

DOL RETAIN Social Media Planner

With thoughtful planning, social media can be used to quickly and cost-effectively promote, educate, and build awareness of RETAIN initiatives and partnerships. Use this planner to organize RETAIN state program participation in social media – whether through your own social media channels or through partner collaborations. Below you will find a list of questions that offer state teams a structured process to evaluate social media communications goals and participate in social media:

1. What **communication goals** are you planning to achieve through your social media outreach (i.e., distribute educational content via LinkedIn twice a month, post daily to Twitter about specific events and opportunities, etc.)?

2. What audiences (e.g., potential participants, policymakers, employers, or health care providers) do you hope to engage via social media?

3. Different social media platforms are designed with **different audiences** in mind. For example, LinkedIn is viewed as a professional networking tool. In contrast, Instagram has evolved into a video-based platform for younger audiences. Which platform(s) do you intend to use for RETAIN activities? How will you access them?

Service/Platform (e.g., Twitter, YouTube)	Account Username, Handle, or Name (e.g., @RETAINprogram)	Direct URL (if available)
Twitter	@RETAINexample	www.twitter.com/RETAINexample

4. How will social media complement the other communications approaches you use with these audiences (e.g., timing your post with your website updates, sharing website publications through Twitter, etc.)?

5. Please list who will develop and distribute your social media content for RETAIN or RETAIN partners (for consistent messaging, you should plan to develop your own social media content to share with partner organizations). If you host your own RETAIN social media channels, this person will have administrative access to your social media account(s). Consider choosing a person with daily availability to develop content. Social media is most effective with regular engagement.

Name	Title	Email Address
Jane Smith	Outreach Coordinator	Jane.Smith@example.com

6. Please list who will review and approve your social media content. Consider selecting staffer(s) who will have open availability to review your social media content. Because of the interactive nature of social media, rapid reviews and approvals should be an expectation.

Name	Title	Email Address
John Doe	Assistant Communications Director	John.Doe@example.com

7. Does your state program have a [social media policy](#)? If so, please attach a copy. Use the checklist below to confirm that you have processes in place to ensure that your social media content reflects RETAIN key messages and is [508-compliant](#).

- Content review/approval
- Platform monitoring
- Commenting policy
- Procedure for responding to comments
- RETAIN staff members’ personal vs. professional use of social media
- Photo release form
- Inclusive language policy
- Accessible videos, graphics, and hyperlinks

8. Do you know your state’s policy on using [social media advertising](#)? If advertising is available to you, please list your budget and time frames below.

Item	Period	Proposed Cost
<i>RETAIN branded profile pictures</i>	<i>2022 – Quarter 4</i>	<i>\$123</i>

9. Frequent posting and monitoring are key to social media success. How do you plan to sustain your social media activities (e.g., maintaining an up-to-date [social media calendar](#))? Will there be a designated staff member(s) to manage these daily responsibilities?

10. How do you plan to measure the effectiveness of your social media efforts? [This resource](#) provides an overview of the social media analytics available through Twitter, Facebook, Instagram, LinkedIn and YouTube – and how to interpret these measures to set realistic goals.

How to Access and Interpret Social Media Analytics



LinkedIn

Employers and government partners often maintain a [LinkedIn](#) presence. LinkedIn is a social media channel for a professional audience. You can add hashtags (#) to your Linked posts to make them searchable. You can also tag people and organizations with the “@” sign to increase the reach of your program’s posts. Unlike Twitter and Facebook, LinkedIn does not have a character count restriction. If your RETAIN program maintains a LinkedIn company page, you can use the steps below to learn more about your page visitors and how your posts are reaching them.

LinkedIn Analytic Page Access Steps:

1. Open [LinkedIn](#) > **login** to your page.
2. Go to your RETAIN program company page > click the **Analytics** dropdown menu

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Analytic Type	Definition	How to Evaluate
Visitors (Figure 1)	Shows the total number of unique visitors and when, where, and how they are visiting your page.	This data will help you assess how to create LinkedIn content to reach employers, government agencies and organizations, and other current and potential partners and encourage them to follow your page.
Content (Figure 2)	The content analytic displays engagement metrics for your posts over time.	You can view analytics for RETAIN program content including posts, videos, events, polls, and articles to gain insight on their impact on visitors. This will increase participant engagement.
Followers (Figure 3)	Focuses on who is interacting with your page content and updates.	Getting to know your followers will allow RETAIN Programs to brainstorm and create posts that speaks to participants, build up engagement and increase how many people visit your page.
Competitors (Figure 4)	This section allows you to compare your page performance with similar organizations.	Comparing your page with programs like yours will help you set goals for your page performance and improve your social media strategy.
Leads	If you have a lead generation form on your LinkedIn page, you’ll be able to track leads and conversions.	You can use this data to test and refine your lead generation strategy.

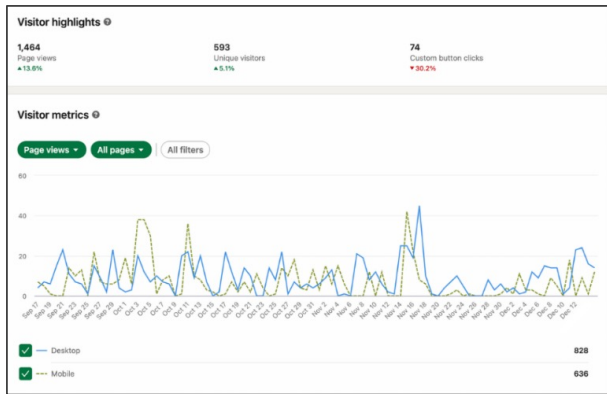


Figure 1: LinkedIn Visitor Analytics

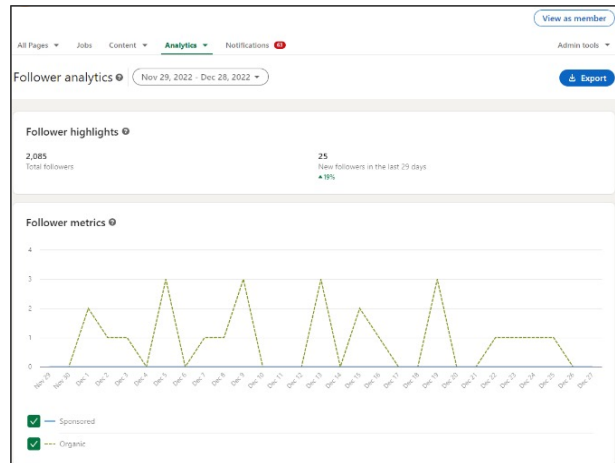


Figure 3: LinkedIn Follower Analytics

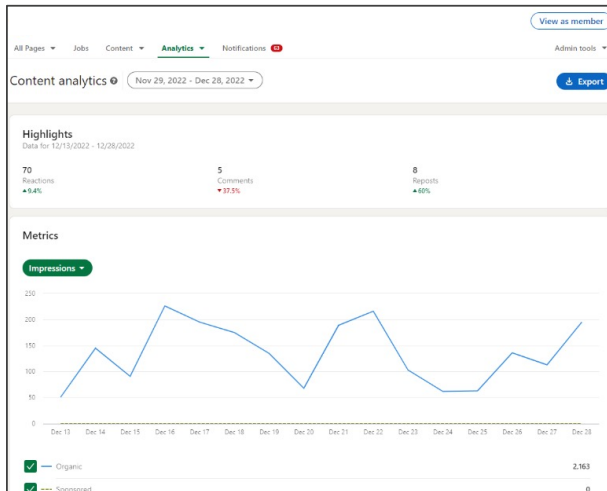


Figure 2: LinkedIn Content Analytics

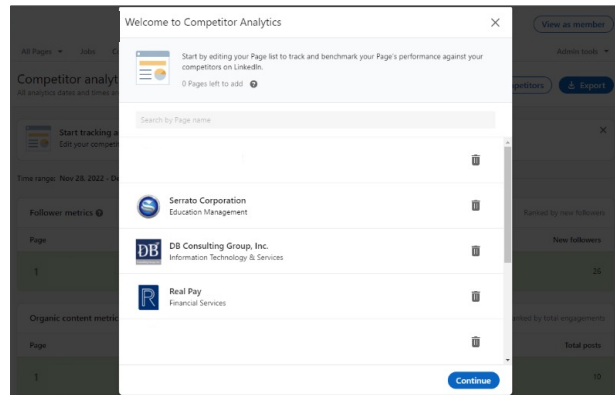


Figure 4: LinkedIn Competitors Analytics



Meta Business Suite

RETAIN participants and potential participants may use [Meta Business Suite](#). The Meta Business Suite is a one-stop shop that allows you to manage and obtain analytics for both Facebook and Instagram business pages (for Instagram, these are called Professional Accounts).

You do not need a personal Facebook or Instagram page to access Meta Business Suite. However, you will need a personal Facebook and/or Instagram profile to create business pages for these channels. Please click [how to create a Facebook Business page](#) and [how to create an Instagram business page](#) for more information.

Below you will find steps on how to access Meta Business Suite and how to login and view Insights for both Facebook and Instagram.

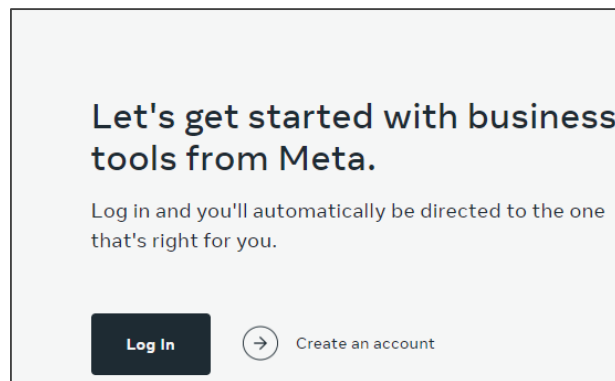


Figure 5: Meta Business Suite



Facebook

Current and potential RETAIN participants may use [Facebook](#). Facebook connects friends, family, co-workers, and groups of people who share similar interests. Facebook offers a generous character limit of 63,206. If your RETAIN program maintains a Facebook business page, you can use the steps below to learn more about your page visitors and how your posts are reaching them. Learn how to [Add Your Facebook Program Account](#) to Meta Business Suite.

Facebook Insights Page Access Steps:

1. Access [Meta Business Suite](#) and click [login](#) to your program's business page.
2. Click Insights on the left menu.

Facebook Insight Type	Facebook Insight Definition	How to Evaluate
Overview (Figure 7)	Provides a summary of the overall performance of your business page. This page allows you to view your page's: <ul style="list-style-type: none"> • Reach • Likes • Visits • Followers 	This section allows you to compare your page performance with similar organizations on Facebook.
Feedback (Figure 8)	View the number of ratings and the average rating your page has received when you request feedback.	Using this data will help you create content that attracts followers to your RETAIN business page and improves engagement.
Benchmarking (Figure 9)	This section allows you to compare your page performance with similar organizations on Facebook.	Comparing your RETAIN business page with organizations like yours will help you set goals for your page performance and improve your social media strategy.

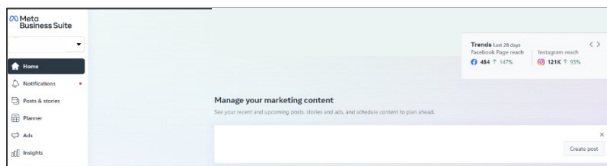


Figure 6: Facebook Visitor Analytics

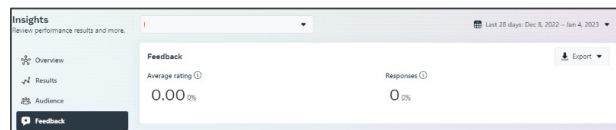


Figure 8: Facebook Visitor Analytics

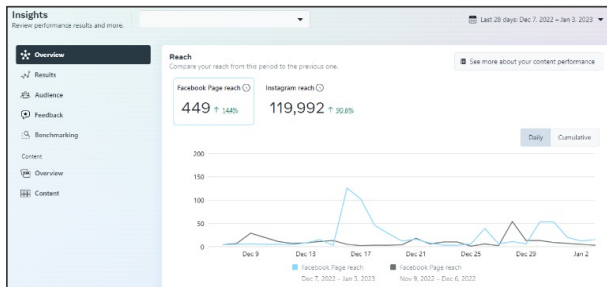


Figure 7: Facebook Overview Analytics

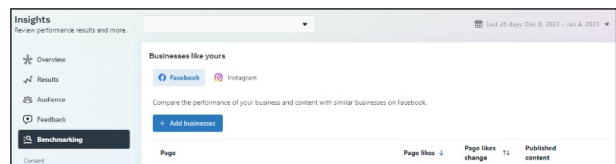


Figure 9: Facebook Visitor Analytics



Instagram

Current and potential RETAIN participants may use Instagram. Instagram has a caption limit of 2,200 characters and users have the option to post photos and videos.

The Instagram Insights feature is available on Meta Business Suite. Learn how to [connect your Instagram Professional Account](#) to Meta Business Suite.

Instagram Insights Page Access Steps:

1. Access Meta Business Suite and click [login](#) to your program's Instagram page.
2. Click **Insights** on the left menu.

Insight Type	Definition	How to Evaluate
Overview (Figure 11)	Provides a summary of the overall performance of your business page. This page allows you to view your page's: <ul style="list-style-type: none"> • Reach • Likes • Visits • Followers 	Overview serves as a handy dashboard for big-picture trends, like how often your posts are viewed, if there are new potential participants following your page and if your followers are responding to your posts. This view can be customized using the date selector.
Feedback (Figure 12)	View the number of ratings and the average rating your page has received when you request feedback.	Using this data will help you create content that attracts followers and improves engagement.
Benchmarking (Figure 13)	This section allows you to compare your page performance with similar organizations on Instagram.	Comparing your page with organizations like yours will help you set goals for your page performance and improve your social media strategy.

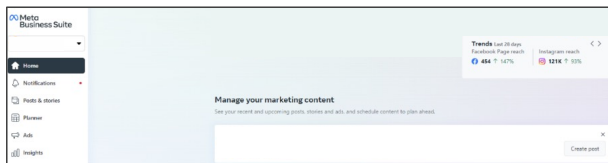


Figure 10: Instagram Visitor Analytics

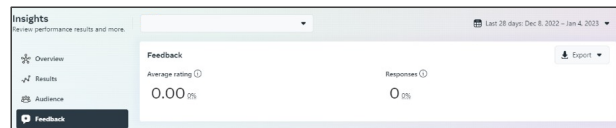


Figure 12: Instagram Feedback Analytics



Figure 11: Instagram Overview Analytics

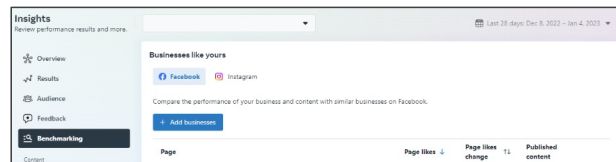


Figure 13: Instagram Benchmarking Analytics



Twitter

Employers, providers, government partners and policymakers are active on [Twitter](#). Twitter has a 280-character limit. You can use

hashtags to add context and make your Tweet searchable for Twitter users. You can also tag people and organizations with the “@” sign to increase the reach of your program’s posts. Twitter analytics reflect only activity from the past 28 days. To track your program’s Twitter performance over time, you can create a spreadsheet or use a [third-party social media tracking tool](#).

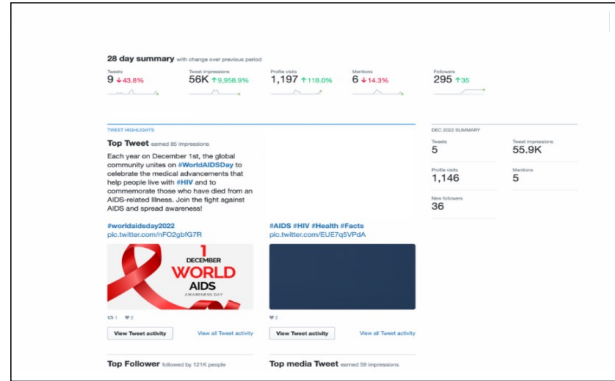


Figure 14: Instagram Visitor Analytics

Twitter Analytic Page Access Steps:

1. To turn on analytics for your RETAIN program account, **login** to [analytics.twitter.com](#) with your Twitter username and password.
2. You can also **login** to your Twitter page > click on the **More** tab on the left > click **Creator Studio** > choose the **Analytics** tab.

Analytic Type	Definition	How to Evaluate
<p>Tweets</p> <p>18 ↑63.6%</p> <p>Overview (Figure 15)</p>	Total number of tweets sent.	Use this data to see how many tweets you are producing to ensure that you’re posting consistently.
<p>Tweet impressions</p> <p>808 ↓98.6%</p> <p>Feedback (Figure 16)</p>	Shows the number of times a tweet has been seen.	Use this data to create effective hashtags, post tweeting content consistently and devise the right tweeting schedule to improve your follower engagement. You can reshare your top-performing tweet the next month with a new caption.
<p>Profile visits</p> <p>943 ↑1.4%</p> <p>Benchmarking (Figure 17)</p>	Total number of users who visited your profile within a given timeframe.	View how many people visit your page. This analytic signals interest in your program and the desire to learn more.
<p>Mentions</p> <p>2 ↓60.0%</p> <p>Mentions (Figure 18)</p>	Tweets that mentioned your @handle. This can include other people’s tweets.	Use this data to see who and how many people are mentioning your Twitter handle in their posts. You can retweet your top mention.
<p>Followers</p> <p>297 ↑4</p> <p>Followers (Figure 19)</p>	The number of Twitter users subscribed to Twitter handle.	Evaluate the growth of your following and whether you’re maintaining, increasing, or decreasing in follower count. This can help you see what tweets are attracting people.



YouTube

Current and potential RETAIN participants may use [YouTube](#) to view and share videos. Users can produce their content and upload videos at no cost. YouTube has about 2.29 billion users, which allows RETAIN programs to distribute information through video content to a large audience.

YouTube Analytic Page Access Steps:

1. Access [YouTube](#) and **login** to your programs page.
2. Tap your profile picture in the upper right-hand corner.
3. Click on **YouTube Studio**.
4. From the left menu, select **Analytics**.

Analytic Type	Definition	How to Evaluate
Overview (Figure 20)	The Overview tab shows you a summary of how your channel and videos are performing.	You can use this data to see which videos are gaining the most traffic and create similar content to increase participant subscription and gain more views and view time.
Content (Figure 21)	The Content tab shows how people find your content, what content they are watching, and how they interact with your videos.	Use this data to see what your RETAIN participants are interested in and create content that speaks directly to participants and other partners.
Audience (Figure 22)	The Audience tab tells you information about your audience, such as the number subscribers you have, how many viewers are new or returning, and how many unique viewers you have.	This data allows you to see who and how many RETAIN partners, participants, and potential participants are viewing your channel. Use this data to improve your social media strategy to increase views and subscribers.
Research (Figure 23)	The Research tab allows you to explore what viewers are searching for on YouTube.	Use this data to see what content your RETAIN participants are interested in. For example, you can track engagement with videos created for RETAIN participants versus videos created for health care providers to see which videos are generating the most views. This information will help you better plan content that aligns with viewer interests.

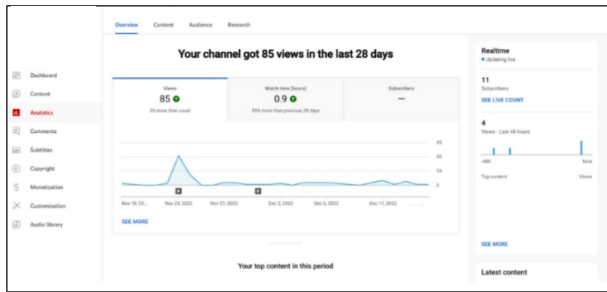


Figure 20: YouTube Overview

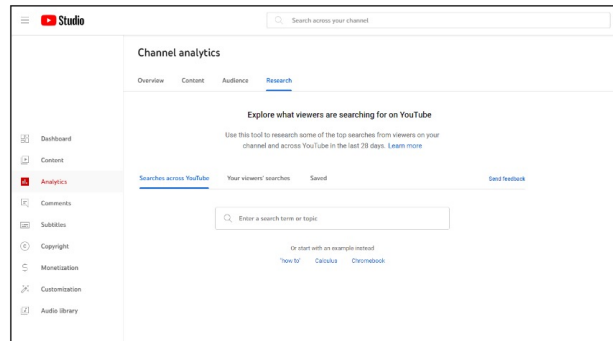


Figure 22: YouTube Audience

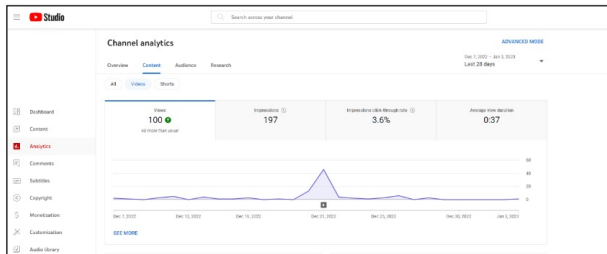


Figure 21: YouTube Content

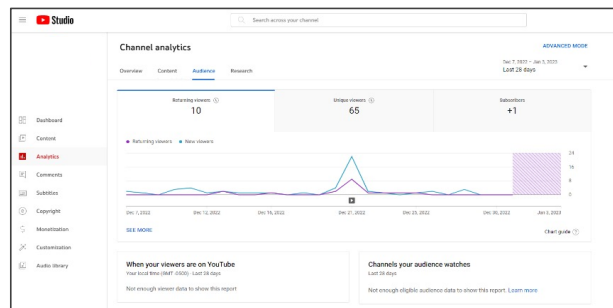


Figure 23: YouTube Research

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