

HACKING YOUR LEAGUE'S SOCIAL MEDIA

Getting the best use out of your League's
Facebook, Instagram, and Twitter accounts



**“Why Should I Care About
Social Media? Aren’t
Websites Enough?”**

Websites are Libraries

- ❖ Full of information!
- ❖ Stays in one place
- ❖ Very important



Social Media is your **REALLY** Extroverted Friend

- ❖ Always on the move
- ❖ Spreads information
- ❖ Impossible to ignore!
- ❖ Can “introduce you” to new people



**Social Media is the most
effective way to spread
information**

Quick Facts

- ❖ 72% percent of **adults** in the U.S. use social media
- ❖ 84% of **adults aged 18 – 29** in the U.S. use social media
- ❖ 53% of **adults** in the U.S. get their news from social media

Our Mission

The League of Women Voters, a nonpartisan political organization, encourages informed and active participation in government, **works to increase understanding of major public policy issues**, and influences public policy through education and advocacy.

Facebook

- ❖ **Age (U.S.):** 31% of users are between 25 and 34 years old.
- ❖ **Key Features:** Events, Groups, and Pages
- ❖ **Best For:** Reaching people in your community.
- ❖ **Drawbacks:** “pay to win” system can make natural account progression difficult.

Events

- ❖ Best for advertising the events your League is hosting.
- ❖ Facebook users can ask questions directly through the event page.
- ❖ Updates about events can be quickly advertised to the public

The screenshot shows a Facebook event page for 'PAINT AND SIP' at Adirondack Bar & Grill. The event is scheduled for Sunday, May 1, 2022, from 3 PM to 5 PM. The ticket price is \$40. The event description includes: 'INSTRUCTED BY ANDREA TABOR', '\$40 PER PERSON INCLUDES ALL PAINTINGS MATERIALS & 16x20 CANVAS.', 'NO REFUNDS UNLESS EVENT IS CANCELED', 'FOR MORE INFORMATION OR PAYMENT CALL OR TEXT JONATHAN 1-518-567-6584', 'FOOD & BEVERAGES AVAILABLE FOR PURCHASE THE RESTAURANT.', and 'ADIRONDACK BAR AND GRILL 982 NY-149, QUEENSBURY NY 12884'. The event page features a search bar, navigation options (Home, Your Events, Birthdays, Notifications), and a 'Create new event' button. Below the event details, there are sections for 'Your Upcoming Events' and 'Recommended Events'. The 'Your Upcoming Events' section lists 'Our DISRUPT Film Series presents: "The Swamp"' by Marggie and Susan. The 'Recommended Events' section lists 'City of Watervliet Winter Festival' and 'Wynter Thyme Fest'. The event page also has a 'Details' section with 'Event by Arts & Events-518-845 and Adirondack Bar & Grill', 'Adirondack Bar & Grill', and 'Tickets · \$40'. There is a 'Tickets' section with a 'Find Tickets' button and a '20 new notificat' notification.

Pages

- ❖ Facebook users can easily access information, updates, and resources from your League
- ❖ Create posts that can be accessed and shared by multiple accounts
- ❖ Other organizations in your community can easily connect with your League



FACEBOOK GROUPS



A group where we all pretend to be ants in an ant colony

Private group · 1.8M members

Join group

About Discussion

About this group

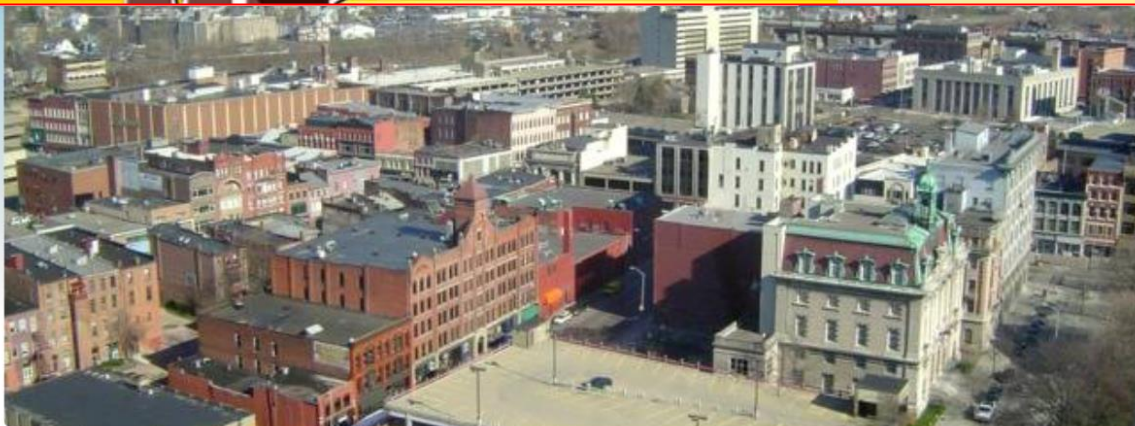
In this group we are ants. We worship The Queen and do ant stuff. Welcome to the colony!

AnnouncemANTS:... [See more](#)

Private
Only members can see who's in the group and what they post.

Visible





Binghamton NY Events and Information

Private group · 2.4K members

Join group

About Discussion

About this group

Posts about Binghamton (New York) area events and information of possible interest to Binghamton area residents. Not for chatting. Not for venti... See more



Featured



About

I keep finding out about the good stuff AFTER it

Infiltration: Not Just for Super Spies

- ❖ Meet new people
- ❖ Post about League events
- ❖ Learn the issues your community members feel strongly about



Instagram

- ❖ **Age (U.S):** 59.9% of users are 34 and younger
- ❖ **Key Features:** Stories, “picture as posts” format
- ❖ **Best For:** Reaching people in your community and beyond
- ❖ **Drawbacks:** Can only post using mobile app

THE TYPES OF INSTAGRAM POSTS

Photos

- ❖ Most common Instagram post
- ❖ Easy
- ❖ Shows your League in action!
- ❖ People love them



Events

- ❖ A graphic (Canva)
- ❖ Eye catching
- ❖ Basic information – not a whole description

LWVOC Posts

LWV Iwvoc

HOT TOPICS

Black History Month Topic
Black Health & Wellness: Disparities to Resilience

LWV LEAGUE OF WOMEN VOTERS OF ORANGE COUNTY, FL

Feb. 9 at Noon
Live via Zoom and Facebook Live

AMERICAN LIFE AND HISTORY ASSOCIATION FOR THE STUDY OF AFRICAN LIFE AND HISTORY THE FOUNDERS OF BLACK HISTORY MONTH

ASALH
CARTER G. WOODSON, FOUNDER

Liked by leagueofwomenvoters and 12 others

Iwvoc Join us on Facebook Live tomorrow at noon for one of the League's most popular Hot Topics of the year as we salute Black History Month... more

February 8

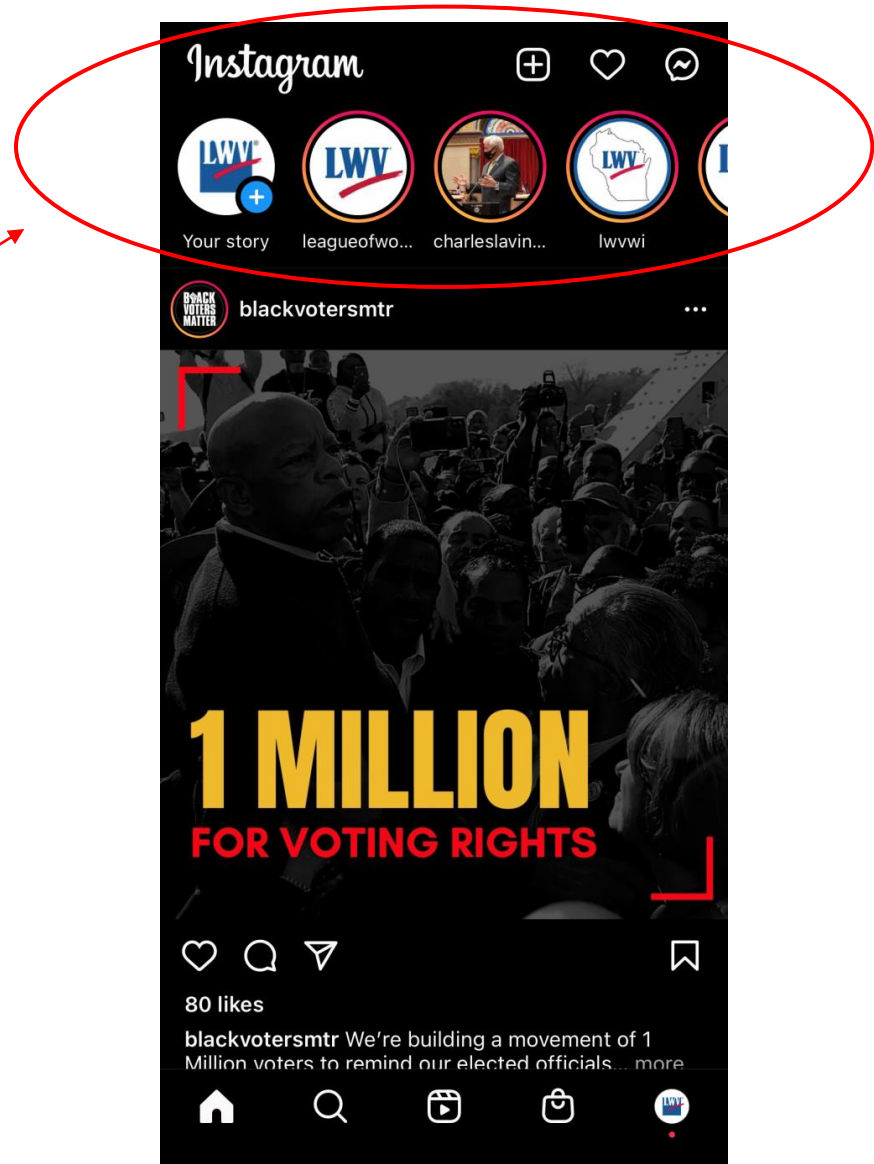
Simple Graphics

- ❖ Used to convey a simple Message
- ❖ Eye catching
- ❖ Great for sharing!



Instagram Stories

- ❖ The best way to “advertise” your posts
- ❖ First thing a user sees when they open the app
- ❖ Gets people’s attention!



Twitter

- ❖ **Age (U.S):** 42% of users are between 25 and 29 years old.
- ❖ **Key Features:** Tagging system, character limit
- ❖ **Best For:** Reaching individuals
- ❖ **Drawbacks:** Limited flexibility in post options

LOBBYING ONLINE

The Art of the Tweet



Elected Official  @veryimportantperson · Jun 1



I am supporting a bill that will make it more difficult to vote!



1



2



10



Constituent 1 @person · Jun 1



You stink!





Elected Official  @veryimportantperson · Jun 1



I am supporting a bill that will make it more difficult to vote!



Constituent 1 @person · Jun 1



Voting rights are essential to democracy - as your constituent, I urge you to vote NO on this legislation!





Elected Official  @veryimportantperson · Jun 1



I am supporting a bill that will make it more difficult to vote!



1



2



10



Constituent 1 @person · Jun 1



Voting rights are essential to democracy - as your constituent, I urge you to vote NO on this legislation!



4



40



Constituent 2 @person2 · Jun 1



I do NOT agree with you, Elected Official. Voting rights should be protected!



2



25



Constituent 3 @person3 · Jun 1



Hey, that's messed up! You should be fighting to expand voting rights, not limit them.



10



56





Constituent 1

@Person1

@importantperson Voting r



Constituent 3

@Person3

Take your hands off my voting

12:00 PM · Jun 1, 2021

15 Retweets 60 Likes



Constituent 4

@Person4

Making voting more accessible is cool! Voting on laws to limit them IS NOT. Get with the times,

@importantperson

12:00 PM · Jun 1, 2021

37 Retweets 89 Likes

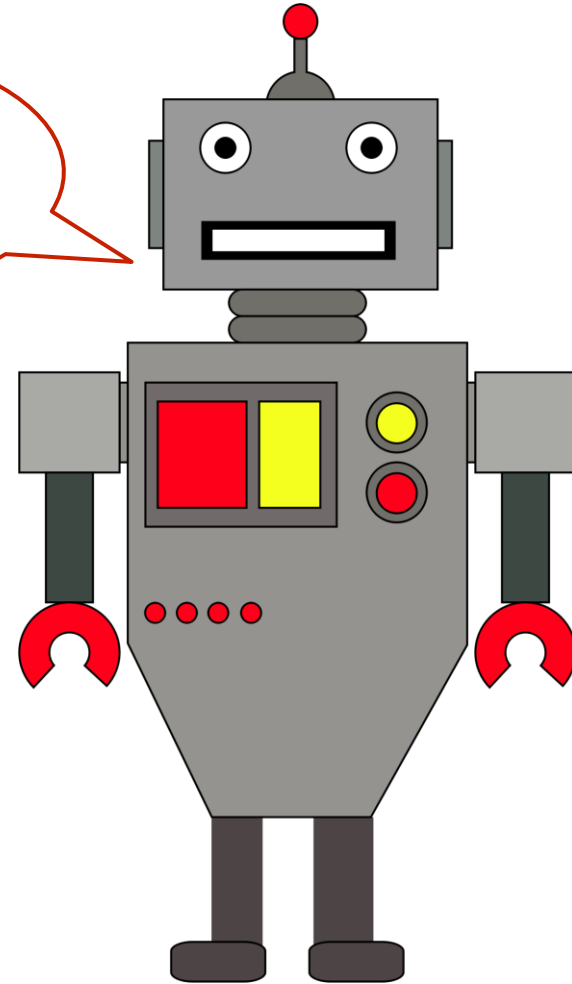


WHAT IS AN ALGORITHM?

Algorithms are like Robots

- ❖ Programed to do certain things
- ❖ Have rules set for them
- ❖ Always follow those rules

Hi, I'm the algorithm!



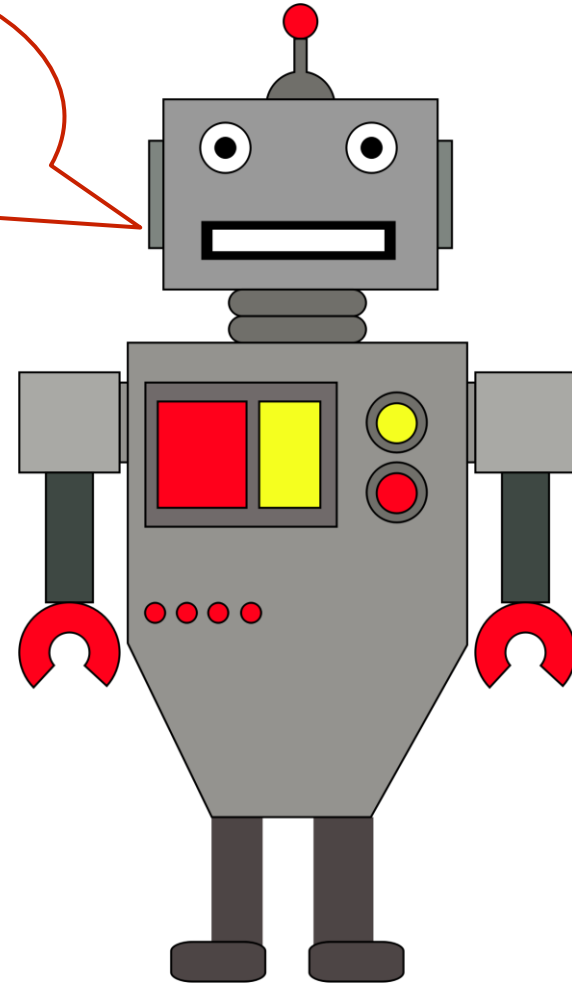
The Problem:

**Facebook, Instagram, and Twitter
have frustrating algorithms**

Social Media Algorithms

- ❖ Boost posts that are interacted with a lot (comments, shares, likes)
- ❖ Boost posts when people pay money

I love when your posts are shared!
I also love money!





Search Facebook



Milly



Milly Czerwinski



Friends



Pages
7 updates



Watch
9 new videos



Groups



Marketplace



Memories



Saved



Events



Most Recent



See more

Your shortcuts



League Of Women Voters of NYS



League of Women Voters - Schenectady County

Yesterday at 10:34 AM · 🌐

Happy St. Patrick's Day



1

1 Share

Like

Comment

Share



Delta Air Lines

Sponsored · 🌐

Sponsored



Post Jobs For Free. Find Great Talent Today.
www.ziprecruiter.com/post-a-job



United Construction & Forestry
unitedagandturf.com

Your Pages



League Of Women Voters of NYS



7 Notifications



Create promotion

Contacts



Anne Burton



Dannielle Hille







Home

Explore

Notifications

Messages

Bookmarks

Lists

Profile

More

Tweet

LWV of New York @LWVNYS

Latest Tweets



What's happening?



Tweet

Ben Max Retweeted



MetroFocus @MetroFocus · Mar 15

ICYMI: Political Strategist, @ljoywilliams, @TweetBenMax of the @GothamGazette, Political Strategist @tuckahoetommy & @JFlanNYS discuss the shootings of homeless men, the stabbing at the @MuseumModernArt & the upcoming state budget.



thirteen.org

MetroFocus: March 14, 2022 - MetroFocus

Joining us for tonight's Frontpage Forecast are: L. Joy Williams, a political strategist who has worked with some of the biggest names in ...



2

5



Search Twitter

What's happening

War in Ukraine · LIVE

Russian missiles strike western Ukrainian city of Lviv, near the Polish border



#ImpactWinterxAudible

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Promoted by Audible

Careers · Trending

NYPD

4,328 Tweets

Crossword puzzles · Trending

#Wordle272

People try to guess today's five-letter word in six tries or fewer in brainteaser Wordle

3,928 Tweets

Bloomberg Wealth · Yesterday

Workers are mastering the art of the at-home promotion



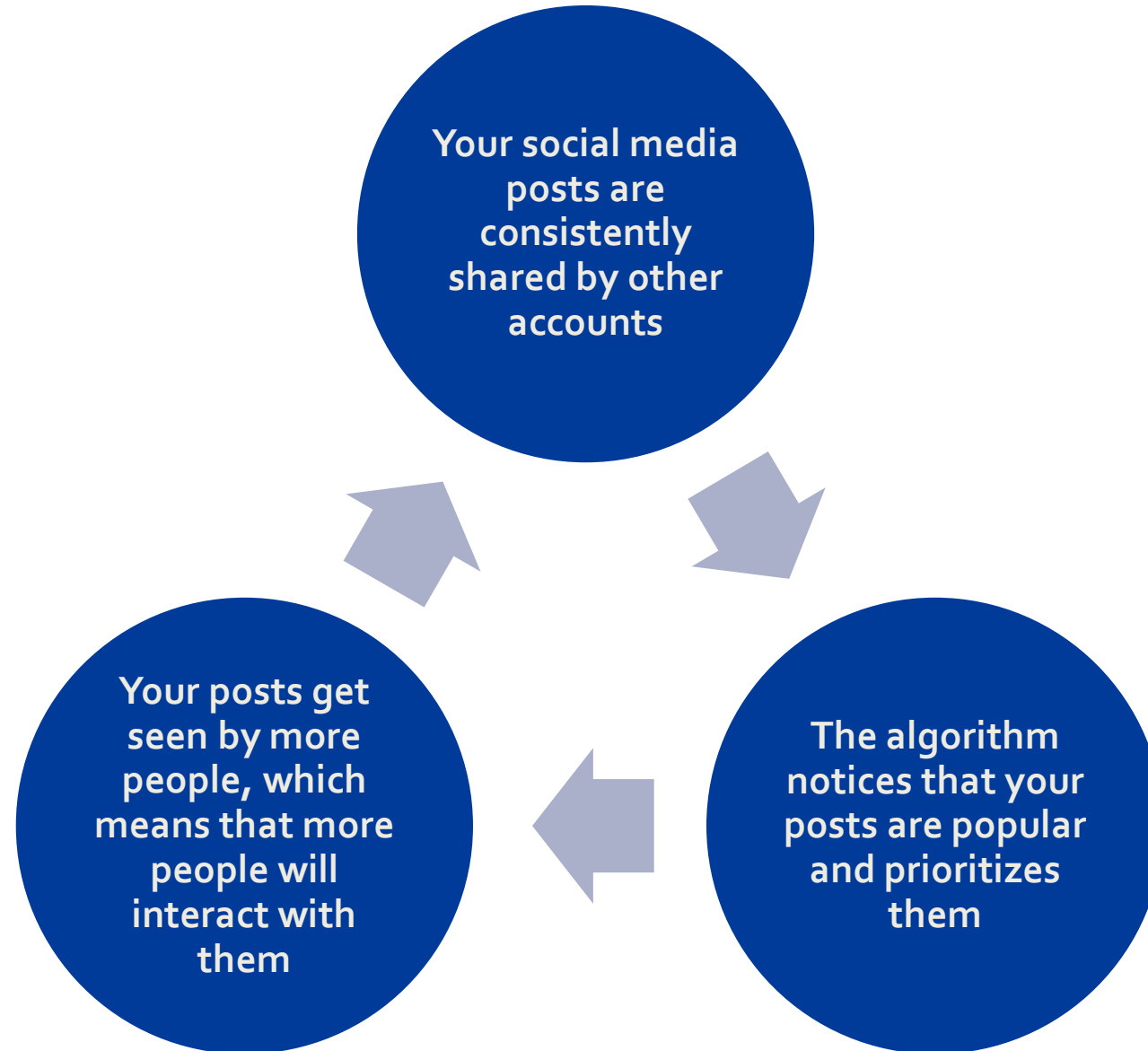
Show more

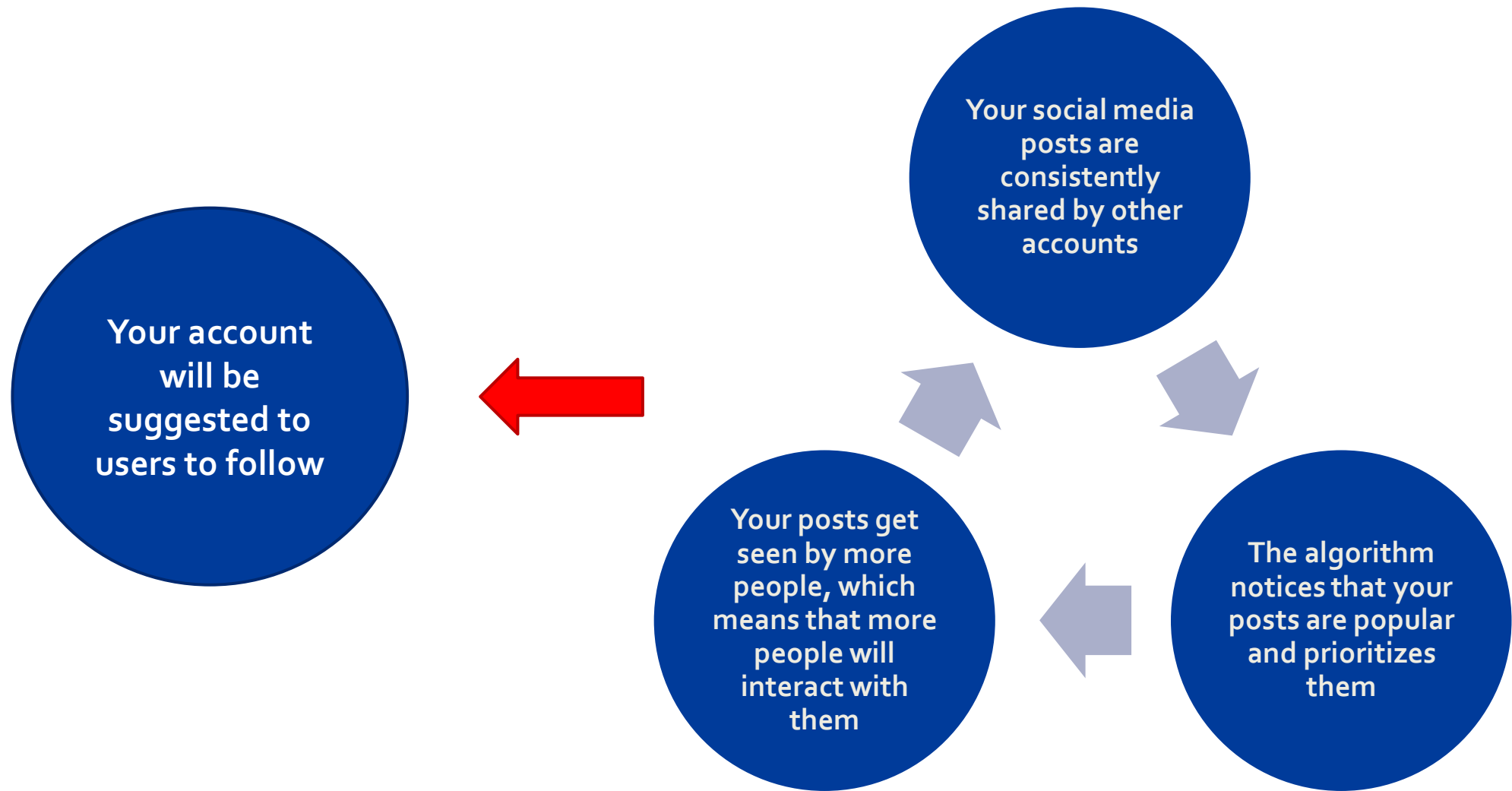
Who Messages

**The Solution Social Media
Platforms Want:**

You to pay a LOT of money

The Realistic Solution:
Share posts like crazy





Sharing on Facebook

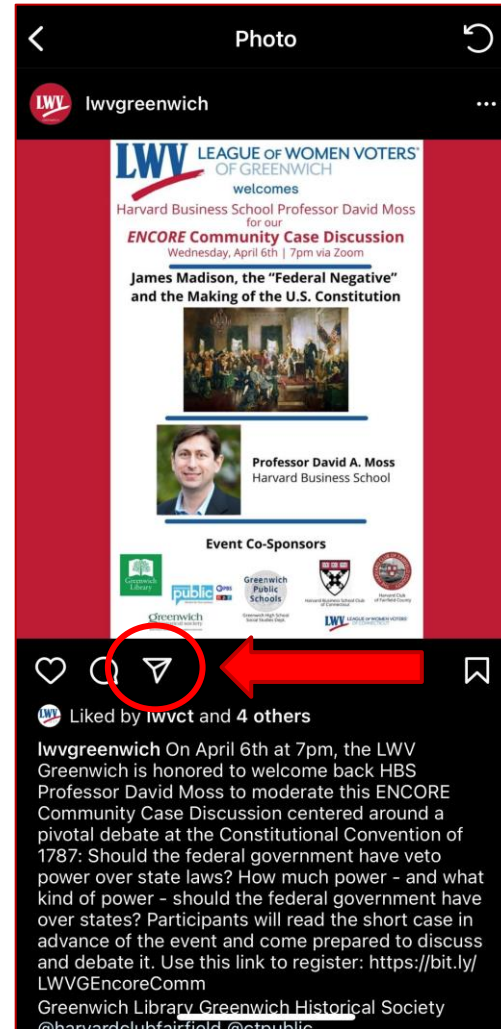
The screenshot shows a Facebook interface with the following elements:

- Page Header:** Search bar, navigation icons (Home, Friends, Activity, Marketplace, Groups), and user profile (Milly).
- Page Info:** League of Women Voters of the U.S., Political Organization, LEAGUE OF WOMEN VOTERS OF THE UNITED STATES, Email: lwv@lwv.org, Website: lwv.org.
- Photos:** A grid of images related to the organization's activities.
- Post Content:**
 - Text: "Today marks how far into the year women must work to be paid what men made in 2021. The gap for women of color is much worse. Close the gender and racial wage gap! #EqualPayDay"
 - Graphic: "EQUAL PAY DAY March 15, 2022" with statistics:
 - "In 2021, the average woman earned 83 cents for every dollar made by the average man"
 - "The gap is even worse for Black, Latina, AANHPI, and Native and Indigenous women"
 - "Follow organizations like 9 to 5, ACLU, and Equal Pay Today to learn more about how to end the gender and racial wage gap."
- Engagement:** 36 reactions, 1 Comment, 46 Shares.
- Interaction Buttons:** Like, Comment, Share (circled in red with an arrow pointing to it), and a dropdown menu.
- Comments:** A comment from Desiree Muench with a link: <https://www.change.org/ImpeachHalcovageNOW>

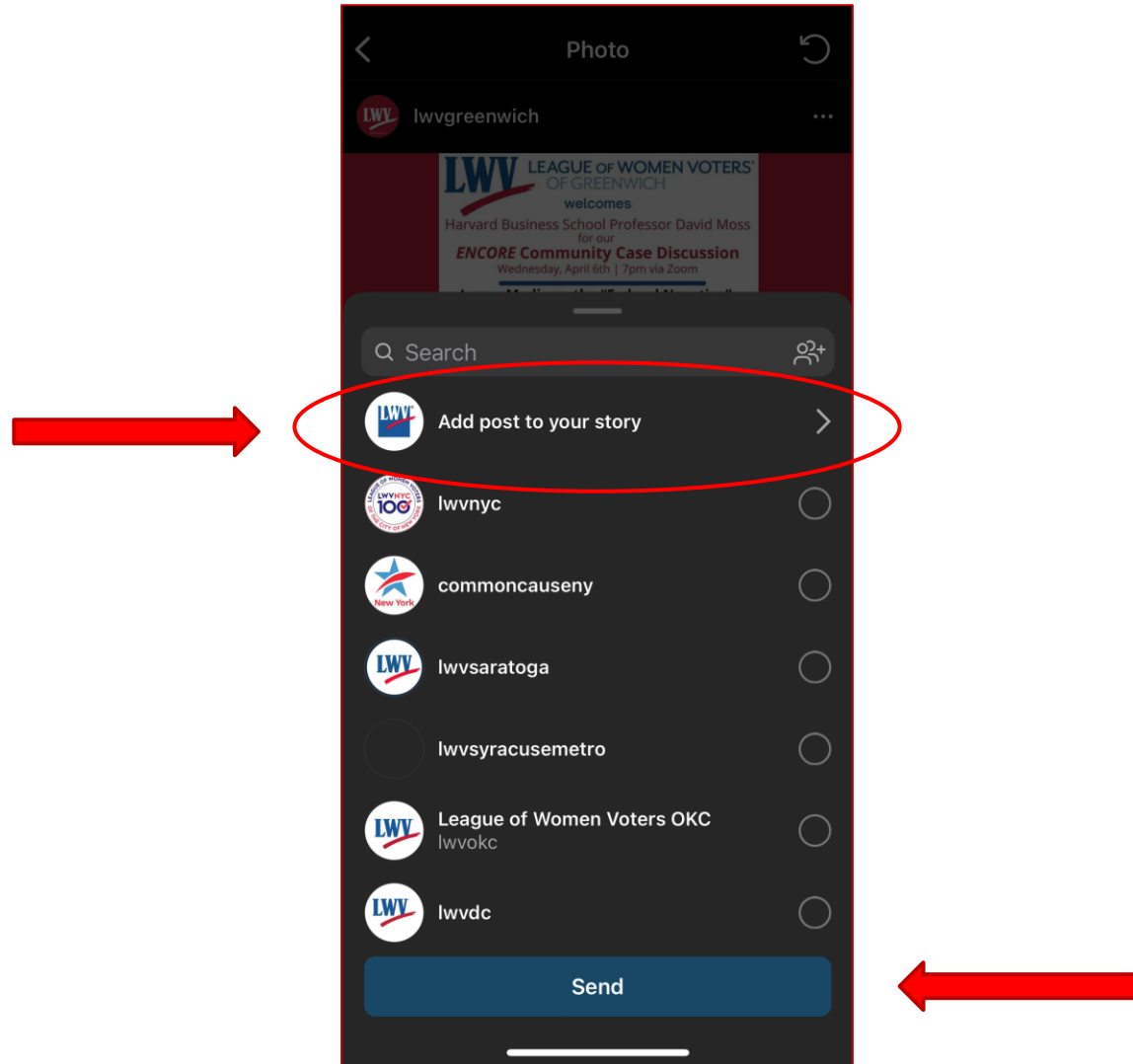
Sharing on Facebook

The image shows a Facebook interface with a post from the League of Women Voters of the U.S. The post text reads: "Today marks how far into the year women must work to be paid what men made in 2021. The gap for women of color is much worse. Close the gender and racial wage gap! #EqualPayDay". A sharing menu is open over the post, listing options: "Share now (Public)", "Share to feed", "Share to Your Story (Friends)", "Send in Messenger", "Share to a group", "Share to a Page", "Share on a friend's profile", and "More Options". Three red arrows point to "Share to feed", "Share to a group", and "Share to a Page". The left sidebar shows the page's profile information, including "Page · Political Organization", "LEAGUE OF WOMEN VOTERS OF THE UNITED STATES", and contact details like "lww@lww.org" and "lww.org". A "Photos" section is also visible with several images related to the organization's activities.

Sharing on Instagram



Sharing on Instagram



Sharing on Instagram



Sharing on Twitter

The image shows a screenshot of a Twitter interface. On the left is a navigation sidebar with icons for Home, Explore, Notifications, Messages, Bookmarks, Lists, Profile, and More. The main content area displays a tweet from 'LWV of New York @LWVNYS' posted at 1:30 PM on Jan 25, 2022. The tweet text reads: 'We are extremely disappointed with the inaction of the Independent Redistricting Commission. Our full statement is below.' Below the text is a document titled 'STATEMENT FROM LEAGUE OF WOMEN VOTERS OF NYS ON INACTION BY IRC'. The document includes the LWV logo, contact information for Laura Ladd Bierman, and a paragraph of text stating: 'The people of New York should be outraged by the recent inaction of the Independent Redistricting Commission (IRC). By not working together and instead, maintaining partisan allegiances, the Commissioners disregard the thousands of hours spent by citizens to provide input on proposed redistricting lines that reflect their communities. The Commissioners chose to ignore their constitutional obligation to propose maps that are in the best interests of the State and its voters. The League of Women Voters believes that the IRC exemplified the worst of state government as it torpedoed the redistricting reforms approved by voters in 2014.' The tweet has 13 Retweets, 4 Quote Tweets, and 25 Likes. A red arrow points to the retweet icon (two arrows forming a square) in the bottom interaction bar, which is also circled in red. The right sidebar shows 'Relevant people' (LWV of New York), 'What's happening' (War in Ukraine, Russian missiles strike western Ukrainian city of Lviv, near the Polish border), and trending topics like #WhyImGettingCanceled and #LaptopFromHell.

Sharing on Twitter

The image shows a screenshot of a Twitter interface. On the left is a navigation sidebar with icons for Home, Explore, Notifications, Messages, Bookmarks, Lists, Profile, and More. The main content area displays a tweet from the League of Women Voters of New York State (@LWVNYS) posted on January 25, 2022. The tweet includes the LWV logo, contact information for Laura Ladd Bierman, and a statement titled "STATEMENT FROM LEAGUE OF WOMEN VOTERS OF NYS ON INACTION BY IRC". The statement text reads: "The people of New York should be outraged by the recent inaction of the Independent Redistricting Commission (IRC). By not working together and instead, maintaining partisan allegiances, the Commissioners disregard the thousands of hours spent by citizens to provide input on proposed redistricting lines that reflect their communities. The Commissioners chose to ignore their constitutional obligation to propose maps that are in the best interests of the State and its voters. The League of Women Voters believes that the IRC exemplified the worst of state government as it torpedoed the redistricting reforms approved by voters in 2014." Below the tweet, the text "1:30 PM · Jan 25, 2022 · Twitter Web App" is visible. A "View Tweet activity" section shows "13 Retweets" and "25" replies. A red circle highlights the "Retweet" button, and a red arrow points to it from the right. Below the activity are buttons for "Quote Tweet", "Like", and "Share". At the bottom of the tweet is a "Tweet your reply" section with a "Reply" button. The right sidebar features a search bar, a "What's happening" section with trending topics like "#WhyImGettingCanceled" and "#LaptopFromHell", and a tweet from Metro Entert... about Pete Davidson. At the bottom right is a "Messages" button.

Tips and Tricks to Keep in Mind

- ❖ **Consistency is key!**

- ❖ You need to have your posts consistently shared in order to “hack” the algorithm

- ❖ **Advertise your social media pages to your members!**

- ❖ Encourage them to share your posts on their personal pages

- ❖ **Teamwork makes the dream work!**

- ❖ Follow other local Leagues on social media and share their posts

- ❖ **Likes and Comments are good, too!**

- ❖ Sharing isn't the only way to get the algorithm to notice you

QUESTIONS?
