

**Migrant and Refugee Youth COMMunication and advocacy for
equity and inclusion (MYCOMM)**

WP3 – Training Series 1:

***“Strengthening youth organisations in
social networking techniques: migrant
and refugee outreach”***

Hybrid Workshop – 27 & 28 of September 2023

Prepared by Group for European Integration (GIE)



About this workshop

- This workshop is developed in the framework of PR3 *“Training Series: Building communications capacities of youth migrant organisations”*.
- It is the workshop of the Training Series 1.
- It will be implemented in hybrid mode (f2f and online simultaneously) and will last 8 working hours, as follows:
 - 27/09/2023:** 10.00-12.00; 14.00-16.00 (4 hours)
 - 28/09/2023:** 10.00-12.00; 14.00-16.00 (4 hours)

At the end of this workshop, the learners will be able to:

- Indicate Key Performance Indicators (KPIs) that are used to track and report on the success of organisational social media objectives;
- Identify and segment the organization’s target audience;
- Conduct a SWOT analysis to identify the needs of the target audiences;
- Create a social media strategy and plan for migrant & refugee outreach;
- Use/apply Key Performance Indicators (KPIs) to measure the success of organisational social media strategy.

Starting developing a Social Media Strategy

When an organization develops a Social Media Strategy (SMS), there are important questions to answer:

1. **Why** exactly do you want to use social media **to involve** young people?
2. Will you mostly use social media to provide information OR to **build an audience** into a community?
3. What are your **social media goals**?
4. What **key messages** do you want to promote?



Source: iStock



Source: Dreamstime



Using **SOCIAL MEDIA** to involve young people

Remember that the tasks for self-paced learning have taught you that social media plays an important role in the communication with youth migrants and refugees, it can be an *important space for young people to shape their identities, build and maintain social relationships*:

- it can improve learning;
- it can teach about existing services;
- it can facilitate access & connections to services;
- it can allow migrants & refugees - separated by distance - to share information, get support and exchange resources across borders.



Taking part in online communities can motivate young people, especially migrants and refugees, to get involved in real life communities.

Social Media Strategy: Objectives and Key Performance Indicators (KPIs)



When setting the organizational **SMART objectives** of your SMS, you need to decide what you will use the SMS for, what do you want to achieve by it for your organization.

Then, you should link these SMART objectives with **Key Performance Indicators**.

Key Performance Indicators (KPIs) are metrics used to determine if a SMS is effective. They are tracked data related to an organisation's presence on individual platforms like Facebook, Twitter, or Instagram, or across all social platforms collectively. KPIs are predetermined targets to track how you're doing. By tracking KPIs, you get proof that your SMS connects with your target audience and builds awareness on your organization and its services.

Social media Key Performance Indicators (KPIs)



KPIs that you should use to evaluate your **social media performance** can include:

Reach and impressions

Engagement and interactions

Growth and retention

Traffic and conversions

Sentiment and reputation

Source:

<https://www.linkedin.com/advice/3/what-key-metrics-indicators-you-use-evaluate-your?trk=cg>

Specific social media KPIs

KPI	DEFINITION	IN-DEPTH
Reach & impressions	Show how many people have seen your content on social media	Reach measures the number of unique users who have viewed your post. Impressions measure the total number of times your post has been displayed on the platform.
Engagement & Interaction	Show how your audience is responding to your content on social media	Engagement measures the number of actions that users take on your post (i.e. likes, comments, shares, clicks, or saves). Interaction measures the ratio of engagement to reach or impressions, which indicates how relevant and appealing your content is to your audience.
Growth & retention	Show how your audience is changing over time on social media.	Growth measures the net increase / decrease in your number of followers or fans on each platform, which reflects your ability to attract and acquire new audience members. Retention measures the percentage of your existing followers or fans who remain loyal and active on each platform, which reflects your ability to retain and nurture your audience relationships.
Traffic & conversions	Show how your social media efforts are impacting your website performance and business results.	Traffic measures the number of visitors who come to your website from your social media channels, which indicates how effective your content is at driving traffic to your site. Conversions measure the number of visitors who complete a desired action on your website (such as signing up for a newsletter, downloading a resource, or making a purchase which indicates how effective your website is at converting traffic into leads or customers.
Sentiment & reputation	Show how your audience perceives and talks about your brand on social media.	Sentiment measures the tone and emotion of the comments and mentions that users make about your brand (positive, negative or neutral) which indicates how satisfied and loyal your audience is. Reputation measures the volume and reach of the comments and mentions that users make about your brand, which indicates how visible and influential your brand is.

How to measure social media KPIs (1)

- Hootsuite Analytics: measures **brand/organization reputation** & **awareness** (it tracks metrics from multiple social networks, all in one place; collects data from Instagram, Facebook, TikTok, LinkedIn and Twitter exports the information; creates custom reports).

How to use Hootsuite Analytics

- Hootsuite Insights: measures social media **sentiment** & **emotions** (it helps you watch what people say about your organisation even when they *don't tag* you).

How to use Hootsuite Insights

- Hootsuite's free engagement calculator: calculates the **engagement rate** (most social media marketing experts agree that a good engagement rate is between 1% to 5%; however, the ideal engagement rate can vary depending on the platform and industry).

Engagement Rate by Reach (ERR) = total number of engagements per post / Reach per post * 100

Engagement Rate by posts (ER post) = Total engagements on a post / Total followers * 100

Engagement Rate by impressions (ER impressions) = Total engagements on a post / Total impressions * 100

Daily engagement rate (Daily ER) = Total engagements in a day / Total followers * 100

Engagement rate by views (ER views) = Total engagements on video post / Total video views * 100



How to measure social media KPIs (2)

- **Social Reach** = Total reach (i.e. total number of followers who see the content of that post) / Total number of followers * 100

Automatic tools: Keyhole, Mention, Brand24, Hootsuite, and TweetReach

- **Follower Growth Rate** = New followers (followers growth) / Initial number of followers * 100

Automatic tool: Meta Business Suite, Socialinsider

- **Website Traffic** from social media: use Google Analytics, Facebook Insights, Twitter Analytics, Instagram Insights, and LinkedIn Analytics.

Third-party tool that connects with Google Analytics: Hootsuite, Buffer, Sprout Social, and Socialbakers

- **Social Interactions**: Number of Mentions on Twitter, Likes on Facebook, or +1's on Google+, etc tracked with, for example Social Media DashBoard



Further Readings on how to measure social media KPIs



- [25 Social Media KPIs You Should Be Tracking and When \(hootsuite.com\)](https://www.hootsuite.com/blog/25-social-media-kpis-you-should-be-tracking-and-when)
- [Engagement Rate Calculator + Guide for 2023 \(hootsuite.com\)](https://www.hootsuite.com/blog/engagement-rate-calculator-guide-2023)
- <https://www.benchmarkone.com/blog/how-to-measure-social-reach/>
- <https://blog.hootsuite.com/social-media-metrics/>
- <https://www.socialinsider.io/blog/how-to-calculate-follower-growth/>
- <https://www.klipfolio.com/resources/kpi-examples/social-media/social-interactions-metric>
- <https://www.klipfolio.com/resources/dashboard-examples/social-media>



Coffee break/ Refreshment



Let's start developing your Social Media Strategy!



Before we start...

...you need to know that:

- Today and tomorrow, you will work to design a Social Media Strategy *for your organization!*
- You will work on *template!*
- To fill in the template, you will be guided through several *tasks!*
- You will be assigned in a *team* – thus for each task you could *brainstorm with peers* before writing on the template the ideas you have for own Social Media Strategy!
- The trainer will provide you *explanations / examples* prior to each task!
- The trainer will be at your disposal all the time, so please feel free to *ask for support* whenever you need!
- At the end of the training, *each participant will deliver one Social Media Strategy* that s/he designed for own organization!



Task 1: Executive Summary



- Go to the group in which you have been assigned!
- Read slides 1-5 from the template provided by the trainer!
- Brainstorm with the colleagues in your group to share ideas, examples, experiences regarding how to write an **Executive Summary** for the Social Media Strategy!
- Write the Executive Summary of your Social Media Strategy (fill in slide 4 from the template)!

Time: 20 minutes

After 20 minutes, be ready to share your Executive Summary with the others, in case the trainer invites you to do so...

Task 2: Objectives...



- Go to the group in which you have been assigned!
- Read slides 6-8 from the template provided by the trainer!
- Discuss in your group about *organizational objectives*, *general objectives on social* and what *metrics* to use to track achievement of the latter!
- Formulate the elements mentioned above for your own organization (fill in the table in slide 8 from the template; you may delete or add rows)!

Time: 20 minutes

After 20 minutes, be ready to share your objectives with the others, in case the trainer invites you to do so...

**Lunch break
(2 hours)**



Task 3: Social media specific objectives



- Work individually to formulate social media specific **(SMART) objectives** for your Social Media Strategy and write them on table from the slide 9 in the template provided by the trainer (you may delete or add rows)!

Time: 15 minutes

After 15 minutes, be ready to share your SMART objectives with the others, in case the trainer will nominate you...



Task 4: Audience persona(s)



- Go to the group in which you have been assigned!
- Read slides 10-12 from the template provided by the trainer!
- Debate within the group how to better defines your audience persona(s)! Listen and learn from others' experiences, if any...
- Fill in your **audience persona(s)** in the table from slide 12 from the template (you should fill in at least one column)!

Time: 15 minutes

After 15 minutes, be ready to share you're your objectives with the others, in case the trainer invites you to do so...

Task 5: Competitive Analysis



- Read slides 13-16 from the template provided by the trainer!
- Describe the *profile of your competitors* by filling in the table from slide 15 and *perform a SWOT analysis* of your own organization by writing strengths, weaknesses, opportunities and threats in table from slide 16.

Time: 45 minutes

- Report on the task's achievement and share results with the others...



Wrap up

**Closure of the 1st day of the training
workshop**





Day 2: 28th of Sept 2023



Task 6: Social media audit



- Go to the group in which you have been assigned!
- Read slides 17-21 from the template provided by the trainer!
- Discuss within the group how to better approach the task / clarify concepts and then work alone to fill in the tables in 19, 20, 21 regarding social media benchmarks, audit and actions!

Time: 45 minutes

After 45 minutes, the trainer will ask for volunteers to share their results. Be one of them!



Coffee break/ Refreshment



Task 7: Content strategy



- Read slides 22-25 from the template provided by the trainer!
- Fill in the **content pillars** of your social media strategy, in the table from slide 24.

(Note: table from slide 25 is FYI only – you do not have to / cannot fill in it now!)

Time: 30 minutes

- Report on the task's achievement and share results with the others, when the trainer will request so...

**Lunch break
(2 hours)**



Task 8: Next steps



- Go to the group in which you have been assigned!
- Read slides 26-31 from the template provided by the trainer!
- Please note that this task is only a simulation (role play) as you do not have yet real data to work with...
- Exchange ideas with your colleagues and debate on potential 'real-life situations' in order to fill in (individually) the table from slide 26 with a virtual **progress update**.
- Then write more 'real/realistic' solutions in tables from the slides 29, 30, 31.

Time: 60 minutes

After 60 minutes, the trainer will pick up few participants to invite them to share their results...you might be one of them!

Time to finish...official closure of the training

- Collecting the Social Media Strategy developed by each participant (on Google shared drive)
- Handing over the certificates of attendance
- Assessing the training (evaluation online questionnaire)
- *“The floor is yours!”* ...Inviting participants to share their impressions...



**Thank You for
Your Attention**

A yellow emoji with a wide, happy smile, showing its tongue. It has large, expressive blue eyes and is giving a thumbs-up gesture with both hands. The emoji is positioned below the 'Thank You' text.

GOODBYE,
GOOD LUCK,
AND KEEP
IN TOUCH!

