



SOCIAL MEDIA AND ADVOCACY

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wHy ArEn't wE ON
WoOf?



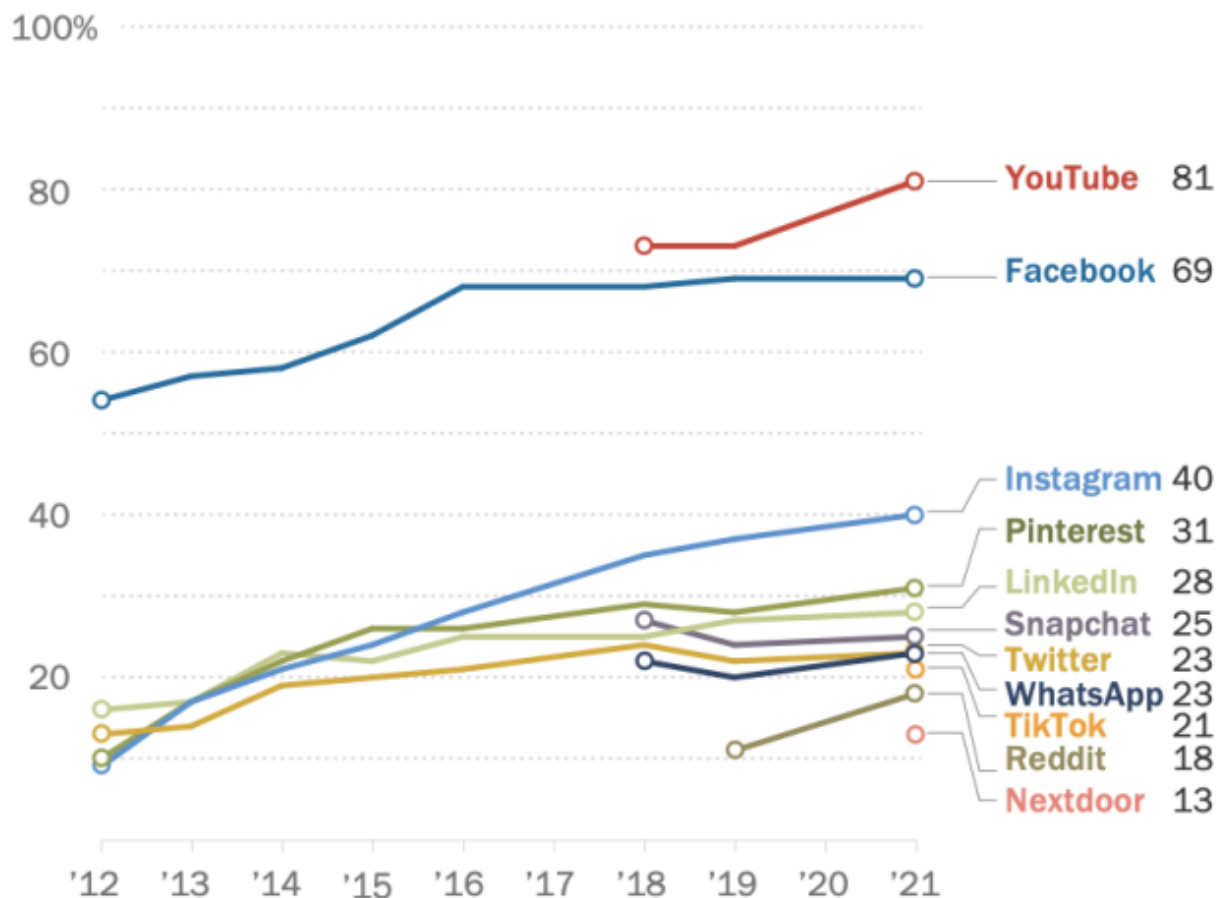
SOCIAL MEDIA VS ITSELF



WHERE YOU AT?

Growing share of Americans say they use YouTube; Facebook remains one of the most widely used online platforms among U.S. adults

% of U.S. adults who say they ever use ...



Use of online platforms, apps varies – sometimes widely – by demographic group

% of U.S. adults in each demographic group who say they ever use ...



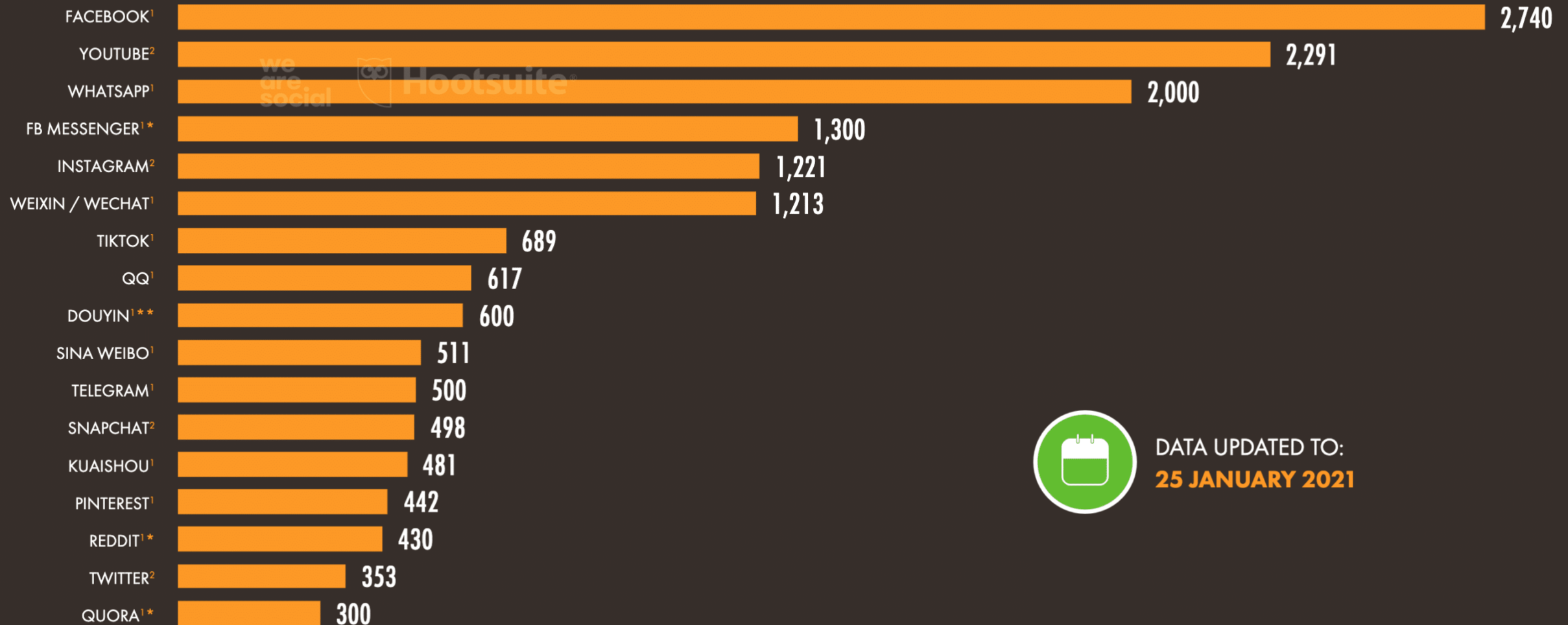
	YouTube	Facebook	Instagram	Pinterest	LinkedIn	Snapchat	Twitter	WhatsApp	TikTok	Reddit	Nextdoor
Total	81	69	40	31	28	25	23	23	21	18	13
Men	82	61	36	16	31	22	25	26	17	23	10
Women	80	77	44	46	26	28	22	21	24	12	16
White	79	67	35	34	29	23	22	16	18	17	15
Black	84	74	49	35	27	26	29	23	30	17	10
Hispanic	85	72	52	18	19	31	23	46	31	14	8
Ages 18-29	95	70	71	32	30	65	42	24	48	36	5
30-49	91	77	48	34	36	24	27	30	22	22	17
50-64	83	73	29	38	33	12	18	23	14	10	16
65+	49	50	13	18	11	2	7	10	4	3	8
<\$30K	75	70	35	21	12	25	12	23	22	10	6
\$30K-\$49,999	83	76	45	33	21	27	29	20	29	17	11
\$50K-\$74,999	79	61	39	29	21	29	22	19	20	20	12
\$75K+	90	70	47	40	50	28	34	29	20	26	20
HS or less	70	64	30	22	10	21	14	20	21	9	4
Some college	86	71	44	36	28	32	26	16	24	20	12
College+	89	73	49	37	51	23	33	33	19	26	24
Urban	84	70	45	30	30	28	27	28	24	18	17
Suburban	81	70	41	32	33	25	23	23	20	21	14
Rural	74	67	25	34	15	18	18	9	16	10	2

SOCIAL MEDIA VS ITSELF

JAN
2021

THE WORLD'S MOST-USED SOCIAL PLATFORMS

THE LATEST GLOBAL ACTIVE USER FIGURES (IN MILLIONS) FOR A SELECTION OF THE WORLD'S TOP SOCIAL MEDIA PLATFORMS*



DATA UPDATED TO:
25 JANUARY 2021

24.3 million

Weekday Circulation

25.8 million

Sunday Circulation

- The estimated total U.S. daily newspaper circulation (print and digital combined) in 2020 was 24.3 million for weekday and 25.8 million for Sunday, each down 6% from the previous year.
- Reached its peak in 1984 -10 years before the Internet went public.

SOCIAL MEDIA VS NEWSPAPERS

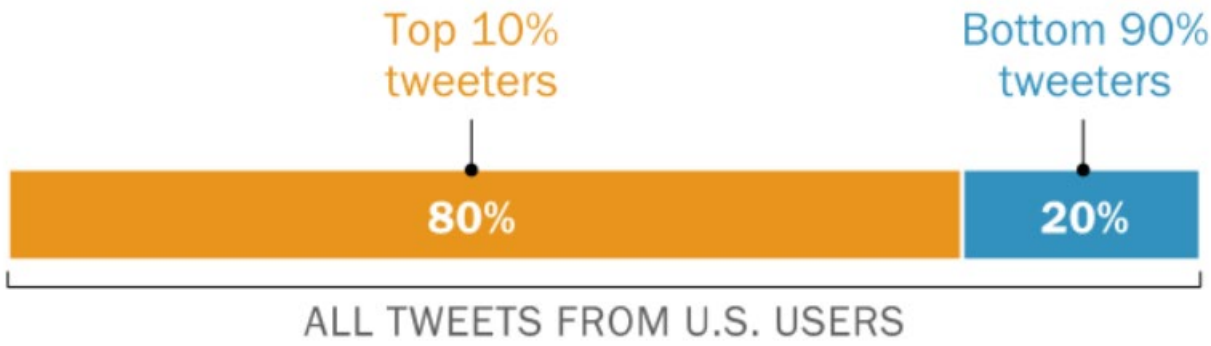
Sizing Up Twitter Users

U.S. adult Twitter users are younger and more likely to be Democrats than the general public. Most users rarely tweet, but the most prolific 10% create 80% of tweets from adult U.S. users

BY [STEFAN WOJCIK](#) AND [ADAM HUGHES](#)

A large majority of tweets come from a small minority of tweeters

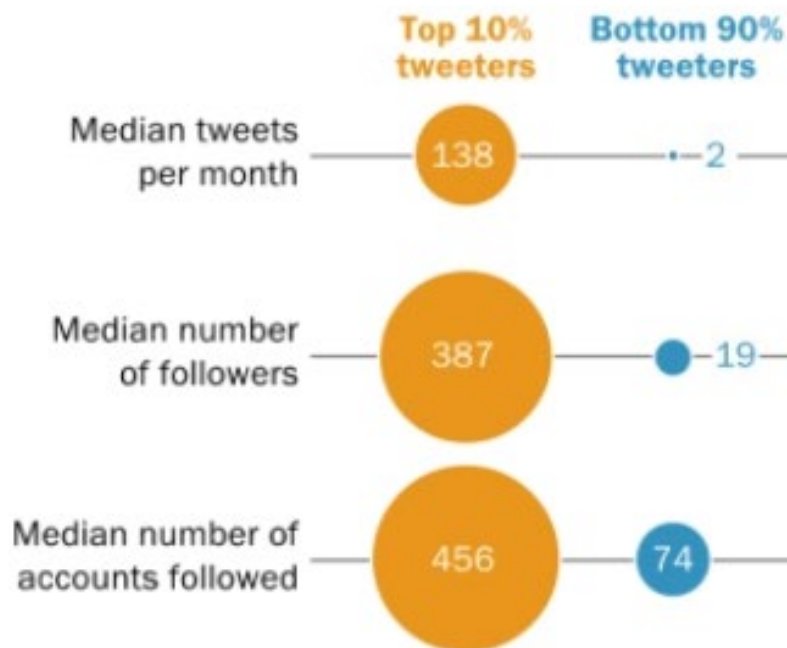
Share of all tweets from U.S. adult users created by ...



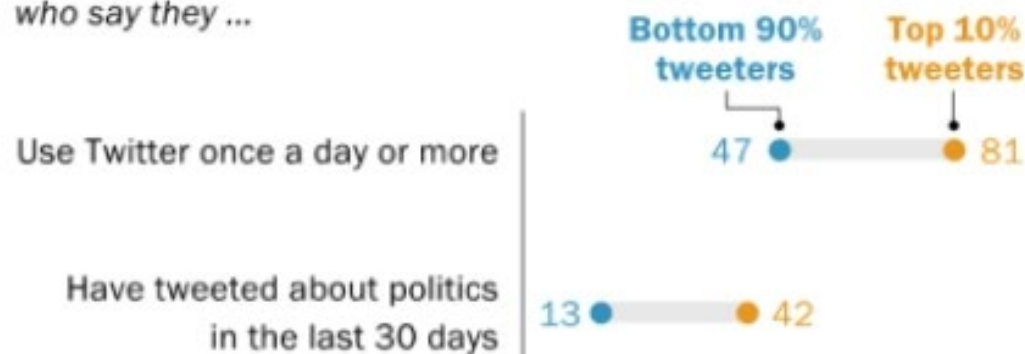
Note: No institutional accounts are included.
Source: Survey of U.S. adult Twitter users conducted Nov. 21-Dec. 17, 2018. Data about respondents' Twitter activity collected via Twitter API.
"Sizing Up Twitter Users"

Most Twitter users engage modestly; the 10% who tweet most often focus more on politics and are mostly women

Among U.S. adult Twitter users, ____ have ...



% of U.S. adult Twitter users who say they ...



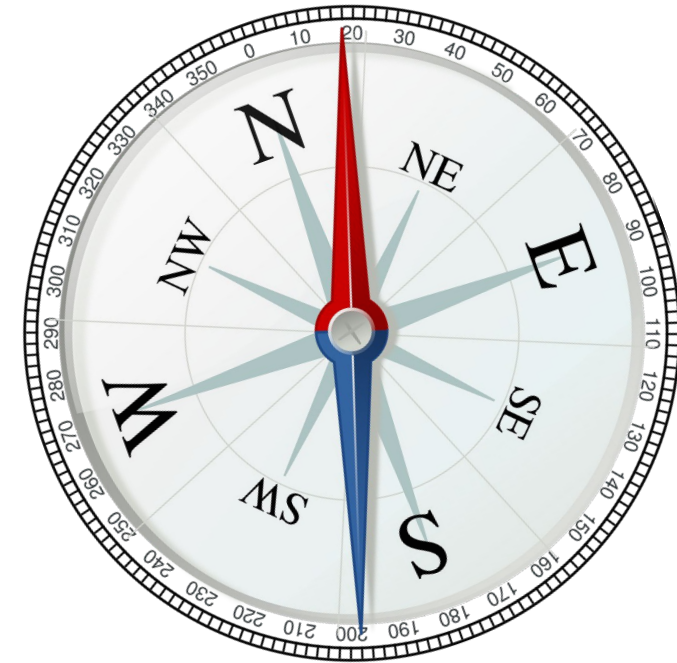
% of U.S. adult Twitter users who ...



Note: No institutional accounts are included.

Source: Survey of U.S. adult Twitter users conducted Nov. 21-Dec. 17, 2018. Data about respondents' Twitter activity collected via Twitter API. "Sizing Up Twitter Users"

PEW RESEARCH CENTER



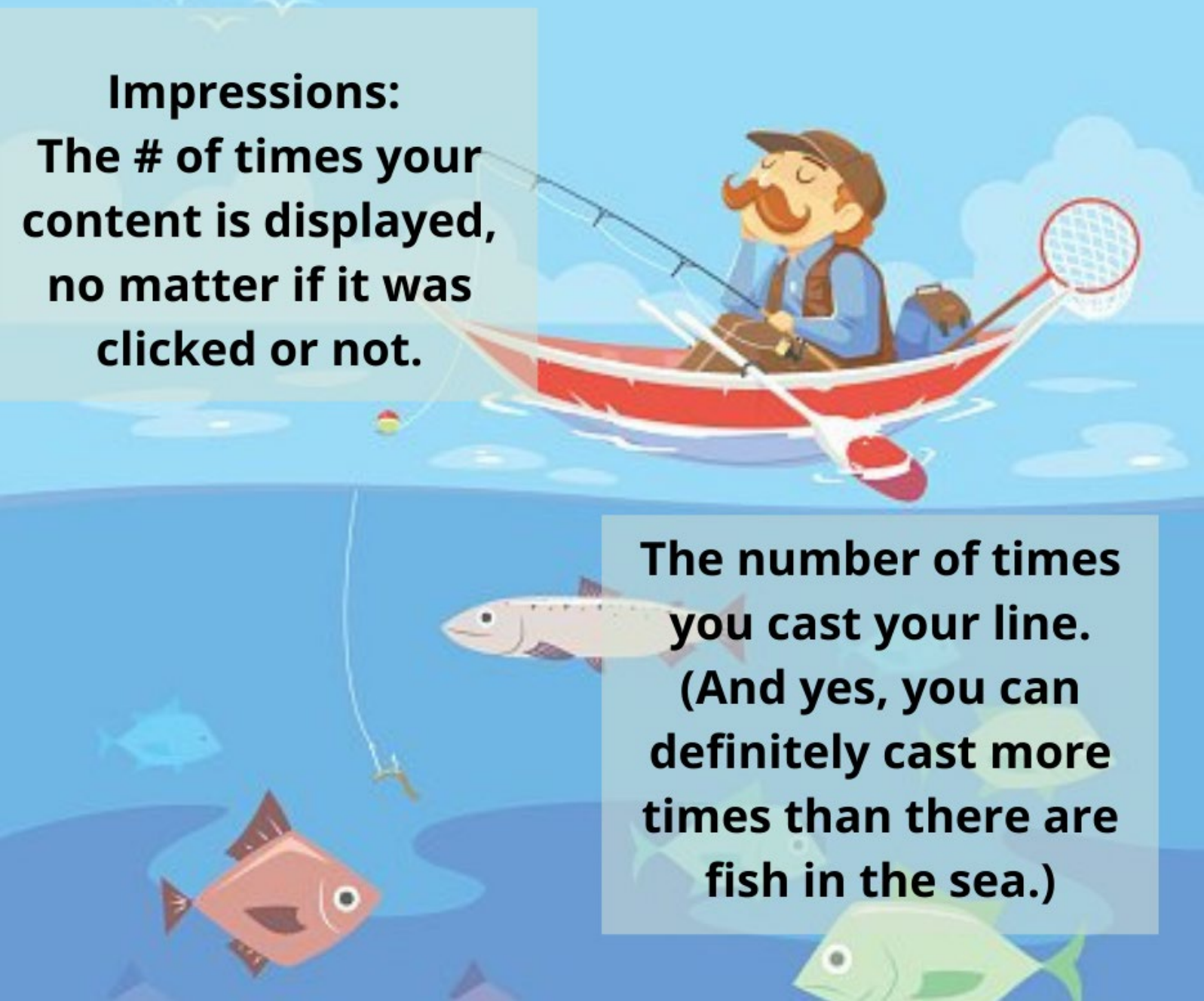
WHAT THE NUMBERS *DON'T* TELL YOU

We fish to eat,
not for fun.
So the way we look
at social metrics is
different than the
average user.



WHAT THE NUMBERS *DON'T* TELL YOU

Impressions:
**The # of times your
content is displayed,
no matter if it was
clicked or not.**


A cartoon illustration of a man with a mustache and a brown cap, wearing a blue shirt and a brown vest, sitting in a red boat on a blue body of water. He is holding a fishing rod with a yellow and red bobber. A fishing net is also in the boat. The background shows a blue sky with white clouds. In the water, there are several fish: a large pink fish, a smaller blue fish, and a green fish. A fishing line with a hook is visible in the water.

**The number of times
you cast your line.
(And yes, you can
definitely cast more
times than there are
fish in the sea.)**



Reach:
The # of unique users
who see your content.

**How many fish swam
by your bait?**



Engagement:
Interaction with your
content, beyond viewing.
Likes, comments, shares, etc.

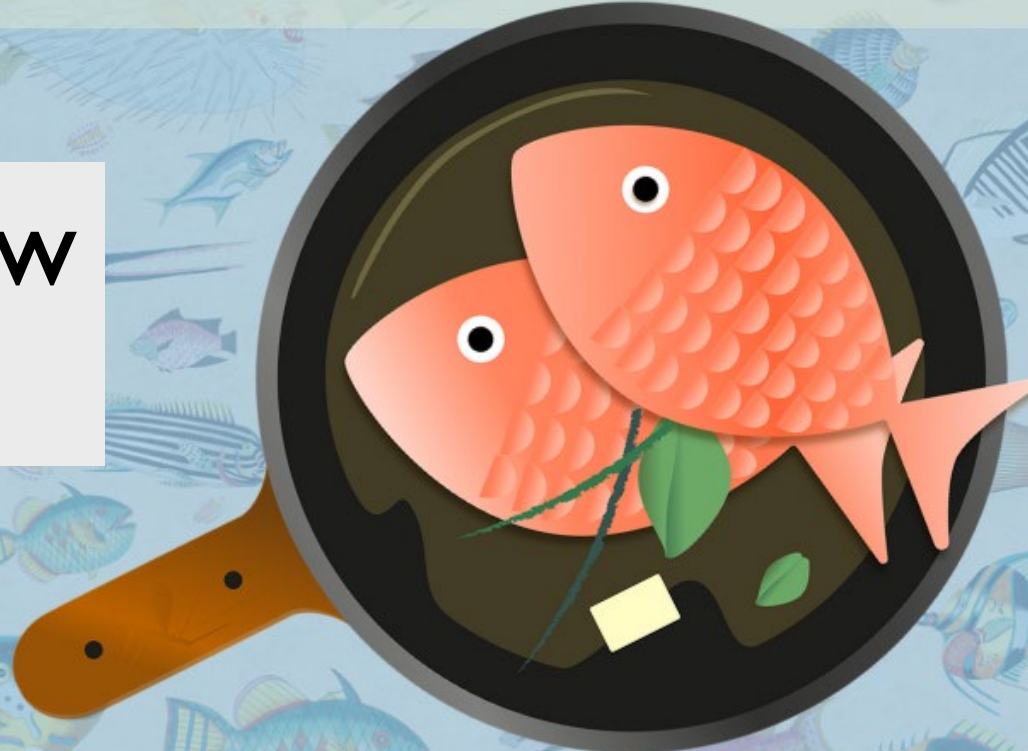
Got a nibble?

Impressions, reach, and engagement are good ways to predict ROI, but none of them measure how many fish you actually catch!



**Conversion: How many people
do what I want them to do?
(write a letter, call a legislator,
become a new advocate, etc.)**

**This is how
we eat.**



Social Media Scheduling Tools

- [SocialPilot](#) for effortless scheduling, creating, planning, and publishing on all platforms.
- [Hootsuite](#) for all-in-one social media monitoring, scheduling, and analytics
- [Buffer](#) for its simple social media scheduling and customizing
- [Agorapulse](#) for managing business social media accounts
- [SproutSocial](#) is great for team collaboration and social media management
- [CoSchedule](#) is great for headline analyzers and planners
- [eClincher](#) for small and medium-size agencies
- [MavSocial](#) for visual content like adding images
- [MeetEdgar](#) for easy automation of your posts
- [SmarterQueue](#) for reports of multiple accounts

MAKE IT EASIER



THANK YOU

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