

The Spark that Ignites your Social Media

Connecting with Clients, Community and Business

October 28, 2020



**VIRGINIA DEPARTMENT FOR AGING
AND REHABILITATIVE SERVICES**

TEAM

- Betsy Civilette, Communications Director
- Rick Sizemore, Media Specialist



VR Workforce Studio Podcast




VR Workforce Studio Podcast




VR Workforce Studio Podcast

← Kira Livingston



Kira Livingston · 1st
Digital Media Coordinator |
Specializing in Web Design, Social
Media, and Outreach.
Central Arkansas Planning and
Development District, Inc.
Conway, Arkansas, United States ·
[281 connections](#)

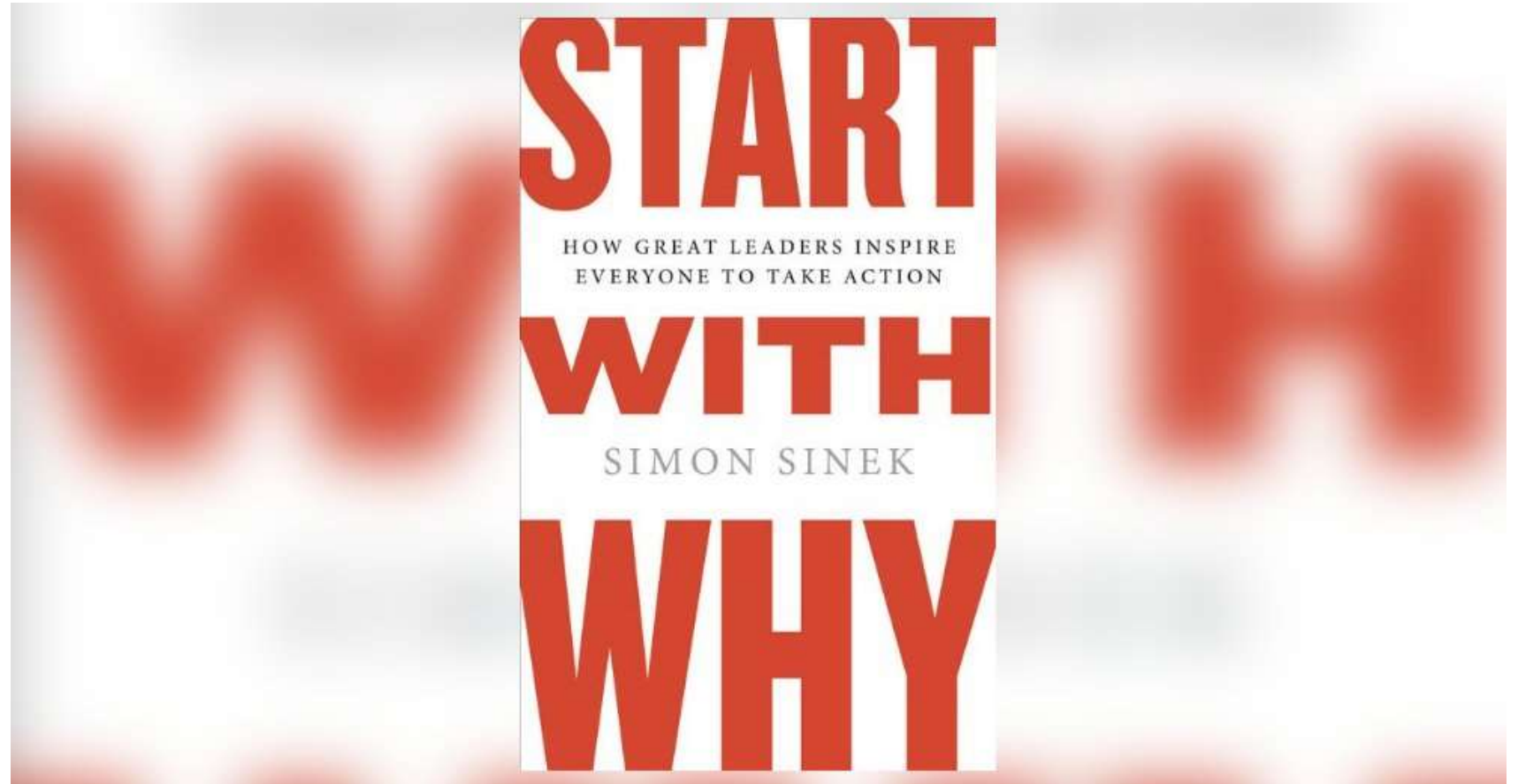
[Message](#) [More...](#)

 **What is Kira Livingston's top skill?** ×

Help us identify relevant opportunities and content for your connections.

Leadership	Customer Service
Community Engagement	Organizational Development

VR Workforce
Studio Podcast



VR Workforce
Studio Podcast



Workforce Studio

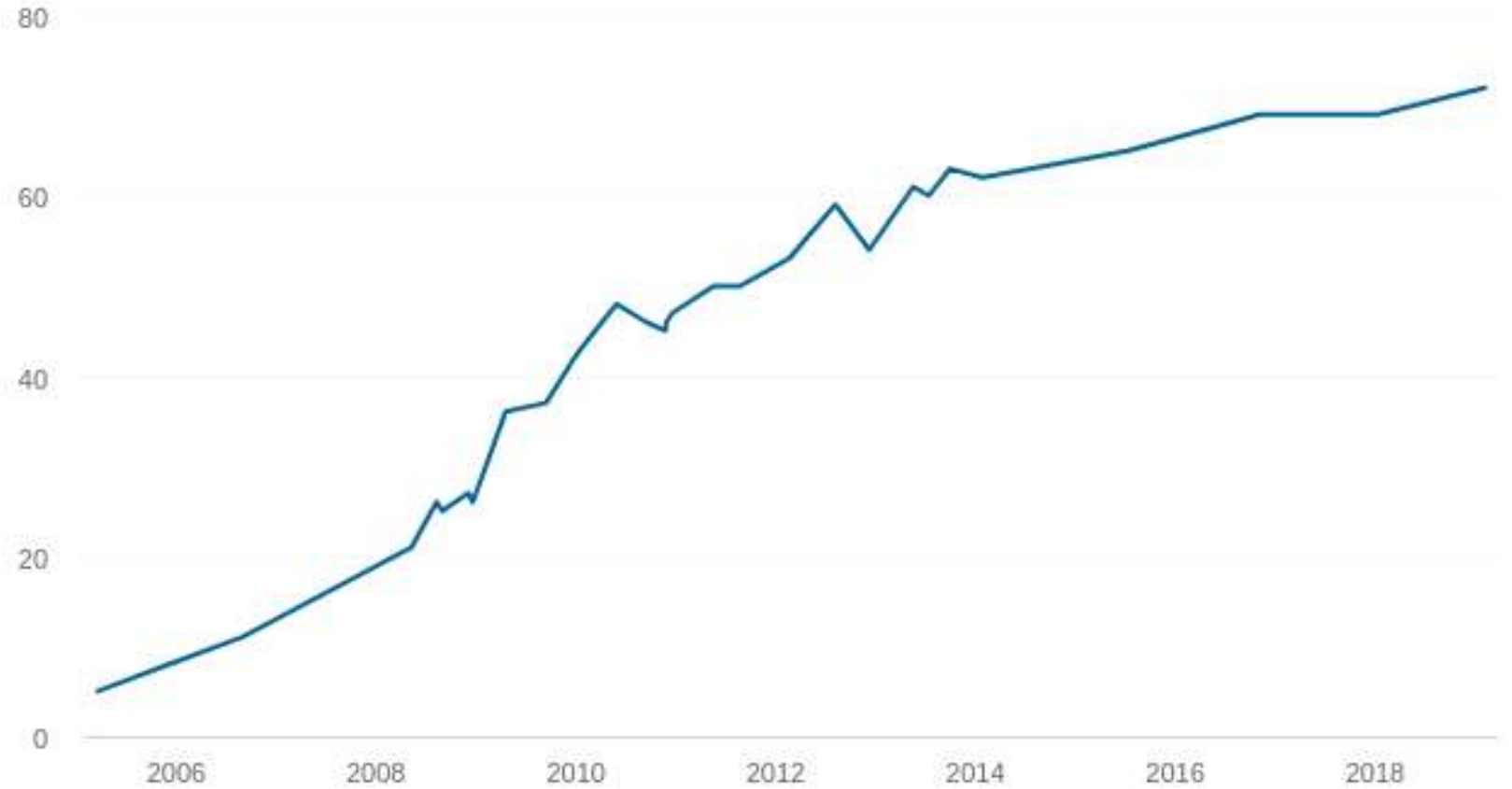
Disability Employment:
Education, Affirmation & Inspiration...
at Work

TRENDS

Social media use

% of U.S. adults who use at least one social media site

79% in 2019

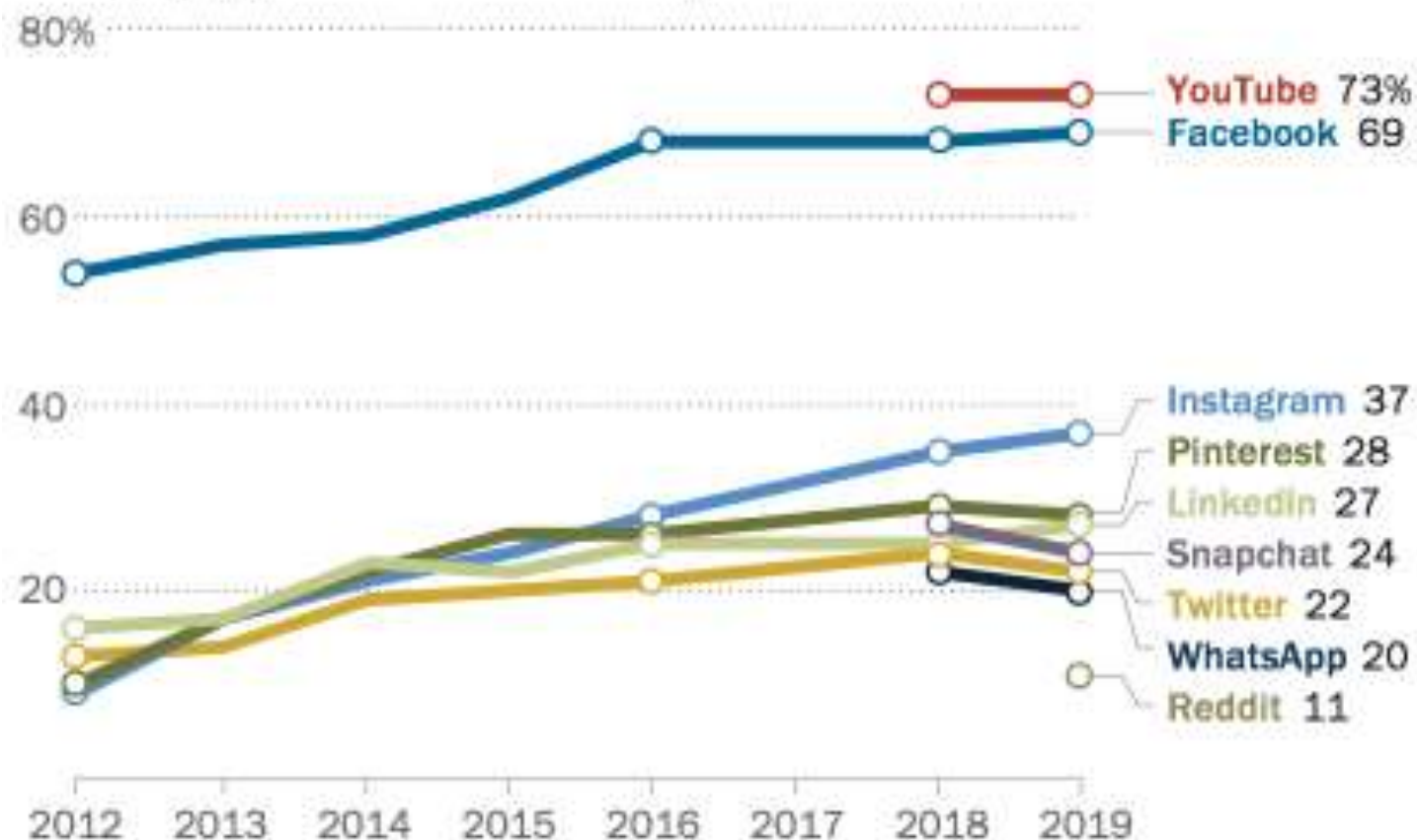


Source: Surveys conducted 2005-2019.

TRENDS

Facebook, YouTube continue to be the most widely used online platforms among U.S. adults

% of U.S. adults who say they ever use the following online platforms or messaging apps online or on their cellphone



Note: Pre-2018 telephone poll data is not available for YouTube, Snapchat and WhatsApp. Comparable trend data is not available for Reddit.

Source: Survey conducted Jan. 8-Feb. 7, 2019.

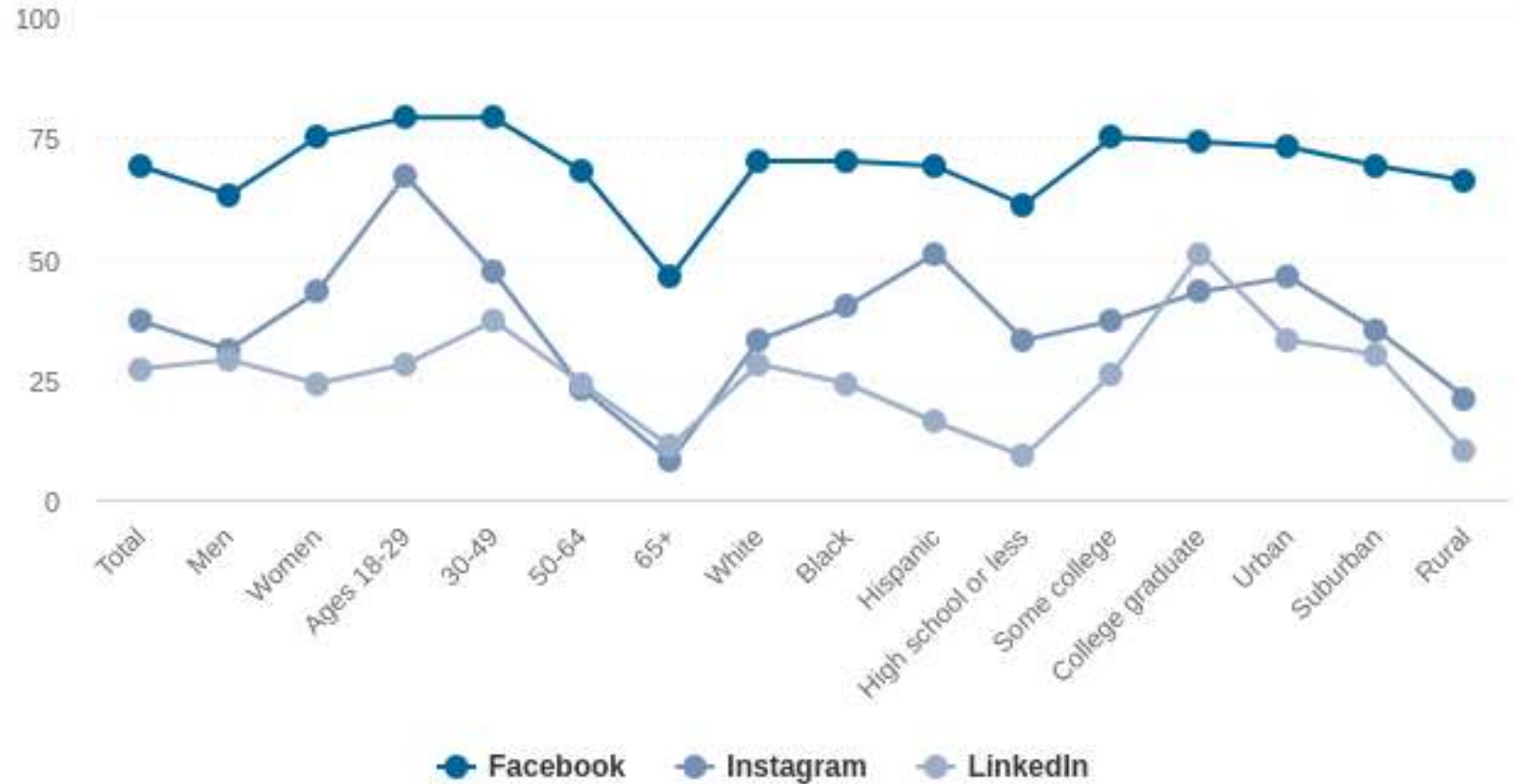
PEW RESEARCH CENTER

TRENDS

Who uses Facebook, Instagram and LinkedIn

% of U.S. adults who use each social media platform

% of U.S. adults who use ...

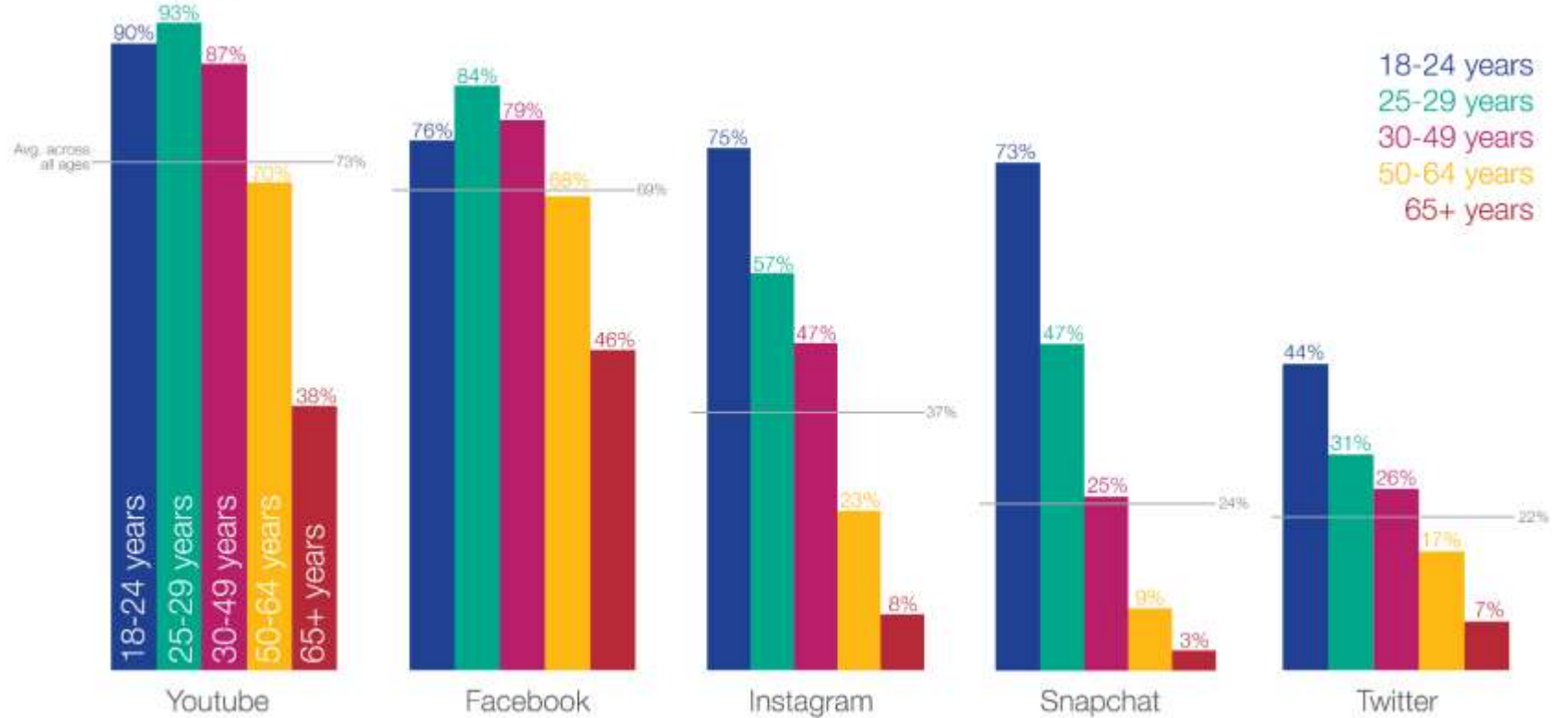


TRENDS

Use of social media platforms by age group in the US

The share of adults in the United States who say they ever use the following online platforms or social media apps in 2019. This is shown by age group.

Our World
in Data



Data source: Pew Research Center (2019).
This is a visualization from [OurWorldInData.org](https://ourworldindata.org), where you find data and research to make progress against the world's largest problems.

Licensed under CC-BY by the author Esteban Ortiz-Ospina.

TRENDS

Other trends affecting social media use is:

- Increase in use of smartphones
- Increased screen time
- Privacy/security concerns
- Fake news
- Online harassment
- Forum for social movements #MeToo
#BlackLivesMatter

STRATEGIC PLANNING

***What do you hope to achieve
with your SM messaging?***

- Vision/Mission
- Goals/Objectives
- Audiences
- Marketing channels

CONTENT PLANNING

- Maintain Facebook, Twitter, LinkedIn and YouTube.
- Provide constant and consistent messaging reflecting the agency's key programmatic goals and initiatives.
- Create monthly editorial calendar based on input from directors/managers
- Use weekly themes, such as #MotivationalMonday, #TechTuesday, #WorkItWednesday #OlderAdultThursday and #PhotoFriday
- Metrics: Track number of followers, likes, comments and shares to quantify "engagement." Produce monthly, quarterly and annual reports.

EDITORIAL CALENDAR

2020 Proposed Editorial Calendar					
JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
New Year's day - state offices closed	George Washington day - state offices	Brain injury awareness month	Autism awareness month (April 2 World Autism Day)	Older Americans month	100th anniversary of VR (June 2)
Lee-Jackson/MLK day - state	Black History month	General Assembly updates	Occupational therapy month	Governor's conference on Aging	Pride month
		Developmental Disabilities awareness	Parkinson's awareness day (April 11)	Project SEARCH ceremonies	World Elder Abuse Awareness Day
		Social Work month	CSAVR spring conference 100th anniversary of VR	Best Practices awards	Olmstead anniversary
		Rehabilitation Counselor Day (March 22)	Administrative Professionals day (April 22)	Adult Abuse Prevention month	PTSD awareness month
		Assistive Technology Awareness Day	Show Your Mettle (Metal) Day	Public Service recognition week	Autistic Pride Day
		Multiple Sclerosis week (March 8-14)		Memorial Day - state offices closed	Helen Keller Deaf-Blind Awareness
		Cerebral Palsy awareness		Teacher appreciation week (May 4-8)	Father's Day
		International Wheelchair		Mental Health month	
				Spinal Cord Injury day (May)	
				Mother's Day	

EDITORIAL CALENDAR

JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Independence Day - state offices closed		Labor Day - state offices closed	Disability employment awareness month	Veteran's Day - state offices closed	DARS service awards
ADA 30th anniversary - July 26		Falls prevention awareness day	Champions of Disability Employment events	Family Caregivers month	International Day of Persons w/ Disabilities (Dec. 3)
Older Americans Act anniversary		Grandparents Day	Residents' Rights month	Alzheimer's Disease Awareness month	
Disability Pride Month		Workforce Development month	Medicare open enrollment	National Apprenticeship week	
System Admin Day July 31		Employ Older Workers week (last week)	Diversity Awareness Month	Thanksgiving/day after - state offices closed	
		National Preparedness Month	World Sight Day (Oct. 8)		
		International Podcast Day (Sept. 30)	International Day of Older Persons (Oct. 1)		
		National Employment Team Summit			
		National Rehabilitation Awareness week			
		International Week of the Deaf			

TOOLS

Canva

- Free graphic design app
- Stock photos & templates



GEORGE DENNEHY

LEAD ON VR

Celebrating the 30th Anniversary of the ADA
ADA National Network (adata.org)

ADA30 ★★ 1990-2020 ★★
 Americans with Disabilities Act
 Celebrate the ADA! July 26, 2020



HAPPY ADMINISTRATIVE PROFESSIONALS DAY!

YOU ARE THE BEST





DARS
VIRGINIA DEPARTMENT FOR AGING
AND REHABILITATIVE SERVICES

PHOTO FRIDAY

CPID WELDING
ACADEMY



VIRGINIA DEPARTMENT FOR AGING
AND REHABILITATIVE SERVICES

BEN PAYNE

**MOTIVATIONAL
MONDAY**

On the Job at Swissomation



TOOLS

Sprout Social

- Subscription-based
- Post to all social media accounts
- Robust data reports

sproutsocial

Virginia Department for Aging and...

- Dashboard
- Smart Inbox
- Tasks
- Feeds
- Publishing**
- Listening
- Reports
- Reviews

Account and settings →

← Today → Week Of October 18, 2020

List **Week** Month ... Export Filters

Sunday 18	Monday 19	Tuesday 20	Wednesday 21	Thursday 22	Friday 23	Saturday 24
Add Note	Add Note	Add Note	Add Note	Add Note	Add Note	Add Note
<p>7:50 am</p> <p>Virginia Departme... Medicare Open Enrollment Period start...</p>	<p>7:30 am</p> <p>Virginia Departme... Governor, Ralph S. Northam, recognized...</p>		<p>7:00 am</p> <p>Wilson Workforce ... Work It Wednesday with DARS. If you or someo...</p>	<p>7:00 am</p> <p>Virginia Departme... It pays to be aware of "Phishing Scams."...</p>		<p>7:15 am</p> <p>@vadars Join us as we celebrate National Disability...</p>
<p>7:50 am</p> <p>Wilson Workforce ... Medicare Open Enrollment Period start...</p>	<p>7:30 am</p> <p>Wilson Workforce ... Governor, Ralph S. Northam, recognized...</p>		<p>7:00 am</p> <p>Virginia Departme... Work It Wednesday with DARS. If you or someo...</p>	<p>7:00 am</p> <p>Virginia Departme... It pays to be aware of "Phishing Scams."...</p>		
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Profiles

- Select All
- @vadars
- Virginia Department for Aging and ...
- Wilson Workforce and Rehabilitatio...
- Virginia Department for Aging and ...

Content Types

- Queued Posts
- Scheduled Posts
- Drafted Posts
- Sent Posts
- Notes

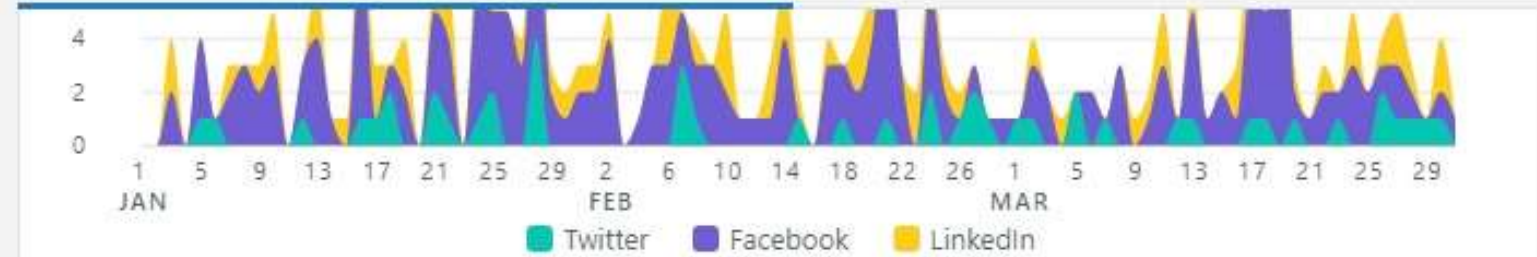
ANALYTICS

Profile Performance

📅 1/1/2020 – 3/31/2020 vs 10/2/2019 – 12/31/2019

Overview

Profiles



Audience Growth Metrics

Totals

% Change

Total Audience ⓘ

6,000

↗ 4.4%

Total Net Audience Growth ⓘ

257

↗ 53%

Twitter Net Follower Growth

39

↗ 30%

Facebook Net Fan Growth

149

↗ 65.6%

LinkedIn Net Follower Growth

69

↗ 43.8%

ANALYTICS

Profile Performance

📅 1/1/2020 – 3/31/2020 vs 10/2/2019 – 12/31/2019

Overview

Profiles

Impressions ⓘ

196,029 ↗ 77.2%

Engagements ⓘ

11,987 ↗ 160%

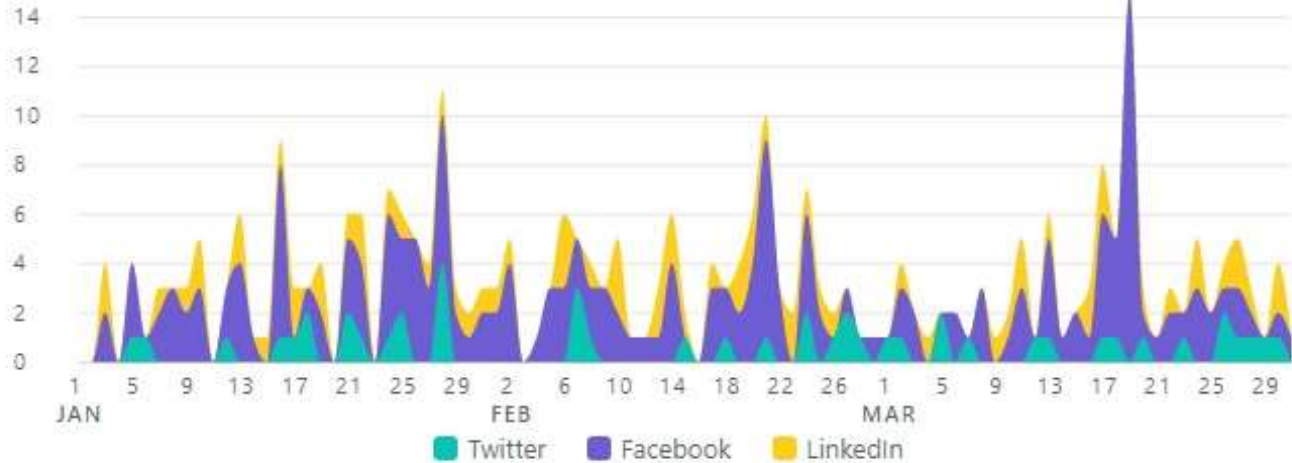
Post Link Clicks ⓘ

1,496 ↗ 180%

Cross-Network Audience Growth












































































See how your audience grew during the reporting period.

Audience Gained, by Day

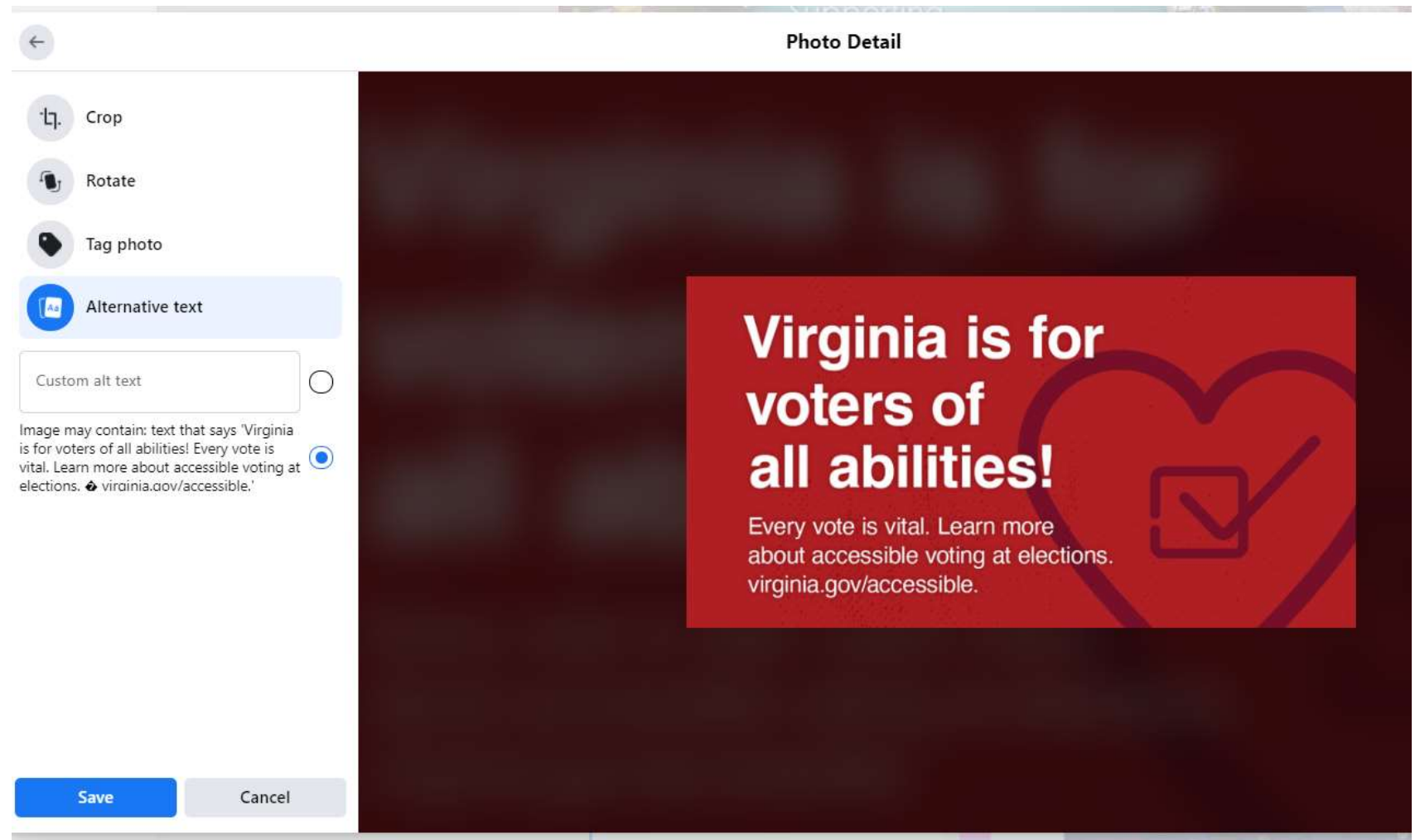


ANALYTICS

Reach: Organic / Paid Post Clicks Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
10/22/2020 3:30 PM	 Governor, Ralph S. Northam, recognized October as National			15 	0 0 	Boost Post
10/22/2020 9:10 AM	 Virginia GrandDriver is an educational resource designed to			32 	1 3 	Boost Post
10/22/2020 8:50 AM	 Medicare Open Enrollment Period starts October 15th and runs through			38 	0 0 	Boost Post
10/22/2020 8:00 AM	 Join DARS as we celebrate National Disability Employment Awareness			57 	1 2 	Boost Post
10/22/2020 7:45 AM	 Today the Social Security Administration announced a 1.3			83 	3 0 	Boost Post
10/22/2020 7:00 AM	 It pays to be aware of "Phishing Scams." https://bit.ly/2FqBfel			56 	1 3 	Boost Post
10/21/2020 9:07 PM	 Join us as we celebrate National Disability Employment Awareness			155 	1 1 	Boost Post
10/21/2020 8:30 PM	 Celebrating NDEAM with Maria Cromety who works in Information			99 	2 0 	Boost Post
10/21/2020 2:47 PM	 Get your free NDEAM poster today. https://bit.ly/340QIMv . #NDEAM75			71 	0 2 	Boost Post
10/21/2020 7:00 AM	 Work It Wednesday with DARS. If you or someone you know has a			265 	7 18 	Boost Post
10/20/2020 8:29 PM	 The Secretary for Health announced the finalists and winners of the first			96 	1 3 	Boost Post
10/20/2020 7:47 PM	 Congratulations William Sutton, recently awarded the RN Anderson			198 	2 1 	Boost Post
10/20/2020 10:58 AM	 Join DARS as we celebrate National Disability Employment Awareness			117 	0 0 	Boost Post
10/20/2020 9:03 AM	 According to the U.S. Bureau of Labor Statistics, just 19.3 percent of			123 	0 0 	Boost Post
10/20/2020 8:19 AM	 Join us as we celebrate National Disability Employment Awareness			133 	1 1 	Boost Post

ACCESSIBILITY



Q&A

***How can you promote
your organization?***

RESOURCES

Resources	Web address
VR Workforce Studio Podcast	www.vrworkforcestudio.com
Sprout Social	https://app.sproutsocial.com/login
Canva	www.canva.com
Social media reports	www.pewresearch.org/ https://ourworldindata.org/rise-of-social-media
Social media planning	www.hubspot.com/resources
Public agency vendors	www.archivesocial.com www.granicus.com
School of podcasting	www.schoolofpodcasting.com
Podcast Talent Coach	www.podcasttalentcoach.com
AudioHero	www.audiohero.com
Get Audiogram	www.getaudiogram.com