then proceed to analyzing the user and their profile.*

Engagement Process Workflow

Step 2: Analyze the User and Profile

Once the message is analyzed, the user and their profile should be analyzed based on the following items:

Is the user "safe"? *If the answer is **yes** to **any** of the questions below, **do not engage**.*

- Has the user engaged with us on social previously, and if so, was it a negative engagement?
- Do other messages on their profile include profanity/racism/offensive comments, etc.?
- Are there inappropriate images or videos on their profile?
- Is their username or handle inappropriate or offensive?
- Is their profile extremely political, religious or controversial?
- Do their engagements regularly tag "unsafe" users?
- Is the user's profile 'spammy'?

*If the answer is **no** to **all** of these questions, then we proceed to curating a response to engage with the user*

Engagement Process Workflow

Step 3: Determine Whether to Engage & Type of Engagement

Reply or Comment On Original Message

- The message and user profile are both safe
- There is value added when the customer or prospect receives a direct response
- There is an opportunity to continue the conversation thread with the user

Like or Favorite Message

- There is not enough information in the message or user profile to craft a personalized response
- The user/profile regularly engages with us on social with very similar messages (i.e. donations, volunteering)
- We do not want to continue the conversation any further

Retweet Message

- The message will resonate and be understood by DCRAC Twitter followers (message does not need additional context to make sense)
- Message is tied back to a specific content stream, value proposition, etc.

Share on Facebook/Modified Retweet

- Message needs additional context to make sense to DCRAC followers
- There is additional information we are including because it ladders back to an overall organizational goal

Moderation & Deletion Policies are important for ensuring your social channels stay “on brand”

Content That Requires Removal

When a user posts content that is offensive, contains personal information, or spam, we consider hiding or deleting the post.

Examples of posts that would be removed:

- A link selling a product
- Racism, profanity, or offensive language
- Personal information (address, credit card number, phone number, etc.)

Action That Can Be Taken

Hiding

- Profanity/offensive, but person has only published on two or less posts (with these types of comments)
- User will not know that their comment was hidden

Deleting

- Available on Facebook, Instagram, and LinkedIn. Messages and profiles can be reported for abusive behavior to Twitter
- User will not be notified that comment is deleted and will no longer see their comment
- Personal Information (phone numbers, personal info)

Blocking

- Spam content
- Note: Blocking a user also deletes their content

Key Next Steps

Immediate Next Steps

Begin by building out your overall strategy shingle, so that all your social channels can be aligned

Middle Term

After building out your strategy, begin fine-tuning content that lives on your page currently (some examples would be editing YouTube content, beginning to build a content calendar for social content moving forward, etc.)

Long Term Next Steps

With your strategy built and content planned, begin implementing these Social Dos & Don'ts, Engagement Process Workflow and Key Suggestions on a day-to-day basis moving forward



Thank you