



10 years of innovation
& partnership:
better nutrition for half
a billion people

Social Media Guide

Prepared by SocialGrindr, July 2012

INVESTING IN
PARTNERSHIPS
TO STOP
MALNUTRITION

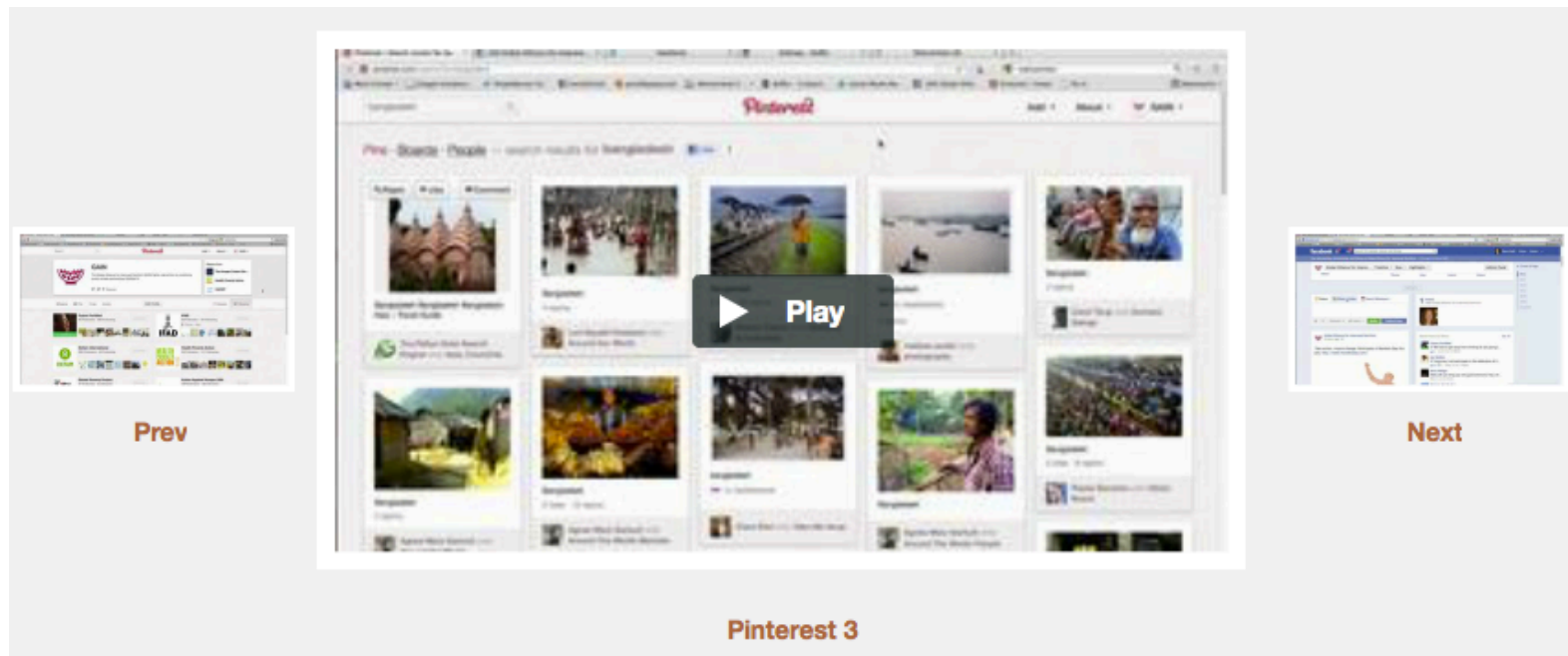


1 Overview

1.1 Purpose

This User Guide provides an explanation of how to use professional engagement tools and social platforms effectively. This guide is designed to support GAIN's *Tactical Plan*.

Training videos and required documents are available at: <http://bit.ly/GAINguide>



1.2 Internal Collaboration

Successful social media engagement requires collaboration. Each post, response and engagement presents an opportunity to maximize GAIN's presence as a thought leader. As authors of GAIN's social media presence, country managers and local staff members serve as partners in amplifying and strengthening GAIN's efforts across social media.

Establishing strong, consistent working relationships with country managers is an essential task, as the managers are your best source for original content.

These relationships demand routine communication and instruction, in accordance with each party's work style and technology. Schedule a weekly phone call, daily emails, time for instant messaging, or Skype. Part of your role is to lead and maintain this communication and collaboration, as country managers have several initiatives demanding their attention.

We expect that some country managers may be skeptical of a social media initiative at first. Be accessible and forthcoming in sharing your knowledge about social media and community engagement. The best way to get others to understand the value of social media is to **show them the value**. On a regular basis—perhaps in a weekly meeting—show them how you're highlighting their efforts and the efforts of their counterparts.

1.3 Account Inventory and Access

As GAIN's central point for social media, collect all social media account usernames and passwords from each country manager so that you know what GAIN accounts are in existence and how to access them.

You are also responsible for maintaining a Twitter list of all GAIN employee personal Twitter accounts. It's imperative to know which staff members are using Twitter to prevent confusion during a crisis.

2 Engagement Protocol

2.1 Engagement Channels

GAIN's social media engagement channels can be divided into two categories: those channels owned and controlled by GAIN and those that are not. GAIN will be taking part in conversations within each channel listed.

GAIN channels

- GAIN website and blog
- GAIN's Facebook page
- GAIN's YouTube Channel

Independent channels

- Partners, multilaterals and government websites, blogs and Facebook pages
- News/media organization and journalist social media properties

The "Public Square"

- Twitter
- Pinterest
- Offline

2.2 Classifying Social Networking Content

Classifying user-generated content will help social media staff determine whether or not to engage online and how to craft responses.

Code Green: Content involves neutral or benign statements that are generally accurate and do not indicate the desire for a response. Responses from GAIN are welcomed based on availability.

Code Yellow content may be filtered based on the Community Rules, but does not warrant removal from external web spaces. GAIN should respond based on the guidelines set forth in the Engagement Process.

- Individual requests
- Media inquiries
- Off-topic

Code Orange content warrants a timely response from GAIN and will not be deleted unless otherwise specified by the Community Rules. This content includes:

- General Requests: Questions that are not specific to an individual and can be addressed through standard GAIN language without significant effort.
- Misinformation: Content that is clearly inaccurate based on GAIN policies and other authoritative resources.
- Emotional Statements: Comments/posts with a tone or language that suggests intense emotional response to the topic that has interfered with an individual's understanding of the topic. These comments should be filtered and responded to directly if possible.

Code Red content will be filtered or removed from GAIN-owned communities and will not warrant responses on external sites. This content includes:

- Copyright Violations
- Hateful/Violent Content
- Impersonation
- Personally Identifiable Information
- Political Statements
- Pornography or Obscenity
- Private/Confidential Information
- Spam/Malicious Code
- Stigmatizing Content
- Unsupported Accusations

2.3 Engagement Process

GAIN social media managers will respond to user comments and posts based on the content categories and medium in which the content is submitted. GAIN-owned communities include the GAIN Facebook page, YouTube Channel, and the GAIN website. Independent and public communities include Twitter, Pinterest, external websites, blogs, other Facebook pages and, generally speaking, those web properties for which GAIN does not have control over all the content. The following chart provides general guidance for managing content within each category:

Category	GAIN-Owned	Independent and Public
Code Green Neutral/ benign comments.	Express gratitude and forward as appropriate to build rapport within the community	Express gratitude and forward as appropriate to build rapport within the community
Code Yellow Individual requests, media inquiries, and off-topic remarks.	Individual requests: Respond with appropriate language	Respond if available
	Media inquiries: Direct them to media contact email or form. Notify global communication manager and/or PR staff	Response is optional, Notify global communication manager and/or PR staff
	Off topic remarks: Use evergreen content to respond, or redirect the conversation to the topic at hand. If sensitive topic, notify senior staff.	Do not respond.
Code Orange General questions, misinformation, or emotional statements.	Craft response from standard language and request approval from senior staff before posting	Craft response from standard language and request approval from senior staff before posting
Code Red Inappropriate content.	Reject/remove content; Report accusations and threats to senior staff	Do not respond; Report accusations and threats to senior staff

2.1 Addressing Code Red Engagement

On Facebook, YouTube and Pinterest, you will have the ability to remove inappropriate posts from GAIN's page, channel or an individual post. You should only delete a comment or wall post if it violates the community rules set forth in the Engagement Protocol. Upon deletion of a comment, be sure to leave a comment in its place reminding the greater community about the rules.

You can remove tweets sent from your Twitter feed, but have to do this directly on the Twitter site, not via the Hootsuite dashboard. If a user repeatedly attacks a GAIN account, they can be blocked or reported to Twitter.

2.2 Engagement Principles

The above *Engagement Process* will be guided by these social media principles in collaborating online:

- **Transparency:** Responses should disclose the author's connection to GAIN.
- **Timeliness:** Responses should be posted within one business day of the user's original post.
- **Tone:** Responses should be in a user-friendly tone that reflects positively on GAIN.
- **Linking:** Responses should provide links to www.gainhealth.org and partner sites for authoritative information and additional resources.
- **Accuracy:** Sensitive responses should be double-checked.



3 Workflow

3.1 Sourcing Content to Share

There are two types of content that you will share via the above social media channels: original GAIN content, and content from third-party sources.

Original Content

Original content will be sourced from throughout the organization as you establish relationships with GAIN's country managers, marketing team and executive leaders. As these content creators have other responsibilities, expect to take the lead on sourcing the content. What information can your content creators provide your target audience? How is it most convenient for them to deliver this information to you?

Third-Party Content

You will discover relevant third-party content by using the monitoring tab in your Hootsuite dashboard. Keep your monitoring tab fresh by subscribing to RSS feeds from prominent news sources and blogs. Ask your colleagues what they read and what sites they find to be valuable resources. As you hone your Twitter following over time, your engine for sourcing content will become more efficient.

3.2 Scheduling Messaging

Creating evergreen content and scheduling its promotion across social media channels will make you a more effective community manager. Hootsuite, Buffer and Facebook enable you to pre-populate GAIN's calendar with tweets and posts. Given GAIN's global presence, this feature will enable GAIN to appear active in every time zone.

To pre-schedule a post, simply create the post and click the calendar icon in Hootsuite or in Facebook. This will enable you to select the exact date and time at which you wish to publish your post. This tactic is particularly effective for promoting upcoming events.

Buffer has preset times of day that it will share one piece of content. Items in the ‘buffer’ wait to be published. They are sent in the order they are added to the ‘buffer.’ If you need to send something prior to everything else, you have the option of using buffer to send posts immediately directly from the application (either on their website, smartphone app, or at the time you launch the buffer Firefox button).

3.3 Sharing Content

The most valuable type of content in social media is **visual**—photos are king! To keep GAIN’s social media voice engaging and relevant, post photos from country managers. Infographics are another great source of graphical content – they make information more appealing and easier to digest.

Just as Hootsuite provides a simple and integrated way for you to monitor content, **Buffer** provides a way for you to publish several queued items throughout the day. Ensure that Buffer is installed in your browser toolbar so that you can share relevant content directly from news articles, blogs and web pages.

It can be difficult to decide the right social network(s) for a given piece of content. You should follow these simple guidelines:

1. Always share content on Twitter. There is no downside. You can’t tweet too much.
2. Be more selective about sharing on Facebook. Do not share more than three posts per day. The most engaging content that you can share on Facebook is a photo or a video – something visual.
3. Share visual content on Pinterest as well. As opposed to Twitter, focus on quality rather than quantity when posting to Pinterest.

4 Social Networks

4.1 Twitter

Twitter is a quick and easy way to participate in social media, as the microblogging platform lends itself to concise thoughts and insights. GAIN will use the @GAINhealth Twitter “handle” as its main corporate brand.

In addition to the GAIN Twitter handle, GAIN’s executive director may use @GAINExecDir. Other GAIN leaders should use their own business or personal accounts, depending on each executive’s personal comfort level.

As GAIN’s social media participation evolves over the course of this year, country managers will establish Twitter accounts and begin tweeting. Part of your role will be to assist these country managers in setting up their accounts and getting their first tweets out.

ReTweeting

One great way to show support or endorsement for another person’s/organization’s tweet is to retweet it. This is easily done in Hootsuite by clicking on “retweet.” This is the Twitter equivalent to a Facebook “Like.” Retweeting can also be used to say “thank you” when someone positively mentions GAIN or GAIN’s programs.

Using Hashtags

Twitter keywords known as “hashtags” will assist in filtering the conversation (e.g. #malnutrition, #foodfortification – the Twitter convention for a hashtag is putting the “#” before the keyword). One of the best ways to identify whom to follow on Twitter (and to build one’s own Twitter following) is to follow a relevant conference or event hashtag. Doing so will help GAIN identify relevant thought leaders to follow.

4.2 Facebook

When you sign onto Facebook to participate on GAIN’s behalf, be sure to select “Use Facebook As” from the “Home” tab in the upper right-hand corner. You will now be engaging on behalf of GAIN’s page, rather than as your personal profile. Stay in this mode all day long if you can, it should make things

easier. GAIN's Facebook news feed is accessible on Facebook by clicking the Facebook logo in the upper left-hand corner. GAIN's Facebook news feed is not available the Hootsuite dashboard and this is why you must use Facebook.com in your browser to discover content from our partners.

Liking

As you discover Facebook pages that produce timely, relevant content – feel free to “Like” them on behalf of GAIN. In general, private corporations’ Facebook pages are used for a much broader range of missions and their content may “clog” GAIN’s feed. If that happens, you don’t have to “un-like” the corporation, just “hide” their content from the news feed. “Use Facebook As” only allows you to “Like” pages, not personal profiles (even ones with Subscribe buttons). other organizations or industry thought leaders’ professional Facebook pages—perhaps someone like Josette Sheeran— not their personal presences.

Commenting

You should monitor GAIN’s Facebook feed and comment on relevant posts regularly. When you see something relevant posted by other organization, at a minimum, “Like” the post. For a very relevant post, comment on it. This will help to get GAIN actively engaged in the conversation. When commenting, you have the ability to highlight GAIN country projects or other regionally-focused information.

Cover Photo

Work with a graphic designer if you can to have a new cover photo created every two weeks. It should be 851x315 pixels and leave room for the profile picture overlay in the bottom left corner. Large text is optional, sometimes a great photo is all you need. Feel free to use royalty-free stock photos.

Tracking Notifications

When someone comments on your post or on your comments on another post, you will receive a notification. Keeping tabs on your notifications (available via email or via the “globe” icon at the top and to the left on Facebook) is a way to identify important opportunities for engagement. This tool will help you to continue to participate in the ongoing conversation with others. When there is something highly relevant, continue to comment on and engage with the post multiple times as this is newsworthy. This will build additional engagement.

Posting Original Content

As mentioned earlier, you should limit GAIN’s Facebook posts to about three per day, as to not create overload for your followers. The most valuable content that you can post to Facebook is visual content:

photos, videos, infographics. Always consider regional targeting before posting something with local appeal, such as an event that cannot be attended virtually. If it's an event that GAIN is hosting or participating, feel free to use Facebook's "Events" module to allow people to RSVP.

Event Module

Be sure to remove the post that is generated by Facebook when you're done creating an event. You can create a much better post to announce your event by visiting the event page and selecting "Share."

Photo Albums

Don't create too many albums. Have themes like we do Pinterest Pin Boards: Faces of Malnutrition, The Problem, Solutions, etc. Facebook is always changing the way they do things, but it's recommended with the current platform to "Publish" your new album only after you've entered in a good description for it, and chosen the best album cover photo. Usually people will see a very simplistic status update: "GAIN added 32 photos to the album: Solutions for Malnutrition." That is a disadvantage, since your description of the photos is mostly hidden from view, however, the photos are very large and fill the width of your audience's news feed.

Tag-Linking

An important feature that can be used on just about any post: tag-linking other organizations, products, people and places. Hit the @ key and start typing the name you'd like to tag-link.



4.3 Pinterest

Pinterest enables GAIN to easily share visual content. Recommended checklist:

- Discover
 - When browsing the web, use the “Pin It” bookmarklet to “pin” websites, images and videos
 - Check “Pinner’s you follow” on Pinterest for items to “Re-Pin”
 - Search all of Pinterest for keywords: malnutrition, etc.
 - Conduct searches with country names tied to keywords, if you “Re-Pin” then add to a country-specific pin board
- Engage
 - Leave comments on pins before you “Re-Pin”
 - “Like” pins that don’t justify a “Re-Pin,” yet demonstrate quality
 - “Follow” users that are relevant to GAIN’s mission
 - “Follow” boards with relevant content
 - When pinning, select the Twitter check box to share it with followers
 - Share on Facebook when it’s a stunning photo and you’re not planning to share a link to the original story or website using Hootsuite or Buffer
 - Build relationships, get invited to contribute to non-profit related boards

4.4 YouTube

To ensure that you get traction when you share a YouTube video on Facebook, you need to preface it with a call-to-action, e.g. “This is the best video we’ve seen in months about the importance of breastfeeding.” This kind of encouragement greatly increases click-throughs.

The kinds of content that you should regularly post to GAIN’s YouTube channel include:

- Speeches and presentations given by GAIN executives at conferences and other events
- Flip cam clips from country managers

It's essential that you promote via Facebook and Twitter the valuable original content that you post to YouTube. If you do not, the chance of it getting viewed is extremely low.

4.5 Flickr

At this time, the primary purpose of GAIN's Flickr account is to allow Hootsuite to search for relevant imagery. Facebook should be our primary photo depository.

4.6 LinkedIn

GAIN has a corporate presence on LinkedIn that should be examined every few months. If and when GAIN decides to build an internal social media strategy for employees, LinkedIn will play a larger role.

4.7 Offline

Social networking happens as much offline as much it does online, from global conferences to intimate university department discussions. GAIN's participation in relevant conference and events is complemented by simultaneous social media participation. The online and offline are symbiotic; they inform and enhance the value of one another. Online participation is also a great vehicle for learning about upcoming events and conferences, and online thought leadership can yield future speaking engagements and meetings that will further build notoriety and industry respect.

5 Executive Voice

5.1 Overview

GAIN executives selected to participate in social media will be doing so in a very different capacity from the GAIN corporate brand that you will maintain. They should not comment on or “Like” all GAIN postings. As detailed in the Creative Brief, their primary objective is to provide thought leadership. You can serve as a resource to GAIN executives, as they work to establish their own personal brands in ways that benefit GAIN.

5.2 Workflow

As mentioned in the *Executive Sub-Strategy*, content is sourced from recent speeches and talking points when possible. Partner with the Executive PR staff to develop evergreen content specific to the Executive voices. You’ll need this depository of content on a daily basis to stay on message.

Develop mini-strategies around speaking engagements by developing content for use:

- Before the event
- During travel and on day of event
- Following the event, including insights gained and any photos (consider Instagram for this)

Consider ways to extend the reach of this content through tactics such as:

- Facebook tag-linking
- Pinterest pinning of attractive imagery, blended with your written content
- YouTube content discovery, blended with written statements

5.3 Social Networks

SlideShare

Upload presentation slides, check that the content displays correctly in their system and then schedule a series of tweets over the coming days/weeks that links to it on SlideShare.net. If it doesn't display correctly, open the presentation in PowerPoint and print to PDF, then upload the PDF. If you still have trouble, save the slides as a series of images, combine the images into a single PDF and then upload that PDF.

“Favorite” other quality presentations. Comment on documents of interest. Embed YouTube videos within uploaded content when possible and relevant.

Facebook

Unlike GAIN's corporate presence, executive Facebook accounts will be profiles rather than pages. This means that in Hootsuite, if you're provided access, you'll be able to see all activity related to that executive. Anything you see of a personal nature should be kept confidential. On the other hand, this provides you with an opportunity to “friend” other influential people at the top of global organizations:

- Subscribe and/or send friend requests to influential people,
- “Like” posts from other people that are work-related, and
- Periodically share compelling images and bold statements.

Twitter

Utilize the direct messaging feature to engage other influential people and journalists – possibly giving them early access to a link before you share it publicly on Twitter and/or Facebook.

Maintain a Twitter list entitled “executive monitoring” to keep tabs on priority accounts.

LinkedIn

If an executive wishes to provide their login details, connect their account with Hootsuite so that you can manage content on it at least once per week. It's common practice for all Tweets from an individual to populate their LinkedIn feed automatically. For this reason, you won't have to send content to LinkedIn on behalf of an executive, but it may serve as an important monitoring channel.

Instagram

Not suitable for the GAIN brand (yet), Instagram is ready when the executives are. Based around an iPhone or Android app, this photo-gathering network is best suited to capture lively imagery from travels and meetings. If the executives (and their assistants) simply capture photos without sharing them on Facebook and Twitter, you can use Hootsuite to share the best photos. This is best suited for the second quarter.

Manage your Twitter settings

ACCOUNT

davehaft

[Remove]

+ Add another Twitter account

ACCOUNT VISIBILITY

Display your Twitter account on your LinkedIn profile

Save changes or Cancel

LinkedIn settings panel



6 Future Fortified Connection

Similar to the important relationship-building that you'll champion with GAIN country managers, so should you establish strong relationships with the Future Fortified social media manager(s). Establishing regular communications and communication channels with Future Fortified will enable you to coordinate in advance for upcoming events and content that you can cross-post or help to promote.

Part of your role will be to provide guidance to the Future Fortified social media manager (s) about how and when to best engage with GAIN. **Encourage them to comment on or “Like” things that you post on behalf of GAIN that are relevant to Future Fortified** and discourage them to comment on more general GAIN posts. They have a different focus—a sub-focus—from GAIN. Therefore, they should seldom comment on GAIN's posts.

As Future Fortified finalizes its social media strategy for the next six months, there will be a number of opportunities for you to work together. Some of Future Fortified's preliminary thinking about **their priorities for the next two quarters are listed below** with some initial thoughts about how GAIN can support and be supported by your Future Fortified colleagues:

- A new Future Fortified infographic: The connection for GAIN will fully depend upon the content focus of this graphic. Share it periodically over the weeks that follow its release. Potentially share it with journalists prior to its release on social media.
- Kenya Fortified: This may be a great opportunity to work with the country managers to encourage cross-promotion within Kenya country managers' programs/initiatives.
- New Future Fortified Facebook cover images: Sharing links to these images on GAIN's page when released will expand Future Fortified's global reach. If appropriate, these could be used as cover images on GAIN's Facebook page temporarily to increase awareness of Future Fortified.
- Launch of Future Fortified's Pinterest strategy and tactics: With the launch of GAIN's Pinterest strategy, there will be opportunities to cross-promote Pin Boards and add comments to the same Pins. Keep comments relevant to the topic at hand – add the GAIN perspective to their Pins. Ask them to add the Future Fortified perspective to GAIN Pins.
- Continued community cultivation: As Future Fortified continues to grow and strengthen its niche community, there is great opportunity for cross-promotion to increase viral sharing for both GAIN

and Future Fortified. Highlight their successes (i.e. “Proud to have 5,000 participants in our @FutureFortified online community!”).

- Mentions by 5+ major influencers: Identify influencers together and dedicate certain posts to target them. Coordinate teams so as not to duplicate efforts. Influencers may be more interested in mentioning Future Fortified’s programs and objectives if they tie into GAIN’s larger mission.

