Social Media

IDF webinar - 16 April 2018
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- IDF Communications Manager
- Over 10 years with IDF
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• Master in International Business with a focus on online businesses
• Working with social media networks over 5 years
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- Intern Communications Department
- Graduated in International Relations
Content

1. The different channels that can be used for diabetes awareness
2. How IDF uses social media
3. How IDF would like to use social media in future.
4. How you can support IDF online.
5. How you can develop your own online activity(ies).
1. The different channels that can be used for diabetes awareness

New social media sites pop up constantly. We’ll go over:

- different types of networks
- understanding their contexts
- the best ways to get involved.
<table>
<thead>
<tr>
<th>What it Does Best</th>
<th>Facebook</th>
<th>Twitter</th>
<th>Linkedin</th>
<th>Youtube</th>
<th>Instagram</th>
</tr>
</thead>
<tbody>
<tr>
<td>The most targeted digital advertising platform in the world.</td>
<td>Communicate and engage on trending topics and events worldwide</td>
<td>A more professional setting for your organization to be ‘social active’.</td>
<td>An unlimited amount of video hosting with high levels of traffic and viewer</td>
<td>Showcasing your products or story; taking people behind the scenes with the Stories feature</td>
<td></td>
</tr>
</tbody>
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<tr>
<th>What works best?</th>
<th>Facebook hosted video</th>
<th>Multiple posts or ‘tweets’ per day</th>
<th>Posting a range of content from publicatons, video and case studies</th>
<th>Joining groups and engaging with other people’s content</th>
<th>It’s the quality and value of the content that counts, not the length.</th>
<th>High quality images</th>
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<td>• Live streaming</td>
<td>• Tweets with images or video show higher levels of engagement</td>
<td>• Joining groups and engaging with other people’s content</td>
<td>• Thumbnails that are vibrant and catch people’s eye will generally lead to more views overall</td>
<td>• High quality images</td>
<td>• Using hashtags with your posts is vital for high engagement levels</td>
<td></td>
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<td>• Long form written content in posts</td>
<td>• Tweets with 2 hashtags perform better that posts with none or multiple hashtags.</td>
<td>• Joining groups and engaging with other people’s content</td>
<td>• Giving people a more immersive experience by posting images &amp; using Instagram stories</td>
<td>• High quality images</td>
<td>• Using hashtags with your posts is vital for high engagement levels</td>
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<td>• More comments your post gets the higher the reach.</td>
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<th>Who uses it?</th>
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<th>Instagram</th>
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<tr>
<td>• Largest user age demographic is 25–34</td>
<td>• Largest user age demographic is 18 - 29</td>
<td>• Largest user age demographic is 30-64.</td>
<td>• 33% of all internet users also use Youtube.</td>
<td>• The largest user age demographic is 18 to 29</td>
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</tr>
<tr>
<td>• Facebook users are 53% female and 47% male</td>
<td>• 13% of those aged 50 to 64 use Twitter</td>
<td>• Gender: 44 %female, 56 % male.</td>
<td>• The largest user age demographic is 25-44.</td>
<td>• 49% female and 51% male</td>
<td></td>
</tr>
<tr>
<td>• 56% of online seniors aged 65+ are on Facebook</td>
<td>• 54% female and 46% male</td>
<td></td>
<td></td>
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<td></td>
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</tbody>
</table>
2. How IDF uses social media

IDF is active on 7 social networks

**Facebook**
- IDF PAGE [https://www.facebook.com/intdiabetesfed/](https://www.facebook.com/intdiabetesfed/)
- WDD PAGE [https://www.facebook.com/worlddiabetesday](https://www.facebook.com/worlddiabetesday)

**Twitter**
- [https://twitter.com/IntDiabetesFed](https://twitter.com/IntDiabetesFed)
- [https://twitter.com/WDD](https://twitter.com/WDD)

**Linkedin** [https://www.linkedin.com/company/international-diabetes-federation/](https://www.linkedin.com/company/international-diabetes-federation/)

**Instagram** [https://www.instagram.com/intdiabetesfed/](https://www.instagram.com/intdiabetesfed/)


**Youtube** [https://www.youtube.com/channel/UCtjXGdBG1OEL36XEZ0vXJ7g](https://www.youtube.com/channel/UCtjXGdBG1OEL36XEZ0vXJ7g)

**Flikr** [https://www.flickr.com/people/idf/](https://www.flickr.com/people/idf/)

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**Other projects**

- **Facebook**
  - IDF Life for a Child
    [https://www.facebook.com/lifeforachildIDF/](https://www.facebook.com/lifeforachildIDF/)

- **Twitter**
  - IDF Life for a Child
    [https://twitter.com/lifeforachild](https://twitter.com/lifeforachild)

- **YouTube**
  - IDF Life for a Child
    [https://www.youtube.com/user/Lifeforachild](https://www.youtube.com/user/Lifeforachild)
IDF webinar on Social Media – 16 April 2018

**Audience**

**Facebook**
- Total page likes: 82,869
- Age and gender of the followers/engaged users:
  - 12-17: 14%
  - 18-24: 18%
  - 25-34: 9%
  - 35-44: 14%
  - 45-54: 11%
  - 55-64: 7%
  - 65+: 4%
  - 60+: 3%

**Twitter**
- Followers: 46,430
- Occupation:
  - Professional: 31
  - Homemaker: 27
  - Health services: 22
  - Retired: 19
  - Self employed: 18
  - White collar workers: 15
  - Health services: 13
  - Management: 12
  - Sales/MK: 9
  - Management: 8
  - Trade: 7

**LinkedIn**
- Total page likes: 8,520
- Education:
  - Healthcare services: 1046
  - Sales: 566
  - Business Development: 517
  - Research: 376
  - Education: 356
## Content

### WEEKLY CONTENT CALENDAR

<table>
<thead>
<tr>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
<th>THURSDAY</th>
<th>FRIDAY</th>
<th>SATURDAY</th>
<th>SUNDAY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diabetes atlas</td>
<td>Eye health</td>
<td>D-net discussion</td>
<td>CVD</td>
<td>Blue Friday</td>
<td>Guidelines</td>
<td>Meltwater</td>
</tr>
<tr>
<td>Diabetes Facts</td>
<td>Kids</td>
<td>D-Net online education</td>
<td>IDF SCHOOL OF DIABETES</td>
<td>YLD</td>
<td>LFAC</td>
<td>Diabetes society</td>
</tr>
<tr>
<td>Diabetes voice</td>
<td>WDD infographics</td>
<td>GDM</td>
<td>Test risk type 2</td>
<td>Video</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pocketbook for type 1</td>
<td>IDF Congress</td>
<td>BCV Video</td>
<td>DRCP</td>
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Paid Campaigns (example)

Taking Diabetes to Heart is a new multi-country study, focused on CVD awareness and knowledge among people living with type 2 diabetes.

22 different campaigns were launched using Facebook Ads Manager and Google AdWords display

- 20 campaigns targeting 10 different languages in different regions
- 2 dedicated campaigns on Instagram and one for the Video developed for TD2H

Results:

- Facebook, half a million reached users with over 35k clicks
- Google Adwords, over 6 million reached users with other 162K clicks
3. How IDF would like to use social media in future

“International Organisations exist to meet the needs of people, and they survive if they can satisfy such needs.” (Muldoon, 2004: The Architecture of Global Governance)

- Make posts more personal (eg. Regular weekly polls)
- More adaptable
- Closer to people (trying to get to know our audience)
- More posts per social network
4. How you can support IDF online

**More cooperation:**
- Sharing content
- Cross-posting

**More engagement:**
- Comments
- Likes
- Shares
- Ideas
5. How you can develop your own online activity(ies)

Learn what it is and how you can take advantage of these networks by:

- understanding why you need to be there
- joining the right social media sites
- growing your presence and engaging with your networks.

Once you’ve learned the lay of the land when it comes to social media, it’s time to figure out what you’re trying to accomplish.

1. **Set specific goals for your social media efforts**

2. **Select the right networks**

3. **Create your social media plan**
   - Brand awareness
   - Content calendar
   - Analyse
Useful Links

- https://learndigital.withgoogle.com/digitalgarage/topic-library
- https://adespresso.com/blog
- https://blog.hootsuite.com/
- https://www.socialbakers.com/social-media-content
Thank you!