

Social Media

IDF webinar - 16 April 2018

Lorenzo Piemonte

- IDF Communications Manager
- Over 10 years with IDF



Savuleac Romina

- Junior Professional Officer Communications
- Master in International Business with a focus on online businesses
- Working with social media networks over 5 years



Andre A.S. Fernandes

- Intern Communications Department
- Graduated in International Relations



Content

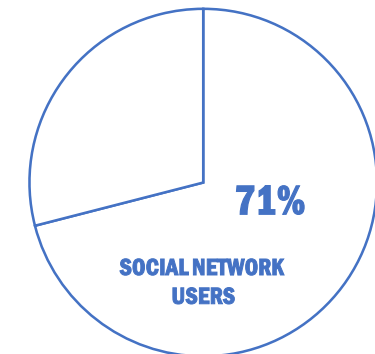
1. The different channels that can be used for diabetes awareness
2. How IDF uses social media
3. How IDF would like to use social media in future.
4. How you can support IDF online.
5. How you can develop your own online activity(ies).

1. The different channels that can be used for diabetes awareness

New social media sites pop up constantly.
We'll go over:

- different types of networks
- understanding their contexts
- the best ways to get involved.

Internet users
2017



	Facebook	Twitter	LinkedIn	Youtube	Instagram
What it Does Best	The most targeted digital advertising platform in the world.	Communicate and engage on trending topics and events worldwide	A more professional setting for your organization to be 'social active'.	An unlimited amount of video hosting with high levels of traffic and viewer	Showcasing your products or story; taking people behind the scenes with the Stories feature
What works best?	<ul style="list-style-type: none"> Facebook hosted video Live streaming Long form written content in posts More comments your post gets the higher the reach. 	<ul style="list-style-type: none"> Multiple posts or 'tweets' per day Tweets with images or video show higher levels of engagement Tweets with 2 hashtags perform better than posts with none or multiple hashtags. 	<ul style="list-style-type: none"> Posting a range of content from publications, video and case studies Joining groups and engaging with other people's content 	<ul style="list-style-type: none"> It's the quality and value of the content that counts, not the length. Thumbnails that are vibrant and catch people's eye will generally lead to more views overall 	<ul style="list-style-type: none"> High quality images Using hashtags with your posts is vital for high engagement levels Giving people a more immersive experience by posting images & using Instagram stories
Who uses it?	<ul style="list-style-type: none"> Largest user age demographic is 25–34 Facebook users are 53% female and 47% male 56% of online seniors aged 65+ are on Facebook 	<ul style="list-style-type: none"> Largest user age demographic is 18 - 29 13% of those aged 50 to 64 use Twitter 54% female and 46% male 	<ul style="list-style-type: none"> Largest user age demographic is 30-64. Gender: 44 %female, 56 % male. 	<ul style="list-style-type: none"> 33% of all internet users also use Youtube. The largest user age demographic is 25-44. 	<ul style="list-style-type: none"> The largest user age demographic is 18 to 29 49% female and 51% male

2. How IDF uses social media

IDF is active on 7 social networks

Facebook

- IDF PAGE <https://www.facebook.com/intdiabetesfed/>
- WDD PAGE <https://www.facebook.com/worlddiabetesday>

Twitter

- <https://twitter.com/IntDiabetesFed>
- <https://twitter.com/WDD>

LinkedIn <https://www.linkedin.com/company/international-diabetes-federation/>

Instagram <https://www.instagram.com/intdiabetesfed/>

Google + <https://plus.google.com/u/0/b/110465926569347510387/+IntDiabetesFed>

Youtube <https://www.youtube.com/channel/UCtjXGdBG1OEL36XEZ0vXJ7g>

Flickr <https://www.flickr.com/people/idf/>

Other projects

- Facebook
IDF Life for a Child
<https://www.facebook.com/lifeforachildIDF/>
- Twitter
IDF Life for a Child
<https://twitter.com/lifeforachild>
- YouTube
IDF Life for a Child
<https://www.youtube.com/user/LifeforaChild>

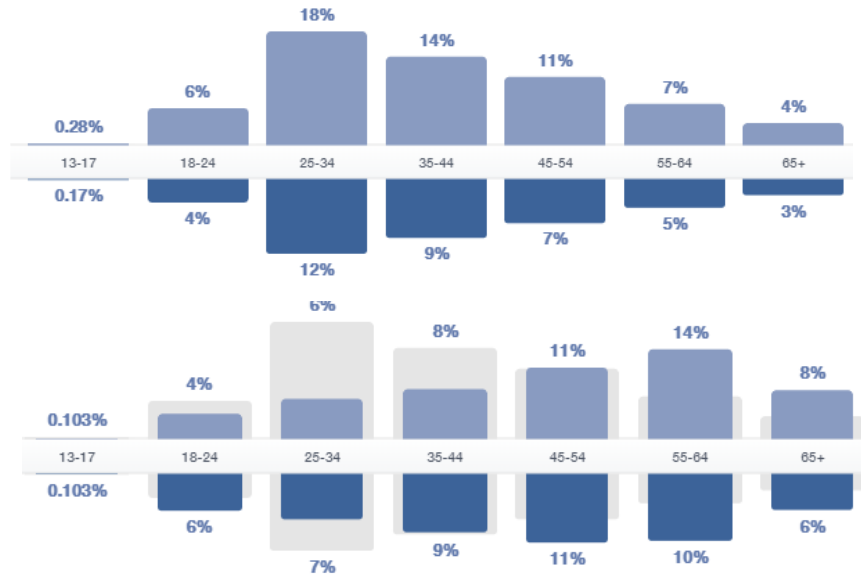
Audience

Facebook

82,869

Total page likes

Age and gender of the followers/engaged users

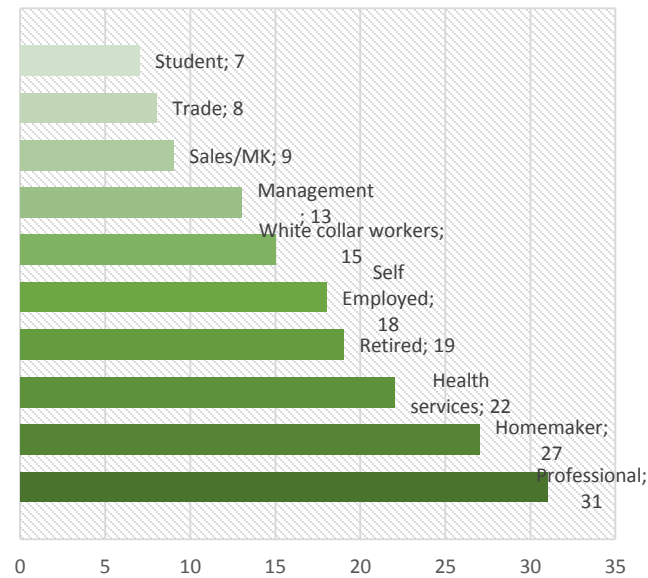


Twitter

46,430

Followers

Occupation

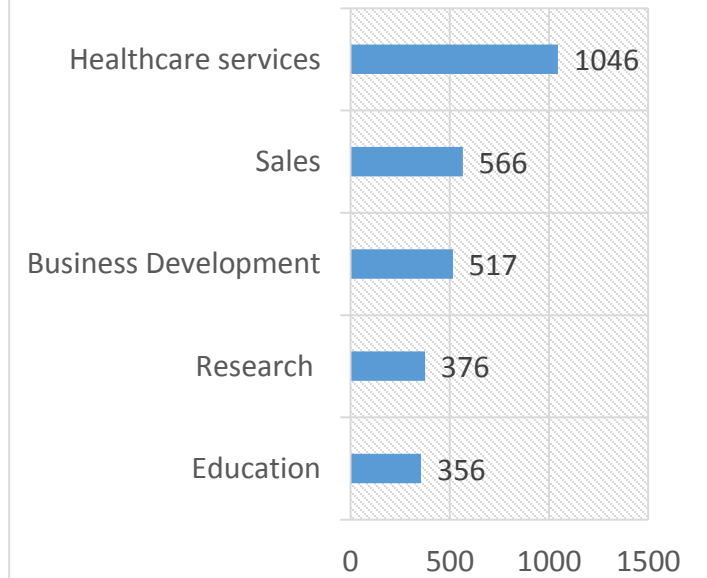


LinkedIn

8,520

Total page likes

Job Function



Paid Campaigns (example)

Taking Diabetes to Heart is a new multi-country study, focused on CVD awareness and knowledge among people living with type 2 diabetes.

22 different campaigns were launched using Facebook Ads Manager and Google AdWords display

- 20 campaigns targeting 10 different languages in different regions
- 2 dedicated campaigns on Instagram and one for the Video developed for TD2H

Results:

- Facebook , half a million reached users with over 35k clicks
- Google Adwords, over 6 million reached users with other 162K clicks



Instagram



www.idf.org/takingdiabetes2heart



www.idf.org/takingdiabetes2heart

Facebook



www.idf.org/takingdiabetes2heart



www.idf.org/takingdiabetes2heart



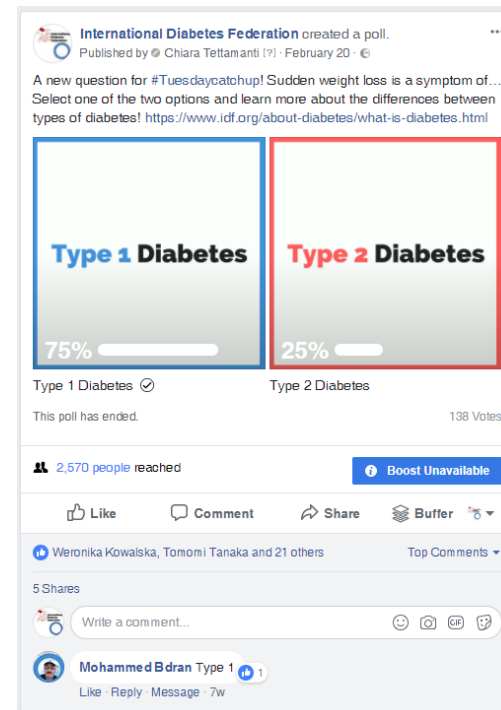
Do you take
#diabetes2heart?

Go to www.idf.org/td2h and help
raise awareness of the link between
diabetes and cardiovascular disease

3. How IDF would like to use social media in future

“International Organisations exist to meet the needs of people, and they survive if they can satisfy such needs.” (Muldoon, 2004: The Architecture of Global Governance)

- Make posts more personal (eg. Regular weekly polls)
- More adaptable
- Closer to people (trying to get to know our audience)
- More posts per social network



International Diabetes Federation created a poll.
Published by Chiara Tettamanti · February 20 · €

A new question for #Tuesdaycatchup! Sudden weight loss is a symptom of... Select one of the two options and learn more about the differences between types of diabetes! <https://www.idf.org/about-diabetes/what-is-diabetes.html>

Option	Percentage
Type 1 Diabetes	75%
Type 2 Diabetes	25%

Type 1 Diabetes ✓ Type 2 Diabetes

This poll has ended. 138 Votes

2,570 people reached Boost Unavailable

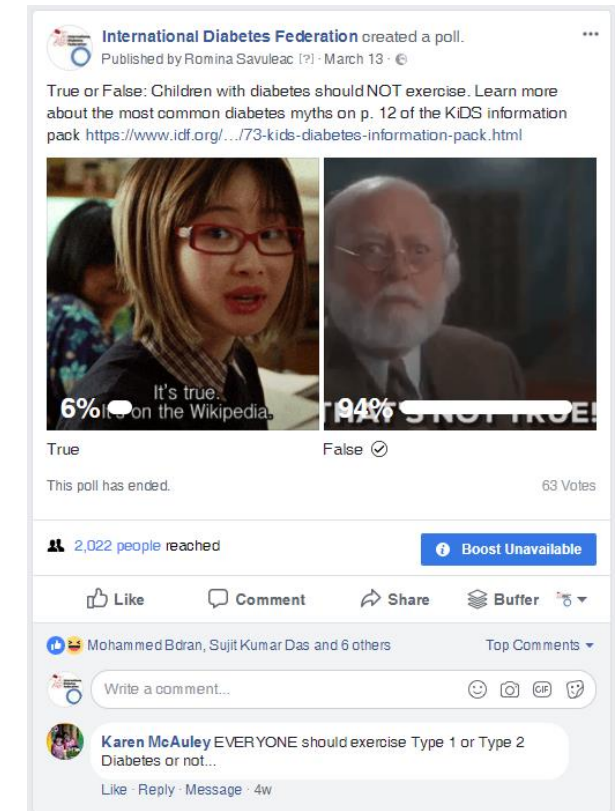
Like Comment Share Buffer

Weronika Kowalska, Tomomi Tanaka and 21 others Top Comments

5 Shares

Write a comment...

Mohammed Bdran Type 1 1 Like Reply Message · 7w



International Diabetes Federation created a poll.
Published by Romina Savuleac · March 13 · €

True or False: Children with diabetes should NOT exercise. Learn more about the most common diabetes myths on p. 12 of the KiDS information pack <https://www.idf.org/.../73-kids-diabetes-information-pack.html>

Option	Percentage
True	6%
False	94%

True False ✓

This poll has ended. 63 Votes

2,022 people reached Boost Unavailable

Like Comment Share Buffer

Mohammed Bdran, Sujit Kumar Das and 6 others Top Comments

Write a comment...

Karen McAuley EVERYONE should exercise Type 1 or Type 2 Diabetes or not... Like Reply Message · 4w

4. How you can support IDF online

More cooperation:

- Sharing content
- Cross-posting

More engagement:

- Comments
- Likes
- Shares
- Ideas

5. How you can develop your own online activity(ies)

Learn what it is and how you can take advantage of these networks by:

- understanding why you need to be there
- joining the right social media sites
- growing your presence and engaging with your networks.

Once you've learned the lay of the land when it comes to social media, it's time to figure out what you're trying to accomplish.

1. Set specific goals for your social media efforts

2. Select the right networks

3. Create your social media plan

- Brand awareness
- Content calendar
- Analyse

Content Ideas

- Infographics
- Live videos
- Tutorials
- Sharing your personal experiences

Useful Links

- <http://www.businessplusng.com/blog/social-media-trends-monday-friday/>
- <https://learndigital.withgoogle.com/digitalgarage/topic-library>
- <https://newsroom.fb.com/news/>
- <https://adespresso.com/blog>
- <https://blog.hootsuite.com/>
- <https://www.socialbakers.com/social-media-content>

Thank you!

