YEFF – a campaign for Young Energy Efficiency

WP 5 Online Campaigning

Deliverable 5.1
Online Concept

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Young Friends of the Earth Netherlands &
Friends of the Earth Netherlands

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Summary

Our target group is highly active in, and intensively connected to new information and communication technologies, social networks and the sharing of content via social media. Because of this our campaign will be a social media marketing campaign with coordinated offline guerrilla events. Both have the goal to trigger the interest of mainly students (18 to 29 years). We speak to our community in a way we would tell a story to our friends at a party. With quality content and the reach of our multiplier partners we can get the attention needed before we can get people to take actions like sharing our content, connecting to us and using our energy tool.

The communication will be about energy saving in general at first, just to trigger their interest. In a later stage the communication will be more concrete and set to activate students to go to our websites and engage with the Online Energy Saving Tool (the Energy Index Tool). Therefore, in a later stage our communication will focus more on behavior l change in saving energy (focusing on attitudes, social norms and habits) and stimulating the creation of user generated content.
There will be 7 topics introduced during the campaign, one topic every 3 months. A topic is a chosen subject related to energy saving and will be communicated by content as: articles (or blogs) on our websites, Facebook posts, photos on our Instagram accounts, online challenges and quizzes. It is a stand-alone mini campaign about one topic/subject. The first two topics will aim for the interest of the target group and accumulate attractive content for the website and Facebook. We will concentrate first our capacity on Facebook and our website to collect and create content that is tailor-made for the target group there. This will lead to a certain concentrated user base or followers of our national campaign Facebook pages. The user base needs to be big enough to get some active followers, who will engage with our campaign.

These followers can supply us later in the campaign with visuals, like photo's through online challenges and offline events, for Instagram (or Pinterest) and Tumblr. Instagram (or Pinterest) and Tumblr are more visual focused, we will use these platform later in the campaign. Our other topics 3 until 7 will focus more on user generated content (photos through the online challenges) and visual storytelling (photos people at offline events) will focus more on behavior change. For every topic we will deliver a topic framework, a document (or google folder) with concrete information and content about one subject in the form of pre-written articles (general setup), pre-written Facebook posts (around two per week) and photo's. You, as a partner, can translate the content and, if necessary, adapt them to your style or national style and implement them on your website and social media channels (Annex 1, page 41).

You are off course welcome to post independently to your national audience whenever you like.

The offline concept is a concept on itself, in the topic frameworks and on national level the campaign activities will be linked to each other, generating synergies between offline and online activities.

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Introduction Online Concept

Introduction to the document
This document will function as a guideline to approach your online national campaign. The main goal of this document is to help you setting up the online campaign. We will give some tips and tricks on how you can use content on different online platforms (ultimately to attract users to save energy and use the Energy Index Tool). For some of you this information is already well known, so we tried to be as briefly, but informative, as possible. For those who are looking for more detailed information on a certain subject, we will refer to external websites or third party literature in the text itself.

So, this document will give you strategic information. We name this document the Online Concept and it is the first deliverable for Work Package 5. For more information about the criteria set for this document, see Annex 1 page 41, but we will also summarize the criteria in this document.

Input and Feedback partners
This is a concept version. Therefore input is needed from you to upgrade this document. Please, give your feedback in this google document by inserting comments. This document is a 'living document', or dynamic document, until the end of the campaign , so every partners can give their feedback at all time.

This document will be developed in exchange with Co2Online and scientific partner Prof. Homburg (Fresenius University of Applied Sciences).

Major outputs
The focus of YEFF/Smergy is to mobilise 'house owners of tomorrow' on energy saving topics at a young age. The task set for the online concept is to reach as many young people (between 18 and 29 years) as possible with a compelling story. The main output is:

- 350.000 website visits
- 35.000 fans and followers for the 8 theme-based social media channels (Facebook and Twitter)
- 7 million people reached within the campaign through media activities (online and offline),
- 35.000 single energy saving activities (documented with the EIT)
- 3,500 downloads of the pre-written letter for addressing landlords.

A. Strategy

Europeans from 18 to 29, specifically people that move out of their parents home and start living independently, the people our campaign is aimed towards, are digital natives. They grew up in a world with high speed internet, social media and smart phones. For most of them using digital tools is second nature and they have adapted to filter through the huge amounts of digital content coming their way every day.

Our challenge is to create a campaign that passes through those filters. For that to happen our content needs to be worthwhile and it needs to come from a source they value (which we can accomplish through effective online pr).

The next step is to build a relationship with as many of these people as possible. Our target is to get 35.000 fans and followers. Good community management will support that.

We expand upon these topics (content strategy, online pr, community management, driving conversion) below.

1. Online PR: How do we get our story to reach our target group?

We want people to listen to us, to connect with us, to amplify our message, to change their behavior even. But why would they? What do we have to offer them? Social media strategist Tara Hunt has coined **whuffie** as the word for **the currency for online exchange**. Whuffie represents your added value for online communities, your trustworthiness, your reputation.

Turn the bullhorn around, stop talking, start listening. Social media give us the opportunity to know what people think about the things we are working on, which can make it so much easier to know what to give them. Let's listen to what people say online about climate change, energy, energy saving. How do people respond to our campaign messages? What do people tell us about how we can support them save energy?

2. Content strategy: How do we create stories that stick?

Another social media strategist called Gary Vaynerchuk summarizes his online marketing strategy as **'Jab, jab, jab. Right hook!'** A literal translation could be 'Give, give, give. Ask something back.' It's as straightforward as it sounds. His advice is to give so much to your community (entertaining content, good advice, opportunities, free stuff, whatever) that the few times that you ask something in return, people will feel obliged to give back (reciprocity-strategy).
Our final ask is for people to start using our online tool. This is our right hook. So fundamental to our content strategy is that we do not ask people to use the online tool all the time. No, we give them content that they like, we give more, and more, and then we

ask them the big question. This way we become a source of interesting content, not yet another annoying brand.

3. Community management: How do we want to engage our followers?

Every partner has their own national representation of the SMERGY-campaign, and thus has their own online SMERGY-community to manage. With sound community management we can raise our popularity, our reputation, our *whuffie*.

Become part of the community you serve. Let's speak to our community as we speak to friends. When we want to tell a story, think of how you would to tell that story when you're at a party and you're trying to entertain or engage people with what you have to say. Also, let's talk back to people commenting on our stuff and let's promote conversation among our followers. This way people connect with us and our mission more, they will start seeing us more as equals, and less as yet another brand that is pushing stories towards them.

What can we give to our community? Most of our campaigning content should be something that is in the first place interesting for our community. Let's make stuff that's entertaining, funny, beautiful, thought provoking, helpful or instructive for the people we would like to engage. These are Gary's 'jabs'.
Content will be the main driver for getting an engaged community, but to kickstart the campaign and to increase our user base rewards will be a motivation factor. We will choose certain moments in our campaign where we will hand out prizes via competions.

4. Driving conversions: From interest to action

The main driver for getting the interest of our target audience will be our social media marketing campaign, supported by and in cooperation with offline events and traditional pr. We aim to increase interest for the topic of energy saving at home in general and our Energy Index Tool specifically.

Getting the attention
Our online content is in a way the big neon signs outside our shop. This content exists of the topic-related content, the challenges with their user generated content, the video, third party content that we will share and national content we will create or curate on national level by all the partners. We are committed to post around twice a week to our Facebook, twitter and Instagram pages. Some content will be hosted on the SMERGY websites and thereby bringing people closer to Energy Index Tool. To get attention of more than a few people we boost the distribution through our multiplier partners and possible with sponsored Facebook-posts.

Turning interest into action

There are three next steps that are particularly interesting for us.

1. **People share, like or favorite** our content, contributing to make our content more visible for others, and showing real interest in at least that piece of content. This is an important early step in building a connection with people that will only happen if a piece of content is really good. Don't expect much shares or likes simply out of sympathy for our cause. We will use rewards and competitions to kick-start the campaign, as it will create a lot of traffic on the page, and we set sharing as a criteria.

2. **People connect** with us through one of our online platforms. We can assume that they will only take this step if they consistently see interesting content we distribute and/or expect that our future content will be interesting. If the quality of our content varies too much (or at least in the perspective of the recipient) people will not want to connect with us, or will break the connection when we can't meet their expectations.

3. **People visit the online tool** and hopefully use it and return to it. We must do our best to facilitate a seamless user experience from Facebook post to the EIT. On every occasion we invite people to visit the EIT the visit must meet expectations. Raising the right expectations makes sure that people not really interested in using the EIT will not click through to abandon the site immediately after.

B. Content Guidelines

1. Introduction content

In this chapter we discuss what story we want to tell in our online campaign and how that translates into online content, the types of content and the language we use. JMA and Milieudefensie (The Netherlands) will provide topic-related content (primarily blogposts and probably an online quiz), challenge-related content and a video.

Besides that we expect every national team to create appropriate content for their own national adaption of the campaign, whether it's an attempt to 'newsjack' a current event related to our cause, or content cocreated with a multiplier or simply your own idea to contribute to the campaign.

2. The message and the words

If there is one message, one idea we want to take root it is this:
"Smart people save energy, energy saving is a smart thing to do."

If we can be more specific we want to communicate this practical message to people start living on their own: The moment you start your first independent home is the best time to start being smart about your energy use. If you're going to postpone it, changing your behavior at a later time is going to be a lot harder.

These are some examples of language we could use:
- Be smart, save energy
- Contribute to the energy transition, save your energy for the future.
- Smart people save energy, energy saving is a smart thing to do
- Save energy to keep fossil fuels in the ground
- Saving energy saves the climate / the planet
- Are you smart enough to save your energy?
- Don't waste your energy on stupid things (like an inefficient fridge, incandescent lighting, standby power etc)

We shouldn't communicate like this:
- Don't make saving energy look like it makes your life tedious, by giving examples of energy saving that seems to take a lot of effort for not much result.
- Don't make energy saving equal to discomfort. Don't make it look like you will have to withstand the 'hardship' of shorter, colder showers, recycling until the last snippet of paper etc.

Our European story
The campaign is an European campaign, subsidized by IEE, part of the EC. We will mention the work of the IEE with logo on our websites. Through the exchange of information between partners, we can communicate a certain European story. Still, the 'core' communication will be focused nationally around energy saving by students (in student homes), communicated in an informal way, tailor-made for the target group.

3. Speaking the right language

Connecting to the target group

This campaign leans heavy on the online communication, but without a lot of marketing budget. To succeed we depend on our existing communities of online fans and followers and on our ability to speak the right language, to create content with 'virality'.

To make our campaign become part of digital culture we will tap into whatever is popular online. We will tailor our message so that it is slightly more extreme than the beliefs of our audience. We won't present a message that is too far removed from the beliefs of our audience. We can use internet memes and meme style content, like 'lolcats' or other captioned images, we can promote and inspire copying and adapting of our content, we can write headlines and lists like they do on BuzzFeed or Upworthy.

Also in our style and tone we must speak the language of digital cultures. Let's use irony to our advantage, be transparent and always open for debate, share content of others to and write in a personal way, as if talking to friends.

The language of action

But of course we shouldn't forget that we are running a campaign that seeks to change something. Our community management can inspire people to act. So therefor it is important we think about the emotions of our target group. Why should they be a part of our community/campaign? Are they feeling hope, anger, solidarity, urgency and 'I can make a difference'? Or a sense of belonging. Community psychologists state that there are four key factors that defined a sense of community: "(1) membership, (2) influence, (3) fulfillment of individuals needs and (4) shared events and emotional connections. So, the participants of a community must feel some sense of loyalty and belonging to the group (membership) that drive their desire to be part of the campaign/community. We must give the chance to the participants to meet particular needs (fulfillment) by expressing personal opinions, asking for help or specific information and share stories of events with particular issue included (emotional connections) emotional experiences. So the offline events we organize must become part of our community.

Humans are visual first

We have a story to tell. But if we want people to take notice we should show the story as much as we should tell it. Go to this guide on Visual Storytelling for some important lessons.

Bringing the message home

Our campaign is about the things people do at home, so in the end, that's what we need to connect to. Our content will try to incorporate all of the above into things that are about smart energy use at home, the lifestyle of young people learning how to live independantly and information and inspiration to change their behavior.

4. The content we will create (7 topics)

Static content and news updates on the website
Website: Topics and articles ('How to's', interviews, blogs on the website),

Content in the smartphone app
Senercon is building is the wep-application it will combine Facebook and Instagram functions. It will be included in the campaign on a later stage.

Challenges and their user generated content
With challenges we aim for user generated content to populate our campaign with more substantial stuff. They can be pictures or video's as proof of the challenge they did. The challenge should be fun and easy to do. If it's too hard people won't take the trouble, if it's not fun people won't bother. The result should be entertaining as well. If the resulting picture or video is something people can proudly share with their friends chances increase that their friends will join too. Very interesting recent example is the ALS ice bucket challenge which is spreading like wildfire online including big time celebrity participation. We could definitely use a similar format. We thought about a sustainable version like a cold shower challenge, although that seems a bit stale in the light of the ice bucket thing.

Seven special topics
Every three months during the campaign we will launch content related to one of the 'special topics'. For instance for the first topic we will write about young people and their (student) life, like living together in a share flat. Topic Framework 1 will include:
- Article 1: "Housemate: Sharing is caring" will focus on the sharing aspect of living together and how energy is integrated in the household. We will give very short easy tips how to save energy and direct users to the SMERGYmeter (EIT).
- Article 2: "Seven radical ways of slashing your energy bill" will be a very visual interesting article. It will shows seven photo's with text, about alternative ways of living and saving energy because of it.
- In Article 3: "How is my energy consumption!" the target group will be able to compare their energy consumption with our categories: Like high consumption, middle consumption and low consumption. We will give tips and direct the users to the SMERGYmeter (EIT).
- Online Quiz: "What do you know about living sustainable as a student?" will have 4 to 5 questions, about sustainable living as a student.

We will publish these articles on our national websites. We will support these articles with similar content on different platform like Facebook, Twitter (possible Instagram and/or Pinterest) The other topics will be about:
2. Energy-efficient-flat: how does it look like, the benefits and how can you find one
3. Saving energy together in a student home via online challenges
4. Green IT / IT use / electronic devices
5. Lighting
6. Heating and warm water
7. Cooking

These topic and the order of the topic can still change, through our progressive insights.

An online video
There is budget for an online video which we can spend for one or more video's connected to one of the topics. We haven't decided upon this yet and want to work on this after the launch, to see first how the campaign develops.

Online Test or Quiz
Why should we use Quiz's?
Online quizzes are a popular type of content online. A lot of successful ones are coming from BuzzFeed lately. Their quizzes are technically very simple, very visual and personal in style. They are sometimes funny, but mostly they try to make you feel like you have learned something about yourself. It's the same format girls and women's magazines have been doing it for decades now.

How should we use Quiz's?
We share a external link to a Quiz on our facebook. Very important is to place links to your national website in the text, pictures and at the end of the quiz. So users ultimately will visit your website. Also, this is the reason partners will have to make their own quiz, but we will share most of the content to make one. Our quiz will be part of Topic 1. We hope it will be the piece of content that will kickstart our campaign. We will deliver a translatable version for every partner and hope everyone will find a way to host the translated quiz nationally.

The importance of making online content of offline activities
We will support the offline activities with online promotion on all available and appropriate platforms and with fitting content, like Facebook events, announcements on the websites etc.

Practical content guidelines
- Every piece of content will be made available in a way so you can translate the text into your own language, for instance with text layers in Photoshop.
- We will mostly use copyright free images. We could create a small budget for copyright fees, but not that would only be enough for a small amount of images.

Photos: Only use images which you can use legally
A lot of our campaigns content will lean heavily on attractive visuals. At the same time our budget to pay for images or to hire photographers is very limited. Here are our guidelines for using images in our campaign.
- Don't use images that we do not have the right to use.
- Use images that are free to use. Give credit to the 'author' when that is part of the terms of use. Creative Commons licensed images are one example, but also images with traditional copyright are sometimes free of use, depending on the terms expressed by the author.
- We can use images when we are quoting, where the subject of the image is literally the subject of the text, and references and links to the source are included. The right to quote differs per country, but in general you can use an image under the right to quote law if the article in which you use it is journalistic, scientific, educational or satirical. The quoted text or image should be fully referenced and the article should not consist entirely from quotes of one source.
- Include credits and a link to the source when required by the copyright terms, for example: **Image by John Doe / Flickr** (hyperlinked to the source**).**

C. Selected Platforms

1. Introduction Platforms

The main function of the online platforms like facebook and twitter are to distribute content to and among users. For our campaign we choose the platform where our target group is most active. We want to reach them with our story and motivate them to use the EIT. So what is important?

- The platforms where our target group is most active.
- But also, we must use the platforms our organizations already use, because it's hard to quickly get enough users/followers for our campaign.
- And we can only select a few platforms, to focus our capacity and to build a good centralised followers base.

The more students we reach through online platforms, the bigger chance we will have of getting users for the EIT. This is important to achieve our goal:

- 7 million people reached within the campaign through media activities (online and offline),
- 350.000 website visitors during the campaign.

Popularity of different platforms

There are a lot of platforms: Facebook, Twitter, Google+ Instagram, Tumblr, Pinterest etc. The popularity of one online platform can shift pretty quickly to another one. These fields are highly dynamic. So it is important to know what the social media trends are. At the Global Web index (Q2, 2014) we can find the lasted developments. Some are important for us:

- Facebook is still the number one social network, with 82% users (also in Europe, see Annex 1).
- Twitter (with Google+ and YouTube) compete for second position behind Facebook
- Instagram is the fastest rising social platform, with a 25% increase in active user.
- while Tumblr and Pinterest also recorded rises.
- Tumblr and Instagram have the youngest user bases

Difference between platforms

These platforms are all different, some are more suitable of exchanging text, or images, GIF's, photo's, video's etc. or combination between these kinds of content. Facebook delivers a good combination, Twitter distribute less amount of content per tweet, Instagram is a platform for sharing user generated content of real time photo's, Pinterest is good for sharing third party image's. Tumblr is more a platform for sharing blogs with a strong visual component.

Selection of the platforms

Facebook is our most important platform. We recommend to create a national campaign facebook page and we will test the group on EU-level. This might also be a good test to create something like an pan European feeling during the project duration.

On facebook it's becoming harder and harder to get a message out on facebook. Because of this, it's becoming more important to campaign at multiple social media channels, like Twitter, Instagram and Tumblr.

2. When do we use these platforms

We concentrate first our capacity on facebook pages and our website to collect and create tailor made content there. This will lead to a certain concentrated users base or followers of our campaign.

The user base needs to be big enough to have some active followers, who will engage with our campaign. These followers can supply us the visuals, like photo's through online challenges and offline events, for Instagram and Tumblr. Instagram and Tumblr are more visual focused, we will use these platform later in the campaign.

3. Website: SEO

The majority of web traffic is driven by the major commercial search engines. Although social media and other types of traffic can generate visits to your website, search engines are the primary method of navigation for most Internet users.

Search engines are unique in that they provide targeted traffic - people looking for what you offer. With Search Engine Optimization (SEO) the chances target group finding our website will improve. SEO is the practice of improving and promoting a website in order to increase the number of visitors the site receives from search engines. In simple terms this involves writing content and building links and 'earning' links . So SEO involves :

1. Links: Build and earn links on other pages, showing how important our page/website is compared to others, by having content people love and need.
2. Content: Writing pages and headers that use certain keywords and phrases that our target group will use in searches.

There are more factors, more technical related factors, that can improve our SEO, but we will skip those in this document.

1. Links: external links

When another website links to one of your pages, it's a vote of confidence for our SEO. It's an indication of relevance, and Google notices. Aks your organization the place content and a link on the website of your organization about the campaign, that will improve your SEO for your campaign. Ask your partners in this campaign and other partners to do the same. For more information check http://www.orbitmedia.com/blog/google-website-rank/

2. Writing and translating articles according to SEO

We have selected our topics, by relevance to the campaign and the possible interests of the target group. Before we start writing and translating the articles for the topics is good to check if some keywords and phrases are more trending then others.

Using the right keywords

The goal of keyword research is to find a phrase that meets these criteria: many people are searching for it, but also you have a chance of ranking relative to other sites. So there is no point in targeting a phrase if no one is searching for it, but also, there is no point in targeting a phrase if you have no chance of ranking for it. To check how popular various key phrases are, you can use http://www.google.com/trends/. You can select your country

(or your city) and it shows trending phrases over time, it allows comparison of phrases and also suggests a few phrases. On http://ubersuggest.org/ you search for suggestion for supplemental keywords. Here are some examples of popular searches in the Netherlands:

kamers, studentenwoningen	Studeren, besparen, kosten	Energie, duurzaam
Op kamers (to live on campus)	studentenleven (life of a student)	duurzaam energie (sustainable energy)
studentenkamers (studentlodgings)	studie kosten (study costs)	zonne energie (solar energy)
kamers wonen (lodgings living)	studeren en werken (to study and work)	renewable energy
student kamers (student lodgings)	studeren duur (study and expensive)	wind energie (wind energy)

So if you find (the most) popular keywords you can use them in your articles. If you picked one or more, you should use them multiple times in one article, it will deliver you a better ranking. Energy' & 'costs' are together good trending keywords, but there isn't a search result with the combination with 'energy costs student'. Probably our target group isn't searching for this so much, so these two aren't suitable keywords. For more information about keywords check http://www.orbitmedia.com/blog/how-to-research-keywords-tips/

Using the right headers
This is the second most important thing in SEO after the actual content of the page: website title and blog headers. Our title of the websites appears in two areas 1, at the top of the browser, and 2, the text of the link in search results. This should briefly state what the page is about and be meaningful to the content within it. We should use our keywords or integrate them, **Smart Energy for Student homes | Smergy** for example (and translate it to your country).

Not a SEO thing, people read headliners!
Might out of 10 people will read your headline. Two out of 10 will read the rest of what you wrote. Headlines are often the make-or-break moment for each and every blog post. So how do you make a headline great? The formula goes like this: **Numbers + Adjective + Target Keyword + Rationale + Promise**. For more information about check
http://blog.bufferapp.com/perfect-blog-post-research-data

4. Facebook

Facebook is the biggest social community in Europe and therefore also the **most important platform for our campaign**. Users can create their own profiles with photos, lists of personal interests, contact information, and other personal information. They can communicate with friends and other users through private or public messages and a chat feature. Through a fan facebook page we can spread information about the campaign and promote it. Users can add the fan page to their friends list and then they can see our posts in their news stream, get information about the campaign and can interact with us.

Setting up your Facebook page
To create a fan page on Facebook you need a personal profile. If you have a personal profile you can create the page here: https://www.Facebook.com/pages/create/. Facebook describes how to build a page and what you have to consider in great detail: https://www.Facebook.com/business/build.
If your organization already uses an established Facebook page you will probably be using this page for the social media work, because: it is very difficult to build up a wide fan base with a new and mostly unknown project. The advantage is that the existing fans of your established Facebook page already have established a certain connection to your topics that could be used directly.

1. Campaigning on facebook
When you have a facebook page, you can start setting up the online campaign. Here you can find the basics of facebook campaigning:
https://www.facebook.com/business/overview. An important first step is to invite as much people as you can to like your page. More information you will find here:
https://www.facebook.com/business/goals/build-awareness

Campaigning through facebook posts: organic reach by engagement
There are multiple ways to 'be seen' on facebook, we will focus in this document primarily on facebook posts. We will discuss the use of Facebook Ads later in the campaign.
Getting on the News Feed (also called 'the wall') of our target group is our main goal, this is called organic reach. We can post messages, articles, links, photos, photo albums, videos and apps on our wall. It depends on a lot of factors if our posts will be shown on the wall of the ones that: likes our page (fans) or their friends. It depends on the Facebook algorithm, in the past this was called Edgerank. Facebook describes now their News Feeds algorithm as:
..."The goal of News Feed is to deliver the right content to the right people at the right time so they don't miss the stories that are important to them. Ideally, we want News Feed to show all the posts people want to see in the order they want to read them." ...
see https://www.facebook.com/business/news/News-Feed-FYI-A-Window-Into-News-Feed
Timing of facebook posts has become less relevant, popular content and publish often is the key. The News Feed algorithm responds to signals as:
- How often your page fans interact with your page
- The number of likes, shares and comments a post receives from the world at large and from your friends in particular
- If page fans or possible page fans have interact with this type of post in the past
- Whether or not people across Facebook are hiding or reporting your post.

2. Making the perfect facebook post

A facebook post exist of status update bar, space for movie, image or frame to other website (through posted link) and the 'like, comment and share' bar. See also this infographic http://blogs.salesforce.com/.a/6a00e54ee3905b88330167685a5a77970b-pi

Status Update

In the status update bar you can write a motivating some what person message about what your thoughts on the external link, the image or movie you post. Don´t write too long sentences, keep it short and simple, but engaging (for example in a question).
In the status update bar you also post the link. You can use a URL shortener if you want, but the disadvantage to shortened URLs is that sometimes people won't click on the links, because they are not sure where they lead.
A nice feature is the tag persons or other organisations (with @ button), organization that are affiliated with the post in some way. This will give the post a bigger reach and a better ranking.

Movie, image or external link: the real content

On Facebook, posts with video > images > links (in this order) will have a higher chance of being on the wall of your target group and will have to most change of being clicked on. Visual storytelling is very important. For more information about creating good and engaging content (visual storytelling) I would like you to refer you to http://www.resource-media.org/wp-content/uploads/2013/04/Visual-storytelling-guide.pdf . For more information how to make the perfect post see also https://blog.bufferapp.com/perfect-blog-post-research-data

3. LIKE, COMMENT, SHARE, together

For our posts to be shown on News Feeds, we will have to work for it, together, by getting
1) LIKES on your post
2) COMMENTS on your post
3) SHARES of your post, or
4) CLICKS on your link in your post

Like and comment

- Like and comment on each others posts (between partners).
- Motivate people in your own organization to like and/or comment on your posts, or even the posts of partners. For example by sending them an email about our campaign with a link to your facebook page.
- Motivate multipliers to like and/or comment on your posts. For example by sending them an email about our campaign with a link to your facebook page.
- Motivate multipliers and others to like the posts you shared on their wall

Share

Target your target group more precise, by:
- Share posts on the wall of certain multipliers that has our target group
- Think of local and small audiences, for example the facebook page of student organizations.

Getting Clicks: By sharing and post nice and engaging content

- Share content of third parties that is already popular on facebook
- Post the kind of content that is already popular on facebook. See topic 1 and 2.

- Post engaging content that will interact. By asking directly or indirectly for comments or posting a question. See other topics.

For more information see **4. The content we will create** in this document

If you have done everything what is describe above, it is time for community management. Now you need to engage with your audience by reacting on their comments, answering the private messages, etc.

5. Instagram

Instagram is a social networking app that enables its users to take pictures and videos, and share them on a variety of social networking platforms, such as Facebook, Twitter, Tumblr and Flickr. Instagram is primarily popular with mobile users and it is growing the fastest of all social media sites worldwide. Which gives it respectively in at positions 1-5 of the world's most popular social platforms in terms of penetration. 7% of daily photo uploads come from Instagram. Instagram has been proven to attract the younger generation with 90% of the 150 million users under the age of 35. Among these Instagram users, 24% say they use the app several times a day. Instagram has a higher engagement rate (likes, comments and clicks) then facebook and twitter. For basis information about Instagram go to http://business.instagram.com/ and for more detailed information go to http://blog.business.instagram.com/ .

Setting up your Instagram account
Go to https://help.instagram.com/454502981253053/ and follow the instructions.

1. Campaigning on Instagram
Instagram let's people that are having an offline experience, share this visually online with their friends (in this primarily done on mobile devices). And that is the crunch: for us to be successful on Instagram we must have had offline events and online challenges first. Where we can collect a lot of photo's, that will illustrate our visual story, our visual identity. With this we can engage other users to post their own photo's with a similar visual story. And so we build our visual identity.So it depends on what kind of offline events and online challenges you will organize in your country. This will form our (common) visual identity. When we are further in the campaign, we can work on our common visual content strategy.So for now, we have to wait with making content strategy for Instagram.

Not all our visuals have to be made by us, through offline events or online challenges. You can already start by liking pictures that you think similar to our visual story. This will create a collection of like picture on your account. For more information about campaigning on Instagram check http://blog.wishpond.com/post/59612395517/52-tips-how-to-market-on-instagram or try this guide: http://totems.co/instagram-for-business/

6. Pinterest

In a later phase in the campaign we will decide if we are using Pinterest. It is very easy going platform, we can use third party (copyright free) visuals and we can link the photo's on our website to this online social platform. In comparison with Instagram: Instagram is more for personal real life photo sharing.

7. Twitter

Twitter is a micro blogging service where users can send and read text-based messages of up to 140 characters (known as "tweets") and pictures. Twitter is a social network service where users can share content with their followers. Do you want more information about Twitter, you can find on: https://about.twitter.com/what-is-twitter or https://support.twitter.com/articles/100990-how-to-sign-up-on-twitter or https://www.youtube.com/watch?v=J0xbjIE8cPM . Also, when you create a new account on Twitter, Twitter will explain one and the other about itself.

New Account?
If your organization doesn't has a Twitter page yet or you want to use an attentional page (or both!), you can create a new account here: https://twitter.com/signup . It is recommended to use the name of our campaign/your website related to the campaign, like SMERGY or IAMSMERGY. If the name is taken, a second option is to use Campaign name (SMERGY) followed by the country code: Smergy_de for example.

After you created your account,
You should edit the "settings" and fill in some facts about your organization and the campaign. Input for this text will be find on our website. After this, you can search for important organizations, multipliers and twitter channels of co-operation partners in your country and add ("follow") them. You can search on Twitter or use tools like www.wefollow.com.

The tweet
A message/tweet should in general include a text and a link. Because you only have 140 characters you should use a "url-shortener" like www.bit.ly. Your tweet should include hashtags (#), to mark important keywords (such as #app, #efficiency…). Users, who search for the keyword app, will find your tweet easily. Other important functions of Twitter are @replies, retweets (RT), direct messages (DM) and mentions (@-function). You can find more information about Twitter here: https://support.Twitter.com/.
Tweets can include content like news about the app, the website and the campaign in general. Also you can communicate contests or actions or special topic like "efficient fridges". Your first tweet should include some general information about the campaign. Input for tweets, links and hashtags is provided by the editorial team, however, you are welcome to tweet independently to your national audience whenever you have something interesting to tell!

Twitter can be used for communication with media and multipliers as well as our target group itself .For more information check https://blog.bufferapp.com/twitter-tips-for-beginners