

NEIGHBORHOOD EXCHANGE WORKSHOP SERIES

Effective Marketing & Media Strategies

	FOCUS	WAYS TO INTERACT	PROS	CONS
FACEBOOK	Sharing images, posts, event invites, links to content	"Like," "Share," comment, "Friend," send direct messages, status updates, check "News Feed"	<ul style="list-style-type: none"> • FREE • Widely used (72% of adult internet users*) • Accessible via mobile and computer 	<ul style="list-style-type: none"> • Not all adults use the platform • Learning curve to setting up a profile and navigating
INSTAGRAM	Sharing images, comments, and short videos	Comment, "repost," send direct messages, "Follow," "Like"	<ul style="list-style-type: none"> • FREE • Accessible via computer and mobile • Widely used among youth and young adults (28% of adult internet users, 55% of adult users 18-29*) 	<ul style="list-style-type: none"> • Can only post new content on mobile • Image and text only
TWITTER	Sharing "tweets", short comments	"Retweet," "Like" tweets, send direct messages, follow "Timeline"	<ul style="list-style-type: none"> • FREE • Accessible via mobile and computer • Access to public figures and celebrities 	<ul style="list-style-type: none"> • Not widely used (23% of adult internet users) • 140 character limit
PRINT NEWSLETTER	Sharing news and events in hard-copy format	Diverse distribution opportunities (e.g. meeting face-to-face, delivery to libraries, etc.)	<ul style="list-style-type: none"> • Does not require internet access • Opportunities to solicit ad placements by local businesses 	<ul style="list-style-type: none"> • Time required to draft and publish • Requires labor to distribute • Printing costs
E-NEWSLETTER	Sharing news and events via e-mail	Forward, reply directly to sender, connect with social media accounts	<ul style="list-style-type: none"> • Can be free • Accessible via mobile and computer • Receiving from someone personal • Forward content to existing e-newsletters 	<ul style="list-style-type: none"> • Time required to draft and publish • Time required to gather and maintain distribution list
WEBSITE	Sharing news, images, events online	Broad range of ways to connect online, connect back with social media accounts	<ul style="list-style-type: none"> • Can be free • Can be accessible via smart phone and computer • Accessible to anyone with internet access (i.e. does not require an account) 	<ul style="list-style-type: none"> • Time and labor costs required to create and maintain

* For reference, see "The Demographics of Social Media Users", Maeve Duggan, Pew Research Center, August 19, 2015
**** Also there are many new mobile apps and texting services coming out each day, check these out online too!**

NOTES

RESOURCES

- **How to Set up Facebook, Twitter and Every Other Major Social Media Profile**, Hootsuite Blog, Evan LePage
<http://blog.hootsuite.com/how-to-set-up-a-social-media-profile/#pagetop>
- **Social Media Marketing Best Practices for Nonprofits**, Salsa Labs Blog, Jennifer Gmerek
<https://www.salsalabs.com/get-know-us/blog/social-media-marketing-best-practices-for-nonprofits>
- **Social Media Best Practices for Nonprofit Organizations**, Canadian Coalition for Global Health Research
http://www.ccghr.ca/wp-content/uploads/2014/06/CCGHR-Social-Media-Modules_Complete.pdf

NEIGHBORHOOD EXCHANGE

We make Detroit stronger by connecting community groups to resources, news, workshops, and a peer network.

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