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DIG Social Media Manager Guidebook: Responsibilities Guide

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DEVELOPMENT IN GARDENING

Social Media Manager Responsibilities Guide



Julia Jenak and Bryn Pellowe

Purpose

The Social Media Manager Responsibilities Guide clarifies the responsibilities of the Social Media Manager on a monthly, weekly, and daily basis. Previously, the expectations of the Social Media Manager were not thoroughly documented. This document should enhance the organization of the content-sharing process by providing clear timelines and tools for managing DIG's social media pages. It should be referred to by the Social Media Manager when they take on the role, as well as when they go through the posting process, to ensure no steps are missed.

Prepared by:



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Communications Timeline

Before the start of each month, the social media manager should decide on a monthly theme, specific weekly themes, and the types of posts to be featured each posting day. This should be in collaboration with the DIG US team. The Social Media Manager should develop the draft structure and set a meeting with the US team to flesh out the calendar (See Communications Calendar in Appendix A).

The development of the draft structure should consider the following:

- ❑ US and International Holidays (find list of holidays and significant dates [here](#))
- ❑ US trends and unofficial important dates (e.g. elections, school openings/closings, spring, summer, winter themes, vaccination roll outs)
- ❑ Field trends and themes (cultivation, planting, harvesting, seed saving)
- ❑ Campaign events and other DIG events

If a partner is to be featured in an upcoming post for that month, contact them as early as possible. Detailed steps will follow.

At least one week in advance, particular posts should be ready for review by DIG US.

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Daily Tasks

Daily tasks of the Social Media Manager should include:

- ❑ Engaging with the DIG Social Media WhatsApp group.
- ❑ Engaging with organizations on Facebook, Instagram, and LinkedIn by liking and commenting on posts. Refrain from engaging with individuals, unless a special scenario.
- ❑ Monitoring the notifications page and engaging back with the audience on Facebook, Instagram, and LinkedIn by liking and responding to their comments. If DIG is tagged in a post by the audience, like and comment on that post.
- ❑ Scrolling through the feed and Instagram Discover page maintain awareness of what's going on in the news.

Note: If there is a major event that is drawing a lot of social media attention, pause the queue to respect the moment and ask DIG US when and how to proceed. If commenting on the major event, a post should be crafted in collaboration with the social media manager and DIG US. As a non-affiliated non-profit, DIG does not formally take a stance on political movements, religion, etc. which is challenging in these times because often humanist movements are politicized. Please refer to the Executive Director for comments/statements on: Racial Justice, Political-associated events, and other. (see Appendix A for example).

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Weekly Schedule

A weekly schedule should be made collaboratively when a new social media manager joins the team for up to one month. It should be made to work with everyone's schedules, and to create clear expectations and communication among team members. It should include the following tasks:

Planning: Strategizing and crafting posts

- Collecting and cataloguing content from Program Managers
- Updating the communications calendar
- Choose photos for the following week's content
- Write and edit captions
- Create text or graphics posts if applicable
- Send posts to DIG US for review

Implementing: Editing and scheduling posts

- Make edits if there are changes that need to be made
- Review the post checklist
- Schedule posts for the week
- Send an email to the Program Managers to let them know what the posts were

Follow up: Continuously respond to comments and engage with followers

- Engage with posts that DIG has been tagged in
- Respond to direct messages and comments

Measuring: Analyze post performance using build-in Instagram or Facebook metrics

- Incorporate information into the following week's strategy (e.g. posting times)

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Collecting Content from Program Managers

Each morning, the social media manager should collect content from the WhatsApp group “DIG Social Media.” There, Program Managers will share photos and accompanying captions from the areas that DIG operates.

Some Program Managers may be more comfortable sharing with a voice message or with a written message. Encourage them to share stories in whichever way they feel most comfortable. This should be an interactive process that builds a strong relationship with the Program Managers.

Provide consistent thank you’s and appreciations for sending content.

You can provide feedback on photos and captions either directly to a person or softly, on the thread with all of the teams. This is also a great place to ask questions about what they sent to build out the story. By monitoring the WhatsApp content closely, you will be able to ask questions when they come up rather than several days later.

Weekly, an email should be sent to teams to let them know what posts are scheduled or were uploaded, and what the theme is for the following week so that Program Managers can send content related to that theme.

We recommend that strong relationships are fostered between the Program Managers and the Social Media Manager. Consider scheduling two-on-one or one-on-one meetings to build connections.

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Interacting with Program Managers and Local Facilitators

Gloria: Program Manager, Uganda
Salam: Program Manager, Senegal
Olivia: Program Manager, Kenya
Andrew: Local Facilitator, Uganda
Amos: Local Facilitator, Uganda
Pacras: Local Facilitator, Uganda
Vincent: Local Facilitator, Kenya

Find more background on the Program Managers on the [staff page](#) on DIG's website.

Considerations when collecting content and building connections with Program Managers:

- Teams can be competitive, so ensuring that you're posting/engaging with all 3 country managers.
- Some teams have larger language barriers and may require direct messages to that person. However, gratitude and praise should be shared out to all.
- Teams are busy at different times, internet bandwidth is limited, teams have different phone qualities which accounts for many discrepancies across teams. It's important that we encourage (not require) pics to be sent. In times where no photos are being sent, source from other places, such as Dropbox professional photos.

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Cataloguing Images and Captions

Keep a content catalog for each week. This should include great photos and their captions in a Google Doc table, so that you do not need to go back to find them. Photos themselves should be kept in the same folder, organized by date. This will allow you to easily decide on content for the week and pull it from here.

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Communications Calendar

Before the beginning of each month, the social media manager should update the communication calendar with the category and subject of posts that are planned for each day of posting. These subjects should relate to the other communications being published. For instance, there is more consistency when after a blog post is published, a short preview of the blog is shared on social media. There should be a call to action to read the full blog post by visiting DIG’s website. DIG US will also update the communications calendar when blog posts or news letters are released.

WEEK OF JULY 5: Food Waste							
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Main Recent Story							
DIG Blog: Lauren	Kenya Women Solar Drier Blog						
Press Release	MetroFresh						
Weekly Team Communication	Country Phone Calls			Email sent			
Individual Donor Engagement: Sarah							
Corporate/Foundation Engagement: Sa	Share new site with Foundations						
Social Media: SM Team	Share Info / Partner: Katrina, Empowered Kitchen & Food Waste	Partner/Field: SoftPower Health Response	Metrofresh Senegal Sponsorship Garden: Thank You https://www.dig.org/metrofreshs-2020-dig-garden-zigunchor-senegal/			Launch of DIG's website (promotional)	
WEEK OF JULY 12: Children and Youth							
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Main Recent Story							
DIG Blog: Lauren	Priority Household:Kenya						
Press Release							
Weekly Team Communication	Country Phone Calls			Email sent			
Individual Donor Engagement: Sarah							
Corporate/Foundation Engagement: Sa	Share new site with Foundations						
Social Media: SM Team	Partner/Field: Senegal Youth Gardens		World Youth Skills Day https://www.un.org/en/observances/world-youth-skills-day			Field post: Olivia youth gardening skills	
WEEK OF JULY 19: Health and Wellness Through Nutrition							
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Main Recent Story							
DIG Blog: Lauren	Uganda PLWD Story: Ambrose (flooding)						
Press Release							
Weekly Team Communication			Email sent		All team call		
Individual Donor Engagement: Sarah		DIG Board Call					
Corporate/Foundation Engagement: Sa	Share new site with Foundations/Grants						
Social Media: SM Team	Highlight Culinary Month: Chef Zu		Rise Against Hunger/FAO Post		Field Post: Access to nutrition: Priority Household Kenya		
WEEK OF JULY 26: Culinary Month							
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Main Recent Story	Visually Impaired/Hearing Impaired Story						
DIG Blog: Lauren			Sarah review intro to Kate Weaver	Batwa Pieces	Sarah review ABS Senegal Piece		
Grants							
Weekly Team Communication: Lauren	Country Phone calls			Send Email			
Individual Donor Engagement: Sarah	DIG Donor Trip folks	Sarah review presentation for Donor Trip HH		Schedule Atlanta event planning			
Corporate/Foundation Engagement: Sarah							
Social Media: SM Team	How DIG works within the culinary sphere		Feature tips from DIG training on cooking from the garden - Uganda program - Gloria	Start LinkedIn posts		Culinary Arts Month Post (close out week by tagging all the different food supporters we've shared cont	

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Drafting the Posts

On a designated day of the week or every two weeks, all the posts for the following two weeks should be crafted based on the content received from the field. This will allow posts to be shared close to when they were captured in the field.

When a post is created, it should go into a Content Table in a shared document that includes the date it will be going out, the country it features, a preview of the photo(s), the accompanying caption, category of post, and notes on who to tag. The photo to be used in the post should be clearly labeled and kept in a folder for that week. A link to that folder should be included in the Content Table. (See Appendix B and C for an example of all components mentioned).

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Reviewing Posts

DIG US Action Required:

DIG US will be able to review all posts at once for the following week. This can be adapted based on whether DIG US would like to review one or two weeks of content at a time.

This should be a brief process, intended to give an “OK” rather than make substantive edits. If an edit is recommended, be sure to review what the gaps were in order to write successful future posts. If posts are consistently receiving major edits, the Social Media Manager should review the Strategy and Style Guide, past DIG posts, and consider setting up a meeting with a DIG US team member to see where improvements can be made.

Post Checklist:

- Photo is high-quality
- Caption is well-edited
 - There are no spelling or grammatical errors
 - Relevant hashtags are included
- Location is tagged
- Featured organizations and/or people are tagged both in the photo and in the caption

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Scheduling Posts

Posts should be scheduled for both Instagram and Facebook platforms, but small adjustments can be made if necessary. The Social Media Manager should either be available at a specific time to post, or plan to use a scheduling website. Many are free, but we recommend a subscription-based scheduling platform that has many features. (See a detailed guide to posting platforms in Figure D of the appendix).

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Measuring Post Performance

By reflecting on what made a successful or unsuccessful post, you can adjust the strategy to fit the current audience. It will make for a more refined strategy that will lead to more engagement and potentially higher levels of donations.

Social media platforms have built-in analytic features that allow you to view specific post metrics. You can see how many people the post reached, and how many likes a post got.

Consider the following questions when reviewing posts:

- ❑ Which posts got a relatively high number of likes and/or comments?
- ❑ If a post did not have a high level of engagement or a high reach, what could be improved?
- ❑ If a post performed well by engagement and reach metrics, what worked well in this post? How can it be replicated in future posts?
- ❑ How will you incorporate this information in future posts?

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Connecting with Partners

Which partners should be featured?

Cocktails and Castoffs chefs or organizations involved with DIG that have great stories to share should be featured on DIG social media pages. There are also opportunities for engagement with the larger agricultural sector, including other social enterprises and nonprofit organizations.

Ways to engage partnerships on social media

- ❑ Follow and engage with individuals, organizations, and businesses whether they are close to DIG or someone who would make a great partner in the future. Leave a comment and like their posts.
- ❑ Create a post that engages a partner.
- ❑ The social media manager's daily routine should include going through DIG's feed and liking posts, as well as making genuine comments on them that could lead to connections.

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Steps to Create a Post that Engages a Partner

- ❑ Pick a partner from the list of partnerships, past field volunteers, Cocktails and Castoffs chefs, or board members. The post could feature either:
 - ❑ Their stories from visiting the field or photos they took
 - ❑ Their work or mission (e.g. as a chef or an organization)
 - ❑ A relevant repost from their social media page, including an original introduction by the Social Media Manager
- ❑ Request an introduction from DIG US.

DIG US Action Required:

DIG US sends contact information or an email introduction to the proposed partner.

- ❑ Send an email stating your intent to feature them. If they are interested, ask to either set up a meeting to discuss the content of the post or have them answer a couple of questions via email.

Hello Carla,

My name is Bryn Pellowe and I am currently helping to manage DIG's social media. As Sarah mentioned, we would love to share your story on our social media pages on August 28. We would run the post as well as any photos we plan to use before you ahead of time.

If this is something you are interested in, it would be helpful if you could share your Instagram and Facebook handles along with responses to the following questions:

What inspires you about DIG?

How are you adapting your work as a chef during this pandemic?

Thank you and best wishes,
Bryn

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Steps to Create a Post that Engages a Partner

- ❑ Draft the caption and photos based on the information they send you or your conversation with them. They may have a specific project they are working on that they'd like to be featured, a call-to-action to sign up for their newsletter, or an event coming up.
- ❑ Thank them and send them the post for approval
 - ❑ Provide a proposed posting data
 - ❑ Request that they feature the post on their own platforms, including the guide for how to do so easily. (See Appendix F for the guide). This step is imperative as it ensures that the featured network can engage with the post.
- ❑ Schedule the post
 - ❑ Tag any social media handles they use in the post. Ask which ones to include, as they may have both a personal and business account. A higher percentage of non-DIG followers are reached if a person, organization, or business is tagged. This will allow DIG to reach not only people in DIG's direct network, but also those in the network of their partners.
 - ❑ Feature their brand-specific hashtags
- ❑ Send a reminder when the post is uploaded. Follow up with a thank you email to set the tone for future posts
- ❑ Document their name, handle, email, and hashtags in the DIG Communication Calendar under the tab "Social Media Network"

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Appendix A

The type of content that should be coordinated directly with the DIG US team. Post created after the murder of George Floyd.



reaplifedig



DIG is committed to joining the voices that are condemning the systemic injustices that have ravaged the US and the world.



Liked by mcmahanagram and 20 others

reaplifedig DIG's ethos for development is best characterized by this quote by Aboriginal activist Lilla Watson. We believe our global work just like our food system is bound together. It is only through justice that true and lasting change happens.

Let us all show up to this work with this understanding.

#BlackLivesMatter

daniellebfilm



reaplifedig @daniellebfilm, we've been listening to the #nowhitesaviors podcast which does a great job at articulating this quote at a deeper level. Worth a listen!



June 12

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Appendix B

DIG Content Organization: Caption drafting in the Content Table

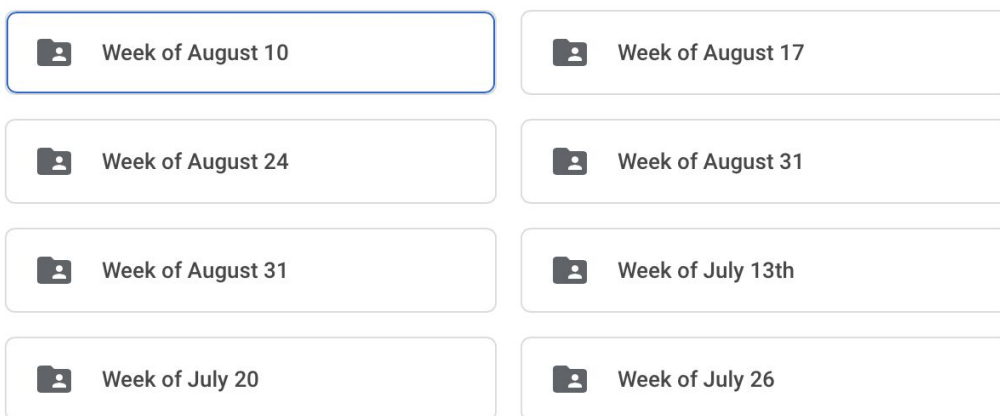
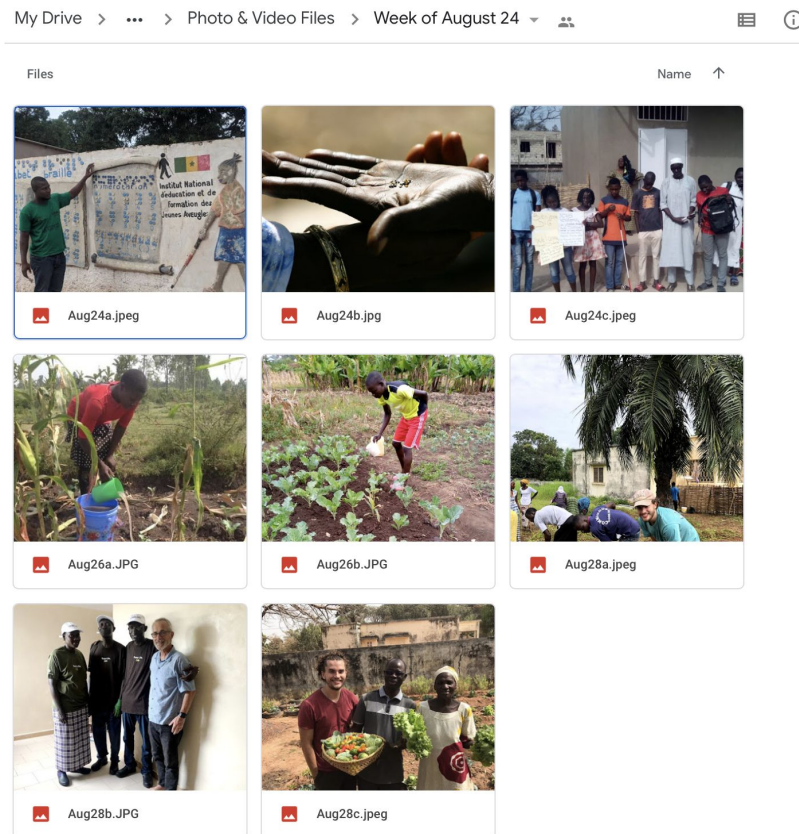
Date	Country	Photos	Caption	Post Category
Monday, August 24	Senegal	<p>Photos found here</p> 	<p>August is back to school month for many, but this year, heading back to school requires considering how we can adapt to the future. It has taught us to get creative and look for new ways of doing things.</p> <p>DIG's Senegal team and local teachers have been extremely innovative in adapting the program to work with students who are visually impaired. This includes a garden program for the blind that uses braille and sensory intuition. It was designed in close collaboration with students and teachers in order to best fit the needs of the students. The students have been able to grow an abundance of vegetables from seeds and enjoy the food over shared meals.</p> <p>To learn more, check out our recent blog post, Adapting for Growth, on our website.</p> <p>#reaplifeDIG #NutritionMatters #GardenToTable #SustainableAgriculture</p>	Field post

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Appendix C

DIG Content Organization: Photo folder organization



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