

VOA & Social Media

Rules of engagement
&
Some thoughts about
the future

By

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VOA newsroom



Africa 54



Straight Talk Africa



VOA: TV, Radio & Web, social media

- VOA broadcasts about 1,800 hours of radio and television programming each week to an estimated global audience of 190 million people weekly.
- Language services use their websites and social media platforms such as Facebook, Twitter and YouTube to share content and interact with the audience.

The beginning



What is VOA?





Islamic State Claims Deadly Jakarta Attack

Seven people dead, including five attackers; police say militants who targeted upscale neighborhood in Indonesian capital were likely trying to imitate recent Paris terror attacks

LATEST NEWS



Turkey: 200 IS Fighters Killed in Retaliation for Istanbul Attack

- More Aid Arriving in Besieged Syrian Towns
- Zimbabwe Government Denies Mugabe Is Ill
- 'The Revenant', 'The Martian', Among Top Oscar Nominees
- 3 Powerball Winners to Split \$1.6 Billion US Lottery Jackpot

What is social media?





's top 7

Social Media Rules of Engagement

#7 images reign!

- The largest shift in social content has been the move to images; photos, & infographics.
- It is easier to create images than you think—you don't need to hire a pro! Or find them free on places like deathtostockphoto.com.
- Ask your followers to send you photos.

Use image & text



**How has
climate
change
affected
your
community?**

#Africa54

Document an event & share it



#6 create good content

- The “right content” varies by social channel
- When creating content for social media, it’s important to play to each channel’s specific tone, while pushing common Call To Action.
- Synchronize content across channels. Create once, produce everywhere!



**STRAIGHT
TALK
AFRICA** 

WITH _____

**SHAKA SSALI &
MARIAMA DIALLO**

WEDNESDAY AT 18:30 UTC

**Ebola Free: Moving
Beyond the Epidemic**

JOIN US _____

@VOASHAKA

#5 be authentic

- Social media isn't a press releases!
- Making the tone of your post match the social network you're posting on is very important; people are looking for personal, authentic posts that inform them or move them emotionally.

Use the language of your followers



VOAShaka



Jan 06, 2:28pm via Hootsuite

Thank you all for being part of our discussion abt the RwandaReferendum. Photo and video will follow. Get better Africa not bitter.

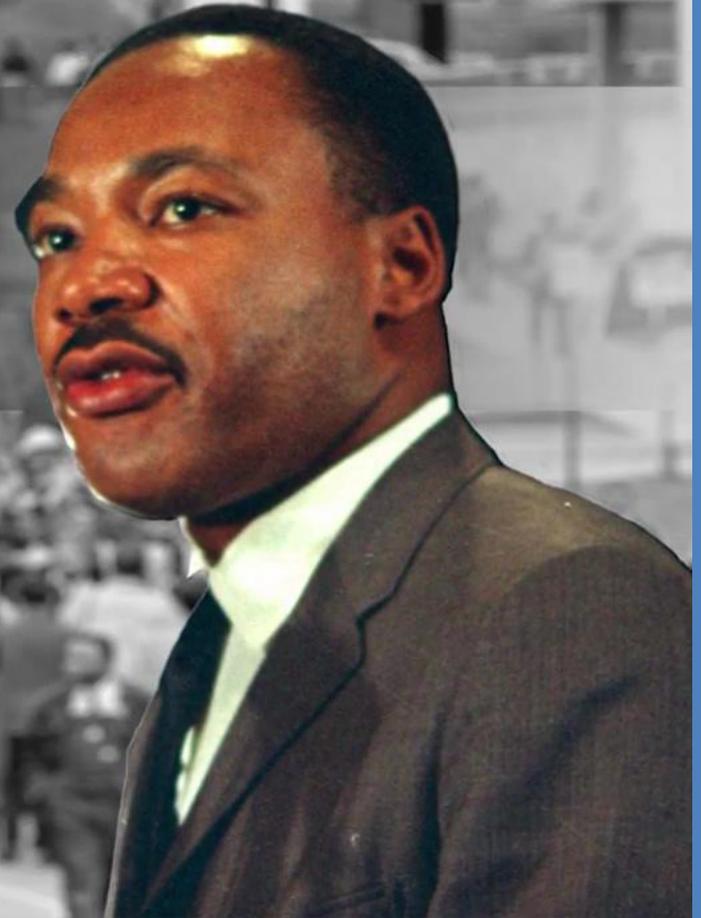
#4 be relevant

- Connect to what's hot and trending—content that spreads over social media is relevant to the news and chatter of the minute
- People love to talk about themselves. Ask them questions. Real engagement takes time. Make the time to monitor your networks at least daily, respond to posts, replies, etc.

#MLK

Martin Luther
King Jr. Day

18 January 2016



Talking to the President



#3 be social

- Don't use social media to just broadcast. It's called "social" for a reason.
- Brands and organizations that @ reply and participate in the social conversation will see far more interactions.
- Favorite, follow, reply.
- Users return to accounts they feel listen to them.

When asked a question, answer

Added to Saved



Straight Talk Africa

Published by Voice of America [?] · December 21, 2015 at 8:14pm · 🌐

A lot of our followers have been asking Shaka about the role of the African Union in Burundi. Here is what he said: "I think that one reason why the A-U is weak is because it has no sovereign powers; it's an institution that Talks the Talk but cannot walk the Talk so that the African people can Walk the Walk! Moreover, given that a majority of the 54 member countries of the A-U are undemocratic, it's not surprising that the Addis Ababa based organization cannot deliver peace because it's weakness is a characteristic or true reflection of the total sum of her undemocratic membership." That's what Shaka has to say, what do you think?

45,565 people reached

Boost Post

304 Likes 125 Comments 96 Shares

Like Comment Share

45,565 People Reached

668 Likes, Comments & Shares

392 Likes	304 On Post	88 On Shares
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179 Comments	137 On Post	42 On Shares
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97 Shares	96 On Post	1 On Shares
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1,935 Post Clicks

0 Photo Views	0 Link Clicks	1,935 Other Clicks <i>i</i>
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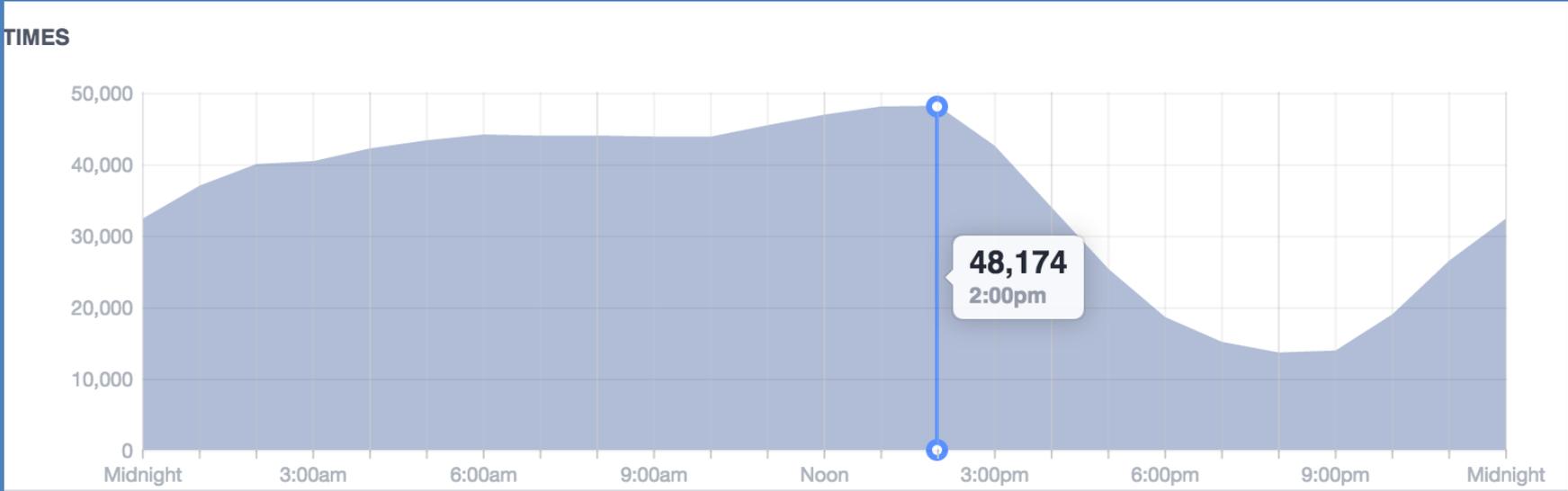
NEGATIVE FEEDBACK

2 Hide Post	2 Hide All Posts
0 Report as Spam	1 Unlike Page

#2 be on time

- Although the best times to post on each network are different, you need to post when your audience is there.
- Be flexible - It's important to schedule, but it's as important to respond to timely events.

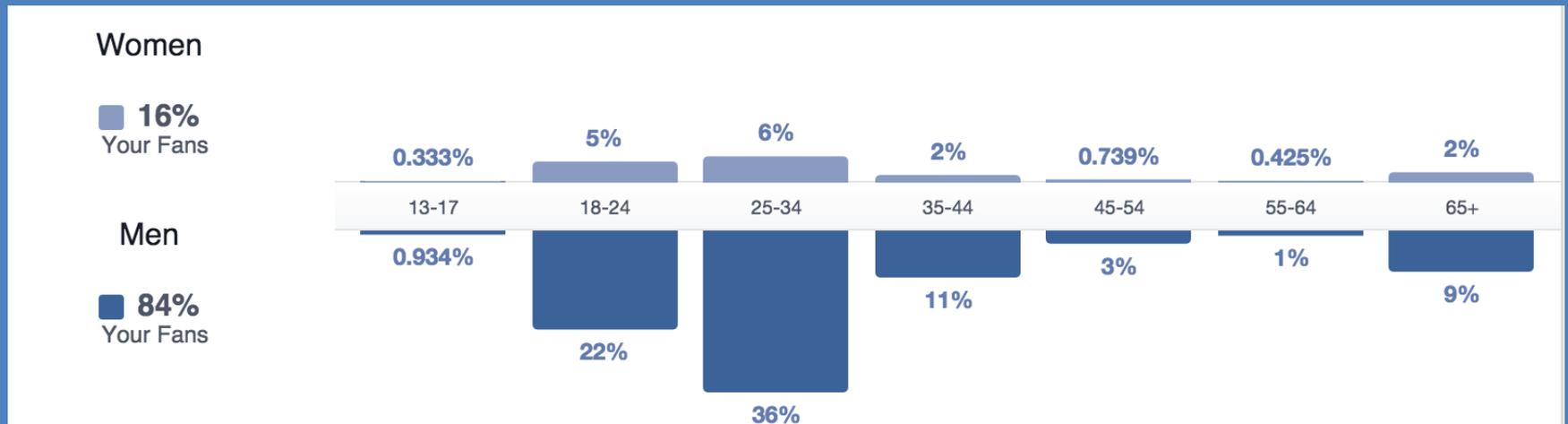
Best time to post on Facebook



#1 analyze

- Use analytics and third-party apps to see what's working.
- Many tools are available for each social network to help gauge the performance of your content.
- Figuring out what content engages your users helps plan even more successful campaigns in the future.

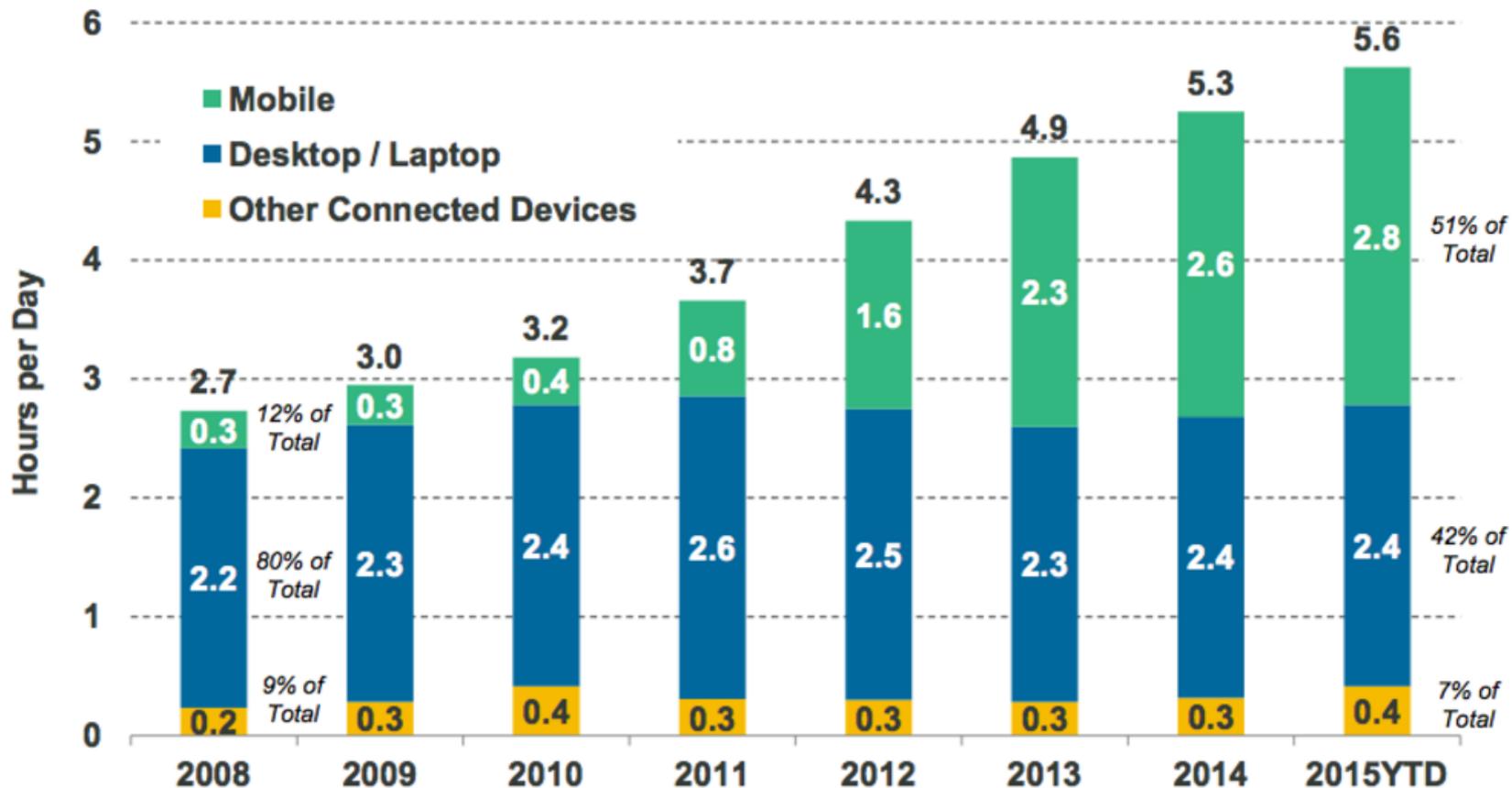
Facebook Insight on audience



What does the future look like?

The future is mobile
&
a lot more social

Time Spent per Adult User per Day with Digital Media, USA, 2008 – 2015YTD

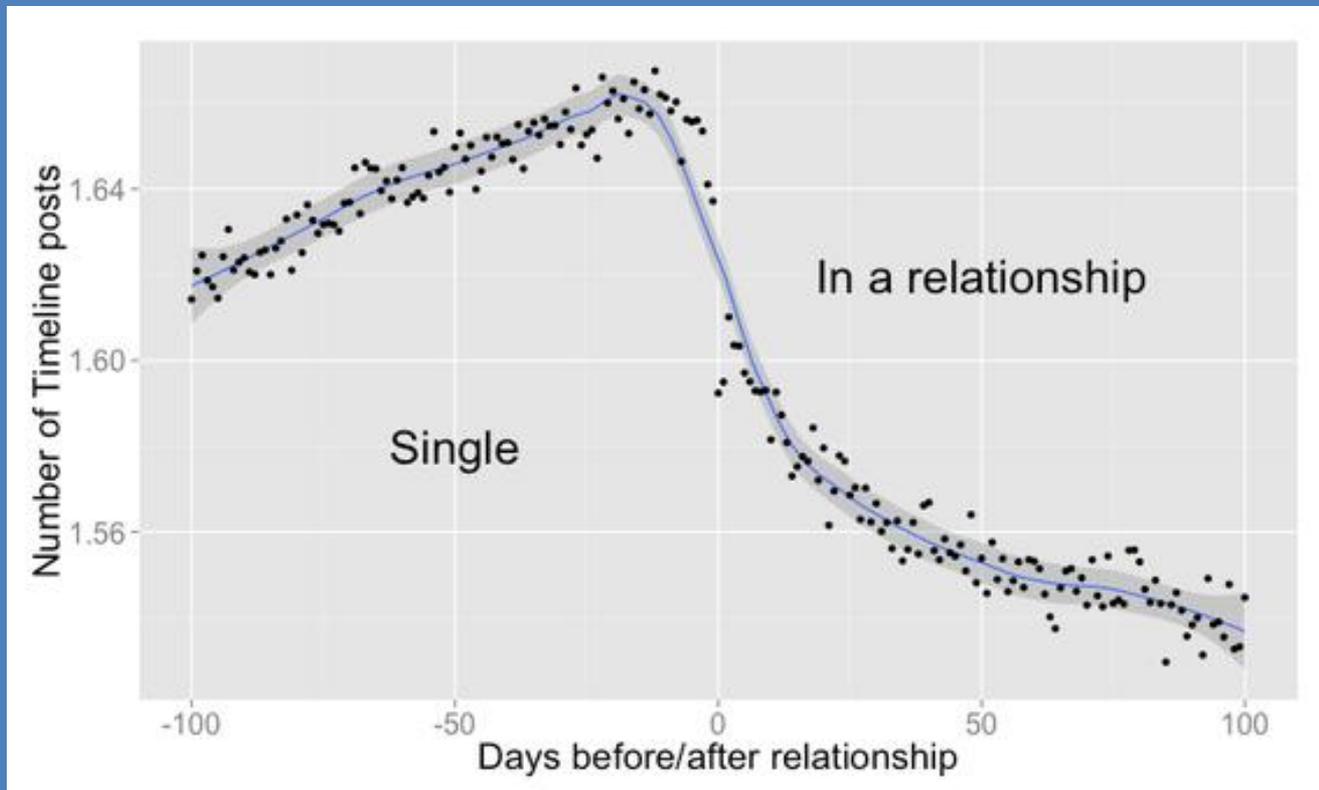


SHALL WE PLAY A GAME?

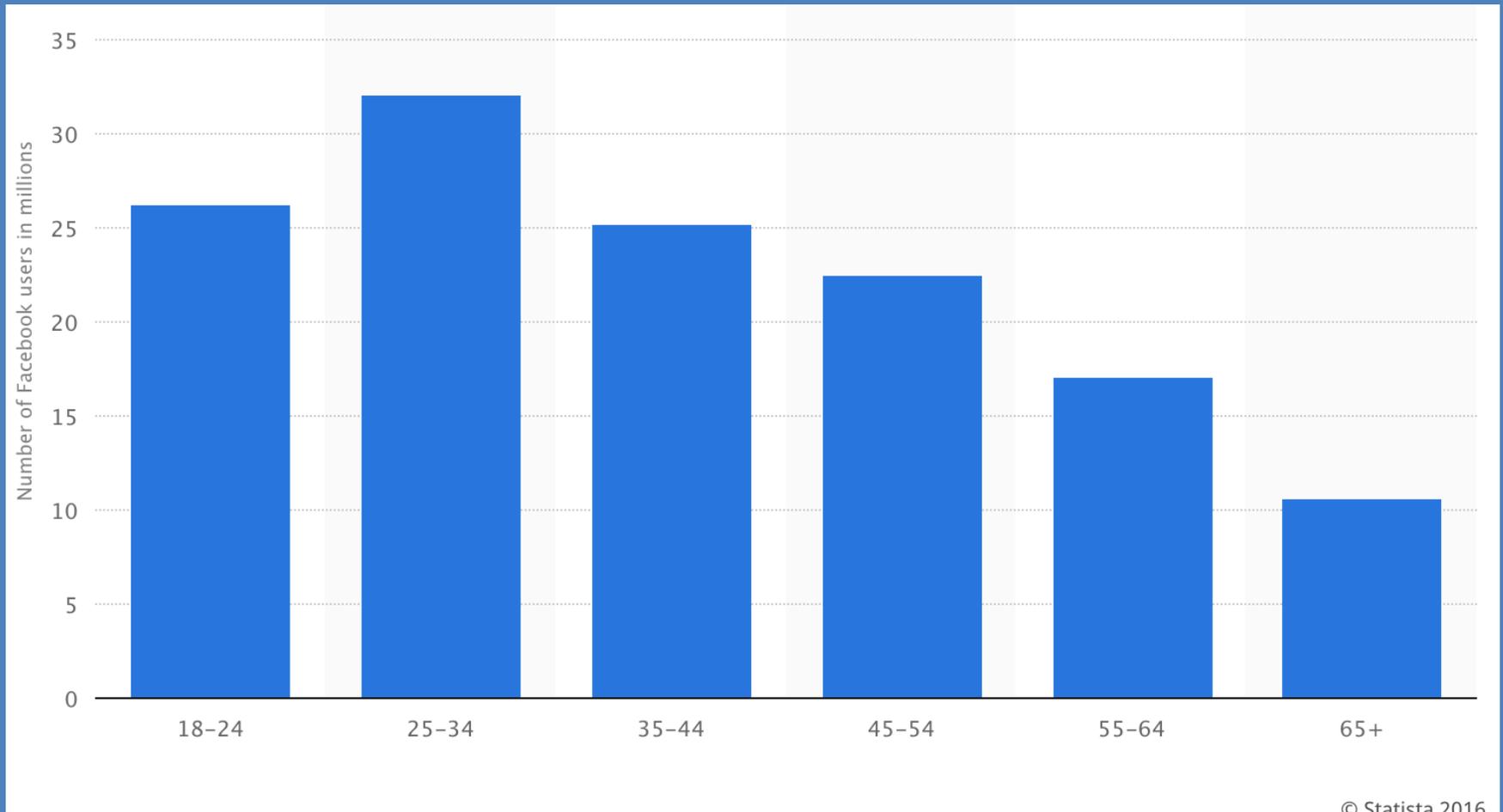
By looking at your posting pattern,
Facebook can predict when you are:

- a) Buying a house
- b) Taking a vacation
- c) Falling in love
- d) Falling in love with Katy Perry

Love graph according to Facebook



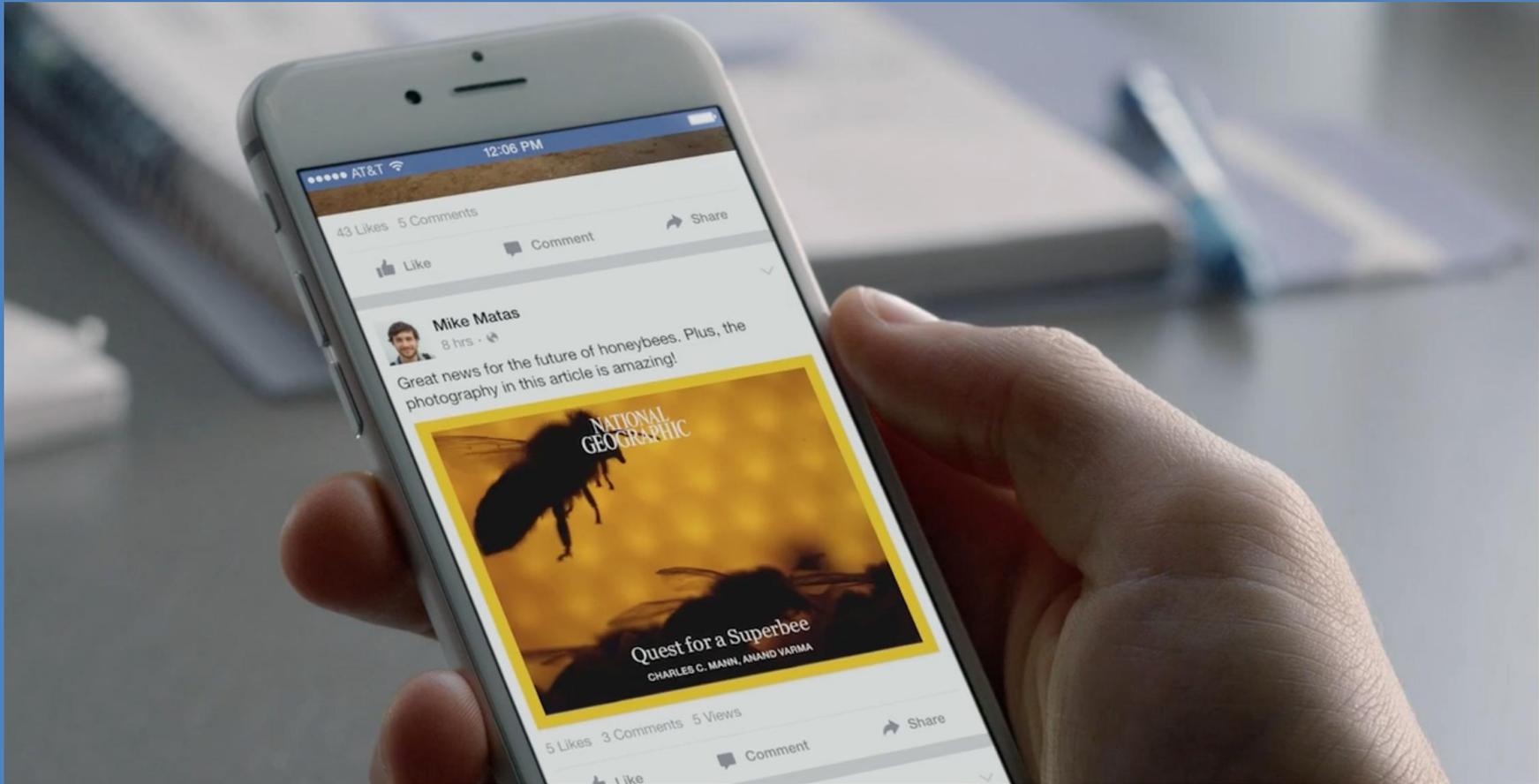
Facebook users in the U.S.



Facebook in 2016 is pursuing

- Instant articles
- Virtual reality
- Drones
- Facial recognition software
- Mobile messaging & telephony
- Broadcast video capabilities just launched

Instant Articles



Virtual Reality



Facial recognition



Messenger & Messaging

Recent (22) Message Requests

Mark All Read · New Message



Georgios Charonis

Το τηλέφωνο μου είναι 6944305396. Θα χαρώ να σας δω ...

6:36pm



Sheila Walsh ●

✓ Hi Sheila, I certainly hope they are right since that's all I drin...

Sat



Karin Zeitvogel

No. Just left because. ... very difficult to work with some of the ...

Jan 4



George Athanasopoulos

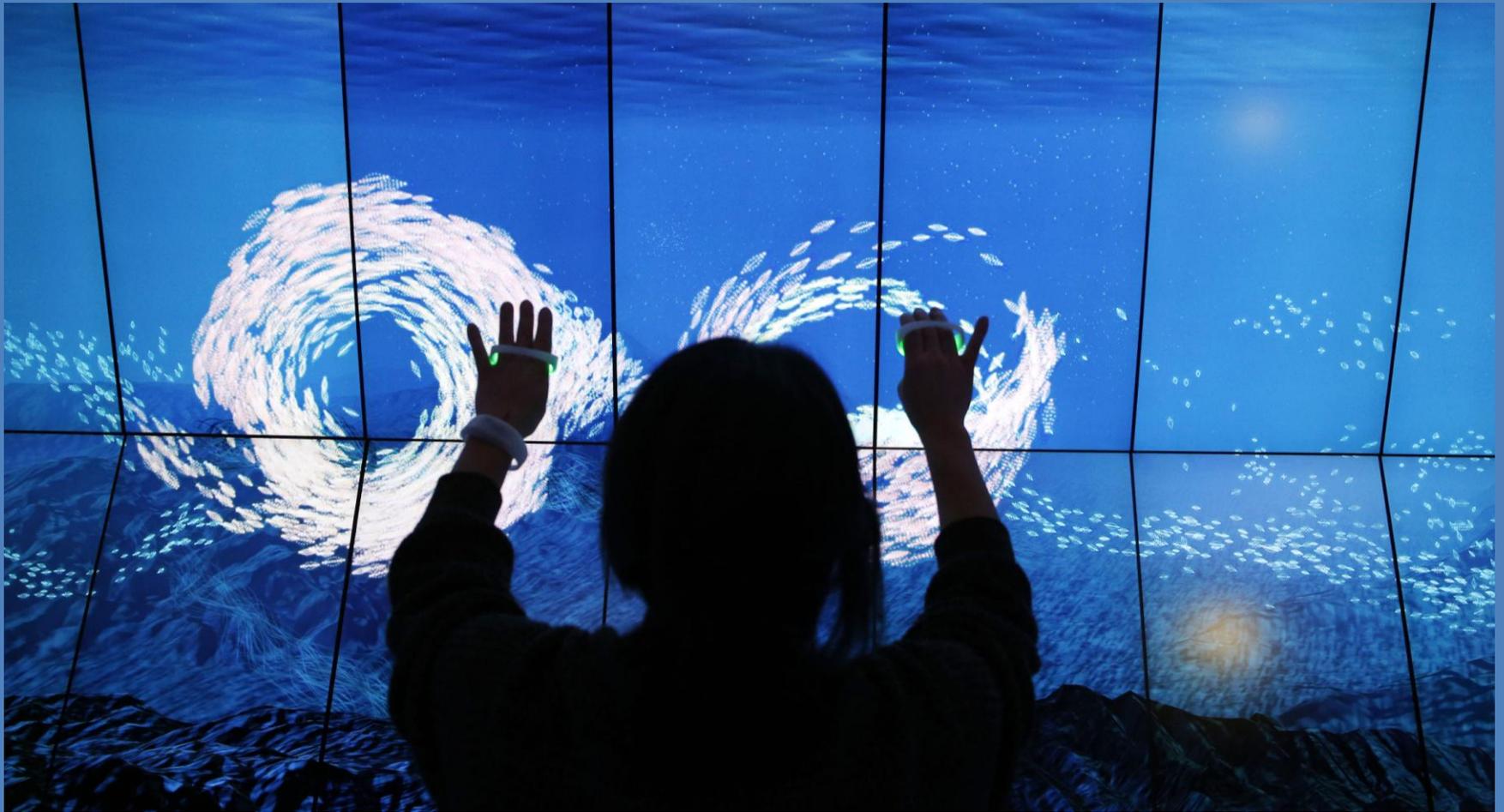
↩ Happy new year, I've never been to Dubai.

Jan 4

Drones



Personal data & sensors in everything



What does this mean for federal agencies

- Social media calls on agencies to have a “human” voice
- And daily interaction with the public they serve

Thank you

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zleoudak@voanews.com