

# PRASC



**Project for the Regional  
Advancement of Statistics  
in the Caribbean**

**Projet régional pour  
l'avancement de la statistique  
dans les Caraïbes**

Funded by the  
Government  
of Canada

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# Social Media Overview

Project for the Regional Advancement of Statistics in the Caribbean  
(PRASC)

Natasha Maheu  
February 24-28, 2020  
Kingston (Jamaica)

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## Getting started on social media

- Is your department currently using social media?
- If so, what platforms do you use?

## Getting started on social media

Set a goal



Identify your target audience



Choose your platform



## Creating your social media account

- Follow the instructions on the social media platform to create an account (Ex. Twitter/Instagram) or create a business page from an existing user account (Ex. Facebook/LinkedIn)



# Creating your social media account (cont.)

## Example: Facebook

**Create a New Account**  
It's quick and easy.

Email or Phone:  Password:  [Log In](#)  
[Forgot account?](#)

First name:  Last name:

Mobile number or email:

New password:

Birthday: Feb 24 2020 ?

Gender:  Female  Male  Custom ?

By clicking Sign Up, you agree to our [Terms](#), [Data Policy](#) and [Cookies Policy](#). You may receive SMS Notifications from us and can opt out any time.

[Sign Up](#)

[Create a Page for a celebrity, band or business.](#)

**facebook** [Sign Up](#) [Log In](#)

**Create a Page**  
Connect your business, yourself or your cause to the worldwide community of people.

**Business or Brand**  
Showcase your products and services, spotlight your brand and reach more customers on Facebook.

[Get Started](#)

**Business or Brand**  
Connect with customers, grow your audience and showcase your products with a free business Page.

**Page Name**  
 Name your Page

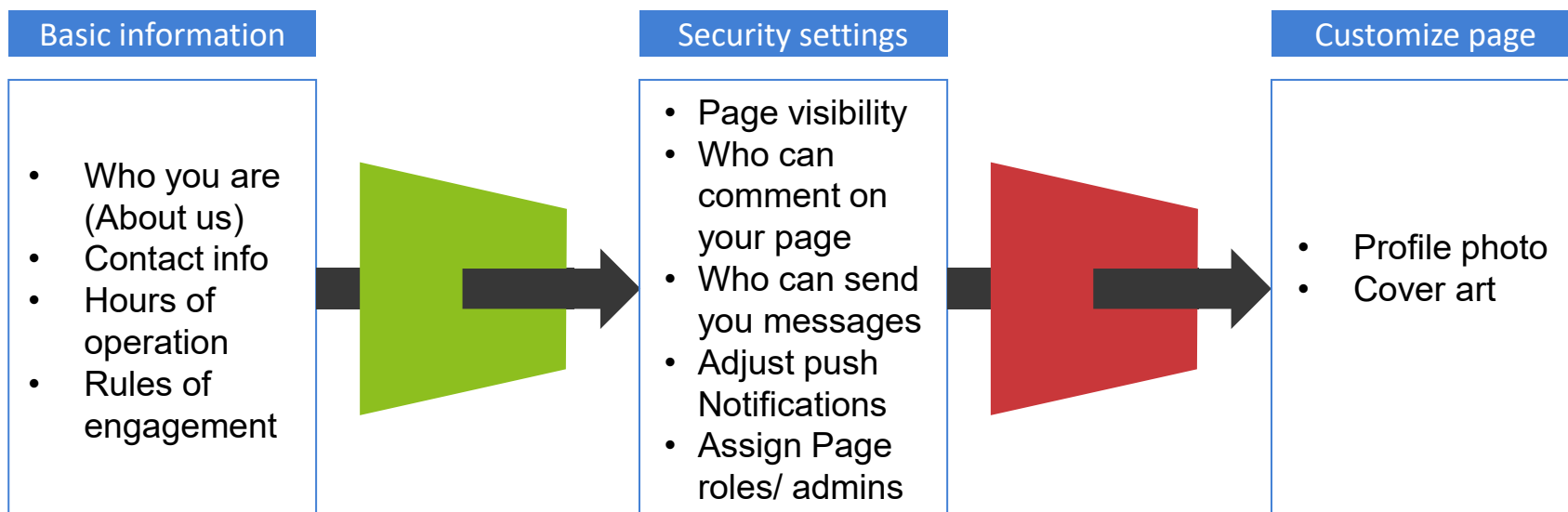
**Category**  
 Add a category to describe your Page ?

When you create a Page on Facebook the [Pages, Groups and Events Policies](#) apply.

[Continue](#)

# Creating your social media account (cont.)

Once your business page is created, add:



## Content strategy

Once your social media account is created and set-up, you can now start thinking about what type of content you'd like to publish...

Let's take a look at how to create a content strategy and a content calendar to help you manage what you will be publishing.



## 4. Content strategy

When time has come for you to start developing your social media content, it's important to ask yourself...

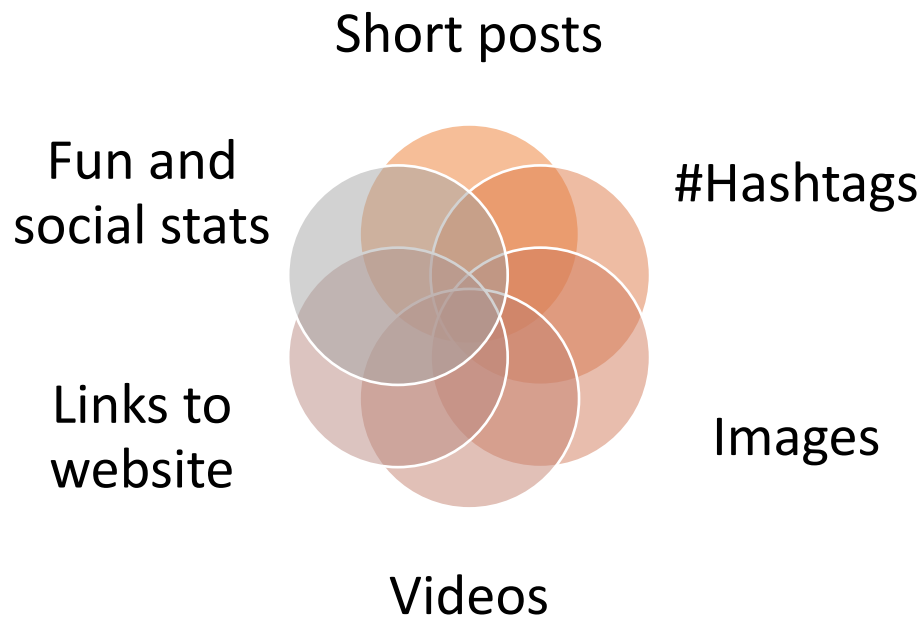
What type of content or data will you post?

How often will you post content?

Who will create the content and approve it?

How will you promote the content?

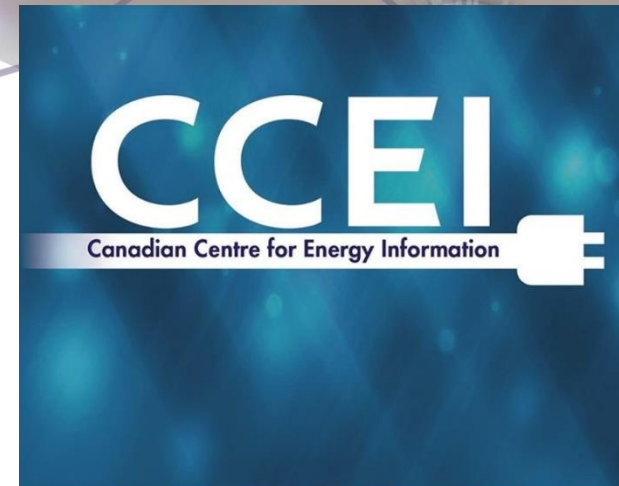
# Essential elements for social media content



# #Hashtags

Add hashtags to tap into ongoing conversations and increase chances of reaching your targeted audience.

1-3 hashtags per message maximum.



View Insights

Promote



Liked by naturalresourcescanada and 15 others

**statcan\_eng** We are working with @naturalresourcescanada, @canenvironment and the Canada Energy Regulator to develop the Canadian Centre for Energy Information, a trusted and convenient hub for #EnergyNews in Canada. Bookmark this link and let us know if you'd like to participate in user consultations, help develop data standards, or serve as a data or modelling partner: <https://energy-information.canada.ca>.

#cdnenergy #EnergyFuture #EnergyData #CrudeOil #NaturalGas #Coal #Hydroelectricity #Electricity #EnergyGeneration #EnergyProduction #Refineries #Pipelines #RefinedPetroleum #gasoline #GasProduction #RenewableEnergy #SolarEnergy #WindEnergy #TidalEnergy



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# Images

It is recommended to always add a picture to your social media posts.

Photos make the users want to stop and read your post while scrolling their social media news feed.

 **Statistics Canada** @StatCan\_eng

What do you call the absence of stress while drinking #tea? Sereni-tea 🍵. Happy #HotTeaMonth! In January 2019, the average retail price for 72 tea bags in Canada was \$4.36. [ow.ly/mzxw50xQvyj](https://ow.ly/mzxw50xQvyj)



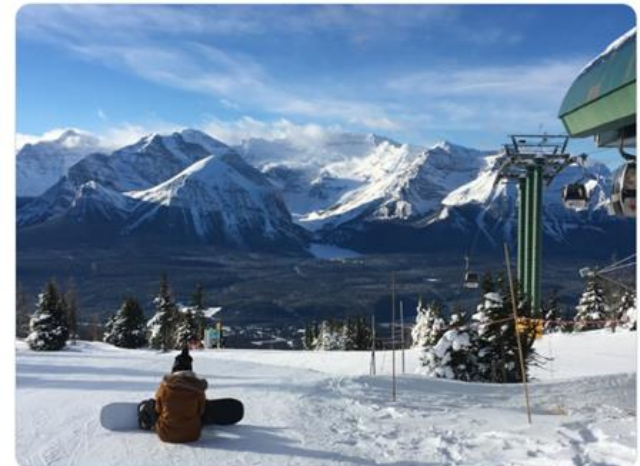
 **Statistics Canada** @StatCan\_eng

Can you name a better duo than maple syrup and pancakes? We sure can't... 🥞 In 2018, Quebec produced 8.9 million gallons of maple syrup, over 90% of the country's total production. [ow.ly/K8za50xCaqy](https://ow.ly/K8za50xCaqy) #MapleSyrupDay



 **Statistics Canada** @StatCan\_eng

Get ready to hit the slopes! Today is the first day of #winter. 🌨️ In 2017, 4% of Canadian households went skiing or snowboarding close to home. [ow.ly/Bvx350xFcN4](https://ow.ly/Bvx350xFcN4) #WinterSolstice



 **Statistics Canada** @StatCan\_eng · Jan 10

Today is #CutYourEnergyCostsDay! 💡 How do you plan to reduce your daily energy costs and help ensure sustainable and efficient use of Canada's natural resources? [ow.ly/IMwe50xSaIT](https://ow.ly/IMwe50xSaIT) #EnergyNews



# Short videos

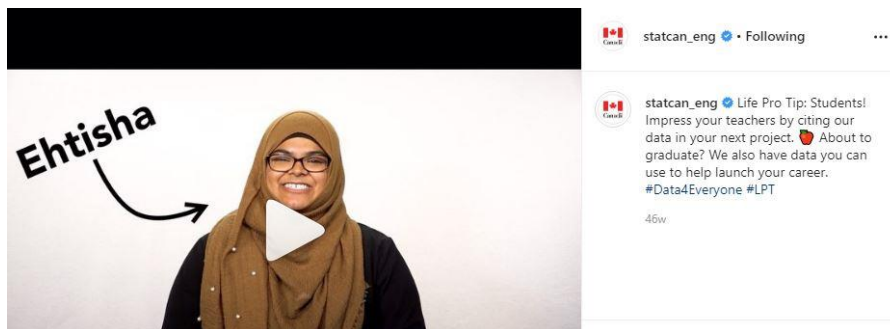
Short clips, videos and GIFs are very popular on social media.

Live streaming also helps boost your visibility and engagement with your followers.



The road ahead is electric! 🚗🔌 Our latest report shows that, in 2018, 97% of new zero-emission vehicles (#ZEV) registered in Canada were in 3 provinces – Quebec, Ontario and British Columbia.

[ow.ly/uUe350xdHXz](https://ow.ly/uUe350xdHXz) #ElectricVehicles #cdnenv



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## Links to website

Always try to add links to your website in your social media posts, so users know where they can find more information on this particular topic.

For platforms where character space is limited, use URL link shorteners. You can use free websites such as [bitly.com](https://bitly.com)

The screenshot shows the Bitly homepage with the following elements:

- Navigation menu: Why Bitly?, Solutions, Features, Pricing, Resources, Log In, Sign up, Get a Quote
- Header: bitly
- Section: **Create Click-Worthy Links**
  - Subtext: Build and protect your brand using powerful, recognizable short links.
  - Buttons: Get Started for Free, Get a Quote
- Illustration: A person standing on a staircase pointing at a large screen displaying a social media post with a link 'es.pn/link'.
- Link Shortener Interface (highlighted with a red circle):
  - Input field: `https://www.statcan.gc.ca/`
  - Output field: `https://bit.ly/3bHm5xw`
  - Button: Shorten
  - Disclaimer: By clicking SHORTEN, you are agreeing to Bitly's [Terms of Service](#) and [Privacy Policy](#).

# Fun & timely stats

 **Statistics Canada** @StatCan\_eng · Jan 20  
Who is a cheese lover's favourite musician? Mozart-ella! In July 2019, Canada produced 12,238 tonnes of mozzarella #cheese. Happy #CheeseLoversDay!  
[ow.ly/PwLZ50y0joS](https://ow.ly/PwLZ50y0joS)



 **Statistics Canada** @StatCan\_eng · Jan 31  
Today marks the first day of #Winterlude in the National Capital Region! ❄️ #DYK? 109,000 international travellers visited Canada between January and March in 2019. Don't miss out on all the fun activities being offered this year.  
[ow.ly/dZ6O50ya4Qh](https://ow.ly/dZ6O50ya4Qh)



 **Statistics Canada** @StatCan\_eng · Jan 25  
Happy #ChineseNewYear 🎉! 2020 is the #YearOfTheRat 🐭—the first animal of the Chinese zodiac. 🇨🇦 According to our last census, 1.8 million people in Canada reported having Chinese ancestry. [ow.ly/a1Qj50y41IX](https://ow.ly/a1Qj50y41IX)  
#LunarNewYear 🌕



 **Statistics Canada** @StatCan\_eng · Jan 24  
Happy #InternationalDayofEducation! 🌍📖 #DYK? Statistics Canada tracks a range of education indicators—from teaching time to international test results! To learn more, check out our education portal [ow.ly/SvZz50y4w5r](https://ow.ly/SvZz50y4w5r)



## Content calendar

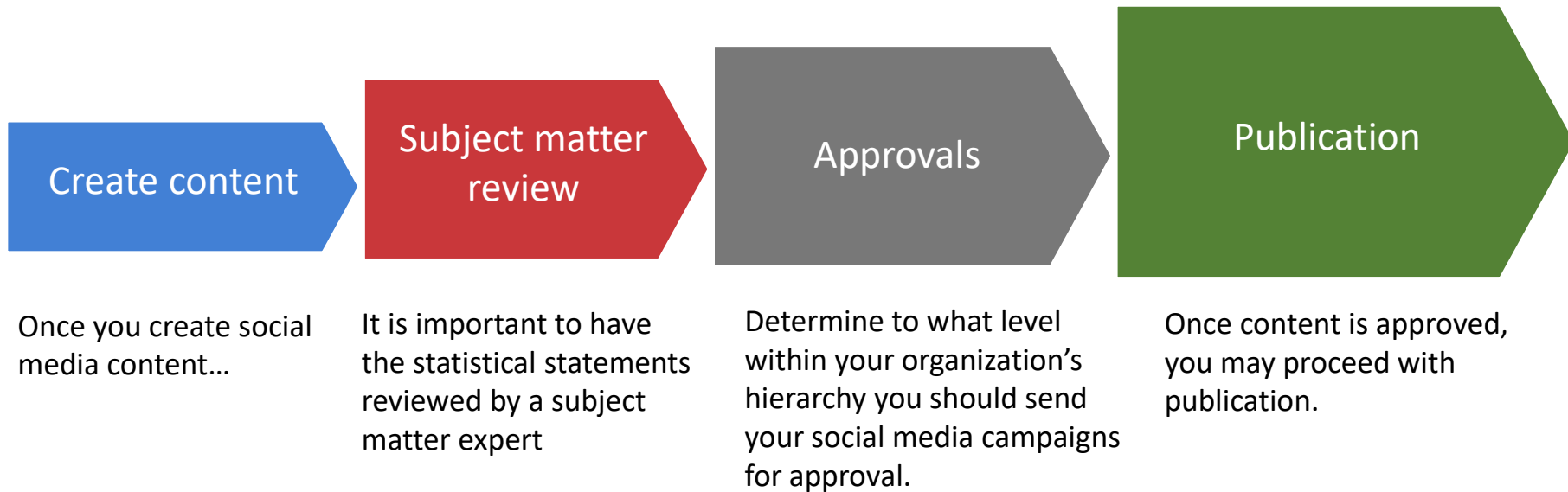
One of the most important tasks when planning social media content is **creating a social media content calendar!**

It is a tool to help you plan and schedule all your social media content in advance. It will help you stay ahead of upcoming key releases and important days-of-note for your agency, your communities and your country.



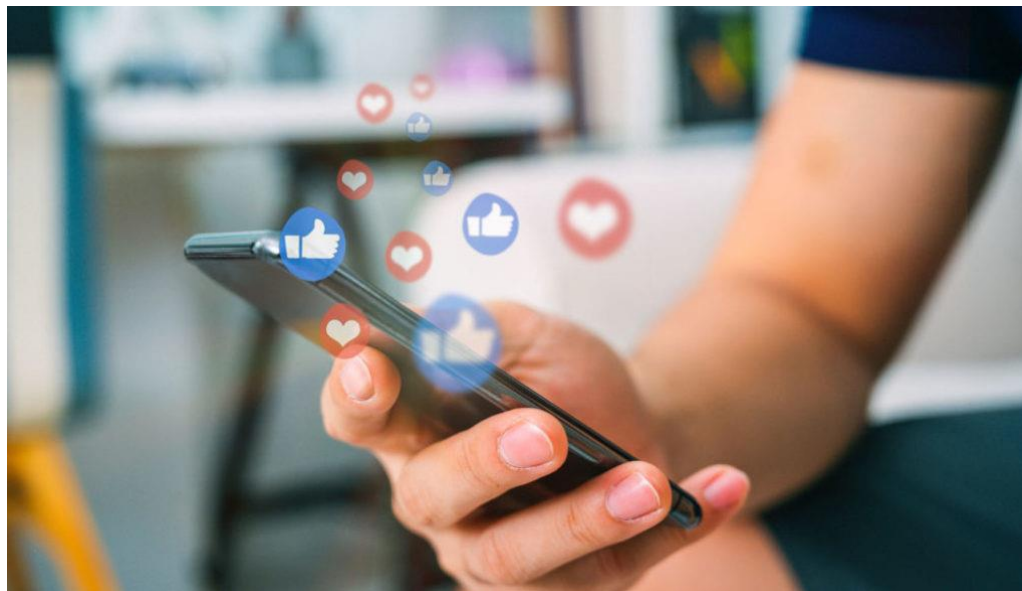
\*We will go through the creation of a content calendar more in-depth at our next session this afternoon...

# Approvals



## You're on social media... Now what?

Build your social following!



# Influencers

Find local influencers that are willing to endorse your organization.

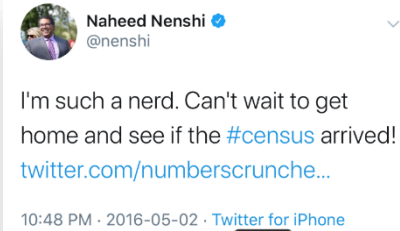
It can help boost your social media presence, generate additional awareness of an upcoming event and can encourage a different audience to connect with your organization.



**Ryan Reynolds** @VancityReynolds  
I love B.C. 🇨🇦 I want my daughters to experience the same natural playground I grew up in. On Oct. 21, the candidate you vote for will SHAPE CLIMATE POLICY. I'm proud of the climate progress made the last 4 years. Click [Elections.ca](https://elections.ca) for voting info. #Capilano



Pacific Wild and 2 others  
9:46 PM · Oct 16, 2019 · Twitter for iPhone



**Naheed Nenshi** @nenshi  
I'm such a nerd. Can't wait to get home and see if the #census arrived! [twitter.com/numberscruncher...](https://twitter.com/numberscruncher)  
10:48 PM · 2016-05-02 · Twitter for iPhone



# Promotion

Mention your social media accounts in:

- Email signature
- Brochures
- Website links



Follow us: [Facebook](#) | [Instagram](#) | [LinkedIn](#) | [Reddit](#) | [Twitter](#) | [YouTube](#)  
Suivez-nous : [Facebook](#) | [Instagram](#) | [LinkedIn](#) | [Reddit](#) | [Twitter](#) | [YouTube](#)

## 7. Monitoring your account



**Comments and questions**



**Service standards**



**Rules of engagement**



**Guidelines for employees**



**Interaction protocol**

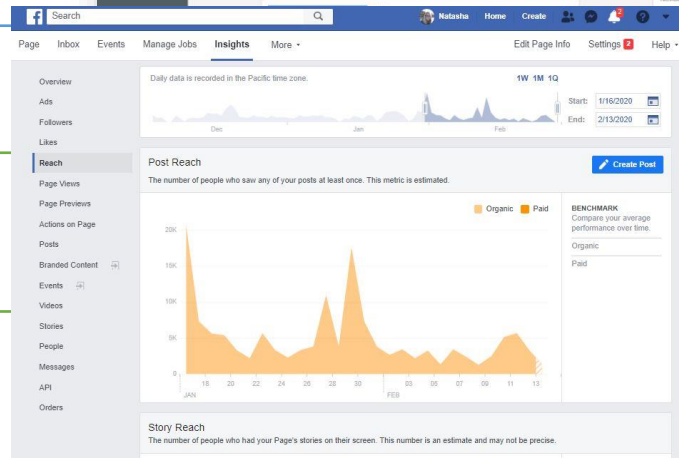
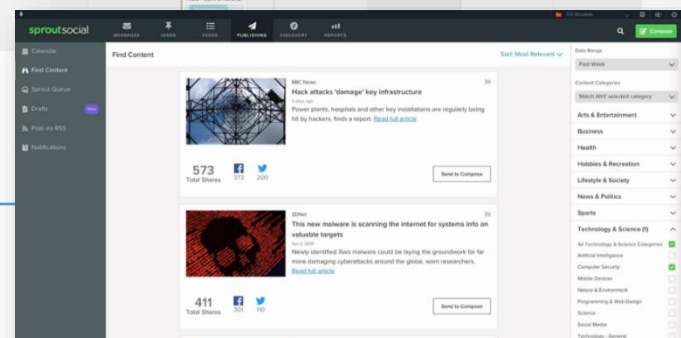
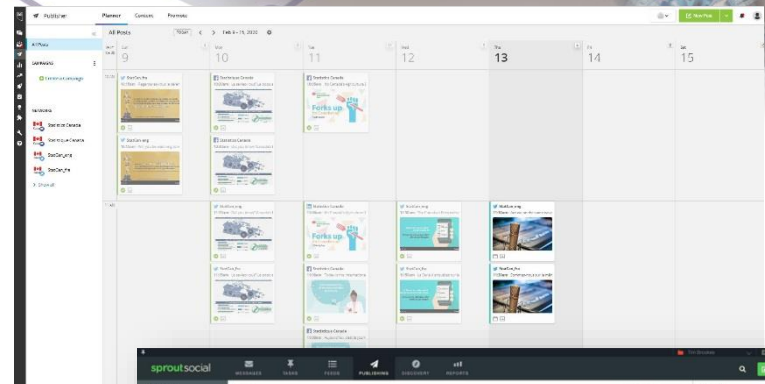


**Engaging with users**

# 7. Monitoring & Metrics

Free tools on the Web

Native platform tools





# Metrics report

## Engagement Rate (ER) Formula

Calculate how much people interact with your content.

$$\text{Engagement Rate (ER)} = \left( \frac{\text{Total Engagements}}{\text{Total Impressions}} \right) \times 100$$

*\*Engagement rate is expressed as a percentage, so for ease of use x100 is added to the above equation.*

Example:

| Platforms            | Number of posts | Total Impressions <sup>1</sup> | Avg. impressions per post for this campaign | StatCan avg. impressions per post for the same period | Total Engagement <sup>2</sup> | Avg. Engagement per post for this campaign | StatCan avg. engagement per post for the same period |
|----------------------|-----------------|--------------------------------|---|---|-------------------------------|--|--|
| Twitter              |                 |                                |   |   |                               |  |  |
| Facebook             |                 |                                |   |   |                               |  |  |
| Instagram            |                 |                                |   |   |                               |  |  |
| LinkedIn             |                 |                                |   |   |                               |  |  |
| Reddit               |                 |                                |   |   |                               |  |  |
| YouTube              |                 |                                |   |   |                               |  |  |
| <b>GRAND TOTAL:-</b> |                 |                                |   |   |                               |  |  |

<sup>1</sup> Total impressions: The number of times this post was delivered to a user in their social media timeline.

<sup>2</sup> Total engagements: Total number of times users interacted with these posts (total of actions such as link clicks, likes, replies, comments, shares, etc.)





**We can't wait to follow you!**

**Questions** 



You can contact the PRASC team at:  
[statcan.prasc-prasc.statcan@canada.ca](mailto:statcan.prasc-prasc.statcan@canada.ca)

Join the PRASC Facebook Group  
[www.facebook.com/groups/StatCanPRASC](https://www.facebook.com/groups/StatCanPRASC)

Follow Statistics Canada on social media!



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