

**VFW**  
VETERANS OF FOREIGN WARS  
California

# Social Media



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### Understanding Your Audience

- o The backbone of every successful social media strategy is social listening; which should be the initial step when launching your choice of the type of social media you will use.
- o What's the best way to look for them? Match your social media platform to target demographics and the type of content you intend to create.
- o What methods do you use to target content? Recognize your own voice: keep your audience engaged, repeat it frequently and consistently.
- o Know your material: have a clear strategy in place that will meet your audience's needs.

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### Comparing Social Media Platforms

What are some of the available platforms and how do they compare with each other?

- Facebook, Twitter, Instagram, LinkedIn, YouTube
  - ❖ Facebook- 75% of male internet users and 83% of female users are active on Facebook; 22% of the world uses Facebook and stats from 2017 show Facebook had 2 billion monthly active users.
  - ❖ Twitter – 81% of millennials check Twitter once a day; it has 330 million monthly active users and 83% of the world's leaders are on Twitter.

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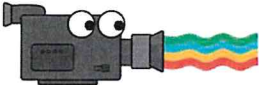
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**Content Formats cont.**

- Visual Animated GIFs
- Visual Videos
- Visual Live Videos



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**Sharing Other's Content**

- Reposting Content
- Planning Calendar
- Frequency of Posts



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**All-State & All-American Requirement**

➤ Using Facebook for social media is the requirement in both programs



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