

Event Brief

Webinar: Creating Engaging Social Media Content:

Lessons from a social media pro

July 12, 2023

A [recording](#) and [slide deck](#) are available

Purpose

In this webinar, digital marketing consultant Tim Campbell-Smith helped participants explore how to use social media to reach and engage their audiences. Tim offered guidance on choosing platforms, creating compelling content, retaining interest, and tracking uptake.

Participants

This event was open and attended by 89 individuals from project teams supported by KDE Hub and their partners, mental health and health promotion groups, the Public Health Agency of Canada, and the KDE Hub.

Meeting structure

- Dr. Colleen McMillan (Scientific Co-Director, KDE Hub) opened the webinar and introduced the presenter, Tim Campbell-Smith.
- The first part of the presentation covered considerations for choosing social media platforms.
- Tim then discussed what makes good content and provided examples.
- Next, various content formats and options were explored, including options for ideal and secondary content.
- The presentation concluded with a discussion of social media content performance and measurement.
- Dr. Alice Schmidt Hanbidge (Scientific Co-Director, KDE Hub) closed the workshop.

What did we learn?

Choosing social media platforms – be where your people are.

- When selecting a platform for mental health-related content, it is helpful to consider the largest demographic on the platform, the fastest growing demographic on the platform, and the culture or ethos of the platform (slides 10-12 provide a summary of this information by popular social media platforms).
- A few points of interest for youth mental health include that TikTok users want calming and funny content, Reddit is famous for niche communities (including mental health), and Pinterest users are getting younger and seeking diverse types of content.

Creating effective social media content – match platform to ideal content and be intentional.

- Each social media platform has a favourite or ideal content type (see a breakdown provided on slide 25).
- Effective social media content is wanted/needed, beneficial, and/or enjoyable. It also usually does one (or more) of the following: educates, shocks, inspires, makes us laugh.
- Infographics are often shared on social media and are best used when they build a personal connection with the audience and are packed with bite-sized information.
- When writing social media content, use the 1-1-1 strategy: 1 high-level concern, 1 high-level solution, and 1 tactic.

Exploring the effectiveness of social media content – measure what's important to you.

- Possible metrics for measuring the effectiveness of social media content include reach, click-through rate, number of saves, and engagement.
- When creating a social media strategy, it is important to identify the goal, what to measure, and what is posted.
- Tim shared a social media analytics tracker that can be [downloaded here](#).

What's next?

- Input from the webinar evaluation form will inform future KDE Hub resources related to social media.
- Please reach out to the KDE Hub at kdehub@uwaterloo.ca with comments, questions, and requests.

