SOCIAL MEDIA STRATEGY

**Channel Overview**

* Facebook (FB)
  + Content: Major Stories / Events / Membership / Merchandise
  + High Engagement / High Conversation
  + Majority of audience >24 y.o.
  + Photo/Video posts exponentially more engaging than text/link
  + Caution: Hot Topics / Politics (oil drilling, Trump, EPA, etc.)
* Twitter (TW)
  + Real time news / Urgent updates
  + Keep the content brief, relevant, and urgent
    - “Call to Action” (CTA) Amplification (action alerts, petitions, etc.)
  + Images + videos get 2x the engagement
  + 86% tweets with links get retweeted
  + Use hashtags when/where appropriate to contribute to a conversation or an issue
* Instagram (IG)
  + Brand awareness / Brand Building
  + Limited CTAs / Limited conversions
  + 59% users check the app daily
  + Use hashtags when/where appropriate
  + To drive conversions, make use of the URL option in your profile (mobile-friendly pages preferred)

**IG Business Option (recommended)**

* Allows Analytics/tracking
* Ability to serve ads/promote ads/target users
* Shows optimal posting days & times

**Optimal Posting Times**

* Varies by day, by app, by audience
* For @surfrider
  + FB: Morning (8-10am PST)
  + TW: Morning (8-10am PST) and Evening (3-5pm PST) — just before afternoon/evening commutes
  + IG: Sweet spot around 9am PST most days, but some evening posts have also been successful (5-7pm PST)
* Peak user activity in early afternoon (1-2pm PST)