



SOCIAL MEDIA Toolkit

Supporting Internal Social Media Use

December 2017

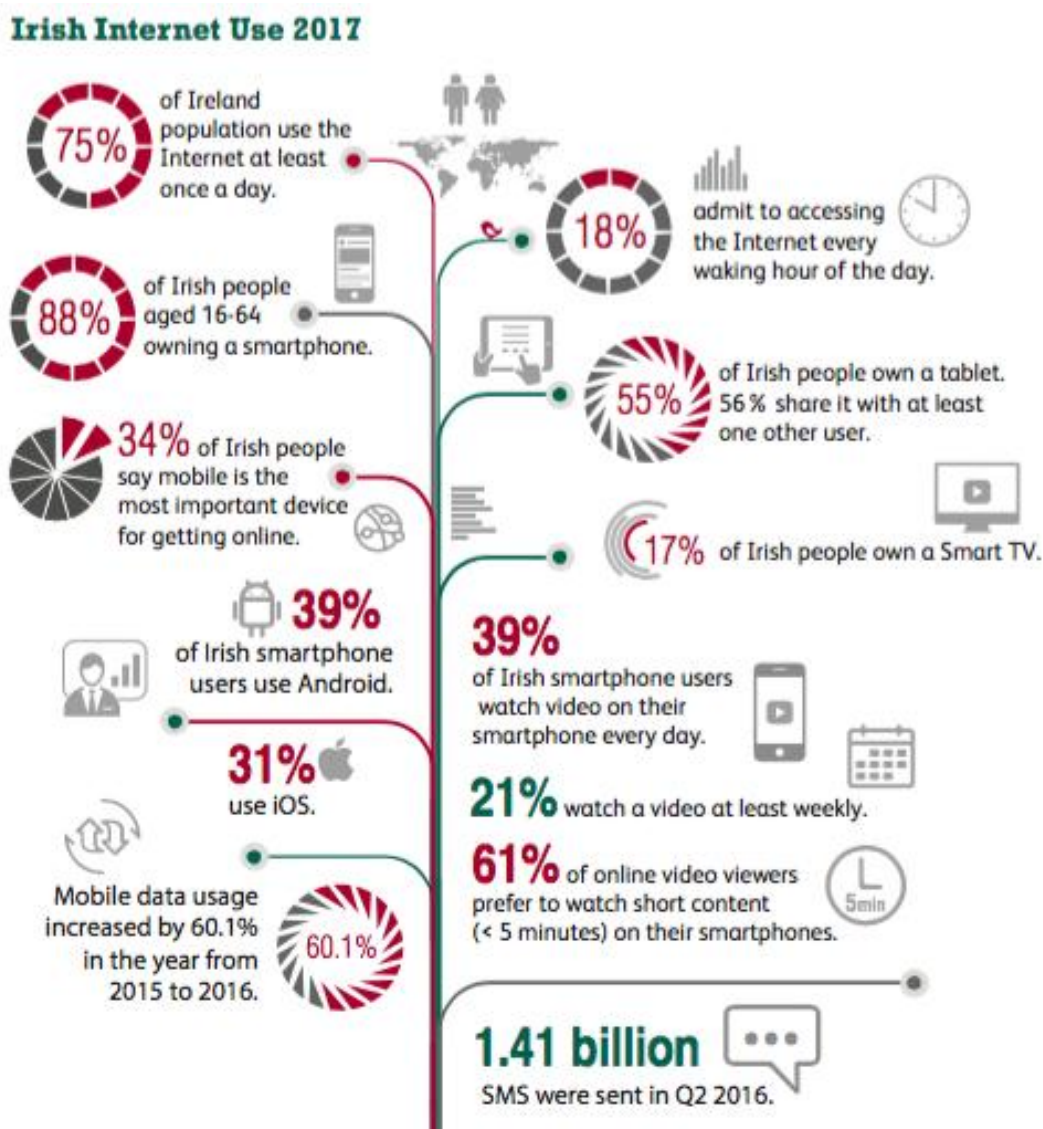
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Introduction

Irish people are more reliant on social media than in any other country in Europe. On average we spend 1.31 hours on social media every day and we average five active social media accounts. Therefore, we must use these channels to have relevant and timely conversations with members of the public across all our health divisions.

The HSE's *Building a Better Health Service* will deliver improved services, as well as improve the health and wellbeing of our population. We will use social media to communicate core messages with services users, our clients and employees.



This toolkit is aimed at supporting you in developing social media platforms for your department.

You should use this toolkit to reflect on whether the way you're intending to use or are currently using social media is right for your HSE Division or department. The process outlined in this

document will help you review how the HSE uses social media. Please use the worksheets at each stage in the process and submit to management for approval.

HSE Communications Division

– Supporting Social Media Use

Current Use of Social Media

Social media is currently being used by many HSE departments and staff for both internal and external communications. We will continue to support the organisation in its journey towards digital maturity by providing expert guidance and training on using the various social media channels. Social media use will be aligned with the organisation's overall goals and objectives.

The Social Media Team is available to provide training and support on effective social media use so please get in touch when you need our guidance.

This Toolkit:

- Provides you with a framework to help you identify if social media can help you meet the business goals of your HSE Division or department; and
- Provides you with links to other useful social media resources, policies and templates.

To get the most from this toolkit you should familiarise yourself with the HSE Social Media strategy to know what the organisation-wide objectives are.

Read a copy of the [HSE Social Media Strategy](#)

Read a copy of the [HSE Social Media Policy](#)

Read a copy of the [HSE Escalation of Social Media Abuse](#)

Process for submitting a social media request:

1. Fill in each worksheet;
2. Seek and ensure management approval is in place for your plans; and
3. Submit a Communications Planning Request form [Blank Form 2016.docx \(size 54.3 KB\)](#), and your Worksheet to the Communications Client Director for your Division <http://www.hse.ie/eng/about/Who/communications/clientservices/>.

HSE Digital Team

The Digital Team is responsible for developing and implementing the digital communications strategy for the Health Services. Our role is to enhance existing strategies and to develop new digital and social media assets.

Contact a member of the Social Media Team at digital@hse.ie.

1. Set social media goals

The first question you must answer when considering using social media for communications in your department, is whether it will help you achieve your overall organisational goals?

TOP TIP: Identify what is driving you and your organisation to use social media and what you hope to achieve.

Define the goals of social media. Here are some examples:

- **Corporate communications:** Management want to use social media to share;
- **Engagement:** Our core audience is active on social media;
- **Customer Care:** Patients or members of the public have indicated that they would like to be contacted via social media;
- **Public Health Information:** You have important public information messages you want to communicate regularly and social media allows you to do this in a timely and cost effective manner;
- **Awareness:** We want to raise public awareness around campaigns we will be running;
- **Public Relations:** It helps correct the public record when misinformation is circulating online and in the media;
- **Relationship Building:** It helps us stay connected with local groups and communities in our geographic area;
- **Public Sentiment:** It helps us take the temperature of the public on certain issues;
- **Authority:** Establish our department as an expert voice on key subjects;
- **Advocacy:** Building up a loyal community of followers who will re-share our content and advocate for us;
- **Events:** Promoting events we are running and generate interest and bookings;
- **Media:** Generating media interest in our work and securing interviews.

2. Align social media goals to overall business objectives and set SMART objectives

SMART objectives adhere to the following criteria: they are *specific, measurable, attainable, realistic and timely*.

Developing goals with this set of criteria will be vital to helping you achieve success in your social media strategy.

Having specific objectives with specific details in mind will naturally result in the need to then plan how you'll then achieve this objective. Maybe a goal has multiple activities that need to be accomplished? Knowing this at the start will help you prepare time and resources in advance – again increasing your likelihood of success.

Due to the specificity of your objectives and the prior consideration of how success will be measured, it will also be quicker for you to identify missed targets, simply because you will already know what to measure and monitor. When targets are missed it's easier to react quickly and make necessary changes, decreasing the risk or wasted resources and budget on unsuccessful activities.

SMART goals are also extremely valuable because they help reduce large insurmountable goals into lots of small goals - making change and success easier. Whatever the size of your division or department, the task to be completed or your knowledge and experience of the world of social media - small, intermediate goals are easier to see and achieve by everyone, and as more intermediate goals are accomplished, the smaller the distance to the final goal becomes.

Example of SMART goals:

- We will reach 500 Twitter followers by the end of the year;
- We will host a Twitter chat once a month to build an engaged tribe;
- We will use Facebook advertising to generate 100 attendees at four local public information workshops throughout the year;
- We will share press releases on Twitter to amplify corporate messages generating 10% increase in web views by year end;
- We will re-purpose leaflets, posters and brochure content to raise awareness of our campaigns across Facebook and Twitter generating an average engagement rate of 2%;
- We will achieve 2,000 cumulative views of our videos on YouTube.

Please fill out the worksheet for Stage Two. If your social media goals don't align with your organisation's objectives, then pause and revise them.

REMEMBER: You don't have to use social media – only use it if it will help the HSE achieve our overall objectives.

3. Identify audiences

After establishing your goals, it's now time to define your target audiences. By mapping where your stakeholders are active on social media, you reduce the likelihood of failing to engage the right people.

Here is how people in Ireland use social media:

FACEBOOK: 67%, or 2.6 million people using it, and of those, 78% use it daily. We spend 5 hours and 40 minutes on Facebook every week.

TWITTER: 835,000 people are registered with the micro-blogging site Twitter. 31% use it daily to send 1 million tweets. 39% of Irish Twitter users use it for professional or career-related purposes.

YOUTUBE: 58% of Irish people are active YouTube users with 31% saying that they view 'how to' or tutorial-based videos regularly. This trend will continue upwards if we consider Cisco's research which points to 80% of all Internet content being video by 2020.

LINKEDIN: 28% of Irish people use LinkedIn and of those 14% use it daily.

INSTAGRAM: 25% of Irish people use Instagram. Of those, 59% use it daily. 37% of 18-24 year olds use Instagram.

SNAPCHAT: There are approximately 590,000 Irish Snapchat users representing 28% of the population. 67% of users' login daily. 84% of 15-18 year olds have a Snapchat account. 85% of these use it daily. 35% of 25-34 year olds have a Snapchat account with 51% using it daily.

PINTEREST: 16% of Irish people use Pinterest and of those 13% use it daily.

4. Identify the right social media channels

Use the worksheet and channel strategy guidelines to ensure that your goals align with the channel you're utilising. Each social channel will have a different focus, audience, best practices and types of content that should be shared.

First, you should define a mission statement for each social network as follows:

Mission of each social network

We will use (social network) for (purpose of this social network) in order to help (business goal).

LinkedIn: We will use LinkedIn for recruitment of staff and to promote the positive working environment.

Facebook: We will use Facebook for advertising to target a specific audience in order to help increase engagement in public information messages.

Twitter: We will use Twitter for conversations with our service users and the media on topical issues.

Instagram: We will use Instagram to promote and share the HSE culture to help positive public sentiment.

YouTube: We will use YouTube to host our videos.

Now choose your channel based on your audience. Here are some examples:

AUDIENCE 1: Male and female, ages 25-44

This audience comprises the majority on the Facebook and Twitter and content used on those channels should speak primarily to this demographic.

AUDIENCE 2: Healthcare workers, journalists, those in the field

There will be times where social content will need to be more industry-specific to communicate with this demographic. Use the most appropriate channels for these audiences.

AUDIENCE 3: HSE staff

As social media is primarily a consumer-focused channel, communicating with a specific audience should either be extremely targeted on channels, such as Facebook, or reserved for a channel where professional content is expected, as is LinkedIn.

AUDIENCE 4: Male and female, ages 18-34

YouTube typically skews towards a younger audience so this would be the ideal channel to reach this demographic. We must also consider Snapchat and Instagram

as rapidly growing social networks which also offer a different type of conversation and engagement.

Make a note of the platforms your top five audiences are using and fill out the *Stage Three* worksheet.

5. Content management and planning

In seeking management approval, you will have to be realistic about the resources you have – time, people and money to achieve your social media goals. Content creation and scheduling takes time and you need to identify who in your department will create content, who will push it out and who will manage your social community.

As an organisation, we want to avoid opening new social media accounts without having adequate resources to manage them. A dormant social media account presents a negative perception of our organisation and is worse than having no social media presence at all.

So at this stage do the following:

- Estimate the time you think it will take you each week to develop your social media content. This could include activities, such as:
 - Planning content calendars for the accounts to help schedule content in advance;
 - Creating the content for the account (designing assets, photography, writing copy, etc.);
 - Managing replies, monitoring, responding to messages, retweeting;
 - Reporting on activity/performance of posts.
- What are your goals and objectives for this activity?
- Don't forget to have a plan for any crises that arise on social media e.g. will you prepare a variety of responses for the team to use in the event of certain situations, such as a user becoming abusive on your channel?
 - Please ensure you follow the [HSE escalation policy](#) that the organisation has laid out
- Ensure you align your social media plan to your organisation's objectives once again. Can social media replace any of the work you're doing now to save on resources?

CONTENT PLANNER SAMPLE

A	B	C	D	E	F	G
Topic	Author	Copy	Deadline	Publish Time	Supporting Content	Publishing Channels
Monday						
Vaccine awareness meeting	Sarah	Are you a parent of a child under 3 months? Do you want to know more about vaccinations?	08/07/2017	7:00am	Image of event details	Facebook
Vaccine awareness meeting	Sarah	Come along to our free information morning and speak with health professionals about your child's	10/07/2017	1:00pm	Facebook Ad / Link Post	Facebook

There are plenty of resources you can use for assets in your content such as:

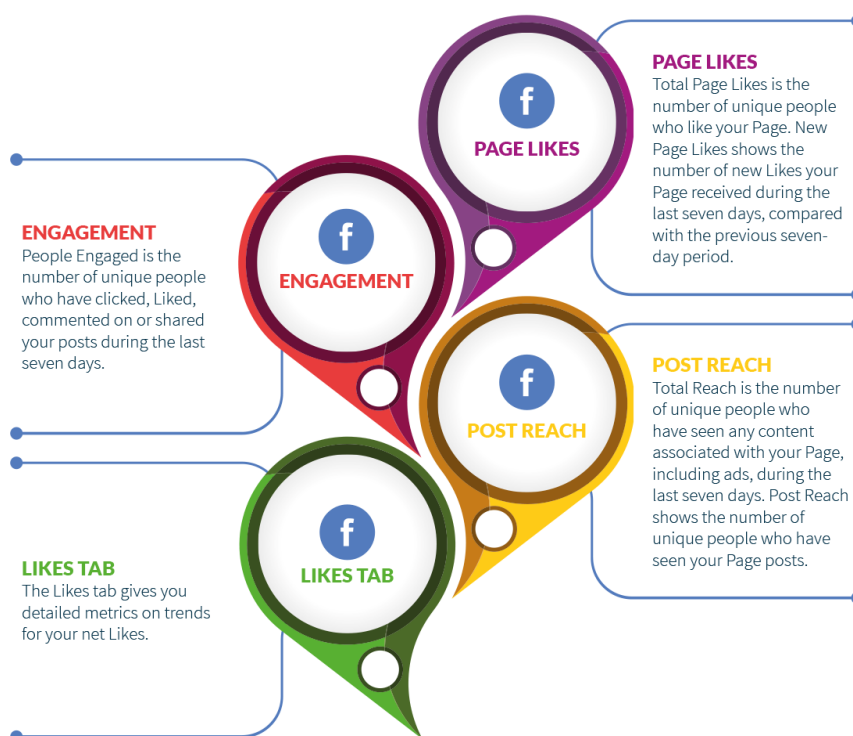
- Bank of imagery from your organisation: do you have any brochures or advertisements you've recently done that you can borrow imagery from?
- Stock photography: you can purchase stock images from website such as Getty Images <http://www.gettyimages.ie/> or Shutterstock <https://www.shutterstock.com/>
- Repost imagery from influencers, the public, staff, etc. but only with their permission first and you must give credit whoever has supplied the image.

When using social networks it's important to adhere to their dimensions in relation to sharing images.

6. Measure metrics that matter

“Social media metrics are data and statistics that give you insights into your social media marketing performance. While some social media marketing metrics are universal, there are also platform specific metrics you need to learn.” – Sprout Social

Your SMART goals will establish what metrics you need to measure. Below are individual platform metrics which will also be useful.



ORGANIC LIKES

Number of people who have Liked your Page, not as a result of a Facebook Ad campaign.

NET LIKES

The number of new Likes minus the number of unlikes on your page.

REACH

The number of people who received impressions of a Page post. Reach might be less than impressions since one person can see multiple impressions.

VIDEO METRICS

How often a video was viewed for three seconds, 30 seconds or 95% of the total video length.



UNLIKES

Number of people who have unliked your Page.

PAID LIKES

Number of people who have Liked your Page as a result of a Facebook Ad campaign.

IMPRESSIONS

The number of times a post from your Page is displayed, whether the post is clicked or not. People may see multiple impressions of the same post. For example, someone might see a Page update in News Feed once, and then a second time if their friend shares it.

ENGAGEMENT RATE PERCENTAGE

Engagement rate is the percentage of people who saw a post that Liked, shared, clicked or commented on it.

FACEBOOK ADS

Clicks to website, Page likes, Post engagement, Video views, Leads generated.

CLICKS

The number of clicks on your content, company name or logo.

FOLLOWERS

The number of followers you acquired when sponsoring an update.

POST VIEWS

The number of views your post has had.

TWEET IMPRESSIONS

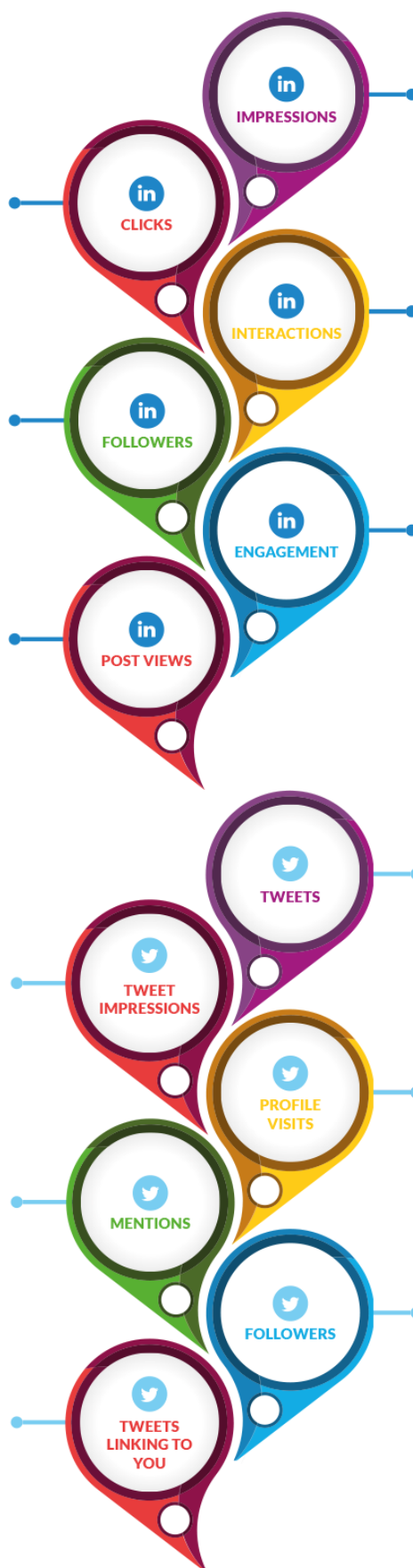
The number of people that have seen your Tweets have been seen by.

MENTIONS

The number of times your username has been mentioned by others.

TWEETS LINKING TO YOU

The number of Tweets attributed to you in Twitter Cards with URLs.



IMPRESSIONS

The number of times the update was shown to LinkedIn members.

INTERACTIONS

The number of likes, comments and shares on your update.

ENGAGEMENT

The number of interactions divided by number of impressions.

TWEETS

The number of Tweets you've posted to your account.

PROFILE VISITS

The number of people who have visited your profile.

FOLLOWERS

The number of followers on your Twitter account.

LINK CLICKS

The number of times links within your Tweets were clicked. This includes links to hashtags and other users mentioned in your Tweets.

FAVORITES

The number of times your Tweets were favorited by others.

HASHTAG REACH

Use Tweetreach or Tweetbeam to measure this



ENGAGEMENT RATE

The number of total link clicks, Retweets, favorites and replies your Tweets receive divided by the number of impressions.

RETWEETS

The number of times your Tweets were retweeted by others.

REPLIES

The number of times people replied to your Tweets.

AUDIENCE

Get a detailed breakdown of demographics, organized by:

- Lifestyle
- Consumer behavior
- Mobile footprint

PAGEVIEWS

Instances of a page being loaded (or reloaded) in a browser.

PAGES / SESSION

The average number of pages viewed per session.



SESSIONS

The periods of time when a user is active on your website.

AVG. SESSION DURATION

The average length of sessions on your website.

SOCIAL REFERRALS

Acquisition of traffic per social network.

Set up goals

- Membership sales
- Membership lead submissions
- Email subscriptions



Define the metrics you'd like to use for each goal. We'll use "increase brand awareness" as a sample goal.

In reaching "increase brand awareness" on Facebook, you will want to pay attention to:

- Fan count;
- Page and Post Impressions;
- Post Reach;
- Link clicks (if you are linking to your company website); and
- Website analytics for Facebook referrals.

You should prepare a monthly report to monitor how your social media activities are performing. Below is a template monthly report.

TOP LINE DATA

PLATFORM	TOTAL #	FAN/FOLLOWER/ SUBSCRIBER GROWTH #	TO ACHIEVE YEAR END TARGET #	ENGAGEMENT RATE / CLICK THROUGH RATE
Facebook Fans				
Twitter Followers				
Instagram Followers				
Email Subscribers				

MOST ENGAGING POSTS

FACEBOOK

RESULTS	REACH	IMPRESSIONS	ENGAGEMENT	VIDEO VIEWS

TWITTER

RESULTS	REACH	IMPRESSIONS	ENGAGEMENT	VIDEO VIEWS

INSTAGRAM

RESULTS	REACH	IMPRESSIONS	ENGAGEMENT	VIDEO VIEWS

FACEBOOK ADVERTISING

AD NAME	COST PER CLICK (web traffic)	COST PER SUBSCRIBER (e.g. lead generation)	COST PER SALE (e.g. get offer)

GOOGLE ANALYTICS

UNIQUE SESSIONS	PAGEVIEWS	AVG. SESSION DURATION	CONVERSIONS (tracked in goals)	VALUE OF CONVERSIONS	SOCIAL REFERRALS

Worksheet for Stage One

Our social media goals are:

Social media will help us achieve them because:

We have identified social media as important because:

Worksheet for Stage Two

Align your social media objectives to the HSE's goals

Our goals meet the following organisational goals:

Our work helps the HSE achieve their goals because:

Based on these goals, social media could help achieve:

Our proposed social media goals follow the SMART guidelines to goal-setting and we have defined them as follows:

- **S (Specific)**

- **M (Measurable)**

- **A (Attainable)**

- **R (Realistic)**

- **T (Timely)**

Worksheet for Stage Three

Map your online audiences

- Place the names of your top five stakeholders in the circles below.
- Note which social media platform they are using, if any, and then list the top three platforms used by your top five audiences.



1 _____

2 _____

3 _____

Worksheet for Stage Four

Match up your goals to the below channels. List the channel that would be best suited for your objectives and why:

Channel Strategy

	Facebook	Twitter	YouTube	LinkedIn	Instagram	Snapchat
Channel Focus	<p>The most popular social network in Ireland with a broad user-base.</p> <p>It is the HSE's hub for particular health promotion communities. Its advertising platform allows us to serve specific messages to relevant audiences.</p>	<p>A powerful news and real-time social network to share news and contribute to trending topics relating to the healthcare. A platform to engage journalists and influencers.</p>	<p>A video sharing platform to host informative, instructional, or innovative content highlighting the services that the HSE provides. It also helps our content get found on discovered.</p>	<p>A professional network for staff, physicians, and relevant stakeholders. It can act as a recruitment tool and where we share industry updates.</p>	<p>A photo and video sharing mobile app. The hashtag is a dominant feature which allows you to follow and search for topics of interest.</p>	<p>A messaging mobile app with photo, video, stickers and geo-filters. Snaps are organised into Stories which disappear after 24-hours. Videos last up to 10 seconds but consecutive videos loop.</p>
Age Profile	<ul style="list-style-type: none"> • Ages 25-44 • 86% female 	<ul style="list-style-type: none"> • Ages 25-44 • 59% female • 41% male 	<ul style="list-style-type: none"> • Ages 18-34 • 51% male • 49% female 	<ul style="list-style-type: none"> • Professionals • Graduates 	<ul style="list-style-type: none"> • Ages 18-35 • 65% female 	<ul style="list-style-type: none"> • Ages 13-30 • 50% female / male
Sharing Frequency	<p>Recommended 1-2 times per week. Content has not been shared since January 2016. The recommendation is to start small and work up to a steady schedule with a re-launch as a HSELive channel.</p>	<p>Average 5 per day, but up to 7 times per day if necessary.</p> <p>This channel is meant to have more frequent posts and is sometimes necessary due to</p>	<p>2-3 times per month, if content allows.</p>	<p>Up to 5 times per week with status updates.</p> <p>Twice monthly with blog posts on LinkedIn Pulse.</p>	<p>Daily photo or video post</p>	<p>Daily story</p>

		character limits and live events.				
Content Best Practices	<ul style="list-style-type: none"> • Image-led branded content. • Optimised website links. • Share native video. • Embrace Live. • Photo albums / carousels. 	<ul style="list-style-type: none"> • Use relevant hashtags. • Image-led branded content. • Optimised website links. • No use of shorthand to make copy fit the character count. • Share 140-second video. • Embrace Live. 	<ul style="list-style-type: none"> • Long-form video • Use titles, descriptions and tags. • Link in description. • Branded featured thumbnail • How-to or instructional content. • Innovations, research, and highlights of HSE services. • Interview-style news videos. • Blogging style behind the scenes videos. 	<ul style="list-style-type: none"> • Share organisation success' stories • CSR initiatives • Career opportunities. • Whitepapers/ • Thought leadership posts. 	<ul style="list-style-type: none"> • Image and video led content • Embrace hashtags • Tell a story • Creativity is key to standing out • Appeal to emotion 	<ul style="list-style-type: none"> • Share organisation success' stories • Check that your audience is on Snapchat • Keep videos under a minute • Tell stories with your stories • Use Snapchat memories
KPIs	Fan growth, engagement, organic reach, paid reach conversations, website referral traffic, link clicks.	Fan growth, engagement reach, hashtag reach	Video views, subscribers.	Followers, post views, recruitment.	Followers, engagement	Unique snap views, screenshots, Story completion rates

Worksheet for Stage Five

Task	Hours to Complete the Task
Monitor the account	
Report on the activity on the accounts	
Reply to interactions	
Plan for content	
Create the content	
Monthly report on activity	

Total hours = _____ + contingency = _____ hours

If we achieve our proposed aim, we would get the following return:

The return/success is worth the resources because:

By following our proposed aim, we could replace the following work areas with our social media plans, freeing up resources within the team:

Worksheet for Stage Six

List which outputs you'll measure and how they'll help you stay on track to achieve your objectives.

Output	Frequency of measurement	How it will help

Output	Frequency of measurement	How it will help

List which outcomes you will measure and how they will help you stay on track to achieve your objectives.

Output	Frequency of measurement	How it will help