

Perry Chan

Good afternoon. My name is Perry Chan. On behalf of SAMHSA's Office of Behavioral HealthEquity, welcome to the third section of the Data Storytelling Webinar series. I'm so happy to see many familiar names in in the audience today. Thank you for taking time out from your busy schedule to join us.

Perry Chan

After having the first session in February where Carlos provided us a Data Storytelling 101 and the second section in March that focus on data visualization, we are so we are so excited to to have all of you join our session today to learn some strategy around digital marketing.

Perry Chan

When we say strategy, it means that our actions are supported by goals, reasons to address our needs until we reach a desirable outcome. I understand that Carlos is going to introduce different medium and platform for digital marketing in today's workshop. Before we get started, let me turn over to Soma with Westat for a quick announcement.

Soma.

Soma Ghosh

Yes, thank you. I am Soma Ghosh and I'm so grateful to be part of this webinar today. I appreciate the work that all of you are doing in improving the behavioral health system and the lives of people from underserved communities. I'm just so pleased to be here. I'm coming to you out of my home office in Appleton, WI. I work for Westat, which is an employee-owned company. It's a contracting company out of Rockville, MD and we are supporting SAMSA as part of the Center for Financing Reform and Innovations contract. I'm here to tell you a little bit about one of our studies which I'm hoping you can help us out with.

Soma Ghosh

So one of our Center for Financing Reform and Innovations studies, we call it CFRI for short, even though that doesn't sound great, but that's what we call it for short. The CFRI project focuses on expanding our knowledge of the financing of community-based organizations.

Soma Ghosh

The purpose of it is to kind of learn more so that we can improve the flow of federal and state funds to community-based organizations that serve these under underserved communities. It only takes 10 minutes to complete. I guarantee it.

Soma Ghosh

I've had lots of my staff test it out and make sure that it's not going to take you very long. And what will happen is once we get some responses, we will release a Samsung report at the end of the year that summarizes the findings and kind of next steps. The URL here is on the screen for you.

Soma Ghosh

It's it's actually, it's a hyperlink, so you can't do it. But what we're gonna do is we're gonna put it into the chat for you. My colleagues are gonna put into the chat for you here, and you can just click on it.

Soma Ghosh

I really encourage you to take the 10 minutes and respond to the survey and, you know, spread it around, send the URL to others that you know are CBOs that might be able to respond to us. Our goal is to get CBOs from all over the country, every state and territory responding to this thing. The more, the merrier, the more the better. It'll help us make the case about how we can improve federal and state funding streams.

Soma Ghosh

So please take the 10 minutes. It's important and we really value your participation. It is confidential. We won't attach your name to anything you say in there, so don't worry about that. But I would very much appreciate it. So thank you. And with that, I'll turn it back to Perry or Carlos.

Carlos Morales

Hello. Thank you. Thank you so much. Hello, everyone. I hope you're doing awesome today. You already know me here. And so I'm actually, today we're going to be talking about data storytelling and digital marketing.

Carlos Morales

So I love seeing you putting in the chat where you're from. I love that. So keep doing that as you are doing that. Here's one thing that I would love for you to do, because this is a continuation of the previous workshop that we've done so far.

Carlos Morales

In February, we started, as Perry said, with data Storytelling 101 March, we did data visualization. Now that we actually have a product, a story, the whole point of this workshop today is how do we promote it, right? How do we market, how do we actually put it out there online and be able to actually target the audience that we want to communicate with.

Carlos Morales

So as you are actually putting where you're from also why don't you actually put in the chat, What are some of the things that you are expecting to learn when it comes to data, storytelling and digital market? I wanna see what are some of the things that you are, you know you're you're you're sort of actually wanna learn more about the things that you might be struggling with.

Carlos Morales

I want to have a sense in terms of where you are when it comes to digital marketing. So put in there anything that whether it's actually you're looking for more engagement when you actually are putting your stories out there on social media, whether it's about which social media platforms should you be using, you know.

Carlos Morales

So you know let's let's, let's, let's, let's start actually just throwing up the chat here because here today's workshop, I want it to be very interactive. OK, we're talking about marketing. And so OK, how to make marketing most appealing and palatable for the general community transforming data into compelling.

Carlos Morales

Let's see here copy. Yes. How do we actually do outreach to community members that are not into social media or e-mail? OK, so let's, we're gonna talk actually about a couple of tools that they work really well with certain communities that actually are not necessarily social media or e-mail.

Carlos Morales

So, you know, we'll we'll, we'll talk briefly about that as well, getting folks to buy in to tell their stories. All right. Anything else? All right. So as as you keep actually just putting that on the chat, I'm gonna wanna tell you a little bit about what is it that we're gonna be covering today, All right.

Carlos Morales

And so we're gonna actually be starting this workshop with sort of actually painting a picture, right? We're talking about data storytelling and data visualization. So I wanna sort of actually start by telling a story,

painting a picture in terms of one of the things that community based organizations need to understand when it comes to digital landscape, right.

Carlos Morales

When we comes about digital, when we talked about digital marketing, there's so many components and I think it's important that everybody's on the same page. Then, you know, creating a digital marketing strategy to promote your story. What are some of the elements that you need to take into account, right, Because sometimes we start about to start posting without necessarily having a strategy behind.

Carlos Morales

And as you know, when we actually talked about data storytelling one-on-one, we started with elements. What are the elements that is storytelling? one-on-one. So we're starting with actually creating a strategy behind it, right? Then we'll talk about choosing the right platform for your message, which, which platform actually makes the most sense for us to use based on the message, based on the audience and based on the goals that we have, right?

Carlos Morales

And then we'll we'll talk about, OK, so now that we actually are posting information online, what are the metrics that we need to start paying attention to? How do we know that you know what we are posting, it's actually working? One of the things that we need to measure on and then we'll find out, we'll finish with the best practices for telling your digital story.

Carlos Morales

One of the things that you need to do take into consideration as you are actually telling your stories online. And so that's what the agenda is about today. The next slide, it's a I'm going to be showing you a video and I want you, I want you to pay attention to the video you actually, you're going to see some very interesting stats because after the video, I want to actually have a sense from you in terms of what you think of the stats that you are about to watch.

Carlos Morales

And so I want to actually get your feedback. All right.  
So let's start with showing you the video. The. All right.

Carlos Morales

So before I I ask you about the video, I actually got a a message saying that my audio is actually going in and out. Are you able to hear me?

Carlos Morales

OK, Just want to actually make sure that you are If you put in the chat box, how is my audio?  
Are you able to hear? OK, OK. I see yes, yes, yes. All right. OK, No audio issues. Awesome. Thank you so much.

Carlos Morales

If for some reason you think my audience is is breaking up, just let me know. OK, All right. So I think there's actually some very good stats and I think this video does a very good job in in doing two things. Number one, telling story because the stats that you actually are just finished watching and does a very good, a good job in actually showing a data visualization.

Carlos Morales

How actually there are showing you the stats for each of the social media platforms that they presented. So now is there anything in particular that actually caught your attention from this video and you can

actually put it in the chat, anything, any specific stats? I have some notes here and I want to share with you, right.

Carlos Morales

I'm saying that you like the music, the return investment on paid social media advertising. Yes. Is it something that, if you have the budget to do it, invest in social media, paid advertising? I'm going to talk a little bit about that too.

Carlos Morales

The building of users on Facebook and the number of people hired from LinkedIn. Yes, mobile devices are the most used based on the data that actually the video show. What does that tell you? That anything, anything that we create, everybody's actually using their mobile devices to actually consume that content, whether it's via your website, social media, whether it's blog post, everybody's actually using their smartphone for the most part to actually consume your information. Anything.

Carlos Morales

80% of users use Facebook. Let's see here. Or visit Facebook via a mobile device. Yes, let's see. Facebook would have the largest population if it was a country. All right. OK. But here's one thing that I think is important that I want to highlight a few, a few of the things here that I think is important for us to know.

Carlos Morales

93% of consumers say that online reviews influence the purchase decision. Think about that. 93% of consumers say that their their online reviews influence their purchase decision. What does that tell you? It tells you that if you are creating content for your organization, if you're telling a story about a specific program, you're actually showing data, right?

Carlos Morales

You're gonna have actually people comment on those and basically people start actually having perceptions about your programs if they actually have never received services from you based on their recommendations and reviews of other. So if people have great experience with you, most likely if they put it online, that might influence somebody else's decision to come and actually see you, whether it's via social media or VIA is actually your Google Business page, right.

Carlos Morales

And so and this is one of the things that based on the organizations that I work with, I actually, you know, I can not stress that enough that as we are providing services, I want the community, if they can, to be able to also tell everybody else what was their experience because that is another way for us of telling a story, OK.

Carlos Morales

And so if the experience was great, other people will see it and that might influence their decision to come and see us, right. So that is one thing that I think is important. And I think if you're actually, and I beg to say that you know, if you're purchasing something or if you're using Amazon for example and you go in there and you actually start looking at an action, I bet that you look at the reviews of that item before you actually finally purchase it.

Carlos Morales

I do it. And I actually look at what you know, what has been the experience of those consumers based on the product that I actually want to purchase and that is actually influenced by purchase decision, right. And so the other thing too is that 9094% of Facebook ads revenue comes from mobile ads.

Carlos Morales

Now what we're talking about social media and we're talking about having a strategy to promote our stories, You know, we can actually do it two ways. One, it's organic. Because organic means that you actually post something, right? And you're expecting for your audience to engage with their content, right?

Carlos Morales

It's free. You're not spending any money, only the time that it takes you to create that content. Now that is organic content, organic reach, meaning that also people are seeing it in their news feed, they're seeing it in their in their social media news feed, and they might react to the post that you are creating, right?

Carlos Morales

But then if you decide to invest money and you have a budget aside to pay for social media ads, then that allows you to actually amplify your message a lot more because then you can target that specific content based on demographics, based on age, based on interest, based on location. So that is actually more effective because it would allow you to amplify your message to the audience that you want to reach a lot faster.

Carlos Morales

You can actually have, you can do both and I encourage you to do both, right, organic and paid ads, all right, if you have the capability of doing it. And so that's why it's like when we're talking about animation, our messages or telling a story, we have to consider that strategy as well. OK, All right.

Carlos Morales

The other thing that I want to, I wanted, I wanted to highlight here on average influencer marketing strategies generate 6 times the return on investment. That's another strategy that you know that we as community based organizations can use when we are partnering with other organizations or other influencers, other people that actually buy into our mission but have similar audiences if they actually have a very large following, it's actually smart for us to partner with somebody so they actually can help us promote our message.

Carlos Morales

And for the most part, you know, we are posting constantly, but we might, we might not have a, you know, a partnership of strategy. And that is something that I, I, I sort of encourage you to consider, if you have that possibility, If you know someone in your community that actually has a large following, buy into your mission, into your mission.

Carlos Morales

And it's actually the right fit based on what you actually want to promote the story that you want to tell, then party with that person to be able to actually use their social media, influence their social media followers for them to actually see your message as well. OK, All right.

Carlos Morales

So when we're talking about, you know, understanding the digital landscape, there's a couple of things that I think is important for us to know. Number one, we talk about digital platforms. We know that social media channels like Facebook, Twitter, Instagram, Snapchat, they're very useful, right.

Carlos Morales

To create messages that are very impactful and and to create messages that are actually, you know, they have high quality visuals because at the end of the day what you're actually seeing is engagement from your audience. And when I talk about engagement as throughout this whole workshop, I mean that we what engagement means reaction, we want to have a reaction from our audiences.

Carlos Morales

We want to we're audiences to either, you know, like it or they can actually put it hard, they can put a :), whatever reaction is that is actually a sign of engagement. But we also want our audience to comment on the post, OK, that's the second level and third level is actually we want them to share.

Carlos Morales

So at the end of the day, the more shares you have the better because then your message is being seen by a lot more people. Right. So make sure that if you are creating content, you position your story in a way that is engaging. So you're actually getting to amplify, you're getting a lot more people to see it.

Carlos Morales

OK. Now the other thing too is if we're talking about LinkedIn as another possibility, obviously the audience there changes because why you actually, let's say that you actually turn yourself, you're telling a fundraising story, you're actually talking about the impact that your program has had in your community and the whole purpose of your story is actually to engage, you know, potential funders, potential donors.

Carlos Morales

Then obviously LinkedIn actually has, it's a great platform for you to do that, right, because obviously you are reaching other professionals, other stakeholders in the field and all of that though, LinkedIn allows you to also create some paid ads as well if you want to amplify your reach, right. So it's important that we start understanding how this platform works.

Carlos Morales

So we know this type of story that we need to create based on the platform that we're using. Also, let's not forget about your website, OK? So your website asks as the central hub. So in the website that's when you actually can expand more, right?

Carlos Morales

You can have a your storage, the data, you can actually show it there. You can actually have a blog post that actually tells the story of your data and you can use social media as a way to drive traffic into that particular page in that particular section of your site, right?

Carlos Morales

And so when you actually have your website, the whole purpose of the website is to sort of actually just have all of your stories there, right? Because they're they're there and people actually can come and see it anytime. With social media though, remember the social media, we're creating content.

Carlos Morales

That content actually is short lived because as soon as you create another piece of content, people pay attention to that, right. And we are competing for people's attention. So, but if we have a strategy where we are using social media on our website as well and we're using social media to grab people's attention and say, hey, by the way, let's actually dive this into this a little bit more and use that hook to drive them into your website.

Carlos Morales

And with them being able to actually see them more, that's actually the what what we need to do. That's the actually the final outcome, right, Because all all the different tools that you have at your disposal, they're playing together that are not in silos. OK, here's the other piece too.

Carlos Morales

When we talk about the digital landscape, let's not forget about e-mail. And that's the other thing too, that I think sometimes we don't talk about it a lot. We focus a lot on social media, which is, yes, most of

our audiences actually are online. But the other piece too, that we tend to forget is that emails building a list of people that actually will finally engage with us.

Carlos Morales

It's key because that is yours, social media. Remember, you're renting a space on social media, right? If your account gets shut down for whatever reason, which actually happens, that means that all of a sudden, just you, you don't.

Carlos Morales

You don't have access to the audience or social media because you're using Facebook, you're using Instagram, you might be using Snapchat or Twitter. Those platforms don't belong to you. You just actually borrow in the actual space there.

Carlos Morales

And so by having a strategy which you actually are posting content on social media but also using your website because that actually you own that and your e-mail then you are diversifying that way that you actually are reaching, you're reaching your your your intended audience.

Carlos Morales

OK, so let's not forget about that. So if you actually doing fundraising, for example, I'm assuming that you might have a list of past, current and and and future donors and you are sending high quality stories. So for for for them to actually know more about what you do and for them not to forget about what your organization does, right. So the other thing too, when we talk about e-mail, e-mail is not something that you actually just use once whenever you have a specific goal.

Carlos Morales

And then if it is fundraising, we'll just use it, you know, during the during the time that we actually are doing fundraising. No, e-mail, it's, it's a strategy. It's a tool that you should be using it on a regular basis, on a weekly basis, right. And because you don't want to be bombarding people with a whole bunch of emails, that's why you actually got to be able to be able to actually create some powerful stories, right?

Carlos Morales

And so that's one of the things that I think is important. Social media channels, your rental spaces, right? You're using it to grab attention, to engage your audience, OK. But those social media platforms, they're not yours. And so, but your organization website and e-mail, you have total control over that.

Carlos Morales

So let's make sure that we diversify, you know all the different platforms that we have at our disposal to be able to reach our audience. OK, the traditional marketing, OK, we know like pre materials brochures, Flyers, radio spots, billboards. In fact I work with the organization here in Minnesota, which actually we created a billboard for them because in their community it actually made total sense.

Carlos Morales

But they have a billboard with links to the website, the website, they actually have links to social media. So in other words, they're actually using a strategy and we're actually, they're using different elements, but all those those elements are actually playing together. So if that makes sense for you, that's awesome, right.

Carlos Morales

And so just because we're actually now using social media webs and e-mail, doesn't mean that we have to forget about the the traditional marketing avenues if those marketing avenues are still working for

audience. And so I would just want to make sure that we are everybody's in the same page in terms of the value that the digital landscape provides along with the traditional marketing landscape as well.

Carlos Morales

When we combine those two, then we'll be able to actually have a very solid marketing foundation. All right. Any thoughts? Comments. Feel free to actually use the chat or Q&A. Just want to actually hear from you why your thoughts so far as we actually are covering some of these digital landscape concepts here.

Carlos Morales

What has been your experience in telling your story using social media? Has it worked for you? Yes or no? Go ahead and put in the chat here. Has it worked for you? Yes or no as you're telling your story via social media based on the specific goals that you have.

Carlos Morales

If it has worked for you, that's awesome. If it hasn't, tell me really quick why. OK, From Cheryl I have here somewhat. OK We want to expand a little bit more. I want to see, I want to, I want to, I want to read some of that because I want to actually tie some of the things that actually we're going to be talking about.

Carlos Morales

I want to actually tie them back into your comments. It depends on the type of social media. Some of our Instagram videos have performed better, but our emails are not performing as well as we'd like them to, All right. So if e-mail is not performing really well, there are different things that you can do in regards to that, right?

Carlos Morales

So one of The thing is making sure that we have a very good list, making sure that these stories that we're actually telling really are engaging. And sometimes what we need to do too, sometimes we use social media to sort of reinvigorate or to, you know, to wake up our e-mail list, meaning that if you have to use social media as a way for you to actually expand your e-mail list, then you do that, right.

Carlos Morales

Sometimes we keep emailing to the same people expecting that they're out. All of the sudden they're going to be interested in our content. And maybe what we need to do is create a strategy where we actually now look into different audiences to amplify our message, but also increase the list of emails that or diversify a list of emails in order for us to continue to continue having that conversation via e-mail, right.

Carlos Morales

And so remember that when you're using e-mail, if you know in the past your emails have not been that engaging. And if people see another e-mail from you for the most part, if it goes to spam or is another meal, that it's another e-mail that they don't even open because there's a history.

Carlos Morales

So that means their strategy needs to change and one of the things that I would say is like, OK, let's look at that, if that list is not, is not a list that is very hard for you to reengage. Again, one of the strategies that we need to put in place to actually create a new list based on the current goals that you have because goals change over time, right.

Carlos Morales

The self fence and LinkedIn and IG Instagram have been our best platform over the last six months both for growth and engagement. That's awesome. That's awesome. Instagram and YouTube, hard to go always. Yes.



Carlos Morales

And we're going to talk about Instagram and YouTube in a minute. All right. So thank you for engaging with me here. So as I'm actually, you know, continue talking a little bit about, you know, social media and digital marketing, feel free to actually tell me your experience.

Carlos Morales

All right. It says from Jamie, I have a lot of impressions and people viewing my posting on LinkedIn, but they don't engage. What can I do to improve it? All right. So we'll talk a little bit about that, but just really quick. If you are creating content, but they don't, they don't engage. One of the things that we need to look at is, are you actually asking people to engage with you?

Carlos Morales

Are you asking questions? Is there actually content that you are creating, targeting specific niche with a LinkedIn? Are you speaking directly to the audience? Do you know what they care about? A very simple exercise that I do when actually I'm creating content for a specific audience, you know, about a specific topic.

Carlos Morales

I create a 20 frequently Asked questions of that topic that my audience might have 2020 frequently asked questions, and then I provide the answers and then I use that to actually create the content. And so that actually has shown to really work really well because you're answering questions. You're creating content based on questions, based on concerns that they actually have.

Carlos Morales

And so you are responding to your audience. So we'll talk more about it as we continue, All right. So when we're talking about choosing the right platform for your message, as you actually are, you're telling your story. One of the thing is that you have to be, you have to make sure that you got to have an audience alignment meaning that we're going to be actually trying to select the right platform based on the on, on understanding where your audience is actually spend their time.

Carlos Morales

If I want to reach kids, if I want to reach teenagers, OK what do you think I should be actually which platform do you think I should be using. Instagram actually has probably, you know, it's one of the, it's one of the platforms that you need to actually start creating content if you want to actually reach a younger audience.

Carlos Morales

And Snapchat provides to be, you know, it's actually worked really well. In fact, I work with organizations where they're more active on Snapchat than Instagram because for that particular audience, it works really well for that particular location. And here's the other thing too. What I've learned is that, you know sometimes say well Instagram is great, but depending on the location, there's actually towns where actually a provided technical assistance, very small towns.

Carlos Morales

It's just that actually kids use a Snapchat more than more than Instagram for example, right. And so if that's the case then I want to make sure that I'm creating content on a Snapchat, right. So, So make sure that you understand that, make sure that you understand what where your audience is. Make sure they understand why it's actually the platform that you use that actually have has a lot higher level of engagement for them and that's where you need, you need the platform that you need to use to create content.

Carlos Morales

But not only that though, as you're creating content, look at the content that they're consuming. If they actually are using Instagram for example, and they're gauging, engaging in Instagram, you know, the engagement, the engagement rate is really high. Well, look at the type of content that they are consuming. Why is actually the engagement rate really high?

Carlos Morales

In other words, just because Instagram might be the right platform, the way that you actually are generating content you want to tell your story has to be in a similar way as other type of content that actually are targeting teens. So in other words, if you actually you need to add some animation because that's the that's the type of format that actually has been proven to engage teens more than you do actually add animation.

Carlos Morales

If you need to use teen and you know it's a a, a a young person, a teenager for example, for them to be able to tell your story so because it's better other teams can actually see themselves reflected, then you do that. So in other words, make sure that you not only posting on the social media platform, but you actually change the way you do sell the story based on how your audience is interacting with other content in that particular social media platform.

Carlos Morales

Right. The message format, this is the other thing too that is important, right? If we are talking about Instagram is a visual platform. If we're talking about, you know, Facebook, you can combine with there's text, videos and pictures and you can actually expand a little more on Facebook and you can actually write a longer piece of copy of text if you wanna actually tell your story.

Carlos Morales

So making sure that the format actually matches the platform is really important as well. And the other thing too that I think is important is you got to actually look at inside your organization in terms of well, do we have the capacity to maintain the presence on the platform that we have chosen. You don't have to be on every single social, social media platform, even if you're honest is you start by actually picking a picking one or two and actually making sure they're very good at it.

Carlos Morales

And then you can always expand, right. And so one of the things is, in my experience, I work with organizations that actually they are, you know, they have Facebook, Instagram, they have YouTube, they're on Twitter, they're on LinkedIn. But when you look at the engagement rate is very low, first of all, because they use the same format, same format for all the platforms.

Carlos Morales

Or in other words, the same picture or the same copy for Facebook is the same one that you're going to see on Instagram is the same one that you're going to see on LinkedIn. And so it doesn't change. They're using the same format for all the social media platforms where no, they shouldn't because they actually should take into consideration that all of these platforms, the format is, it's a little bit different.

Carlos Morales

So if they're actually using Instagram, it's not function on Instagram that it's actually going to get me a lot of views. But I want to be able to actually tell stories and Instagram because that has been proven to actually, you know, create a very high level of engagement. So that's the other thing too.

Carlos Morales

It's like you gotta look at what you are capable of doing internally and then make sure that based on your resources, you actually click the click the platform that actually makes the most sense. You actually start, go all in on that platform and then you can always expand later. All right. So let's actually now look

at really quick here at some of the actually some of the stats and here the other thing too as actually as we're talking about data storytelling, we're talking about data.

Carlos Morales

You know when I create social media strategy plans for other organizations, one of the things that I do is I look at the number in terms of the social media platform. I let those numbers inform my strategy. So in other words, if I know that with a specific age range makes more sense for me, if I use Instagram versus Snapchat, then I do that.

Carlos Morales

So I look at the data 1st and then I said, well, then let's actually try this out because the data is telling me that this particular actually age range actually works really, really well with Instagram versus Snapchat for this particular location. So if I have access to that, then I that, you know, I start creating content based on that.

36:40

Same with Facebook, Same with LinkedIn or any other social media platform that you want to use. So in this case, really quick, these are the most popular social networks worldwide as the January 2024 Facebook is the number one and YouTube is #2 and you start seeing also what's up as another platform as well.

Carlos Morales

And so we're gonna be talking about some of this, but look at all this, some of these actually platforms are platforms that we don't use here in the US They're actually more used. You know, they're they're being used more in other countries and so. So for us here in the US, probably the purpose that we probably need need to be paying more.

Carlos Morales

Thank you. Is that Facebook, YouTube, what's up? Instagram. Now look at the Facebook Messenger, Telegram, Doyen, Snapchat, all of those platforms are our communication platforms as well. But obviously if we are focusing here in the US, we're gonna actually use the ones that you know have got the higher level of engagement and actually people are using the most, right?

Carlos Morales

However, though, even though you know WhatsApp, if you actually look at here number three, that actually it's it's a, it's it's an app that actually being used here in the US, but it's actually being used by other minority groups because it's a platform that allows you actually do video calls or video messages.

Carlos Morales

And it works really well because you're able to communicate with people all over the world. For example, in my case, I have WhatsApp because I can communicate with friends and families outside of the US and I don't have to pay anything, right. And so if I know that that's that's an app that I use quite a bit, then for some organization actually they have created campaigns using that app.

Carlos Morales

Because if they're actually targeting the Hispanic population, for example, they know that actually that app works really well because they actually use it here in the US and outside of it. And so when you start looking at the numbers, the numbers actually help you create and drivers. Right. You. All right.

Carlos Morales

So when we're talking about Facebook, the monthly active user here is 3.4 billion worldwide, right? But here in the US, it's 175 million users. That's how many people actually are using Facebook. How can you

use it for data storytelling? Well, you can actually share impactful data, data visualizations. And I'm going to show you.

Carlos Morales

I'm just going to show you some examples here. You can do a lot of humanizations, right? You get pregnant ad campaigns to reach the specific demographics. I just mentioned that. But the other thing too, you can actually build communities and followers based on that. So in other words, you can actually create Facebook groups if it's another way for you to communicate with a specific group of people in which you are providing services.

Carlos Morales

In fact, I work with organizations and where they actually have Facebook groups. And in the Facebook groups, they actually, you know, they, they make it private and they are providing constant information than that particular group because that's one of the audience that they work with. And so Facebook tends to be a very good platform to build community, right.

Carlos Morales

And so, so I wanted to make sure that you start, you know, you, you pay attention to this data because I think it's important that we'll look at the numbers. So that's going to drive everything. So actually, let me show you really quick and I'm going to stop. Stop sharing my Let's see, I'm gonna stop sharing here for a minute because I'm gonna show you some examples here, all right?

Carlos Morales

And I'm gonna show you some examples of data, graphics and videos so you can, you can, you can have a sense in terms of what is it that we we are able to do. So let's go back to very my screen. They're here. All right.

Carlos Morales

So here you should be looking at an example of, you know, of data where it says 12 million women in the United States experience clinical depression every year, right. Obviously Facebook is one of the platform they're using to to actually, you know, to be able to deliver this message, right.

Carlos Morales

And so this is great because obviously I know that the audience that I'm trying to reach based on this stats are using Facebook right now. If I want to use video, here's another one. So if I use video, look at the length of the video.

Carlos Morales

This is one minute and 50 seconds. And here actually are, you know, I'm actually showing some stats as well. So I'm actually telling a story based on data, right? But I'm using video to do this. And so and as I'm doing this, obviously look at the number of reactions, these are reactions. So I'm looking the number of likes. This is actually another another reaction of caring and actually look at hearts.

Carlos Morales

And then you actually have eight comments and nine, 979 views, right. And so this is what we're looking at. This is engagement.

Carlos Morales

And so I just want to make sure that we understand that. And so that's that's one of The thing is that as we are creating content for each of the platforms, take in consideration those, those type of stats, those type of reactions, those type of engagement metrics, This is another one, right. And obviously here, this video is longer.

Carlos Morales

You know Daniel Gillison junior, he's the Chief Executive Officer of Nanny and so and basically he used Facebook as a platform for him to actually record this address. And so in regards to Minority Mental Health Awareness Month, All right. And in this case, he also starred this video with data and actually, you know, talking about when it comes to mental health, how actually affect minorities, but at the same time providing some numbers.

Carlos Morales

So in other words, if here's one example right, we have a graphic we created here. Another one is having one of you being in a video and talking about the data as well, because people consume information in different way, right? And so that's examples in terms of how you might want to use Facebook.

Carlos Morales

But at the end of the day, we're looking for this type of reactions, right? Because if you are posting content on a regular basis and no one is reacting to it, that means that your content is not being seen or people don't care about it. OK, Any comments so far? Does this make sense for you?

Carlos Morales

What do you think before we move into Instagram? Have you had, have you actually created video on Facebook that have been, you know, that that actually been proven to to be effective with you when you're actually telling your story? OK, so I'm actually reading some out here from Sharon. I say what about shares?

Carlos Morales

Well, that's what we want to we want to be able to actually have people to share content. Here's the the other thing too, keep in mind that not every single piece of content as you're telling your story is going to be shared, right. That's a fact. People might not be, you know, they might comment, they might react as you can see.

Carlos Morales

But in terms of sharing it, maybe they, you know, maybe that's an action that they don't take. That's why I want to invite people to share this. And so here I'm going to give you an example. Mental, physical and emotional exhaustion is burnout. It's not as scary as it sounds. Here, 55 feet to help you reset.

Carlos Morales

All right, so you tell me what this video is about, but what else can I do if I want to invite people to share it? Well, I can say if this resonates with you, feel free to share it, you know, with your friends. We want to actually see what everybody else think about this video. That's just a very small CPA call to action.

Carlos Morales

So as you are describing what this video is about, if one of the goals is you want more people to see it and you want more people to actually share it, make sure that you tell people what to do based on, based on the content that they're actually seeing and consuming from you. All right.

Carlos Morales

The other thing too, I want to say it is as people are commenting, you see here I you want to make sure that you acknowledge the comments always respond because if people are commenting and you don't comment back it, what's going to happen That actually affects your engagement level as well. If you comment Facebook say OK great, there's actually an engagement here, there's a conversation, you want to make sure the acknowledge the reactions and comments.

Carlos Morales

And then here's the other thing too. Let's say that you have no comments or the only a few, but you have a lot of reactions. One thing that I highly encourage is you actually go whoever actually gave your reaction, you actually go back and say thank you for liking the video or thank you for the <3 Whatever reaction is acknowledges, That's how you start the engagement.

Carlos Morales

And see the other thing too as as we're talking about telling a story, we are telling a story. We want our audiences to engage with us. We need to start engaging with them first. And so when you do that, you're acknowledging their reaction, and they're more likely to engage with you again.

Carlos Morales

And so make sure that you actually pay attention to that. All right. That is very simple, but so many people actually forget to do it. All right, let's see here. It's actually now let's look at the stage. OK. So we actually are looking at Facebook right now. Let's go into Instagram really.

Carlos Morales

And I'm going to show you some examples of Instagram because Instagram, I love Instagram because one of the platforms that we can use to create some great, to do some great data storytelling. And so in this case, look at the number of people that we have here in the USA, 133.5 million users, right. How do we actually use it for data storytelling?

Carlos Morales

Why you can create short engaging videos with data-driven messages. I'm going to give you some examples of that. You can actually do Instagram Stories to share behind the glimpse, the behind the scenes glimpses of your program. So here's the other thing too is that when I look at some of the social media platform, for a lot of the organizations, it's very corporate driven.

Carlos Morales

So you're not telling me anything, you only are just polishing information app and you're treating social media sometimes as another website. We need to stop doing that. Remember that the whole purpose of social media platforms is to have conversation with each other is to engage your audience, right. In fact, one of humanize my story, if I want to humanize the services that I'm providing, I want to make sure that I can do that.

Carlos Morales

I want to show people behind my story, right. And one way of doing this is actually, let me tell you, let me actually show you behind the scenes into what happened here and how they actually, this program is being planned, is being developed, how the services, you know, with the type of services that we provide, you can actually grab your cell phone, your smartphone and just do a quick recording. In fact, here's another one.

Carlos Morales

If one of the things, if you're talking about mental health and you are a program that actually you're promoting for youth, for example, you can actually just describe the process as people walking within your organization and describe your smartphone, right. And then you start actually just recording what is the process, what are they going to experience once they're actually walking into your office, right, Because here's what happened and you actually are not humanizing that, that be able to actually see what that's going to look like.

Carlos Morales

But that also helps you position your story in a more engaging, in a more engaging way because they will

be able to relate to that. So using Instagram Stories is another great, great way for you to actually tell your story. Obviously, we talked about you know, collaborating with influencers or partner organizations to expand reach and engagement.

Carlos Morales

One of actually the other thing that I also talk about in training is that let's have a list of possible partners, organizations or individuals that actually can help us amplify and let's reach out to them. We can actually do something together. You can do a live streaming using your platform and using your partner's platform, so that way you know you are reaching to both your your followers and their followers as well.

Carlos Morales

But it's another great way to actually tell your story. Look, all of this is available at our disposal, but we're not, you know, you're not paying anything. The tools are there for you to use. But the reason why sometimes we don't use it is because we don't know how or we don't know it actually exists.

Carlos Morales

So I want to make sure that you understand that that's another, another way of you being able to tell your story, be able to actually engage your audience. All right. All right. So let me actually now show you something here really quick before we go into Twitter. So as we're looking at other accounts, I want to make sure that I want to show you this one.

Carlos Morales

All right. So this is actually Instagram, all right? This is the Crisis, the Crisis text line. It's a nonprofit 324 seven confidential mental health support in English and in Spanish. Look at the cultural action that they have here. Text share or Apollo. Apollo means support in Spanish to this number, right?

Carlos Morales

And this account is monitored from Monday through Friday. So right there, here's one thing that I wanted to actually show you really quick, right? First of all, they do a pretty good job in describing what this page is about. But at the same time, it's actually providing a very, very specific call to take advantage of this service. Right now, you can text to this number, but at the same time, we want to let you know that this account is only monitored from Monday through Friday, right? So very important information that you want your audience to actually see right away.

Carlos Morales

But at the same time though, I want you to look at some of the actually the posts that they have here, right. And so here's one, it says one and three crisis text lines, texts are discussed. Anxiety and stress in 2023, right? There is actually another way of you showing, showing your stats in here, shut some numbers.

Carlos Morales

And then on the right you see how they expand, explaining this a little bit better, right? And then he says he visit the link in our bio For more information. There's another one. So somebody actually just responded and says thank you. What I would have done, I would have said I appreciate you actually acknowledging this, Thank you for actually liking or disposed.

Carlos Morales

Please share it to others that you think might benefit from this. Always making sure that you are telling people what to do once they actually see your post, acknowledge their reaction, right. So having hashtags is great because the hashtag, what it does is basically that means that your content can be searchable. So in other words, if I actually search for text, line and Instagram, I have a chance of this post showing up, right?

Carlos Morales

Or if I actually I I I might not search by, you know, with United in Empathy, I'm actually just search for empathy and then I have a chance. So when you actually are using hashtag, what you're actually telling is that it's this post is searchable. So whatever actually words from that specific phrase I type, I have a very good chance of actually seeing that. Now obviously, if there's a whole bunch of other organizations using the same hashtag, obviously you're competing with that.

Carlos Morales

That's why what we want to do is we want to make sure that we have as many people reacting, commenting and we acknowledging those comments as well. Let me actually show you another one here. So here's another one. This one obviously is not necessarily showing specific stats, but it's actually providing some value.

Carlos Morales

And I'll talk a little bit more about that because there's a section on the on the on the PowerPoint where I'm going to be talking more about it. But I wanted to show you this is because you're also telling people and providing some tips and how do I actually avoid something or how to actually reduce something.

Carlos Morales

So in this case is he's talking about your alcohol use from Samsung, he's giving you actually five things, 123456 things that actually you might want to actually check. And then by the same time though it's actually providing valid information like what is the standard drink and it's actually telling you what you need to do in order for you to implement this. Actually 6 steps here.

Carlos Morales

So that's one of the things that is important as you're telling your story. Also, tell me how I can use this to improve my life if it makes sense. And so I want to make sure that I show you this because another way. Now, if I actually just grab this and just put it in text format, most likely people are not going to be paying attention. That's why Instagram is a great, it's a great platform for you to actually tell people what to do in a graphic way.

Carlos Morales

You're telling the story you're getting, providing some value. You're providing some tips. All right, All right. When I when I hear from you so far, what what are your thoughts based on what I've actually shown you? Is this helpful? Want to know if you actually have had good experience in using Instagram or you actually tell your story, Want to put it in the chat? Let's see.

Carlos Morales

What else do we have here? Santa, thank you. Yes, this was very helpful. Thank you. So basically, as I'm actually going through this, I'm I'm just giving you some best practices that you actually are using these platforms to promote your story. All right, I will. Let's see here. OK, I like the idea of adding when we are available to be reached. Awesome. All right. Thank you.

Carlos Morales

As I'm actually going through this, feel free to actually just post in your comments as well. All right, So we got a lot more to view. I'm going to actually touch a little bit. I have a question about what is the short video length. I'll talk a little bit in regards to that in a minute. Let's actually talk about Twitter right now. How many of you are using Twitter for data storytelling or to actually create, you know, for promoting content about your organization? If you aren't using Twitter, can you actually just put Twitter or just put X on the chat?

Carlos Morales

I want to know how many of you are using Twitter here really quick. Danielle. We have it, but we haven't used it. That's from Cara in a long time. No, no, no. Justin. Yes. Brittany. Yes. Camille. No, thank you. Stop



using it from Denise. OK. From Nati Public. A first team actually used Twitter. All right. So I can see there's a lot of Nos in terms of Twitter, right. And so let me ask you this. Have you saying no, what are the reasons why you're not using Twitter? Share with me why you don't. Your Twitter is not, might not be a platform that you actually are are using right now.

Carlos Morales

OK, see your engagement. All right. So more it's a disaster. Too hard to keep up with things like we need to be on a 24/7. I see that there's some comments that are actually coming out in some of the comments that you're writing here for engagement. OK, now the audience that we need to reach. All right. OK, great. I appreciate you telling me this because this is awesome. I mean, Twitter for the most part. You don't want to use Twitter for. I use Twitter for research. There's one thing that I want you to think about, all right?

Carlos Morales

For those of you who might not be using it to create content because maybe your audience is not there, maybe your resources are very limited. I don't want you to just, you know, put it aside to disregard it because Twitter can actually help you draft your story if you actually use Twitter to see what people are talking about. If you actually can go to Twitter and search based on hashtags, based on something that you want to promote, just actually type the hashtag or type that phrase and your location and see what type of conversations people are having.

Carlos Morales

Use that that information as a way to position your story to create engagement that you need. So even though you might not be using Twitter for, you know, for content purposes, you can use it for research. OK, so I don't want you to actually just I use Twitter quite a bit when I'm actually creating content about something.

Carlos Morales

One of the platforms that I use is Twitter. I want to see what type of conversation, why? Look, Twitter actually is a great platform because you can actually share very small data points or and statistics and tweets you're using relevant hashtag. So in this case, it makes sense for me to see what other people are saying, right? Participate, you know if in Twitter chats related to your area of focus to engage with a relevant audience.

Carlos Morales

If you see that there's a lot of conversation based on a specific story that you want to promote or something related to the program that you that that you are you are providing. Well, look at what people are saying about that specific program or the theme of that program and you can engage with them too to sort of actually drive attention to your story.

Carlos Morales

So. So make sure that you don't don't disregard Twitter because it actually can be a very valuable tool tool and so and you can actually use threads to provide more context in order to run that historical project.

Carlos Morales

When you use threads, what that mean is basically you are you know, you actually you divide your story in several tweets. So sometimes you're telling a story in about 3 tweets, 4 tweets, 5 tweets, and basically you are in say tweet #1 is this tweet #2. So there's a sequence of your story and that's another great way to tell your story if it makes sense for you and for the audience that you want to reach.

Carlos Morales

Right. So that's the advantage of using Twitter too. So if you're not using for content creation, use it for

research because it's got, I promise you, it's gonna be provide valuable information. OK, so even if you have zero engagement, your audience is not there. Twitter is another platform for research.

Carlos Morales

It helps you actually draft your story by just putting the hashtag to see what people are talking about based on the topic or or theme that you want to promote. All right, so let's actually look at YouTube. All right, So YouTube. This is another great platform.

Carlos Morales

I'm going to tell you something, I don't know if you remember from the video that you watched at the beginning, Google, right? It's the number one search engine in the world, #2 is YouTube. Google owns YouTube, all right. So one of The thing is, is basically if you are creating video content, one thing that I would highly encourage for you to do is like, you can create video, right? You post it on Facebook.

Carlos Morales

You can post it on Instagram. But I will not stop there. If I have the capability when you have a YouTube channel, I will post it on YouTube as well. And the reason why though is because if I'm searching for something related to the content that you created in video, then you have a very chance. If the way the video was described captures that based on the words and the key phrases that you're using, you have a very good chance of back to your content showing on the searches, right?

Carlos Morales

So in terms of data storytelling, we saw an example last month for data visualization, right, for one of the CP OS in terms of how they're using YouTube to tell their story, you know, from the Virginia Community Voice, right? So it's a great example.

Carlos Morales

It's a great platform for you to actually take advantage of, right? But at the same time you can use YouTube as your video doesn't have to be long, they can be short because now you can actually do YouTube shorts. That's another way of you creating content that is very easy to consume because it's short. So I just wanted to show you that.

Carlos Morales

But also at the same time I wanted to actually show you some you know, some you know, some advice or some recommendation when it comes to creating content for YouTube shorts, look look at the stats here, data storytelling, data visualization. Look at this. So you know, if based on this, I, you know, I'm looking at and it's telling me how many people I'm reaching based on the number of seconds that I actually watch on YouTube.

Carlos Morales

All right. So again, I look at numbers and the numbers actually drive my social media strategy, right. So if I'm creating a YouTube short for example, I say, well, if my video is between zero to 10 seconds, OK, then you know, I might have depending on the depending on on the topic of course in the audience what an average is about. I mean I think the reason about, you know, I might have 7777 thousand views, right. But if I go from 10 to 20 seconds, that actually increases to about 9090 thousand views.

Carlos Morales

And so if you look at the numbers here, it just sort of actually give you kind of a a sense over OK, what should I do? If I actually should, I do actually, you know, a 10 second video, should I do a 32nd video? So in average though, if you are creating short videos between 32nd and one minute, it's good that is considered a short video between 30 seconds and one minute. So when we're talking about short videos, YouTube shorts for example, think about creating content between 30 seconds and one minute.

Carlos Morales

That actually has been proven to be very effective because it's only a very small amount of time. People are most likely, you know, will most likely engage with the audience if it resonates with them. And they most likely will watch the video because it's only 30 seconds, right. And they would most likely cut, you know, share it. So you're not asking for them to actually put something aside for minutes or hours. It's just a very short amount of time.

Carlos Morales

All right. So this one is actually is a is a very good. We're talking about, you know, the number of views, the number of seconds. What are some of the best practices? Well, this actually gives you a pretty good sense in terms. OK, All right. So I'm looking at certain numbers based on the number of seconds.

Carlos Morales

This is how many views in average people my, my game, right. Obviously, there's other factors that you need to consider. You could want to consider. It's like, do you have a phone? You know, you have followers. You might not have a lot of followers. That's totally fine though. But that doesn't mean that your view, your video, cannot actually get thousands of views. It's how you promote it and how you market it once it's created.

Carlos Morales

But once it's created, if you actually create a 30, a 32nd to one minute video, if it is highly engaging, most likely you're going to get lots of attention if you're actually are paying ads, social media, paid ads, it allows you to actually reach a lot more people faster. All right. So when we actually try to look at LinkedIn, for example, obviously we're talking about a platform that is actually more for professionals.

Carlos Morales

It's a great platform for you to highlight success stories of individuals or communities because you have potential donors in that platform. So that's another way. It's like don't, don't disregard it. If you think it's a great platform where you might be able to actually, you know, use it for fundraising, You want to be able to actually partner with other organizations, gather some, you know, have access to some potential donors.

Carlos Morales

LinkedIn actually, it can be a great platform to do that. Now let's look at WhatsApp. Now here's the other thing too. Remember WhatsApp? It was WhatsApp is that communication app, right? And so it has to build an active user worldwide, 98,000,000 users in the US. But here's one thing that I want you to pay attention to. 46% of Hispanic Americans actually use WhatsApp, and one of them, right? Then we have African 23%, and Caucasian we have a 16%. But what is this? Tell me.

Carlos Morales

For example, I work with organizations that actually are currently using WhatsApp right now as part of the communication communication strategy, they use Facebook and they use Facebook Messenger to communicate with people. But they also use WhatsApp if they actually aren't working with the Hispanic population, the Latinx population.

Carlos Morales

WhatsApp, it's another tool that's a way for them to communicate because they know that Hispanics are using it, right? And so they're actually given another option. For some, they might be more comfortable using WhatsApp because they use it on a daily basis. They communicate with friends and family that way. So it's another way for them to communicate with a community based organization as well, right?

Carlos Morales

So knowing this allows you to know which tools you want to use right now, how some community based organization are using WhatsApp is to vow for volunteer coordination for example. Part of collaboration because you can create groups within WhatsApp and basically it's another way for you to actually you know, whether you actually doing a data. Storytelling is another great way too, because if you actually want to recruit volunteers, right, you want to make you, you can create groups within WhatsApp and watch, so you have a list of volunteers, right?

Carlos Morales

It's another way to communicate with them, but it's another way for you to share data that is important for them to know based on the work that they're doing in behalf of your organization. So there are different ways that actually right now organizations are using WhatsApp. And so one of the organizations that I work with that actually using WhatsApp is for program communication, program promotion. And so with something new comes on, you know, because they already have people engaged within WhatsApp, they actually announced into their groups and it's another great way for actually for them to to increase the level of engagement.

Carlos Morales

All right. So Facebook Messenger, here's another platform too as well for you to make it with people. You can actually for data storytelling, you can, you know, you help direct your audience toward the best way to make it. Depending on your needs, you can provide information on key topic of issues.

Carlos Morales

You can actually use Messenger to guide people to the best ways to get involved with your organization. It's another way for communicate. If you have Facebook or you can download the Messenger app on your phone, people are able to communicate with it with the organization directly. One of the organizations I also work with, they actually use Messenger to answer questions from their audiences based on that and so and they do it.

Carlos Morales

You know, they do it from Monday to Friday and so and because I actually helped manage some of the social media, I see that that, you know they're constantly people asking questions in Messenger and they're actually answering questions right away. So it's another great way to actually maintain the level of engagement too. So we had a Snapchat here and again 800 million monthly app to use of worldwide 60% of US teens 13 to 17 is used as Snapchat and this is another way.

Carlos Morales

So remember we talked about YouTube shorts, you can create short stories and snapshot. The only thing though that after 24 hours they disappear right? But the nice thing about it, you can use a mix of text, visuals and even short video snippets to present data in a very concise and captivating way.

Carlos Morales

Now got to move along here really quick because I want to show you something here. If I'm looking at this and I'm looking at the, you know, how all these social media platforms are being used. If I look at the numbers right right now, here's one thing that I actually might conclude right here. I can say that YouTube stands at the top with 8383%, making it the most widely used platform when it comes to creating content.

Carlos Morales

However, what that means is actually this indicates significant opportunity for video content and storytelling to engage a broad audience. So YouTube can be a great platform because YouTube actually is great for teams and it's great for even other audiences as well. But Facebook though, with 60% of use, 68% of usage also gives me a very broad demographic reach, right? Again, I'm looking at Instagram, 40% is very powerful business storytelling.

Carlos Morales

I gave you some examples, but also I have Pinterest and LinkedIn, and then we have, you know, Snapchat and and and Twitter and Reddit. So as I'm looking at the numbers, I'm trying to think what are other platforms that I actually can use. I actually work with organizations that are using Reddit, which is another platform that a lot of people don't talk about because Reddit actually have communities and a lot of those communities, they actually have subreddit groups based on a specific themes and topics.

Carlos Morales

And we're talking about, you know, services that has to do with mental health, substance abuse. All of those topics are in Reddit. It's another great platform for us to actually tap into and see what the conversation is about. Here's when you're talking about demographics, we're talking about age range. You know here's one thing that I that that that that I gathered from that obviously in you know YouTube is incredibly popular plus all demographics, right.

Carlos Morales

But Facebook is also widely used slightly, you know, in terms of in terms of ages, it's kind of actually tends to decrease a little bit between the ages of 18 and 29 who actually prefer Instagram. Then we have Instagram, Pinterest, LinkedIn, WhatsApp. Look at how all these different factors are being used. This drive my strategy in regards to that.

Carlos Morales

So as I look at the goals and how do I actually put all this together, I'm looking at, OK, let's look at the strategy behind it, defining the goal. Then define your audience, identify your core messages, messages for different platforms and analyze their metrics. All of this is part of your data storytelling, one-on-one, if you think about it right, because this slide you actually saw in data storytelling one-on-one. So when it comes to that in creating an actually a social media strategy, OK, let's start with one, define our goal.

Carlos Morales

So we want to actually work and we're telling a story about specific program about the organization. Is a brand awareness? Is it fundraising a donation? Is IT service delivery? Am I promoting a program, a service based on the data that I'm actually showing? Is it advocating for some policy changes? Is an increase in partnership, What's your goal? So that's something that we have to define. And then remember your audience, right? All the different audience that you have.

Carlos Morales

And so as you're doing this, notice how you actually are starting to put a strategy based on the data of the numbers of all these different social media, you know social media platforms, you, you know what the audience, you know what the audience looks like in terms of in terms of percentages, in terms of usage.

Carlos Morales

And then now you have to start putting it all together, right. We go back to this defining a goal, we start looking at the audience and then we got to think about this. Now this is the mindset, right. So this in business, it's called the buyer journey, also being used for a lot of community based organizations too. Look, this is actually the three stages that actually people go through right? Awareness, consideration and action, right. So in other words, in terms of the audience mindset when they're actually looking at the awareness for example, it's like, well, I'm a decision maker, but I'm not, I'm not serious considering a purchase.

Carlos Morales

I'm just watching this space for now, right? So if you want to find something, right, but you're just browsing around, right? But you don't want to make that decision when you're actually considering something. Well, I'm researching, but need to understand why I should trust you. I'm actually looking at other services for other organizational I'm looking at your services based on your story, but I still actually, you know, I need to understand why.

Carlos Morales

Why this important? Why should I trust you? Why should I come to you? Based on why you act from a specific program that you're promoting, right? And the action is face basically had decided to go and seek out your services, right? And this is the part when actually you're showing me how you're going to help me. Notice that I mentioned one of the things that you actually can do is basically showcase behind the scenes of your organization how you work, what type of services do you provide or what actually what are the expectations, what people can expect from you.

Carlos Morales

So when you actually start considering this, then you precision your story based on these, these three level of of about your journey, so awareness, consideration and action. And so this is what's called what it's called. It's a funnel and this is the audience intent.

1:13:42

So when we're talking about audience in consideration, it's about informational intent research, about being convinced, right, about if you're actually doing a data storytelling, you're convincing somebody that actually your problem really works and you actually need to actually more money, more funding to expand it. Well, there's actually these two levels of engagement, awareness and consideration that you actually have to tap into, right.

Carlos Morales

And finally, the action is actually by having people, you know, giving you the funds for you to expand. And so when we actually start looking at that then we actually start now you know having a strategy behind it and how to proceed to your story in that way. So I'm going to start right there. Any facts comments so far based on what I'm what I've been telling you does this make sense and have you actually created a marketing strategy for to for your organization or or to tell your story Any thoughts comments has that has that been created do you have one.

Carlos Morales

All right let's actually look at from LaSalle I'm gonna I'm looking at the Q&A S right now as well because I wanna make sure that I'm answering this how do we navigate a post it talk world especially for youth engagement. Look here's one thing that I, I, I you know that that you didn't think about social media platforms they they come and go right. It's a specific social media platform that actually goes away. You move into the other one, right?

Carlos Morales

If Tiktok goes away, then you have Instagram, you have a Snapchat, right? What's gonna happen then? A lot of actually. Then for those things that were highly engaged in a Tiktok, they will actually now use other platform more because that platform might not exist anymore, right? So people actually move towards another platform, That's not a problem. So you actually then move on to that one.

Carlos Morales

So that's the beauty of it is that, you know, social media player was at the beginning when Facebook was created, there was a lot of young people on Facebook and there was a lot of actually content created on Facebook. Well, they moved away from Facebook into Snapchat.

Carlos Morales

And here's what happened because now Snapchat actually had a very high level of engagement on Instagram, realized that a lot of young people actually were moving into that. And so Instagram started actually taking a lot of the features from from Snapchat. So to keep the younger is there.

Carlos Morales

You know, what I'm saying is definitely worried about if Tiktok goes away, what we're gonna do. Most likely those kids are using also Instagram and Snapchat as well. If Tiktok goes away, you go into those platforms or whatever actual other platform they're using. OK. When it says what would be an example of a hashtag you will research on X, well it depends. It depends on your story. It depends on the topic.

Carlos Morales

If I'm actually talking about free, let's say we're talking about how we got some and I'm creating a campaign and I'm actually storing some data about harm reduction. I actually get with harm reductions data harm just just the hashtag wrap harm reduction. Well, if I'm actually based in New York #harm reduction New York and see what actually what type of conversations people are having, what's the content that is being is being driven by the hashtag.

Carlos Morales

So it depends on your theme, your topic. Can we get on Asian American subjects via Twitter? Well, if Asian Americans actually are using Twitter, that's one of the things that I want you know, you gotta, you gotta, you gotta actually go in and search for them. Actually, one thing that I would actually use Twitter for, it's, you know, you can actually search for Asian Americans and see the type of content that is actually coming up, but it allows you to actually search based on location as well.

Carlos Morales

So when you go to search.twitter.com, you will see all those different elements that I'm actually telling you about. I'm talking about you and and and you will see all the different ways that you actually can search the platform. All right.

Carlos Morales

If we want to build our own app with the specific features that we don't find on this apps, what platform organization do you suggest that can create an app for us in a cost effective way? Wow, can I say, yeah, you are going to, I believe somebody's actually about to answer that question right now. There are many, many platforms that actually you can use in regards to that. And so let me actually just look at that. So when we're talking about, when we're talking about platforms, you know, there's actually now there's there's there's a platform actually called and actually I'm going to put it in a chat bag right now. It's just to answer right away.

Carlos Morales

It's here. It's bubble that IO, OK, here's another platform if you actually are don't know how to code, for example, if you want to build your own app, that platform right there is it's, it's a great start. It's a platform that you can use to build your own apps without necessarily learning how to cope. Of course you got to learn how to use the how to use the platform. They have a lot of YouTube videos explaining that, but I'm going to actually answer right, you know, give you a very quick answer without necessarily going into details into other platforms as well.

Carlos Morales

But that's, that's, you know, that's one option, all right. So in terms of identifying your messages, that's another thing that you got to do as part of your strategy, Got to talk about the impact, the address, address the needs, right, and invoke the action. Some of the things that I've been telling you about tell people what you want them to do once they actually see your message.

Carlos Morales

You choose your story format, right? It's a video, it's a blog, it's a newsletter, podcast, social media, multimedia, illustration. What is the story format? If it is video, you know that you can actually use YouTube, Instagram, Snapchat, for example, even Facebook as well. It's a blog obviously is your website. If a newsletter, you're using e-mail, if you actually use a photography.

Carlos Morales

Social media is a great platform for you to showcase that. Instagram being one of them too, because it's a visual, it's a visual app. So depending on the story format you you can pick the social media platform that actually makes more sense based on the information that I have, I have provided to you now in terms of selecting the platform we talked about which audience are using the platform that you actually want to target, right?

Carlos Morales

They actually highly engaging. What's the content that we are engaging with? So you can mimic that as well. So you want to do the audience match, do you want to actually do the content format match as well and you actually want to look at the engagement opportunities. Instagram is highly engaging, right? Snapchat is highly engaging as well.

Carlos Morales

So it does make sense for you, great If you actually are trying to reach an older audience, Facebook actually might spend more sense as well. So you look at that based on the information that I provided to you, I provided lots of data for you to actually make a very informed decision. And then analyzing your metrics, website traffic, how many people are actually visiting that site? That page, right? Have the followers, The number of followers, have they increased within the next, you know, the last 30 days since you're starting a campaign, Your e-mail subscriber, How many of them actually open your e-mail?

Carlos Morales

How many of them actually click on the link, right. Actually sign up. That's how you make sure if what you're creating is working. And in terms of engagement, how many reacted to the story, how many people commenting, how many people actually share your story. All right, So that's actually what analyzing your metrics means.

Carlos Morales

How many people saw the content, What percent interacted with it? When engagement rate, they click the rate? How many, how many people click the link and how many people do you call to action? And that's actually why we interpret that is like regularly viewing your data to understand what's working.

Carlos Morales

So maybe a video get two times the engagement with text posts. That means that you can't create a video because that's actually creating more engagement for you. You may post, produce the most comments because you're inviting people to actually ask questions and you responded to those questions. So in other words, maybe you observe that your audience is more active at 4:00 PM versus 10:00 AM.

Carlos Morales

So what does that mean that you actually post content at 4:00 PM? But notice that all that is actually provided to you via the data that you have on your social media stats, right? So we looked at best practices, make a visual, actually show you this. People are more likely to engage with and remember and seek contact with some visual elements.

Carlos Morales

In this case, if you are promoting a a particular program service, in this case the Suicide and Crisis Lifeline, this is a great way to promote it because it actually gets people attention, right? Here's another one. We're wondering this, you know, provide value.

Carlos Morales

Why do people follow you? Why do people see me to pay attention to the story? What do they get right. And so we talked about, even for daily storytelling, one-on-one creating powerful narrative, the database



organization piece. How do we create powerful visualization piece like this one, for example, right. Ask yourself what's the value for them? What do you want them to learn?

Carlos Morales

What do you, what do you want me to do with that information? And here is another another great example of inviting inviting engagement. So as we are creating visuals to tell a story, we can create a visual to create engagement. So watch one thing you're looking for this week.

Carlos Morales

It's a great question. It is a graphic look at the hashtag, feel Good Friday. When you actually are creating the hashtag, what you do it again is searchable and people are there commented answering that to use the same hashtag so your content gets more engagement when it gets more views. OK.

Carlos Morales

So that's another thing that you want to think about. And so respond to your audience. We went over that really quick and so and be authentic. It's about actually showing who you are as an organization. So it's not only about showing what's good, but it's it's also a chance to be real and real followers. If there are things that you think you need to be improving as part of the organization, you can actually talk about it as well too.

Carlos Morales

You can share the ups and downs, the successes and the challenges. That's part of you. You know who you are. You're human. So that actually when you are painting that actually drives a lot of engagement as well. So this is actually what I wanted to show you about. But look at this. Remember this story from data, Story data and storytelling 101. The mind, the mind was data storytelling example that I gave you at that point.

Carlos Morales

The narrative was this. They want to share the story of Alex, a local high school student who struggled with anxiety and depression but found it difficult to seek help, right. This is a personal narrative used to connect emotional with the audience. We actually have some, you know, we showed some stats here, right? And then we obviously gained some context in regards.

Carlos Morales

So we actually talked about why, why this was important, Why should people pay attention, Why should pay attention? Because obviously, when you're looking at these numbers, because actually that the anxiety and depression rates went up, it's because we haven't increased social media use, academic pressure, the impacts of comedy, you know, all of those things.

Carlos Morales

But how do we tell the story based on how do we create a social media strategy or do the market strategy tell the story? This is what you actually see if I'm telling a story to other kids, Instagram, right? Or Snapchat, If I want to actually tell the story to other professional parents, for example, or school administrators. Facebook would be a great platform as well to do that.

Carlos Morales

LinkedIn could be another one because a lot of professionals are in there too. So notice how the audience is actually telling you where to go based on the story that you need to tell. So I wanted to show you that it just actually put everything in terms of the content that you want want to create. Well, we have this right, we have some stats that you wanna show, but at the same time are you able besides just showing this, you know this examples, you have a, a, a, a, a pie chart here, a bar chart.

Carlos Morales

But you know, besides doing that, can we do anything different? Can we actually tell the story in a video format? Can I have one step actually now rating this and talking about this right, based on the examples that I provided, it's another way of sharing this story but also telling me why this is important. So this is, you know, I'm just providing another example. Now this, this over here in your resources.

Carlos Morales

You actually have the whole digital marketing strategy for this example. So remember, for every workshop that we do, we provide resources. So you have access to that. You can download it. It's a digital marketing and actually digital marketing job and there is a content creation guide as well. And so finally, these are the main, you know, takeaways for daily storytelling, digital marketing strategy.

Carlos Morales

First, handle your message based on the audience. Choose the right platforms. We talked about it, right, Facebook, Instagram, LinkedIn, which one makes sense? Make sure that you're engaging. You're actually building a stronger connections, acknowledging those comments from your audience and responding to those, even if that means just reactions. Looking at your metrics, are you actually certain goals they actually reach more people?

Carlos Morales

You have a lot more views or less views. I mean you know, what are some of the changes that you do based on the metrics that you actually are are seeing basic storytelling. We I showed examples of, you know, component visuals and narratives and then continue learning and you're doing the ambient this workshop. If you want to highlight this enough, look, all this is being supported by the resources that we have developed for you.

Carlos Morales

Look at those downloaded. It's very easy to apply as I'm actually providing the concept and actually give you an example as well. Michelle, just wanted to finish with this. Let's see if there's any other questions that you might have that I haven't been able to answer. Let's see any other questions, comments, concerns. Yet you know we are right now on the hour.

Carlos Morales

Remember, if you actually have for next week, we have the post workshop Q&A if you want to come and somebody please ask some questions in regards to it. Again, if we haven't been able to answer any question, we'll put it in that in Q&A document. Even the ones that we have answered, we'll put in that Q&A document. So you have access to that too.

Carlos Morales

Hey, if you have your social media sharing your plan and you'll need to take a lot of good look at it and real turn we bring it. Let's actually provide this, Let's do this, you know, a live technical assistance session about your phone, social media and then your storytelling. Take advantage of this as much as you can, so we'll see you next week. Any other final questions, comments, concerns.

Carlos Morales

I'm still here with you. So if I haven't answered a question, yeah, we have. You know, we can be here in like a couple more minutes, That's not a problem. Can I ask for a copy of the chat as well? If you have lots of links that I can utilize for referencing, please, can we do that? Can we provide a copy of the chat?

Carlos Morales

And we'll need somebody else from the team to answer that. You can find all the links at the net share link that we just dropped in the chat above. All right, Thank you. All right, people, any other questions? Comments. I hope this was helpful.

Carlos Morales

I know that 90 minutes, sometimes it goes really fast. There's a lot of information. I want to make sure that thank you, thank you every thank you. And next week I want to highlight enough if you got questions. Come next week, bring your social media to radio plan.

Carlos Morales

You want to showcase your social media platforms and you want me to look at them, look at the content that you're creating. Do you want me to provide some feedback? I can certainly do that. So you know let's do it. If there's not any other any other questions, I want to thank you for your time.

Again, this is our third social media data storytelling workshop. We have one more in May.

Carlos Morales

Register for the post worship Q&A for next week and then we'll see you then. Have an awesome, awesome day everybody.