

# Session 10.1

## Social Media Strategy

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Why should  
**social media**  
matter to your  
temple?



# Social media landscape is diverse and evolving

## Platforms today (2017)



## Social media evolution

Desktop → Mobile






Long-form content → Bite-sized

Text heavy → Pics & Vids

Static → Interactive

Real → AR, VR

# Who is capturing millennial eyeballs?

					
<b>Users (USA)</b>	200M+	150M+	70M	90M	80M
<b>Gender reach</b>	Female skewed	Male skewed	Predominantly male	Predominantly female	Female skewed
<b>Age reach</b>	<b>18 – 49</b> <i>75% of users spend 20+ minutes every day</i>	<b>18 – 49</b> <i>Reaches more 18 – 49 y.o. than any US cable network</i>	<b>18 – 29</b> <i>30% millennials have it; Most are stagnant</i>	<b>&lt; 35</b> <i>90% of users are less than 35 y.o.</i>	<b>&lt; 25</b> <i>60% under 25, 25% are in HS/MS</i>

# But what about our Hindu youth?

## Youth session activity



## Time on platform (Hrs. per week )

	Under 18	Over 18
Instagram	4	3
YouTube	3	7
Facebook	1	7
Snapchat	3	6
Twitter	0	<1
<b>Total</b>	<b>11</b>	<b>23</b>

## Change up your typical Facebook posts – Try some of these



*Ask your community a question or poll them on a topic: On a Diwali post - What is your favorite Diwali memory?*



*Share helpful advice from Hindu scriptures – especially needed and effective after negative events (i.e. Irma, Harvey). Be sure to offer real world (i.e. shelter, counseling) help as well in the post.*



*Example: If I could dispel one myth about Hinduism, it would be \_\_\_\_\_*



*Quiz some of your Balvihar students after class and make sure to individually tag them to increase engagement*

# What makes a good post? - Twitter (and Instagram) example

## The most favorited tweet in the world

*Be genuine and brief*



"No one is born hating another person because of the color of his skin or his background or his religion..."

*Follow and interact with your audience*



*Use a picture (mandatory for Instagram)*

8:06 PM - 12 Aug 2017

*Be timely and relevant*



# ...and get on YouTube

## Why?

- Allows for short (e.g. temple celebrations) and long form content (e.g. theological debates with guests)
- Reaches global audience! Can build channel by partnering with other Hindu orgs.
- Can be monetized, help fund mission

## But remember...

- Takes time to build a following – be genuine and relatable
- Frequency of videos matters
- Production value is critical



We have YouTube stars spreading Hindu topics!

*Built following  
over 4 years*

Superwoman



Happy Diwali!!!

701,339 views

13K 271 SHARE



IISuperwomanII  
Published on Nov 12, 2012

SUBSCRIBE 12M

*700k views  
More than  
news and  
major TV  
shows*

*12M  
subscribers  
(Top 75  
worldwide)*

Her viewership is similar to being on CNN everyday – How valuable is that?

## Takeaways

- **Recognize the need for a social media strategy**
  - No longer optional...but essential
- **Designate someone to lead your social media presence**
  - Great way to bring in youth leadership into temples
- **Follow your community members, post frequently, engage with them**
- **Don't be bland**
- **Keep track of your social media metrics**
  - If you don't measure it, you won't improve it

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...and don't give up in the early days. Building a social presence takes time but it will be highly rewarding

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