ANF Social Media and Website Guidebook

This guidebook is created by Alison Collard De Beaufort, Emily Minch, Nathan Hyde, and Speros Perakis for the Angels-Net Foundation.

It is part of the "Enhancing Angels-Net Foundation's Visibility and STEAM Program" Interactive Qualifying project submitted to the faculty of Worcester Polytechnic Institute in partial fulfillment of the requirements for the Degree of Bachelor of Science.

To view the full project: https://wp.wpi.edu/southafrica/projects/2020-projects/anf/

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Introduction

This guidebook was created by a WPI Interactive Qualifying Project (IQP) team for the Angels-Net Foundation (ANF) to assist the ANF staff members who will oversee the organization's social media pages and website. It discusses what to post, when to post, the user interface (how to operate), and the analytics behind each platform. The analytics section is an analysis of the engagement for profiles and individual posts, for each platform. For example, the data on total views, likes, and audience demographic. Analytics are important because they will provide key information as to what types of content are most successful for attracting and retaining attention and engagement. Staying updated on social media is important for the visibility of an organization since these platforms can be used to increase volunteer recruitment and donations.

The guidebook focusses on four social media platforms that are traditionally the most beneficial for ANF to use for advertising and promoting their organization: Instagram, LinkedIn, Facebook, and YouTube. Instagram is a platform that focuses on posting pictures and short videos and has primarily a younger audience. Facebook is a platform that focuses on building a community and has a slightly older audience in the US. LinkedIn is a professional networking platform that is often used by people searching for jobs. YouTube is a platform that focuses on posting longer video content. This platform is different from other social media since it is also considered a search engine. The guidebook also includes information on how to update and maintain ANF's Wix website. Finally, the guidebook contains information about Hootsuite, Linktree, and Canva, which are platforms that connect and/or can help enhance posts on the organization's various social media accounts.

Some best practices and general information that can be used when handling the organization's social media accounts are:

- At the beginning, spend around 30 minutes on the nonprofit's social media a day.
- Don't be discouraged to follow more people than the number of followers.
- When posting about events, include links to sign-up for the event.
- Post interactive content to encourage engagement with others.
- Use as many visuals such as images and videos as possible.
- Make sure to check and respond to questions or comments. It is best to check for these daily on each platform.
- Make it easy for people to donate to the organization, such as including a direct link or button.
- Some posts can be used both for Instagram and Facebook since they are similar platforms. However, not all post will be the same since they are still different platforms.

On all social media platforms, it is beneficial to include hashtags (#) to increase reach of a post. Using a few hashtags throughout a sentence or at the end of a caption or post is

recommended. It is not recommended to use more than 6 hashtags in a single post. Some hashtag ideas for ANF are listed here:

- #Charity
- #DoGood
- #Fundraising
- #Donate
- #Nonprofit
- #CharityWork
- #SocialCause
- #Volunteer
- #Immigrants
- #Refugees
- #ANF
- #Empower
- #Worcester

Social Media Summary Table

		Social Media Platform			
		Instagram	**Facebook**	**LinkedIn**	**YouTube**
K E Y I N F O	**Target Audience** (Age and Category)	• 18-34 y/o • Volunteers, Donors, Partners	• 24-55 y/o • Volunteers, Donors, Participants	• 36-55 y/o • Donors, Volunteers, Partners	• 15-55 y/o • Donors, Volunteers, Participants
	When to Post (By recommended order)	1. 2pm W 2. 1-4pm Tu 3. 12-4pm Th	1. 8-10am W 2. 9-10am F 3. 10am-4pm Thu	1. 8-11am W 2. 1-3pm Thu 3. 8am-12pm F	No specified time: Quality over Quantity
	What to Post	• Youth events • Staff & volunteer appreciation • ANF programming	• ANF programming • Impact of Donations • Upcoming events	• Job & volunteering opportunities • ANF programming • Upcoming events	• Event highlights • Impact of donations • Community stories

Social Media Posts Planner

Sunday	Monday	Tuesday	Wedensday	Thursday	Friday	Saturday	Key:
1	2	3	4	5	6	7	FB - Facebook
			8-10am FB	1-3pm LI	9-10am FB		IG - Instagram
			2-4pm IG	10am-4pm FB			LI - LinkedIn
							YT - YouTube
8	9	10	11	12	13	14	* - Story
		8-11am FB	8-10am FB	FB*	9-10am FB		ANF Event
		1-4pm IG	8-10am LI	IG*	IG		
15	16	17	18	19	20	21	
	4pm YT		8-10am FB	10am-4pm FB	9-10am FB	FB*	
			2-4pm IG		8am-12pm LI	IG*	
22	23	24	25	26	27	28	
		8-11am FB	8-10am LI	12-4pm IG	9-10am FB		
			8-10am FB	4pm YT			
29	30						
	2-4pm IG						

- Facebook includes posts around 3 times a week, which will include original content 1-2 times a week and sharing posts 1-2 times a week.
- Instagram includes posts around 1-2 times a week, which will be original content on.
- LinkedIn includes posts once week, which could be original posts or shared content.
- When an event happens:
  - On that day, the organization could post information about the event before it happens, and content from the event while it is happening on their Facebook and Instagram stories.
  - The organization could post a YouTube video about the event a few days

Instagram

Instagram is a social media platform that focuses on posting pictures or videos. This is beneficial for a nonprofit such as ANF because pictures and videos are ways for followers, potential volunteers, and donators to get to know the organization on a more personal level. This platform is widely used by younger generations considering as of 2020, 7.1% of people on the platform are between 13-17 years of age, 29.6% of people on the platform are between 18-24 years of age, and 33.1% of people on the platform are between 25-34 years of age (Clement, 2020a). Seeing that around 70% of Instagram users are of the Millennial generation or younger, Instagram clearly caters to a younger audience.

What to Post

What to post is an important part of using the platform. Promoting volunteering and donations is important on all platforms. However, with a younger audience who is likely more willing to donate time instead of money, Instagram is best used to attract potential new volunteers, and interact with the ANF community.

The following content described are beneficial to post on Instagram:

- Pictures of kids the organization has helped, because people are more likely to volunteer for organizations that assist kids and youth.
- Content about staff and volunteers who contribute a lot to the organization, because it will show that ANF cares about the people who volunteer their time to help them.
- Content about how ANF helps the local immigrant and refugee community. Studies show people want to volunteer with organizations that have altruistic morals - showing a selfness concern for the wellbeing of others and overall being unselfish.
- Content about ANF's programs and upcoming events. This will allow immigrants, refugees, and potential volunteers to be exposed to what ANF does and how they can get involved.

Along with normal posts, the organization could also add to its story. Posting on the platform's story can be beneficial in reminding people about events. Posting about events the organization holds on their story can be useful in encouraging people to volunteer and attend the events. This also allows people to see how the organization helps immigrants and refugees in a more personal manner.

When to Post

Another important aspect of social media is when to post. A helpful way to map out when to post is to create a content and social media planner. Suggestions of this are shown above in the "Social Media Post Planner" section. Contrary to popular belief, Instagram does not work chronologically. According to Warren (2020), the 6 key factors that influence the Instagram algorithm for feed posts include interest, relationship, timeliness, frequency, following, and usage. A big part of some of these key factors include consistency when posting. Having a

consistent weekly posting schedule can help move feed posts to the top of other's newsfeeds. Figure 1 below shows the best times for nonprofits to post on Instagram. The darker shades of red show the highest amount of engagement that the posts will receive at the designated times.
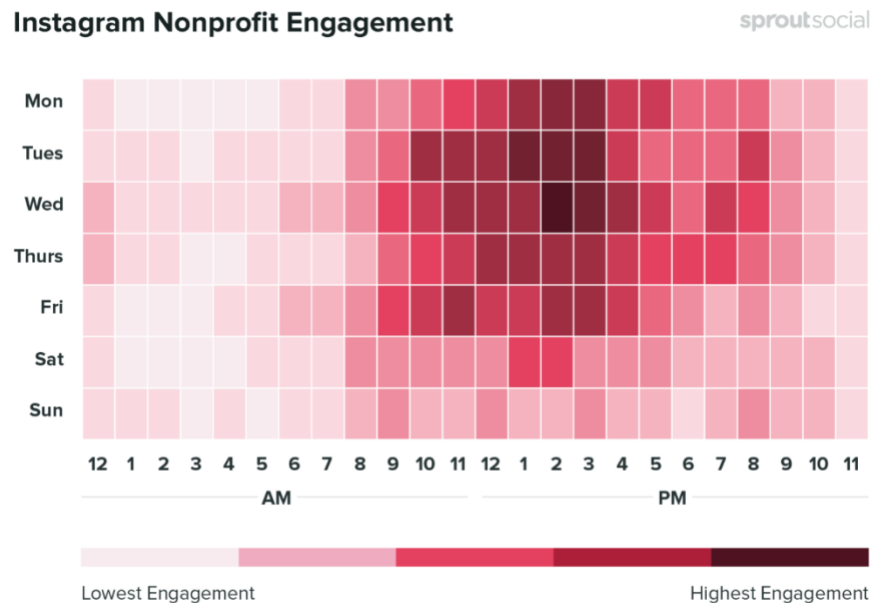

Figure 1: Instagram Hours of High Engagement (Arens, E., 2020)

It is recommended to post on Instagram 1-2 times a week. If posting once a week, one of the best times to post is on Wednesday from 2PM-3PM because that is the time of highest engagement. If posting twice a week on Instagram, other times that are recommended are posting from 1-4PM on Tuesday, 12-4PM on Thursday, or 2-4PM on Monday. Along with posting 1-2 times a week, it is recommended the organization be on Instagram for around 10 minutes every day to check for messages, like a couple of posts, and comment when feeling inclined to.

User Interface

Posting

1. First, head to the home page. To do so, click on the house icon at the bottom of the screen.
2. Then, click the plus icon, which is on the top right of the screen.
3. For first time posting, a message will pop up asking to enable library access.
   a. Click on this message and be brought to another screen.
   b. Click on the "Photos" tab and then select "All Photos" to post any pictures on Instagram.
   c. Then exit out of that screen and go back to Instagram.
4. Re-click the plus icon in the top right of the screen, but now select the photo(s) to post.
5. To include multiple photos in one post, then click on the icon with three squares stacked on top of each other.

6. After selecting the desired photos for the post, click "Next" on the top right of the screen.
7. Another screen will pop up and will provide the option of choosing a filter.
8. To edit the photo, click on the "Edit" button at the bottom right to change the angle, brightness, contrast, and structure.
9. Once desired changes are made to the photo(s), click "Next" at the top right of the screen.
10. Another screen will pop up to add a caption for the post.
11. Tag people in the photo(s) if desired to do so:
    a. Click on the "Tag people" tab
    b. Then click anywhere on the photo(s)
    c. Then search for that person in the search bar.
12. Add a location by clicking on the "Location" tab and then searching for a location.
13. Lastly, click "Share" and the post will be posted on Instagram (Instagram, 2020)!

Commenting

1. Scroll down on the home page to find a post to comment on.
2. An "Add a comment..." note may appear under the post.
    a. If it does:
        i. Click on "Add a comment..." and the keyboard will pop up, enabling commenting directly on the post.
    b. If it doesn't:
        i. Click on the preexisting comments or on the post's caption.
        ii. The comments section will open its own page. A caption will then be seen at the top and along with all the comments.
        iii. At the bottom of this page, there is a comment box with the profile logo on the left and a note that says, "Add a comment as angelsnetfoundation".
        iv. Click on the comment box and then add a comment (Instagram, 2020).

Likes

1. Scroll down on the home page to find posts to like.
2. To like, either:
    a. Double tap on the post.
    b. Tap the heart icon on the bottom left corner of the post (Instagram, 2020).

Stories

1. First, start on the home page.
    a. Scroll to the top of the newsfeed if not already done so.
2. On the story bar below the Instagram logo, scroll all the way to the left.
3. Tap on the profile icon which will say "Your Story." On that page, make sure the bottom bar says, "Story".
4. To upload a photo, either:
    a. Take a photo immediately by tapping the white circle in the bottom middle.
    b. Click the square in the bottom left to post an already taken photo.

      i. For this option, choose a photo by clicking on it.
5. Make additions to the photo by using the top right buttons.
    a. Save a photo to the camera roll by clicking the down arrow pointing to a horizontal line.
    b. Add filters by clicking on the circular smiley face with sparkles.
    c. Add gifs or additional items by tapping the partially peeled square smiley face.
    d. Draw on the photo by tapping the squiggly line.
    e. Add text by clicking the "Aa" button.
6. Once finished editing the photo, to add it to the story, tap the profile icon labeled "Your Story" on the bottom left (Instagram, 2020).

Analytics

When looking at the profile, there is a section at the bottom of the profile's biography, before the pictures, that says "Insights.' The Insights page has three sections:

1. **The Content section**:
    i. *A general overview*, with the number of posts and stories over the week. This section also includes the number of accounts reached, content interactions, and total followers.
    ii. *The week's posts or stories* ordered by the number of times they were seen.
    iii. *The "Promotions"* section, which shows the reach of promoted posts. Promoted posts are almost like ads, as the user pays for that post to be shown on a greater number of feeds.
2. **The Activity section** shows the amount of interaction with the profile:
    i. The "Discovery" area shows the number of times the profile or a post has been "discovered" in the recent time period, as defined by Instagram (usually 7 days).
    ii. The "Interactions" section shows how many times other users have interacted with the post(s) or profile in the same time period. This may include likes, shares, comments, etc...
3. **The "Audience" section** shows how many followers the account currently has, and how much it has grown over a certain time period. This time period is typically defined by a week. This section can also show where followers are from, their age, and gender.

Facebook

Facebook is a social media platform that focuses on building a community. This can be beneficial when trying to gain volunteers, donations, and spread awareness of the organization to partners, sponsors, and the Worcester immigrant and refugee communities. Along with this, Facebook's audience in the US is slightly older. Millennials (24-39 years old) and Gen X (40-55 years old) are the groups that use Facebook the most. Along with this, the amount of people on the platform ages 65 and older has increased while the number of teenagers has decreased (Aboulhosn, 2020).

What to Post

Promoting both volunteering and donating on Facebook can be beneficial to the organization. Along with this, most Facebook users are on the platform to stay in contact with family and friends. Thus, the content ANF posts can also be used to stay in touch with partners, sponsors, and people who are close with, volunteer for, or rely on the organization.

A good rule to follow when posting on Facebook is the 70/20/10 rule. This rule states that 70% of the content could be focused on posting or sharing information that relates to the community, 20% of posts could be other shared content, and 10% could be promotional content that contains information about events, fundraising and donation opportunities (Ibrisevic, 2018). For example:

- Posting information and updates about ANF's programs. This is a great way for the organization to interact with the community because this content allows ANF's program partners to see ANF is proud to work with them and it allows immigrants and refugees to see how ANF can help them.
- Posting information about how donations can help ANF achieve their goals and how donations have impacted the organization. This is one way the organization can increase their donations.
- Posting about ANF's upcoming events. This will allow immigrants, refugees, donors and potential volunteers to be exposed to what ANF does and how they can get involved.
- Posting about how ANF helps the local immigrant and refugee community. Studies show people want to volunteer with organizations that have altruistic morals - showing a selfness concern for the wellbeing of others and overall being unselfish.

Along with this, sharing content on Facebook is a great way for ANF to interact with their community and other organizations. The type of content ANF can share is:

- Sharing content from organizations that sponsor or partner with ANF. This allows sponsors and partners to see ANF appreciates the work they do the help them.
- Sharing content from other local nonprofits that support immigrants and refugees. This shows the immigrants and refugees other organizations that can assist them with other services, and it will encourage collaborations between the nonprofits.

- Sharing any information that spreads awareness of the African immigrant and refugee community.
- Sharing encouraging and/or uplifting content that can be beneficial for immigrants and refugees to see.

Like Instagram, Facebook also has a story posting option. Posting on the platforms story can help remind people about upcoming events. Such posts may encourage more people to volunteer and attend those events. This also allows people to see how the organization helps immigrants and refugees in a more personal manner.

When to Post

As previously mentioned, another important aspect of social media is when to post. A helpful way to map out when to post is to create a content and social media planner. Suggestions of this are shown above in the "Social Media Post Planner" section. Like Instagram, the Facebook newsfeed is not chronological. Facebook has a specific algorithm it uses to decide what order to place posts in people's newsfeeds. Some tips for working with the Facebook algorithm include starting conversations that get people talking to each other, posting when an audience is online, avoiding content that will lead to down-ranking, posting high-quality videos longer than 3 minutes, posting often and consistently, leveraging Facebook Groups that are meaningful to the audience, supporting organic wins with paid ads, letting followers know how to prioritize content in their newsfeeds, and empowering people to advocate for others. A large part of what goes into the Facebook algorithm is the personal "See First" preference that each follower has. In order to prioritize posts, let followers know how to add the "See First" preference for the content that is posted (Influencer Marketing Hub, 2020). An important step in consistency is to post at the same time each week. Figure 2 below shows the highest times of engagement for Nonprofits on Facebook. The darker shades of blue show the highest amount of engagement that the posts will receive at the designated times.
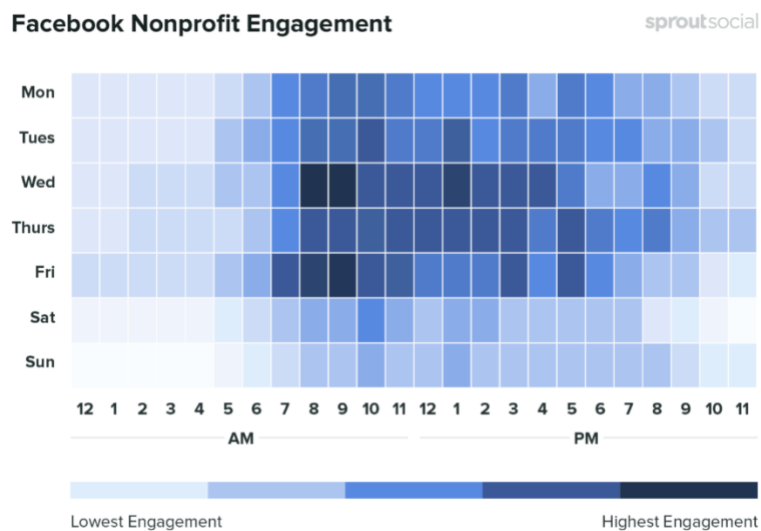

Figure 2: Facebook Hours of High Engagement (Arens, E., 2020)

It is recommended to post on Facebook around 3 times a week. 1-2 of these posts can be sharing other posts. The best times to post are 8-10AM on Wednesdays, 10AM-4PM on Thursdays, and 9-10AM on Fridays. Along with posting 3 times a week, it is recommended to log on to Facebook for around 10 minutes every day to check for messages, like a couple of posts, and comment when feeling inclined to.

User Interface

Posting

1. First, head to the home page. To do so, click on the house icon/ home button.
2. This will bring the user to the top on the page, where they will see an area labeled "What's on your mind?" Click on it!
3. If attempting to post a picture(s) or video(s), click on the photo/video tab on the bottom-half of the screen.
4. If Facebook has not been allowed to have access to the photos, then a tab will show, "See All Photos". Follow the additional steps. If Facebook has already been allowed to have access to the photos or this tab is not visible, then move onto step 5.
   a. Click on the "See All Photos" tab and then click on "Open Settings".
   b. Click on the Photos tab.
   c. Select All Photos.
   d. Return to Facebook.
5. Click on the Photo/Video tab again and then select the photo(s) and/or video(s) desired to be included in the post.
6. Once finished with step 5, click on "Done" at the top right of the screen.
7. Then type in a message/comment above the picture if chosen to do so.
8. Lastly, click on "Post" at the top right of the screen (Facebook, 2020)!

Stories

1. First, start on the home page.
2. Scroll up to the top of the screen and wipe all the way to the left on the Story bar.
3. A rectangle with the profile picture will appear and it states, "Create a Story." Click it.
4. To post a picture from the camera roll to the story, scroll through the camera roll to find the photo, then select it.
5. After selecting an image, click "Next" and add effects to the picture.
6. The effects can include stickers, text, a drawing, filters, or animations.
7. Once finished, click "Share to Story" (Facebook, 2020).

Commenting

1. First, start on the home page.
2. Scroll down the screen to see posts made by friends.
3. After seeing a post to comment on, click on the "Comment" icon underneath the post.
4. Then write a comment by simply typing.

5. Once finished typing the comment, click on the blue arrow on the right side of the comment to make it public (Facebook, 2020).

Liking and Reacting

1. First, start on the home page.
2. Scroll down the screen to see posts made by friends.
3. After seeing a post to like or react to, then look for the "Like" icon underneath the post.
4. Either tap the icon in order to like the post or hold down on the icon and different reaction emojis will pop up.
5. Choose the reaction emoji to use (Facebook, 2020).

Sharing

1. First, start on the home page.
2. Scroll down the screen to see posts made by friends.
3. After seeing a post to share, click on the "Share" icon underneath the post.
4. Add a message/comment about the post when sharing it by typing in the text box.
5. Then click, "Share Now".
6. To share it as a story instead, click on the "Share to Your Story" (Facebook, 2020).

Analytics

Facebook analytics are slightly different from those on other social media. As a Non-Profit Organization Facebook page, look for various statistics on followers and how successful pages and posts are. This is done through the "Manage Page." At the top of the 'Home' page within that management area there is a section labeled "Insights," where numbers and percentages are given for the number of people reached, post engagements, and page likes.

Above the list of these numbers, on the left, is the time period the numbers were taken from. Choose the length of the time period between 'Yesterday,' 'Last 7 days,' or 'Last 28 days.'

Above the list of these numbers, on the right, is a "See All" button. Click on this button, to be taken to the "Page Insights." This page has multiple tabs, such as "Overview," "Followers," "Actions on Page," and more. The "Overview" tab is most useful, as it provides a general idea of all the information that will then be detailed within the rest of the tabs. The Overview tab includes a "Page Summary," "Your 5 Most Recent Posts," and "Pages to Watch." The rest of the tabs are self-explanatory and include great graphics detailing information about the page's success. As expected, higher numbers mean higher engagement, which is key for the page's and the organization's growth.

__LinkedIn__

LinkedIn is a professional networking platform that is often used by people to make new connections with other people in their field and search for jobs. This platform can be beneficial when ANF has a job opening, has an event they want to spread the word about, and when the organization is attempting to create or strengthen the partnerships or sponsorships with other organizations. The two largest demographics on LinkedIn in the USA are people ages 36-45 and 46-55 (Tran, 2020). However, the number of millennials on the site is growing the fastest. This is due to people wanting to make accounts early in their carriers to get a head start on growing their network.

What to Post

As a nonprofit organization, posting differs slightly from an individual representing only themselves on LinkedIn. With this, posts can be oriented towards four things:

- Posting about job and volunteering opportunities with Angels-Net Foundation.
- Posting information and updates about programs. For example:
    - Program accomplishments
    - The activities that the students do in the after-school program
    - Food and PPE distribution
    - New programs recently added
- Posting key information about upcoming events.
- Posting and sharing general information about a community is also helpful (although less often than the three categories previously listed). For example:
    - Relevant news articles
    - Documentaries
    - Notable people

With this information, it is important to keep in mind that this is a professional environment, and thus it is recommended all posts reflect that.

When to Post

LinkedIn offers numerous newsfeed display options to its users including "Top" and "Recent." The "Top" option displays posts chronologically and the "Recent" option displays posts using the LinkedIn algorithm. Due to this, there are numerous ways to ensure that posts are seen. First, if followers have the "Recent" display option turned on, it is important to post when user engagement is highest. Figure 3 shows the most recent research in LinkedIn Global Engagement. The darkest squares show when users are the most active on LinkedIn. Users are most active on LinkedIn Wednesdays 8AM-11AM, Wednesdays 12PM-1PM, Thursdays 9AM-10AM, Thursdays 1PM-3PM, and Fridays 9AM-10AM. It is recommended to post a couple times a month to 1 time a week at the times most users are active. The post can be any relevant update to a shared post from another organization. It is encouraged to spend around 10 minutes

every other day on LinkedIn to check for unread messages, react to a couple of posts, and comment when inclined to.
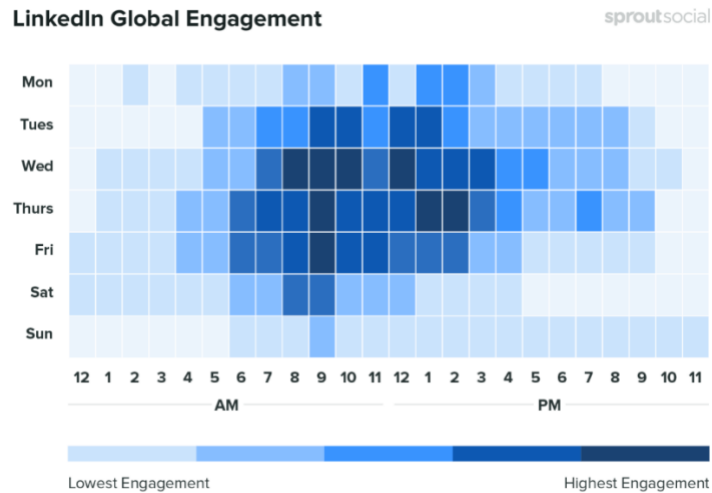

Figure 3: LinkedIn Hours of High Engagement (Arens, E., 2020)

If followers have the "Top" display option on, then it is important to understand how the LinkedIn algorithm summarized in Figure 4 works. The way it works is that it measures dozens of factors to predict how relevant the content will be to the given audience and then it ranks it accordingly. Based on this ranking, it will then push the post to a smaller audience and wait to see how they engage with it. Depending on the results of the "sample test," the post will either be pushed to more people or will stop showing up in the feed. The first hour after the post has been posted will be critical in determining how well it does in the algorithm. Therefore, it is important to post it when followers are online (Johnson, 2019). Figure 4 below shows the flowchart that the post will go through as it is tested.
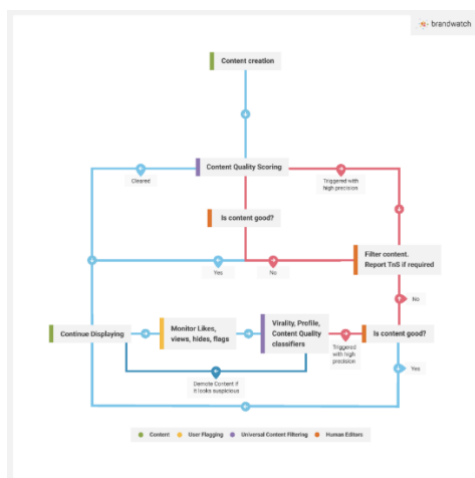

Figure 4: LinkedIn Algorithm (Johnson, C., 2019)

Posts that are high quality will be pushed to the top of the LinkedIn newsfeed while posts that qualify as spam or low quality will be pushed lower. Some qualities that distinguish posts as

high quality are only tagging people if it is known that they will respond, using around 3 hashtags, formatting the post so it is easy to read, posting things that encourage a response (asking a question in the post), not using outbound links (they can be put in the comments), and using strong keywords and correct grammar.

User Interface

Connecting

1. After logging into LinkedIn, click on the "My Network" tab at the top of the screen.
2. Once brought to the new screen, pending invitations from others trying to connect will be shown.
3. To accept their invitation, simply click "Accept" on their invitation.
4. There will then be suggested people, hashtags, groups, and pages.
5. After looking through the suggestions and finding someone to connect with, simply click on "Connect".
6. This will send an invitation to the person for them to receive and choose to accept it (LinkedIn, 2020)!

Notifications

1. After building up a network and following groups or other pages, notification will start appearing.
2. Click on the "Notifications" tab at the top of the screen in order to go to the notifications page.
3. Notifications at the top of the screen are the most recent ones and scroll down to find the older notifications (LinkedIn, 2020).

Messaging

1. After building a network, message people about possible job/volunteer positions or other information.
2. To do this, click on the "Messaging" tab at the top of the screen. A new page will show previous messages, if any.
3. After receiving any messages, make sure to respond to them by simply clicking on the message and then writing a message in the designated area.
4. To write a new message, click on the Notepad and Pencil icon at the top right of the page.
5. Then type the name(s) of the desired recipients.
6. Then write a message in the designated area below.
7. Once done writing the message and filling in the name(s), click on the "Send" tab at the bottom right of the page (LinkedIn, 2020).

Sharing Posts

1. The LinkedIn feed will show posts that other people have shared, reacted to, or posted. Share any of these posts if desired to.

2. At the bottom of a post, look for a "Share" icon. Make sure to click on that icon.
3. Write a comment with the post if desired to do so by simply typing a message in the designated comment section.
4. Add a hashtag that related to the post, so that more people can see the post, and this will help in building up a network further.
5. Then just simply click the blue "Post" icon on the bottom right of the page (LinkedIn, 2020).

Analytics

When viewing the organization's home page on LinkedIn, there is a small vertical window on the left of the page that says "Analytics." In this section, look for general statistics on the number of unique visitors, the number of new followers, post impressions, and custom button clicks. These numbers are calculated for a 0-day period.

However, at the very top of the browser tab, there is a menu bar with multiple buttons for "Home," "Content," "Analytics," and "Activity." The Analytics section has multiple options, including 'Visitors,' 'Updates,' and 'Followers.' Let's explore each:

The Visitor analytics section is divided into three sections:

1. "*Visitor Highlights*" are automatically calculated for a 30-day period, and displays page views, unique visitors, and custom button clicks over that time period.
2. *"Visitor Metrics"* allows for much more flexibility in terms of the time period the data is calculated for, which pages to look into data for, and the metric (page views vs unique visitors). The graph displayed for the Visitor metrics section displays the chosen metric in terms of mobile vs desktop traffic.
3. "*Visitor Demographics*" is almost self-explanatory, in that data about the page's audience is more visible. Once again, there is a lot of flexibility for the time period the data represents, and the category of data. For example, there is the ability to see the demographics based on job function, location, seniority, industry, or company size.

Next is the Update analytics section. This section is once again broken into three sections:

1. *"Update Highlights"*, like the Visitor Highlights section described above, is automatically calculated for the last 30 days. This section includes the number of reactions, comments, and shares.
2. *"Update Metrics"* includes many variables as well, with options for time period and the metric. The metric options include impressions, unique impressions, clicks, reactions, comments, shares, and the engagement rate. This graph displays the chosen metric in terms or organic vs sponsored. On the right of the graph, pick whether to have the organic vs sponsored data aggregated.
3. *"Update Engagement"* provides information on specific posts. The only flexibility with this data is the time period, as all the information is then listed below. The chart

displays information on the update's title, who posted it, date created, number of impressions, video views, clicks, CTR (Clicks/Reactions), reactions, comments, shares, and follows. On the right side of the chart, choose how many to display at once—10 or 20.

Finally, the Follower analytics section. This section is divided into five sections:

1. *"Follower Highlights"* only displays the number of total followers and the number of new followers in the last 30 days.
2. *"Follower Metrics"* displays a graph of new followers over a specific time range to pick from. This new follower data is also displayed in terms of organic vs sponsored. For this graph, there is the ability to have the organic vs sponsored data aggregated, by clicking the switch on the top right of the graph.
3. *"All Followers"* displays all the page's followers, with the month that they began following the page.
4. *"Follower Demographics"* shows information on the page's followers, based on Location, Job Function, Seniority, Industry, or Company Size – metrics which can be selected at the top of the chart, next to the section's title.
5. *"Companies to Track"* lists follower information for various related companies. The information included is their number of total followers, new followers, number of updates, and engagement rate. This data is calculated for a specific time period and can be specified at the top of the section, next to the section's title ("Companies to track").

For each main section (Visitor, Updates, and Followers Analytics), there is the ability to export a report of the information available online. The data will be exported as a .XLS file (Excel), with dates represented in UTC, but a time range from which the data is taken from can be chosen from.

YouTube

YouTube focuses on posting longer video content. This platform is different from other social media since it is also considered a search engine. A search engine is a program that searches a data base for key words specified by the user. This means that a wide range of people use YouTube and research shows that in the USA, 77% of people age 15-35, 73% of people ages 36-45, 70% of people ages 46-55, and 67% of people 56+ use YouTube (Clement, 2020b).

What to Post

Since YouTube is a search engine for videos, which are typically longer than videos on other social media platforms, the organization can focus on posting videos here. The videos can have captions, but the focus on posts is primarily on the video content. Posting on YouTube is not forced, and thus it is recommended each video have a specific purpose. Before recording and editing a video, it is important to have a general idea, or prepare a story board, on what the video is going to be about and how it will be communicated in the video. Some of the things the organization can post about are:

- Posting about events the organization has recently held. It can be beneficial to post videos about what happened at recent events, how they went, and recordings from the actual event. Overall, it is important to give the viewer a more personal look at what the organization does.
- Posting about how donations have helped the organization and what the organization has recently done with the donations they've gotten. This allows people to see how their donations can impact the organization.
- Posting updates about the programs and organization. It is important to keep audiences updated about what the organization does and if any major changes happen within the organization.
- Posting videos that spread awareness about the African immigrant and refugee community. This could be done through interviews with the immigrants and refugees ANF helps empower. This interview could cover what it's like to be an African immigrant and/or refugee, what they would like to see change in Worcester, and how ANF has helped them.

The videos the organization posts on YouTube can be attached to ANF's website so that more people can be exposed to what the organization does on a more personal level.

When to Post

YouTube is different from other social media and there is no pressure to post weekly or even monthly on this platform. Quality over quantity! As previously mentioned, since YouTube is a search engine, if people look up ANF or anything related to ANF's video at any time, it will pop up. It is recommended this platform be used to post videos only when the organization has first planned and thought out the content. Thus, to make sure the content is of high quality, it is okay to post a video later in the day.

User Interface

Uploading Videos

1. Open YouTube to see the home page. The home page shows all recommended videos to watch. There will also be a list of tabs on the left side of the screen.
2. Look for the "Your Videos" tab near the top of the tabs list and then click on it.
3. If needed, watch an introductory video on the Studio page and YouTube after being brought to that page.
4. Once done with that short video, go back to the Studio page.
5. Click on the "Dashboard" tab at the top of the list of tabs on the left side of the screen.
6. Then click on the "Upload Videos" tab in the left box under a person filming a video.
7. Then click on the "Select Files" tab.
8. Search through the device for video(s) to be uploaded.
9. Anew screen will require information for the upload.
10. Create a title in the "Title" box.
11. Create a description if needed in the "Description" box.
12. Then click on "Yes, it's made for kids" at the bottom of the screen. (Make sure it is, though).
13. There are other editing options that can be chosen, but these are unnecessary for the content ANF will be posting.
14. Once done with the title, description, and audience, click "Next".
15. Once again, edit the video elements if desired, but this is unnecessary, so to move on, click "Next".
16. This page will ask to choose between "Private", "Unlisted", and "Public".
    a. To show the students the videos in class or just use the videos for website, then choose private. This option will prevent other YouTube accounts from seeing the upload.
    b. Unlisted means that only people with the link to the YouTube video will be able to see the video.
    c. For others to log into their YouTube accounts and look for the video, choose public. This will allow others to search for the channel and watch the uploaded videos.
17. Once done with this last step, then simply click on "Save" and the video is uploaded (YouTube, 2020)!

Analytics

1. Begin by logging into YouTube.
2. Click on the "Your Videos" tab in the menu bar on the left side of the screen. This tab will then show a listing of all uploaded videos. Each listed video will have the thumbnail (the "cover picture" of the video), its name and description, its visibility, restrictions, the date it was uploaded, and the number of views, comments, and likes vs dislikes.

a. If hovering the cursor over the row of a selected video, five icons will pop up. In order from left to right, they are Details,' 'Analytics,' 'Comments,' 'View on YouTube,' and 'Options.'

b. Select the Analytics icon. This will show a "Video Analytics" page for that one video. This page is shown below, in Figure 5.
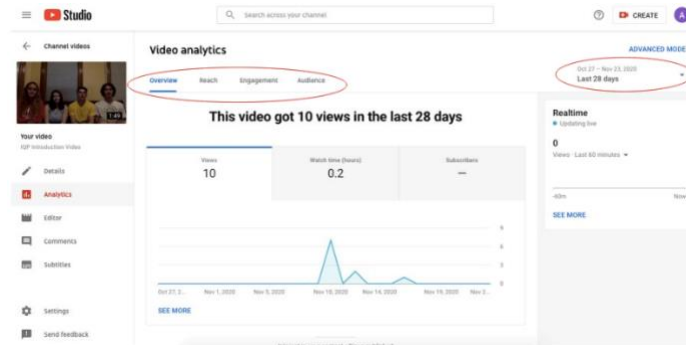

Figure 5: Example of the Video Analytics Overview tab on YouTube.com

The first thing shown is the Overview tab (shown in Figure 5), which includes the following features:

a. How many views the video has received.

b. A graph indicating that number of views over a certain span of time, which can be changed to the watch time (hours) or the number of subscribers.

c. The "See More" on the bottom left of the graph will provide a much more detailed summary of who certain viewers are.

Once in the "See More" area, a detailed report will appear with a chart as its main feature. Pick the primary if desired to and if needed, a secondary metric. This will sort the data by either line chart or bar graph (by choice) and over a specific time frame (selectable in the top right above the video). Look for the data through the lens of different metrics, found under the following tabs:

1. 'Video,' where the data is given in terms of the video itself.

2. Traffic source. Specifically, how people were finding the video.

3. Geography, meaning where viewers are from.

4. In addition to 16 other tabs including viewer age, viewer gender, views by date. These additional metrics can be found in the "More" tab (circled in red in Figure 6 below).

    a. Two of these additional tabs are "Subtitles and CC" and "Translation Use." These two may be particularly useful for ANF if they want to ensure viewers are getting all the information they need, and if there is continued need for videos in different languages.
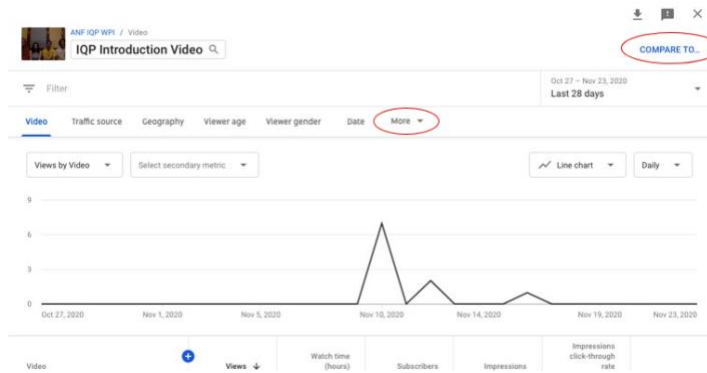
Figure 6: Example of a detailed summary for one video on YouTube.com

Other important features to note, shown in Figure 6 above, include:

1. The "Compare To..." button, circled in red at the top right of the figure, allows for seeing the data within the chosen metrics in comparison to another video from the account.
2. The 'X' icon in the top right corner, to exit out of the detailed report and return to the Video Overview page (Figure 5).
3. The downwards arrow, to the left of the 'X' icon in the top right corner of the screen. This provides the option to download the detailed report either as a Google Sheet or a CSV (Comma-Separated Values) file.

Once back to the Video Analytics page, move from the "Overview" tab to the "Reach" tab. Once on this second tab, the first thing visible is a graph section, and there is the option to jump between graphs for Impressions, Impressions click-through rate, views, and unique viewers.

a. Clicking the "See More" button on the bottom left will show the same detailed report described above (Figure 6).
b. By scrolling down, "Traffic Source Types" will appear.
c. This is followed by different sections detailing information for each of those traffic source types, including YouTube Search, External Source, Suggested Videos, and Playlists.

Moving onto the "Engagement" tab, found at the top of the Video Analytics page. Once on this third tab, a graph section will once again be the first thing visible. Except, there are only two graph tabs to choose from—watch time (hours), and average view duration. Scrolling through this Engagement Analytics page will provide information on audience retention, and key moments from the video that made viewers more or less interested. Other features to be mindful of are:

a. By selecting "See More" at the bottom left of the graph, the same detailed report as described above (Figure 6) will be shown.

b. This is followed by a section for likes vs dislikes, for the video selected and the channel's average.
c. There is then another section on "End Screen Element click rate," which YouTube describes as "The effectiveness of a video's end screen. This shows how often viewers clicked on an end screen element after seeing it" (YouTube).

The final part of the Video Analytics is the Audience tab. Just like the Reach and Engagement tabs, the first thing visible is a graph section. There are three options for these graphs: Unique viewers, Average views per viewer, and subscribers. Same as the previous sections, the "See More" button show the detailed report described and pictured above, in Figure 2. The rest of the Audience tab includes smaller sections on "Watch time from Subscribers," "Age and Gender," "Top Geographies," and "Top Subtitle / CC Language." The audience of the videos and channel is particularly important to pay attention to because it will provide a data-based idea of who the next videos could cater to.

Of course, YouTube's analytics may not be able to pick up on exactly who is watching the videos, as kids may watch videos from their parents' account, but these cases are not significant enough to ignore the importance of this data set. Thus, based on the audience, tailor the content of the videos, some ideas of which are listed above in the "What to Post" section of this Social Media Guidebook.

Website (Wix)

The Angels-Net Foundation website was created on Wix, a platform that makes creating websites easy and straightforward. Since ANF already has a website on this platform, the organization can continue to use Wix to edit the website with updated information moving forward.

What and When to Update

Like other forms of social media, the website will keep people updated on what is happening with the organization. Along with this, the website could look modern and continue to be updated as webpages on the internet continue to update. Some of the most important parts of the website to keep editing are:

- **The Home Page** is the first thing people see when they open the website. It is recommended this content be appealing and contain relevant information to the organization. The first thing on the homepage is a slideshow of images with a condensed version of the ANF mission statement on it. As new programs and events happen, new images could be added or replace old images on the slideshow. Along with this, the statement about COVID will be updated and eventually removed as the organization as new developments regarding the pandemic occur. Finally, the statistics about the people assisted by ANF and the most recent upcoming event could be updated as they change.
- **The About Us Page** and all its subpages could be continuously be updated with new information and images regarding the organization's mission, members, sponsors, and partners.
- **The Programs Page** and all its subpages could be updated with information and images as new programs are created and old ones are updated or removed. Along with this, if new worksheets for the students are created for the afterschool program or if new resources become available that seem useful to link, they could be added to the kids' corner.
- **The Events Page c**ould be updated as new events are planned and old events happen. When an event happens, the description and images of it could be moved to the past events section. When a new event is planned, a description of it could be added to the upcoming events section. If no new events are planned, say something along the lines of: "No upcoming events have been scheduled. Check out our programs page to see other way you can get involved with the organization!"
- **The Get Involved Page** and all its subpages could be updated if information regarding volunteering, donating, and contacting the organization change in any way.

Finally, as time passes, webpages will begin to change. As this happens, Wix will update and add different layouts and affects the organization can use to update the website. If several years have passed without updating the style and visual aesthetic of the website, it might be useful to look at other nonprofit website. If the website seems a bit dated, look at the new features Wix offers and see if they can make websites look more modern.

How to Edit

To ensure the website doesn't become outdated, it's important to know how to update it. To start, sign in to the Wix website and an image of the ANF website will pop up on the dashboard. Next to the image there is a button that says: Site Actions. Once that button is clicked, a drop-down menu will appear, along with the words "Edit Site". This will bring shift the page to a new tab with the website open in an editor's version. In the editor's version there is a menu bar up top and buttons with symbols on the left side of the screen. Some of the key features available for use are:

- **The Switch Page Drop Down** is on the upper left-hand side of the menu bar up top and this will be used to move from page in the editor's version.
- **The Menus & Pages Button** is the top button on the left-hand side. It can also be used to switch pages, along with adding new ones.
- **The Add Button** is the third button from the top on the left-hand side, shown in Figure 7 below. This button is extremely useful since it can be used to add many different things to the website, the list of which is shown in the image bellow. By selecting the desired feature, a variety of versions of that feature will appear.
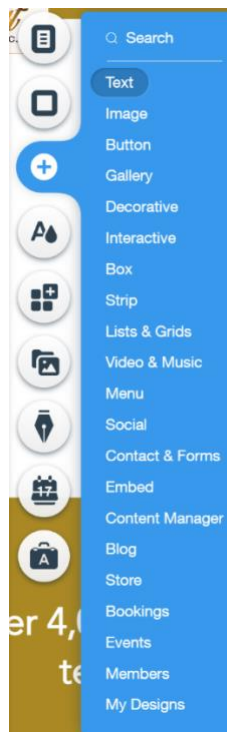

Figure 7: The Add Button on the Wix.com website

- **To change the background** of a slide, whether it be an image or color background, click on it and then click Change Strip Background/Change Column Background. This will open a small tab that will allow changing the background.
- **To change the text** on a page, double click on the word box and then edit the text inside of it.

Community Interactions

Wix Forms

On the ANF website there are two forms people can submit through Wix. One is for people to send their name and email to get signed up for ANF's mailing list, and the other is for people to contact and send their name, email, and a message to the organization. The steps to access the Wix submission results are as follows:

1. First, open Wix and go to the "My Sites" page.
2. Click on "Select & Edit Site" on the current Angels-Net Foundation website.
3. On the left-hand side there is a task bar, click on the "Customer Management" tab.
4. Once on the "Customer Management" tab, click on the "Form Submission" tab.
5. From here, look for the mailing list subscriptions and contact forms submitted through the website.
    a. To see the names and emails of people who wish to be added to the organizations mailing list click the "View Table" button under "Subscriptions".
    b. To see the names, email, and messages from the contact form submissions click the "View Table" button under "Contacts Form".

Reminder: It is recommended these Wix form submissions be checked once a day.

Volunteer Recruitment Google Forms

On the volunteer page of the website, after clicking on the "Volunteer" button, a Google Forms will appear. This Google Forms contains questions that allows ANF to know the persons interest in volunteering for the organization. The steps to access the Google Form results are as follows:

1. First, open Google and sign into the info@angelsnetfoundation.org account.
2. Search and open Google Drive.
3. Once in Google Drive click on the "Shared with me" button on the left-hand side.
4. Scroll to find the Google Form titled "Volunteer Recruitment" and click on it
5. After obtaining the form, click on the "Responses" tab on the top. Now look at all the people interested in volunteering with the organization!

Reminder: It is recommended the Google Forms submissions be checked once a day.

Additional Tools

The following additional tools are included to ensure that the content posted on the ANF social media pages and the ANF website are manageable, easily accessible, and of high quality. The management tool included is a platform called Hootsuite. The accessibility tool included is called Linktree. And finally, Canva is a graphic design tool that can be utilized to create aesthetic and original content.

Hootsuite

Hootsuite is a social media tool that allows users to control numerous social media platforms all from the same website. This saves time so that the user does not have to sign into each social media network individually. The main social medias that Hootsuite links to include Twitter, Facebook, Instagram, YouTube, LinkedIn, and Pinterest. The current plan that ANF has, the Professional plan, allows unlimited scheduling and a publishing calendar so it is possible to schedule posts for the future. In the "My Posts & Mentions" board, it is possible to then view the scheduled posts for all social media platforms under each specific network.

Creating Content

To create a new post, click on the notepad and pencil icon and then click post. Create stories from here. Next, select the box next to the desired social media to post to under the "Post to" box. Then, add the text and links to post in the "Text" box. To upload a photo or file to the post, go under the "Media" section. For LinkedIn and Facebook, to reach a wider audience and create an ad, check the "Promote this post" box under "Promotion." Under "LinkedIn Page Audience", it is possible to add a targeted audience. On the right of the "New post" box look for the created post in the formatting of the different social media platforms. To schedule the post, click the "Schedule for later" box and click the desired time. Hootsuite has another tool that can auto schedule the post so that it is posted at a convenient time. To send the post right away, click the "Post now button." After numerous posts are scheduled, it is possible to view them under publisher tab (the icon on the side bar that looks like a calendar). This view is extremely helpful as it can provide a calendar of scheduled posts.

Analytics

Hootsuite is not only useful for creating content for numerous platforms in one place but is also useful to help measure the success on each of those platforms. Hootsuite analytics can be accessed in the side bar of the main home page, by clicking on the bar graph icon.

Hootsuite analytics has two main sections consisting of post-performance and reports:

1. *Post-performance* provides ways to see how followers have reacted to published posts. With the current Hootsuite plan that ANF has, the post-performance tool is not available.
2. *The reports section*, however, provides an overview of each platform linked individually.

     i. *The "Mixed Overview"* also provides the option to view the linked platforms together. The metrics gauged for each social media include posts, followers, page clicks, and engagement.

     ii. Under the "Posts Table" in each individual social media platform's overview, it is possible to view the reactions, comments, shares, clicks, impressions, and engagement rate for each post made. Managing and watching these analytics will help understand which posts are the most successful.

Linktree

Linktree is a social media tool that allows users to put all their content in one location. Instead deciding which link or resource to include in an Instagram bio (or another location), having a Linktree link will bring others to the user's account's "menu." This "menu" of links can include anything from ANF's website, to news articles, to YouTube videos, or links to other social media pages. Linktree can be found at https://linktr.ee/.

What to Post

The essentials can always be on Linktree. These are the ANF website and social media pages. Other things to include could be news features, if ANF has been recently highlighted. It is important to not overwhelm Linktree with links, so try to keep the links to the essentials and a few more highlights. Finally, be sure to place the most important links at the top.

When to Post

Linktree, unlike other social media pages, is not high maintenance. The essentials are added right from the start, and the "decorative" links can be added and rotated as new highlights come along. These highlight links can be kept up to date, so if possible, try to replace them with new ones once a month or every two months. But quality over quantity strongly applies here.

User Interface

To add a new link, click the large "add a new link" button. Once a new link is added, give it a name (i.e., "Our Website" or "Our LinkedIn") and copy-paste the link below. Try to keep the name as short as possible, but without compromising content/information. To change the order of the links, place the cursor over the left tab of the link that will be moved. Select the three dots, hold down the cursor, then drag the link to the location of choice.

With a Pro account (paying subscription required), the user can also add a thumbnail (picture) to each link, highlight the links with higher priority, and schedule when links go live. A pro account also provides access to custom buttons, fonts, and colors.

Analytics

With a basic account (without a paying subscription), the user can see how many views their Linktree page has received since it was created. Also, they can see how many times each

link has been clicked. With a Pro account (with a paying subscription), they can access advanced analytics, such as click-through rate, location data, and more.

Is the Pro account worth it for ANF? Most likely not. ANF's money could have a larger impact if invested into other platforms, like targeted ads on Instagram, or simply investing in the wonderful communities ANF serves. But of course, feel free to give it a trial run. The pro account is $6/mo.

Canva

Canva is a graphic design tool that can be used to create visual content not only for social media, but also for advertisements, posters, and presentations. Basic access to the platform is free, but in order to use all their tools, designs, and templates, a subscription is required. Canva can be found at canva.com.

They provide templates and design ideas for Facebook posts, Instagram posts and stories, posters and flyers, logo design, infographics, and even animated designs. On Canva the user can create their own design from scratch or use a provided template. And even when using a provided template, they can personalize it as much as they want.

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