



SOCIAL MEDIA & AI

Understanding Social Media
How to apply AI

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AREAS TO DISCUSS

1. The Social Media Landscape
2. Understanding “The Algorithm”
3. Identifying Your Audience – Who Do You Serve
4. How AI Fits In

SOCIAL MEDIA LANDSCAPE

- Platforms
- Demographic profile
- Strengths of each

FACEBOOK

- **Number of monthly active users:**

3.065 billion

- **Largest age group:**

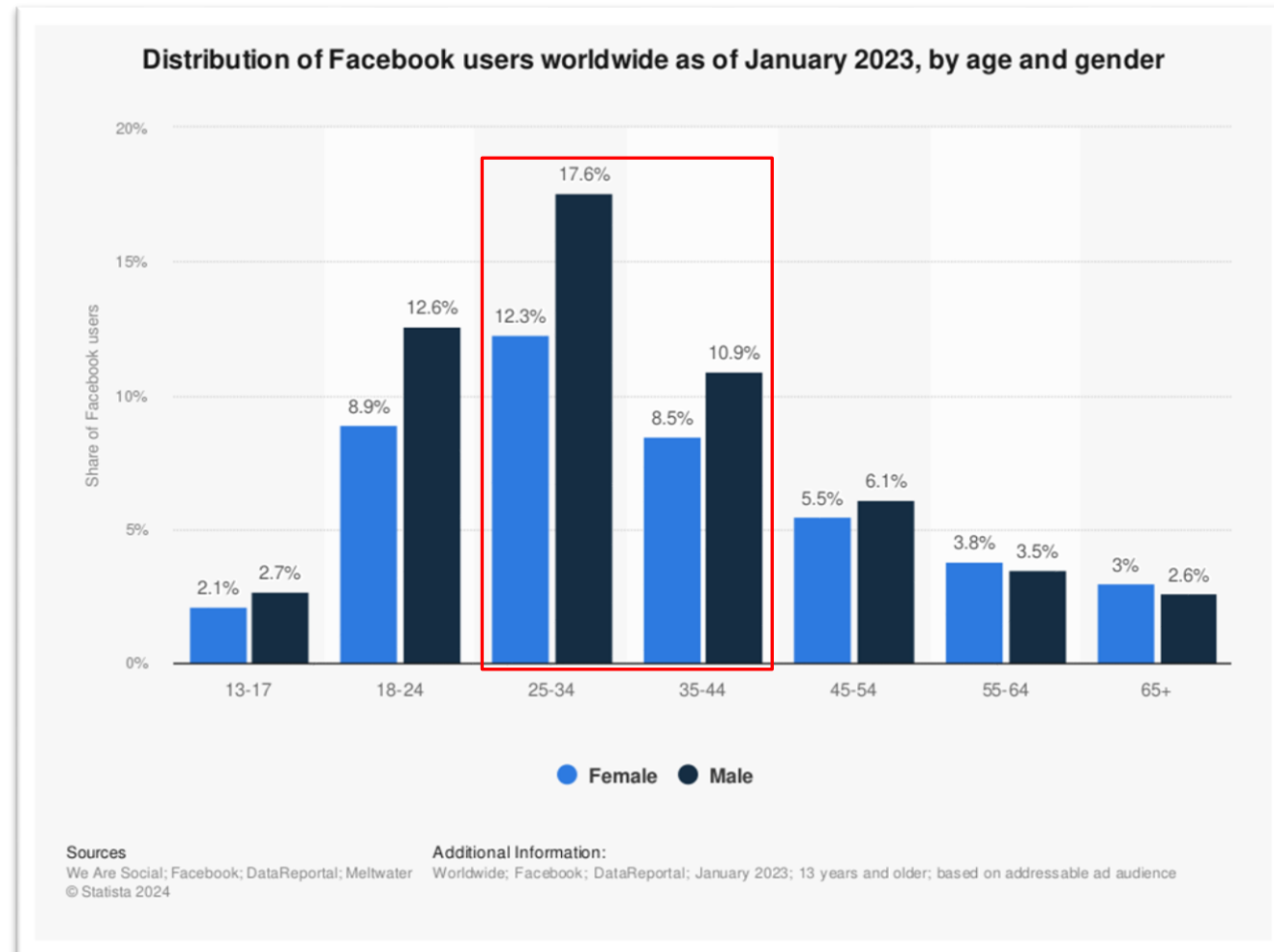
25-34 (29.9%)

- **Gender distribution:**

43.7% female, 56.3% male

- **Time spent per day:**

30.9 minutes

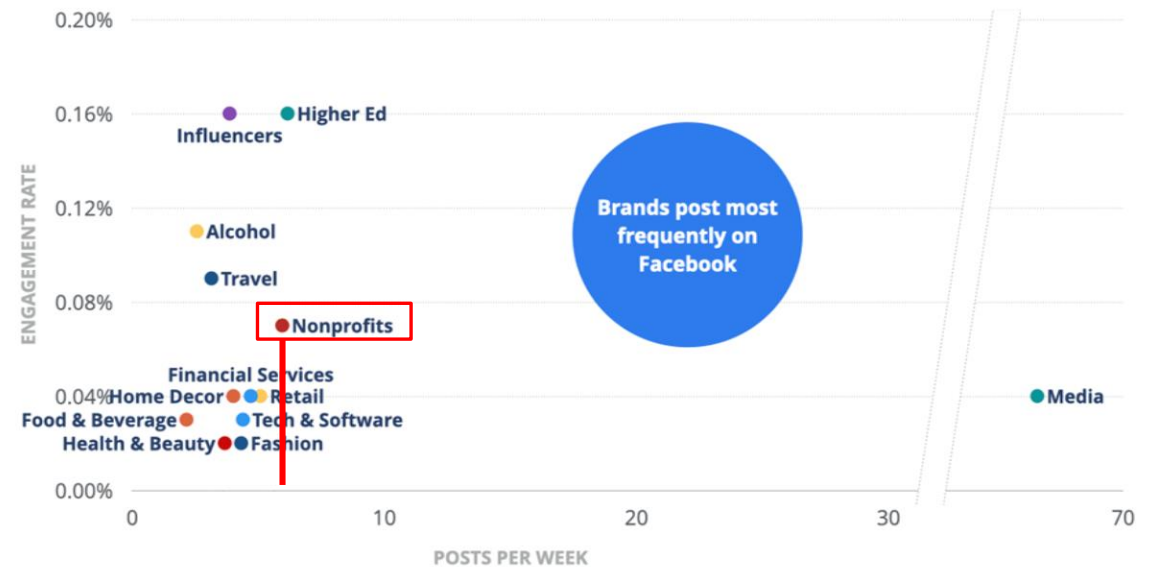


FACEBOOK

- Photos average higher engagement (0.10%) – Videos (0.08%)
- Reels (vertical > horizontal)
 - 35% greater CTR
- Stories (lasts 24 hours) – has great engagement
- Posting frequently does not always mean better engagement

f Facebook posts vs. engagement

Posts per week vs. engagement rate per post (by follower)



INSTAGRAM

- **Number of monthly active users:**

2 billion

- **Largest age group:**

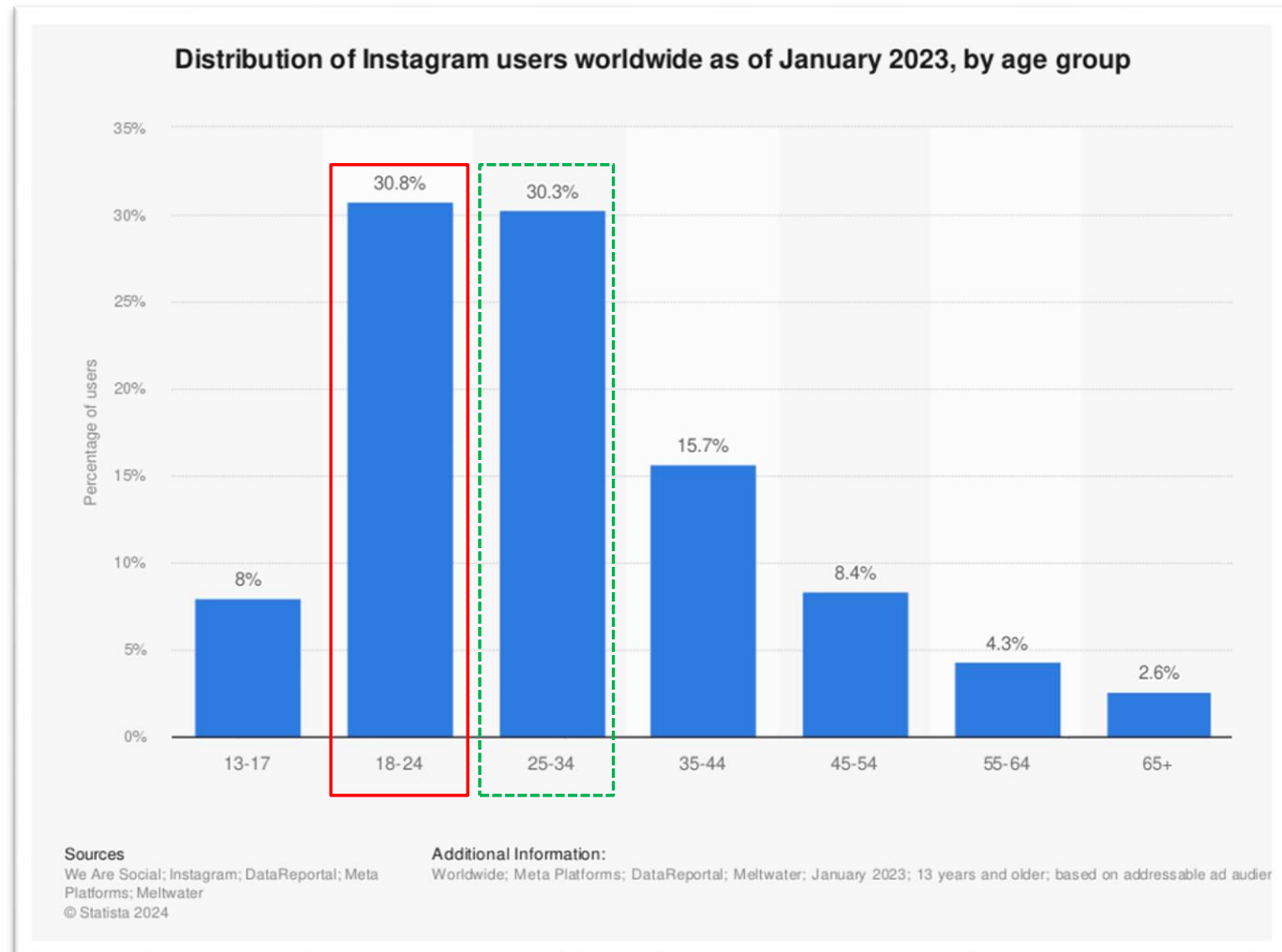
18-24 (30.8%)

- **Gender distribution:**

48.2% female, 51.8% male

- **Time spent per day:**

33.1 minutes



INSTAGRAM

- Reels, Stories, then Posts – in that order
 - Vertical videos
- Consumers like short narratives
 - Can you highlight a project you are working on?
- Over 50% of users research brands and products on IG

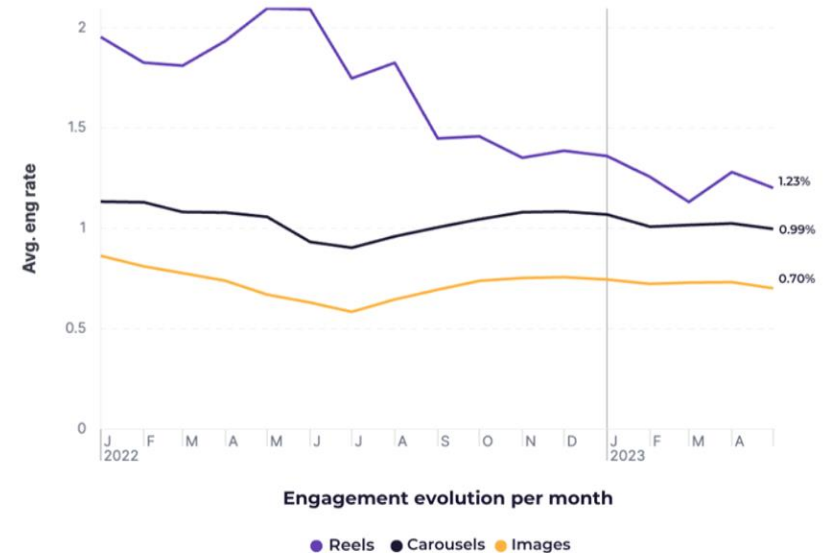
Instagram's Engagement Rate Evolution By Post Type

Instagram Reels have faced a 25% decrease in engagement over 2023.

INSTAGRAM REELS

1.23%
AVG ENG RATE

Instagram engagement rate evolution across all content types



Source: Socialinsider data
Data range: January 2022 - May 2023

socialinsider

X (TWITTER)

- **Number of monthly active users:**

368 million

- **Largest age group:**

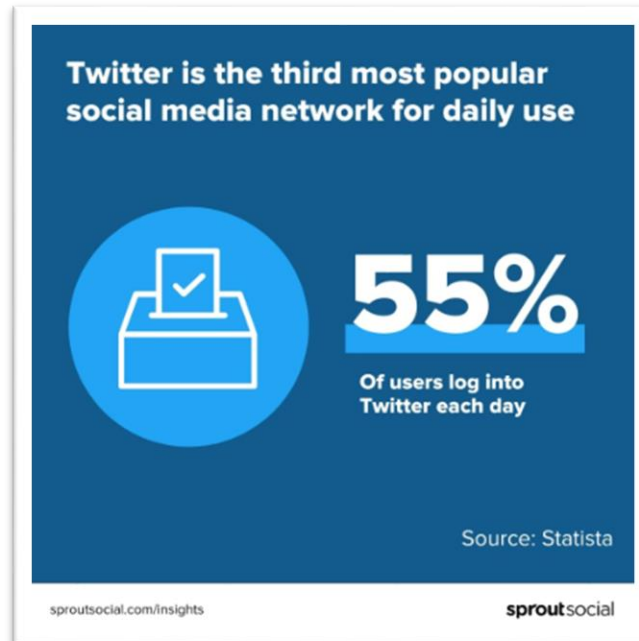
25-34 (38.5%)

- **Gender distribution:**

37% female, 63% male

- **Time spent per day:**

34.1 minutes



Competitor – Blue Sky

Decentralized social media platform designed to give users more control over their experience

LINKEDIN

- **Number of monthly active users:**

1 billion

- **Largest age group:**

25-34 (60%)

- **Gender distribution:**

43.7% female, 56.3% male

- **User access:**

69% daily / 15% several times/wk



Today, under the extraordinary solar eclipse, we unveiled the expansion of the Ivy Creek Greenway at George Pierce Park, located at 55 Buford Highway in Suwanee. This 0.75-mile addition connects a fresh trailhead at George Pierce Park to 3480 Westbrook Road, seamlessly integrating with existing trails such as the Suwanee Creek Greenway.

This project was made possible through funding from the 2017 SPLOST program and is a component of the 2018 Gwinnett Countywide Trails Master Plan's Ivy Creek Greenway. The trailhead includes 25 parking spaces, a bike fix station, benches, and landscaping with bioretention. Noteworthy amenities of this section of the greenway include a 1,000-foot paved multi-use trail, a 1,500-foot concrete boardwalk offering scenic views of the wetlands, and a pedestrian bridge spanning Suwanee Creek, enhancing the overall trail experience.



Silvia King and 92 others

1 comment · 1 repost

TIKTOK

- **Number of monthly active users:**

1.7 billion

- **Largest age group:**

18-24 (36.2%)

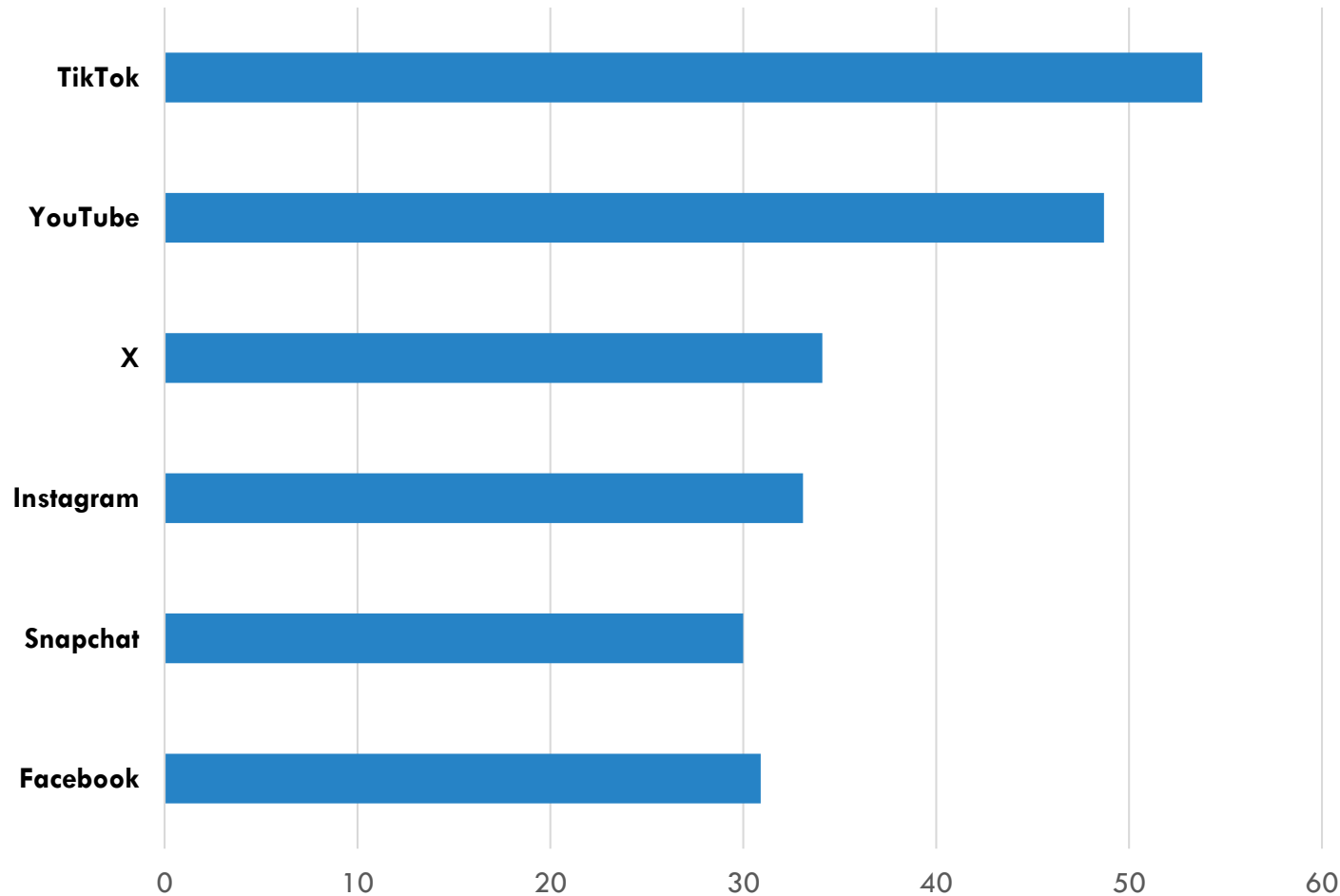
- **Gender distribution:**

49.2% female, 50.8% male

- **Time spent per day:**

53.8 minutes

Average Minutes Spent per Day by Adult Users per Platform



YOUTUBE

- **Number of monthly active users:**

2.491 billion

- **Largest age group:**

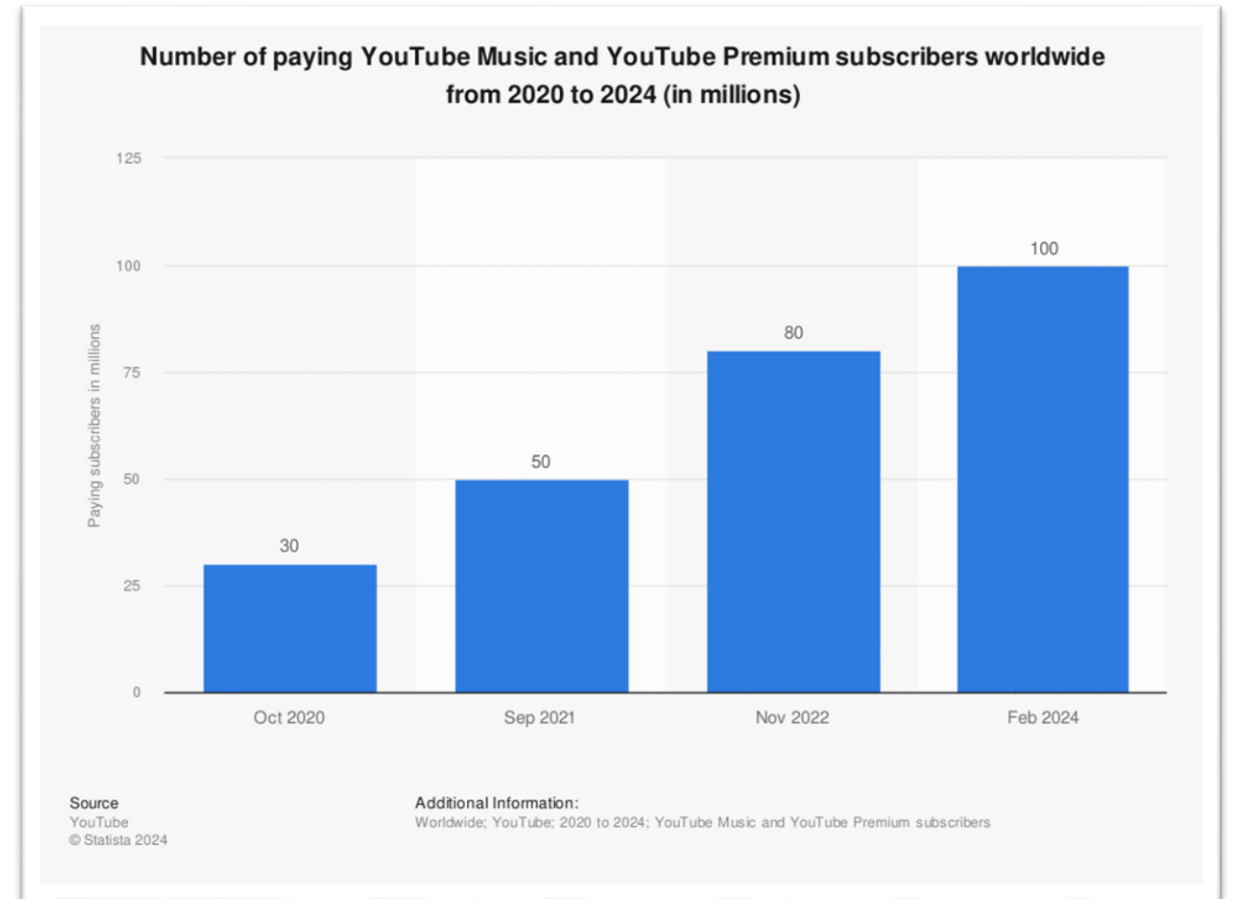
24-34 (21.2%)

- **Gender distribution:**

45.6% female, 54.4% male

- **Time spent per day:**

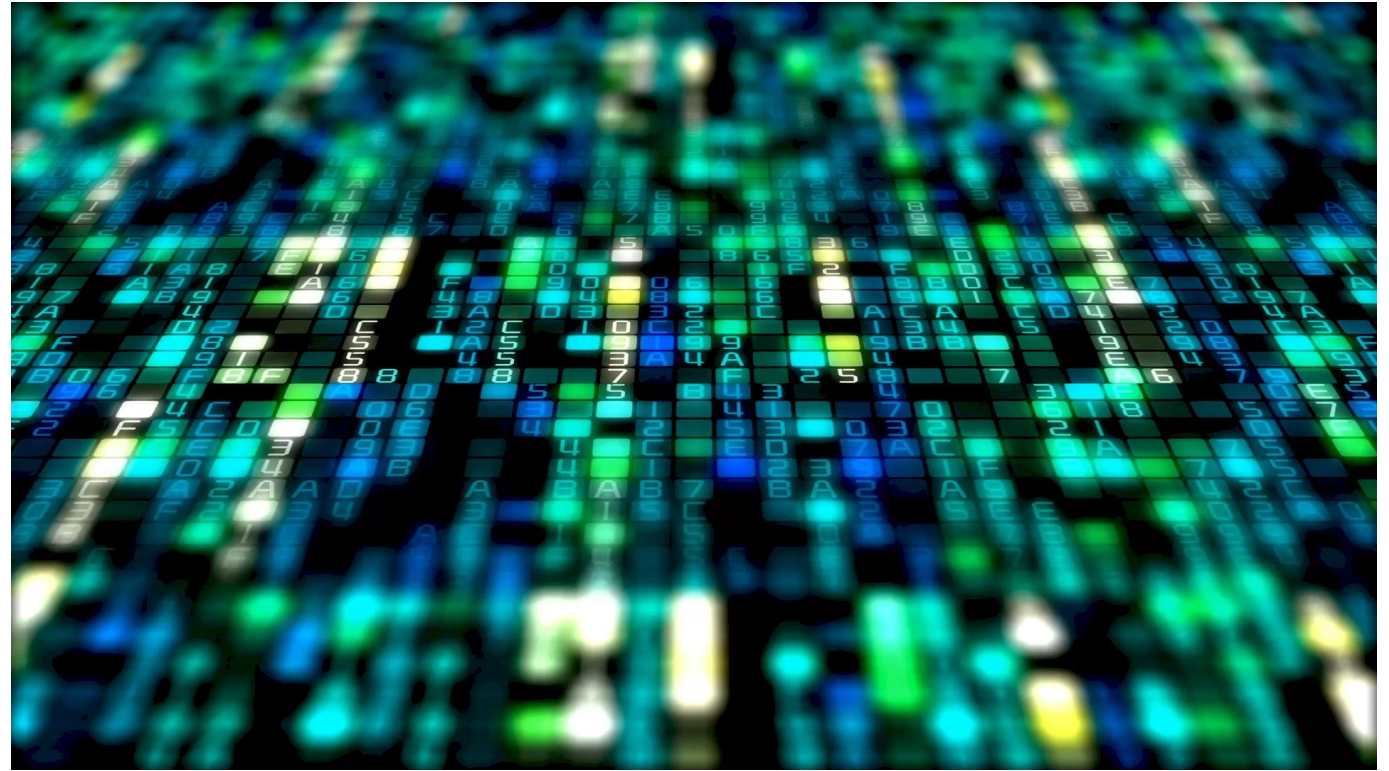
48.7 minutes



CURATED CONTENT

- Your content should mirror your platform
 - Not all platforms are the same
- Messaging is different per platform
- Mixture of organic and paid content and campaigns
 - PAY TO PLAY MODEL

THE ALGORITHM



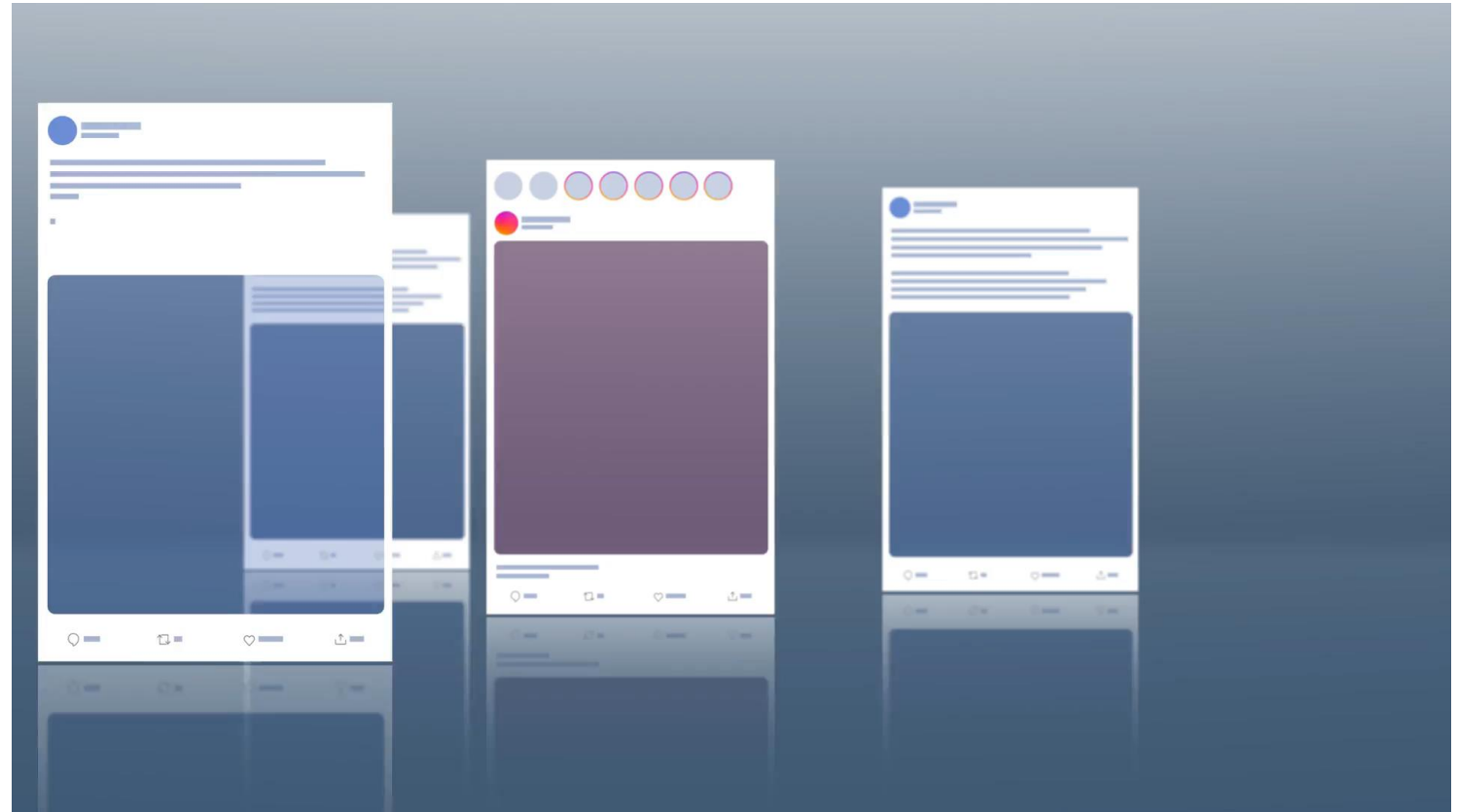
THE ALGORITHM

- Have you ever thought about what you see on social media platforms?
- Gone down a rabbit hole?
- Felt like you are in an echo chamber?

THE ALGORITHM — WHAT IS CONSIDERED

- User Engagement
- Relevance
- Timing and frequency
- Recency
- User interactions
- Profile authority
- Location
- Content type
- Popularity/Shares
- Watch time

IDENTIFYING YOUR AUDIENCE



WHO DO YOU SERVE?

1. What are your goals?
2. What and Who is your audience?
3. What is your competitive landscape?
4. Look beyond typical demographics?
5. Are you aligned to Your market?

GOALS

- What are your goals for social media?
 - Increase: Awareness | Donations | Event Attendance | Recruiting Volunteers
- Each require a different strategy
 - Think about trying to sell your car to someone who is not in the market
- Awareness – campaign based on impact of programs
- Donations – campaign based on the impact of dollars given
 - Perhaps interview a recipient/donor

EXISTING AUDIENCE

- Who currently follows your page?
 - Which platform(s) are you using?
 - Who engages with your platform(s)?
 - How do they engage with your platform(s)?
-
- These questions should be understood to better align your content.
 - Use the analytics tools available to you:
 - Facebook Insights
 - LinkedIn analytics

KNOW YOUR COMPETITION

- Who are your competitors?
- What are they doing? Is it working?
- Who are they following?
- How are they engaging with their followers/other pages?

TARGET AUDIENCE = TARGETED MESSAGE

- Who/what is your ideal social media follower?
- Think beyond traditional demographics:
 - Interests
 - Values
 - Pain points
- Platforms
 - Age
 - Gender
 - Location
 - Interests
 - Income
 - What others can you think of?

PASSION = AFFINITY

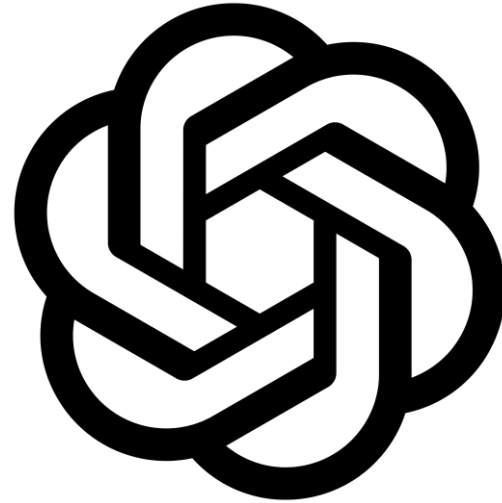
- Research users and groups that align with your cause
 - Join like-minded groups
 - Follow organizations
 - Likes to Follow Invites
- Interaction is key
 - Comments
 - Likes
 - Replies
 - Discussion posts / share your thoughts
- Show that “you” are a person and not just looking for donations
- Find what the interests are of users and leverage that alignment

HOW AI FITS IN



MOST POPULAR

- ChatGPT
- Gemini
- Microsoft Copilot
- Grammarly



GUIDELINES

- **Use AI to help save time**
 - Brainstorm ideas
 - Research – summarize data
 - Ask “it” questions
 - Chatbot
 - Proofreading
- **Use AI as a guide**
 - Provide outline for tasks/programs
- **Customize your content**

1. Feeling so grateful and happy for everyone who helped make our fundraiser a success! 😊💰
#fundraising #thankyou

2. Your support means the world to us! Thank you for helping us raise money for a great cause. 🙌❤️
#grateful #teamwork

3. Shoutout to all the amazing people who contributed to our fundraising efforts! We couldn't have done it without you. 😊💎 #appreciation
#communitylove

Hootsuite – Caption generator

AI IN CONTENT CREATION

- Social media management tools
 - Captions
 - Answering questions
 - Best times to post
- Social media platforms
 - Ad campaigns
 - Budgeting
 - A/B testing (headlines, images, videos, etc.)

How to create ads using dynamic creative ✕

You can now provide creative elements, such as images and headlines, that will be used to automatically generate variations for your audience.

Certain variations, such as automatically cropping an image or applying a carousel template, depend on the creative elements and placements selected.

Some settings, such as send to Messenger, are not yet available for ads using dynamic creative. Those settings will be disabled.

Cancel Continue

Advantage+ audience ✦

Our AI finds audiences for your ads. If you add an audience suggestion, you'll guide our AI towards people you think are likely to respond. [About Advantage+ audience](#)

Save audience Switch to original audience options

CHATGPT

- A simple prompt can go a long way
- With some AI tools you can continue to ask it questions to refine answer

Create a social media campaign for my education non-profit

I'd love to help you design a social media campaign for your education non-profit! To get started, I'll need a bit more information:

1. **Campaign Goal:** What is the primary goal of your campaign? For example, are you looking to raise awareness, promote a specific initiative, gather donations, recruit volunteers, or something else?
2. **Target Audience:** Who are you trying to reach with your campaign? Are you targeting students, teachers, parents, donors, or community leaders?
3. **Key Message:** What is the core message you want to convey in your campaign? This could be something like "Empowering students for a brighter future" or "Making education accessible for all."
4. **Content Type:** Do you have a preference for the type of content? For example:
 - Informational posts (statistics, facts)
 - Stories of impact (testimonials, success stories)
 - Visual content (graphics, photos, videos)
 - Events or webinars
5. **Platforms:** What social media platforms will you be using for the campaign (e.g., Facebook, Instagram, Twitter, LinkedIn)? This will help in tailoring the campaign to each platform's best practices.



Once I have these details, I can create a tailored campaign strategy for you!

CHATGPT CON'T

- Provided complete campaign details including:
 - Campaign structure
 - Post details (text, CTA, visuals needed)
 - Engagement Tactics

The goal of the campaign is to raise \$10,000. My target audience is recent college graduates. My key message is to lend a helping hand to the next generation. Stories of impact will gain the most engagement. I would like to post this on LinkedIn.

Great! With the goal of raising \$10,000 and targeting recent college graduates, we'll focus on crafting a campaign that resonates with their sense of responsibility and connection to education. Since stories of impact drive engagement, we'll highlight success stories from your organization. I'll structure the campaign around storytelling, providing opportunities for donations, and emphasizing the impact that even small contributions can make.

Here's a breakdown of the **Social Media Campaign Plan** for LinkedIn:

FINAL THOUGHTS

- Think through your social media strategy
- Use AI to help structure your campaigns per platform
- Start by focusing on one platform and build from there
- Do not forget to engage with others, groups, users
- Organic and paid ads get the best results
- Capture high quality photos and vertical videos
- Have fun and grow your non-profit

THANK YOU FOR YOUR TIME - QUESTIONS

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