



IBHS SOCIAL MEDIA PLAYBOOK

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PLAYBOOK OBJECTIVES

The intent of this Social Media Playbook is to provide the Insurance Institute for Business & Home Safety with guidance on:

- Recommended channel roles, goals, and objectives.
- Rules for engagement, including messaging, etiquette, voice, and tone, and visual identity, (i.e., proper logo usage and branding requirements).
- Content strategy best practices including, but not limited to, content types, cadence, posting schedules, tips for creating engaging and shareable content.
- Community management and engagement protocols.
- Crisis preparedness, (including handling negative feedback or PR issues).
- Measurement, (including key performance indicators).
- Monitoring, analyses, and performance optimization.
- Social media advertising, (options, budgets, and targeting strategies).
- Emerging trends.
- Frequently asked questions (FAQs).

SOCIAL MEDIA STRATEGY

The IBHS social media strategy is rooted in 7 key elements. As social media is constantly evolving, there is no “set it and forget it.” This strategy is continuously evaluated through the lens of campaign objectives, priority channels, budget and KPIs to ensure success throughout every stage of the program.



Who is the target audience?

Consumers, building professionals, Members, homeowners/homebuyers, construction industry professionals/related organizations, policy makers, partners, media and industry leaders.



Where does IBHS talk with them?

On channels where each audience is active and engaged, including Facebook, Instagram, LinkedIn, X and YouTube.



What does IBHS want them to do?

IBHS wants audiences to digest content and become more educated about actions to reduce losses caused by severe weather and wildfire events through preparedness actions and stronger building methods.



How does IBHS support these relationships?

By sharing approachable, easy-to-digest content that provides value and raises awareness of IBHS research and researched-backed solutions, educating, influencing and ultimately changing behaviors to reduce the disruption of natural disasters.



How does IBHS talk with them?

As a knowledgeable, yet approachable subject matter expert. Deploy content that is customized and optimized by channel to provide value for all key audiences, based on different platform strategies, to educate and inspire action.



How does IBHS reach them at scale?

IBHS utilizes a strategic, targeted paid social approach crafted to achieve campaign goals, customized through platform insights and refined with real-time analytics. When applicable, IBHS uses influencers, partnerships and industry experts to expand reach.



How does IBHS measure success?

Using KPIs based on research, planning and benchmark setting. Progress is tracked against these KPIs and the strategy is adjusted as needed with real-time insights to maximize ROI.

BRAND GUIDELINES, VOICE AND TONE

Content pillars are the high-level themes – or buckets – that are the foundation for thoughtful and intentional social media content. Pillars provide focus for organized content creation and establish a metric to balance content across channels. The IBHS content pillars are Research, Guidance, and Leadership.

RESEARCH

GUIDANCE

LEADERSHIP

RESEARCH – Establish Authority

- Our capabilities and expertise are unparalleled. Building the Institute's research credibility and leveraging social media to bring it to more people – empowering them to drive down loss – is the core of our social strategy.

GUIDANCE – Educate

- Translating research into action, we will share insights from research as tools and resources for our audiences. Our guidance overlaps audiences – we develop guidance for Members, manufacturers, consumers, and public policy makers. Social media helps us connect and engage with all these audiences in an expert, yet approachable way.

LEADERSHIP – Influence

- To grow IBHS as a thought-leader and further establish our leaders as resiliency shapers, we will more fully bring our voice to the table addressing our core perils and their intersections with climate and public health. Social media helps us amplify visibility opportunities created by speaking engagements and earned media bringing the voices of IBHS to more people and helping ensure we are top of mind in the ongoing conversations around resiliency.

BRAND GUIDELINES, VOICE AND TONE (CONT.)

Weather

*Weather is the driving force behind the avoidable losses IBHS research seeks to solve.
It serves as the overarching theme for all IBHS social content.*

Primary — Hail | Wildfire | Wind | Wind-Driven Rain

Secondary — Winter Weather | Flood

PILLARS	RESEARCH	GUIDANCE	LEADERSHIP
SOURCE DRIVERS	<i>IBHS Research Center Research Collaborations</i>	<i>IBHS Designation Programs IBHS Products IBHS.org FORTIFIEDHome.org WildfirePrepared.org</i>	<i>IBHS Executive Team Events News IBHS Members Industry Organizations</i>

BRAND GUIDELINES, VOICE AND TONE (CONT.)

The presence of brand guidelines ensures the visual identity and tone of voice already established for IBHS is adhered to across all of the organization's social media pursuits.

Providing consistency and a readily identifiable brand that's in line with best practices for each platform, this will help guide efforts to attract and retain overall performance, and provide consistency across each individual interaction, post and campaign, regardless of platform.



BRAND GUIDELINES, VOICE AND TONE (CONT.)

IBHS's voice and tone on social media is that of a knowledgeable, yet approachable, subject matter expert. Communication should be informative, data-driven, valuable and comprehensible by both the average consumer and fellow industry stakeholders. Use consistent language across calls-to-action, profile descriptions, industry terminology and community engagement – this includes hashtags and use of emojis. When crafting content, use the following as a guide.

- **The tone should be:**

- Smart and accessible.
- Make complex topics clear and often entertaining.
- Not overtly humorous, but clever and playful when it aids in establishing connections.
- Reflective of the situation, (communicate in a serious tone around events such as wildfires and hurricanes).
- FORTIFIED should maintain a similar voice and tone, but skews more toward being the helpful expert for homeowners and industry professionals alike.
 - While some content may be more directed toward FORTIFIED service providers, the call to action driving designations is a key priority across both audiences and should be communicated in a way that is digestible for both consumers and industry professionals.

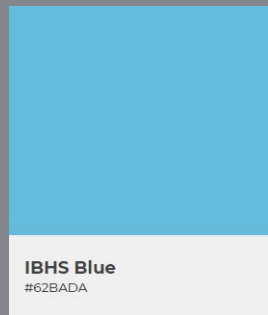
BRAND GUIDELINES, VOICE AND TONE (CONT.)

While asset types and formats may vary by platform, IBHS's visual identity should feel consistent and cohesive across all creative. Use of logo and logo placement, text overlay, color themes and image/video quality need to reflect IBHS's already-established standards.

- **Logo & Usage:** The full IBHS logo is one color (IBHS Navy) or reversed to white on dark backgrounds. The icon is used for all social profile images and is either IBHS navy or white. The icon must be fully visible (never clipped, crowded, or cropped). The IBHS icon may also be used to extend existing branding when the primary logo has already been used, or the entire organization name is used elsewhere.
 - **IBHS Ownable Images:** For IBHS ownable images and graphics, the full IBHS logo in white is placed at the lower right corner in a consistent location.
 - **Outreach & Collaboration:** To co-brand graphics use a one-color partner, media outlet, or event brand/logo placed to the left of the IBHS logo on a well-framed, in-focus photograph or still.
- **General imagery:** IBHS's own compelling visuals are always the first choice for static social media posts and graphics. These visuals should showcase activities unique to IBHS in well-framed, in-focus photographs.
 - For logo usage and general brand guidelines, consistency is key above all else. The direction aligned upon by IBHS for everything from logo placement on an image to in-platform Instagram Story text font should remain consistent and intentional.

BRAND GUIDELINES, VOICE AND TONE (CONT.)

- **Typography:**
 - **Display, Headings & Body:** Montserrat font in regular, **semi-bold** and **extra bold**.
 - Used for all design and imagery-based text.
 - **Body:** Avenir Next font in regular.
 - Used for body copy, Word docs, and InDesign.
- **Primary Palette:** IBHS's primary color is IBHS Navy and should be present on all IBHS materials.
 - Additional colors include IBHS Blue, Dark Grey, Medium Grey.
 - Body text is always in either Text Black and Text White.



BRAND GUIDELINES, VOICE AND TONE (CONT.)

- **Secondary Palette:** Peril-specific colors and gradients are used to sub-brand each of the four main perils IBHS researches. Each risk also has a badge for research related content. This secondary palette may also be used to provide variety and visual interest to complement the primary IBHS colors.



GENERAL BEST PRACTICES & CONSIDERATIONS

As IBHS continues to build on its existing foundations and strategy in the ever-evolving social media landscape, consider the below overarching best practices.

Tell interesting and relevant stories.

Questions to guide us:

- What content format should we use and where?
- What value or unique perspective are we trying to provide?
- How can we simplify complex stories?

Focus on authenticity.

Questions to guide us:

- What can we learn from our competitors'/ partners' social media activities?
- What can we do better or differently?
- What unique-to-IBHS perspectives and experiences can we offer?

Post diversified content.

Questions to guide us:

- What role should each platform play?
- What reasons do IBHS's audiences have to follow us across all of our channels?
- What are our go-to formats for storytelling and which new formats should we explore?

Develop platform-specific content calendars.

Questions to guide us:

- What news/events should we promote this month?
- How often should IBHS post?
- When are our audiences most active on platforms?

Make engagement the goal.

Questions to guide us:

- How can we encourage audiences to participate in the conversation?
- What is a satisfactory engagement rate on organic efforts?
- What is a satisfactory engagement rate on paid efforts?

GENERAL BEST PRACTICES (CONT.)

As IBHS continues to build on its existing foundations and strategy in the ever-evolving social media landscape, consider the below overarching best practices.

Take a “persona” based approach.

Questions to guide us:

- What do we know of our ideal target(s) use of the platforms?
- What content have they most engaged with in the past?
- What needs, pain points, inspirations, and motivations can IBHS solve?

Experiment with new formats.

Questions to guide us:

- Will this new format allow us to tell the IBHS story in a way that’s fresh and interesting?
- Does the new feature have an algorithmic benefit?
- Will new features require the creation of new assets?

Leverage the power of social media influencers.

Questions to guide us:

- How does IBHS define “influencer”?
- How often should we seek to partner with influencers and under what circumstances?
- How will we identify influencers and what criteria should we use to determine “influence”?

Integrate memes that reflect IBHS’s tone and voice where relevant.

Questions to guide us:

- How do these types of posts fit into IBHS’s content strategy?
- How do we find and strike a balance between education and entertainment?
- How can we test memes?

Follow trending topics.

Questions to guide us:

- What tools can we use to track trends in our industry?
- How can we capitalize on these once we’ve identified a trend?
- What processes do we need to be aware of when planning to leverage a trend?

GENERAL BEST PRACTICES (CONT.)

As IBHS continues to build on its existing foundations and strategy in the ever-evolving social media landscape, consider the below overarching best practices.

Have a streamlined approval process.

Questions to guide us:

- What content types require approval?
- What actions require approval?
- How can we continue to enhance our approval process to allow IBHS to engage in and respond to real-time marketing opportunities?

Optimize for search.

Questions to guide us:

- What keywords should we incorporate?
- How do they align with IBHS's broader keyword priorities?
- How and where should we incorporate them?

Ask for feedback.

Questions to guide us:

- How can we incentivize our fans and followers to provide feedback on our social media efforts?
- What's the best mechanism for gathering and implementing their feedback?
- How often should we seek their input?

Define a specific role/ approach for each social media channel.

Questions to guide us:

- How does our presence on this channel support IBHS's goals?
- Why would an audience follow IBHS across every channel?
- What unique organic/paid opportunities do each of these channels present?

Give unique perspectives, services, news, and initiatives the spotlight.

Questions to guide us:

- Are we engaged in an active campaign that requires amplification?
- Can we add our unique perspective to an initiative or conversation executed by a third-party (i.e., an IBHS partner)?
- How can we use our social media channels to promote an upcoming program(s)?

GENERAL BEST PRACTICES (CONT.)

As IBHS continues to build on its existing foundations and strategy in the ever-evolving social media landscape, consider the below overarching best practices.

Use paid support strategically.

Questions to guide us:

- What criteria determines “must-see content”?
- What budget is available for “paid media support”?
- What channels should we consider for paid amplification?

Keep an eye on the data.

Questions to guide us:

- What are our social media KPIs?
- What does our data tell us about our audience?
- What does our data tell us about our content’s performance (at the per post-level, per channel)?

Conduct quarterly social media channel audits.

Questions to guide us:

- How do we synthesize monthly reports to surface actionable insights?
- What tools are available/can we use?
- What’s the process for reevaluating (and adjusting, if needed) our KPIs and strategies?

Use scheduling tools wisely.

Questions to guide us:

- Under what circumstances should IBHS schedule its social media posts?
- What tools are available/can be used?
- How do we ensure functions like tagging, hashtag usage, and image cropping are correctly set?

Keep tabs on competitors’ activities.

Questions to guide us:

- Who are IBHS’s direct competitors/peer group?
- What tools can we leverage to conduct our analyses?
- What’s our process for communicating and incorporating key learnings?

CHANNEL STRATEGY: IBHS

A defined role for each channel.

Facebook	Instagram	LinkedIn	X	YouTube
<p>A destination for longer-form content driving users to the IBHS website. Advanced optimizations/targeting allow for development of specific actions around the IBHS key content pillars.</p> <ul style="list-style-type: none">● Research● Guidance● Thought Leadership	<p>Instagram is the premier platform for educating IBHS audiences through visual content. Assets should be snackable, easy-to-digest quickly accompanied by quick, snappy copy. Does not require a call-to-action; users are more likely to stay on platform.</p>	<p>IBHS utilizes LinkedIn to feature thought leadership content and establish the organization as an industry leader with input that matters and valuable impact.</p>	<p>A platform for providing real-time updates, quick snippets of IBHS research and useful guidance. Content on this channel should be short, simple to consume and easy to share.</p>	<p>YouTube is a helpful platform for sharing both long and short-form content. IBHS hosts meaningful video content on this platform with shareable links to other platforms and easy-to-understand content for native users.</p>

CHANNEL STRATEGY: PLATFORMS AT-A-GLANCE

The below is an at-a-glance cheat sheet of IBHS's current approach to social media by platform.

	Facebook	Instagram	LinkedIn	X	YouTube
Suggested Frequency	8-12 Posts/Month 8-16 Stories/Month	8-12 Posts/Month 16-20 Stories/Month Highlights frequency determined by use case. Add to them if/when the information should be permanently stored, (provides value without expiration and is not redundant of existing highlighted content).	8-12 Posts/Month	8-16 Tweets/ Month	Dependent on use-case/ if content warrants these formats.
General Paid Approach	Priority Paid Platform	Priority Paid Platform	Priority Paid Platform	Organic. Consider reactivating Paid if platform stabilizes.	Organic. Consider activating Paid on a case-by-case basis if content and priorities warrant.
Format and Ratio Considerations	See Facebook Recommended Ratios	See Instagram Recommended Ratios	See LinkedIn Recommended Ratios	See X Recommended Ratios	See YouTube Recommended Ratios

CHANNEL STRATEGY: FORTIFIED

A defined role for each channel.

Facebook	Instagram	X
<p>Facebook serves as the home for longer form FORTIFIED content, with updates that get into deeper statistics and details. This platform allows for photo galleries, explanatory videos and infographics that outline specific topics like building codes or construction process.</p> <p>Opportunity to build upon existing relationships with FORTIFIED professionals by creating partner content for their Facebook and *Instagram channels. Can be approached with both evergreen and time-specific content to help raise awareness of mutually beneficial topics like the positive impacts of designations and digestible tips/tricks for homeowners.</p>	<p>On Instagram, FORTIFIED shares quick, snackable tips for homeowners and current/potential FORTIFIED service providers, broadcasts live updates from the field to showcase the work of specific builders and connects with the design/build community around the more compelling aspirational projects. This platform supports the visual formats that demonstrate how beautiful resilient construction can be and is a great option for demonstrating process content; i.e., project timelapse Reels, before and after carousels, or on-the-ground live updates with Stories.</p> <p>*See opportunity in previous column</p>	<p>FORTIFIED utilizes X to provide quick snippets of FORTIFIED news and updates as they happen in real time. Content on this platform should be kept short and simple for users to easily consume and share. This channel aids in timely engagement and building connections with audiences.</p>

CONTENT STRATEGY

Content is the foundation of social media and dictates how social media users perceive and interact with IBHS.

Providing high quality, social-specific content is key to successfully engaging and growing a social media presence.

The content IBHS shares should educate and inspire audiences. It is intended to communicate key messages that show and tell the real-world impact that IBHS's research provides through digestible, easy-to-understand social creative. All content, regardless of IBHS program, ladders back up to the goal of helping more home and business owners prepare for severe weather events.

Key considerations

- **Channels:** Where is the content being posted? Different types, formats and styles of assets need to be considered based on the channel as well as the channel tool being used. What works best for IG Reels may not be what works best for YouTube or LinkedIn. Recognizing this, and planning content accordingly, aids in success.
- **Formatting:** The format of assets matters when being deployed across different channels. For example, 16:9 videos can be easily shared across Facebook and YouTube — while short videos, shot vertically, are better for IG Reels and Stories. Instagram is a great place to share organic carousel assets and graphics, whereas on other platforms carousels must be ads.
- **Length:** Consider the length of video assets based on the channel and audience they're being shared to. Longer form videos traditionally perform better on Facebook and YouTube, with snackable content being more digestible on Instagram, X and YouTube Shorts.


CONTENT STRATEGY (CONT.)

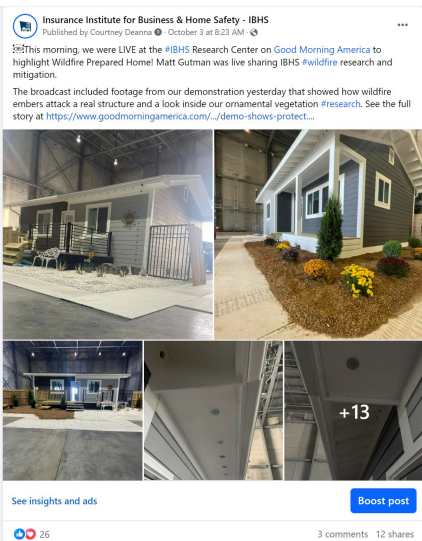
Below are five recommendations to keep in mind when developing and evolving IBHS's ongoing content strategy. See the individual channel sections for more detailed recommendations.

Create Custom Content by Channel	Review & Refresh Existing Content Programs	Amplify Third Party Authentication	Utilize New and Existing Platform Tools	Tap into Trending Moments
Continue to invest in/ create custom content to communicate tips, tricks and IBHS research in action on the respective platforms. Important that it feels authentic to the channels via content format, delivery, length and positioning depending on the platform/audience.	The world of social media moves quickly and users expect organizations to keep up. Opportunity to review current content strategy (and programs within) to identify areas for improvement/ expansion to ensure IBHS is best communicating key messages how and where audiences expect to receive them.	Utilize influencers, industry leaders, subject matter experts, partner organizations, IBHS research teams and FORTIFIED service providers/ homeowners to validate IBHS messages and drive further awareness.	Explore new platform tools as they become available and expand usage of existing tools; i.e., <ul style="list-style-type: none">• Expand use of IG Reels with content shot/edited in 9x16 format• Use on-screen dictation for IG Story videos• Monitor ongoing updates to X and Threads.	Leveraging topical moments on social media is an effective way to engage in the larger social conversation and connect with new audiences. However, IBHS should only tap into trending moments that are relevant to IBHS content themes and be mindful of tone, (ie: how to make Barbie's Malibu Dream House a Wildfire Prepared Home).

CUSTOM CONTENT BY CHANNEL

An example of how one post topic can be customized via different content formats for each platform.


 Behind-the-scenes photos from the segment and a link to the full broadcast.



Insurance Institute for Business & Home Safety - IBHS
Published by Courtney Deanna · October 3 at 8:23 AM · 🌐


📺 This morning, we were LIVE at the #IBHS Research Center on Good Morning America to highlight Wildfire Prepared Home! Matt Gutman was live sharing IBHS #wildfire research and mitigation.


The broadcast included footage from our demonstration yesterday that showed how wildfire embers attack a real structure and a look inside our ornamental vegetation #research. See the full story at <https://www.goodmorningamerica.com/.../demo-shows-protect...>



See insights and ads Boost post

👍 26 3 comments 12 shares

 Behind-the-scenes video footage compiled into a Reel.




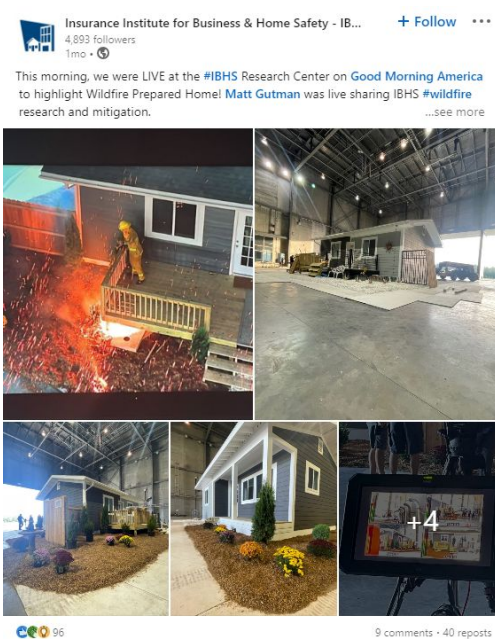
We were LIVE at the IBHS Research Center on Good Morning America with Reporter Matt Gutman!

54 likes

ibhs_org This morning, we were LIVE at the IBHS Research Center on @goodmorningamerica highlight Wildfire Prepared Home with reporter @mattgutmanabc. The broadcast included footage from our demonstration yesterday that showed how #wildfire embers attack a real structure and a look at our ornamental vegetation #research. #researchlife #goodmorningamerica #wildfireseason #wildfiremitigation #gma #gmalive

View all 3 comments

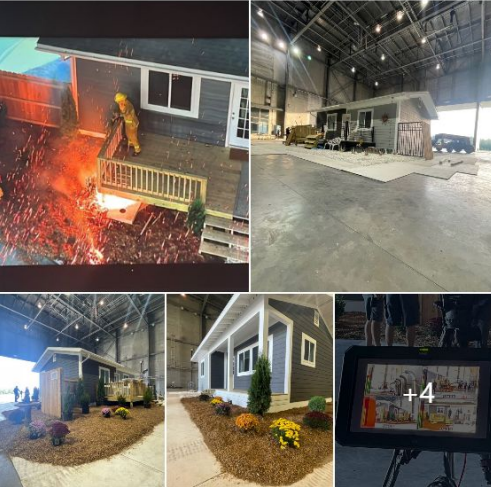
 Behind-the-scenes photos from the segment and a link to the full broadcast.




Insurance Institute for Business & Home Safety - IB... + Follow · 🌐

4,893 followers

This morning, we were LIVE at the #IBHS Research Center on Good Morning America to highlight Wildfire Prepared Home! Matt Gutman was live sharing IBHS #wildfire research and mitigation. ...see more



9 comments · 40 reposts

 Quote tweet of Good Morning America's original tweet sharing the segment.



Good Morning America 📺 @GMA · Oct 3

INSIDE THE INFERNO: @mattgutmanabc reports on the latest technology helping wildfire safety research in a must-see demonstration.



7:05

OVERHEATING PROBLEMS — NEWS NO POWERBALL JACKPOT WINNER OVERNIGHT MEANS WEDNES

11 24 7.9K

TRENDS AND BRAND ENGAGEMENT

Examples of tapping into trending moments and driving awareness through engagement with other brand accounts. IBHS will be selective in participating in “trending” or “viral” moments, but will continue to monitoring for on-brand opportunities to be a part of the larger social conversation.

Playfully leveraging a trending topic for on-brand messaging.



When you find out unattended cooking is the #1 cause of cooking fires.

@nfpadotorg

#FirePreventionWeek



Clever engagements with other brands even if they are outside of the industry. In this case, Travis Kelce's old tweets are resurfacing (topical moment). He is a State Farm partner but they keep the interaction authentic without overtly calling it out.



Example of an opportunity for FORTIFIED or IBHS to engage casually. Does not have to be overly promotional. I.e.; "Yes! Even simple adjustments can make a huge impact when preparing for severe weather events." Engaging at all shows support and broadens reach by getting in front of State Farm's audience.



Help protect your roof during high force winds.



statefarm 🌩️ Hurricane tip: Something as simple as closing interior doors can help protect your roof from catastrophic damage – and the additional damage from water entering the house through a damaged roof.

15w

AUDIENCE DEMOGRAPHICS

CURRENT AUDIENCE DEMOGRAPHICS

Included below are current audience demographics by platform for IBHS and FORTIFIED channels.

Instagram Demographics:

FORTIFIED

- Men between 35-44 years old are the largest audience.
 - 65.9% of audience are men
 - 32.3% of audience are 35-44 years old
- Top Cities: Houston, TX; New York, NY; Mobile, AL; San Antonio, TX; Chicago, IL
- Many builders, FORTIFIED service providers and builder influencers – i.e. Matt Risinger, Will King.
- Our FORTIFIED service providers engage with us most here.

IBHS

- Men between 25-44 years old are the largest audience.
 - 58.7% of audience are men.
 - 30.4% of audience are 25-34 years old.
 - 29.5% of audience are 35-44 years old.
- Top Cities: New York, NY; Houston, TX; Charlotte, NC; Los Angeles, CA; San Antonio, TX
- Many researchers, homeowners, and scientists.

Facebook Demographics:

FORTIFIED

- Men between 35-44 years old are the largest audience.
 - 50.1% of audience are men.
 - 32.1% of audience are 35-44 years old.
 - 21.4% of audience are 65+ years old.
- 237.7 daily average visitors.
- Top Cities: Mobile, AL; Daphne, AL; Tulsa, OK; Montgomery, AL; Birmingham, AL
 - Many FORTIFIED service providers market on Facebook and engage here.

IBHS

- Men between 45-54 years old are the largest audience.
 - 57.7% of audience are men.
 - 24.4% of audience are 45-54 years old.
 - 4,460 daily average visitors.
- Top Cities: Houston, TX; Jacksonville, FL; New Orleans, LA; Miami, FL; Metairie, LA
 - Mostly homeowners.

CURRENT AUDIENCE DEMOGRAPHICS (CONT.)

X Demographics:

FORTIFIED

- Mainly FORTIFIED partners and builders.
 - Mostly men ages 35-49 years old.

IBHS

- Followers include many IBHS Members and their employees.
 - Mostly men ages 25-34 years old.
 - Researchers, scientists, and policymakers engage with our content the most.
 - Various partner organizations and meteorologists reach out to us here.

LinkedIn Demographics:

IBHS

- Mainly men ages 35-54.
- Top Seniority Level:
 - Senior
 - Entry-level
 - Director
 - Vice President
 - Manager
- Top Job Functions:
 - Business Development
 - Finance
 - Sales
 - Operations
 - Engineering
- We see the most Member engagement on this platform, as well as from researchers – particularly in the wildfire community.

AUDIENCE EXPANSION

While the current demographics are helpful guardrails for continuing to reach the existing IBHS and FORTIFIED audiences, these demographics must be revisited on a regular basis to inform targeting and expansion opportunities.

Insights:

- The current demographics skew largely male and include specific locations where IBHS/ FORTIFIED research and activities may have been particularly relevant during severe weather events. As IBHS and FORTIFIED expand preparedness programs and designations to more areas of the country, social targeting will be a useful tool for driving awareness with new homeowners and industry professionals.
- Societal factors and homeownership data also need to be considered and regularly analyzed for areas of opportunity, i.e., if data suggests that women between the ages of 30-44 are making the purchasing decisions, even when it comes to severe-weather preparedness, IBHS should create test campaigns intended to reach this new audience.

Recommendation:

- Conduct test and learn campaigns with expanded targeting (including expanded location targeting to other areas of the U.S.). Share topline, helpful preparedness tips applicable to homeowners and industry professionals and general IBHS/ FORTIFIED messaging to identify areas of opportunity with new audience segments.

IBHS'S PROFILES ON THE SOCIAL WEB: FACEBOOK

CONTENT ON FACEBOOK



Platform Specific Content: Videos

- Videos shared on Facebook should be educational and informational to capture audience attention and provide genuine value. From behind the scenes, trending audios, testimonials to thought leadership, IBHS can leverage a variety of video content on Facebook. Short form videos are the most engaging type of in-feed content for Facebook, but video content can be up to 90 seconds long if there is a need for longer for communication.

Images

- IBHS should post ownable, high-resolution images that demonstrate the subject matter in a clear and concise manner. Images should always include branding and have consistent text overlay (font, style, colors), when applicable. For static images, keep logo usage consistent (on all images or none). If IBHS is using logos, keep size and placement consistent (typically in the bottom right corner). Consistent logo usage can help with consumer retention.

Text-based content

- Communicate the call-to-action for new and existing audiences in simple, short terms. Ideal length of this post is under 150 characters to keep the message concise and avoid losing audience attention. These posts do not include imagery and are often used to quickly and clearly communicate a timely update, announcement or resource.
i.e., The day is here! Applications to the FORTIFIED grant for homeowners is NOW OPEN. Apply here: (insert link.)



CONTENT ON FACEBOOK (CONT.)



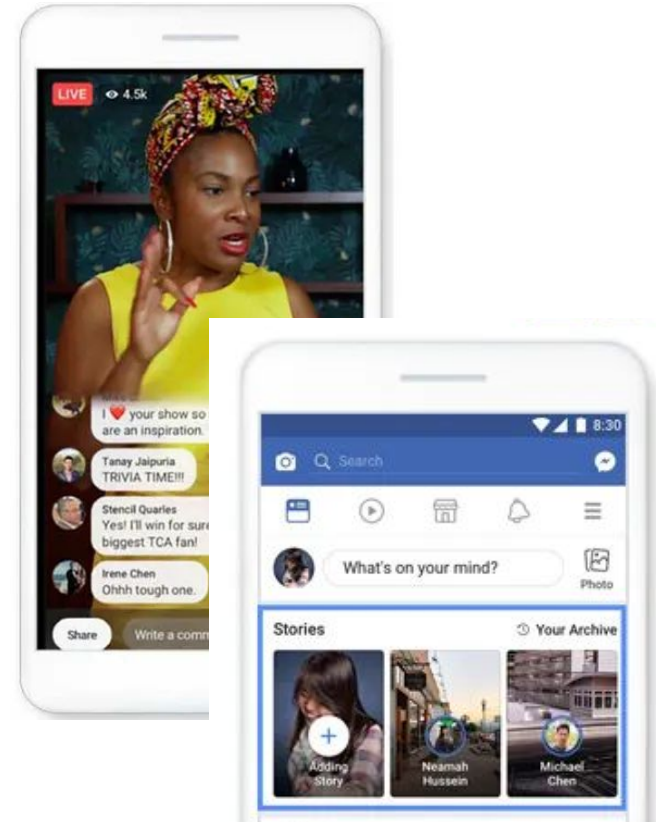
Platform Specific Content:

Stories

- Optional, but there is a Meta feature that allows Instagram stories to automatically share to Facebook stories. Consider enabling for Stories with content that is applicable to both the Facebook and Instagram audiences, but be mindful that any CTAs or partner tags included are still relevant on both platforms.

Live Video

- When conducting Facebook Live events, plan ahead by outlining pre-approved topics, messaging and questions. Consider utilizing IBHS executives or industry thought leaders in this format.



FACEBOOK BEST PRACTICES



Bio Strategy/Profile Information

- Profile should have short description of the business, contact info (phone number, email, website, physical address) and working hours.
- The about (bio) should be a short paragraph about the IBHS/FORTIFIED mission, and a quick synopsis of IBHS/FORTIFIED work and its purpose.
- Recommend including community guidelines in the profile section (see examples in Community Engagement).

Hashtags

- IBHS and FORTIFIED should use hashtags on Facebook. Similar hashtags should be used across all Meta platforms. Capitalize the first letter of each new word within a hashtag to make posts more readable. Hashtags should be short, clear and relevant to IBHS and each post topic.
 - Example: #SevereWeather vs. #severeweather.

General Cadence

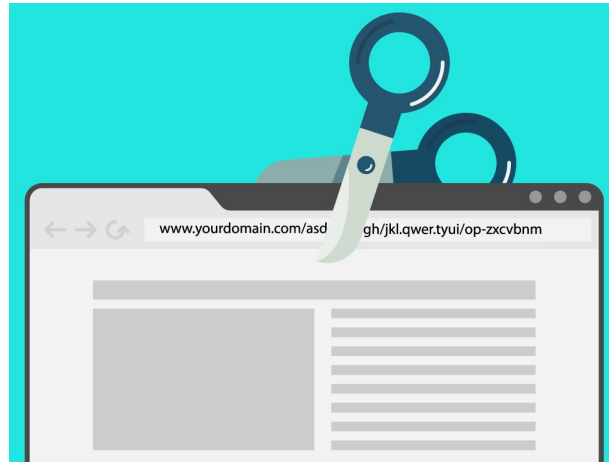
- Given platform saturation and the reduction of organic content being shared within the algorithm, consider reducing posting cadence to 2-3 times/week maximum. Prioritize high-performing content formats, paid support and timely IBHS content themes to cut through clutter and avoid over-posting content that will not be seen by the majority of the brand's audience.

FACEBOOK BEST PRACTICES (CONT.)



Links

- IBHS should shorten links when possible. Bitly is a common tool that not only allows for tracking of link clicks, but helps create a cleaner, shorter post. If adding an image, have a clear call to action.
 - A social media post that doesn't include a CTA may not tell IBHS followers what to do next. Even if they pause scrolling to read an IBHS post, they won't know what to do with the information. A CTA does not always have to include an external link. It can also encourage followers to do in-app actions such as a follow, comment, share, etc.



FACEBOOK RECOMMENDED RATIOS



Meta recommends the following format ratios for images and videos across the various ad placements. For continued updates, check the [Meta Business Help Center](#).

- **For feed placements:** We recommend square 1:1 for images and vertical 4:5 for videos.
- **For Stories and Reels placements:** Most people hold their phones vertically so we recommend 9:16 to capture the whole screen.
- **For video carousel format:** We recommend square 1:1 and consistent ratios for all videos in a carousel.
- **For in-stream video:** We recommend horizontal 16:9 to fit the videos the ads are in.
- **Meta Audience Network placements:** We recommend vertical 9:16.



1:1



16:9



1:1



4:5



9:16

ADVERTISING ON FACEBOOK



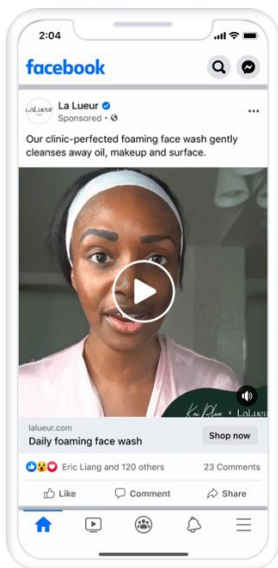
Paid Social Considerations

- Ad formats currently include: Image ads, Video ads, Poll ads (mobile specific), Carousel ads, Slideshow ads, Collection ads, Instant Experiences ads, Lead ads, Dynamic ads, Messenger ads, Stories ads, and Augmented Reality ads.
 - There is not a “trending” ad, but rather it depends on the content. For example, if IBHS had 3 great images, IBHS wouldn’t break it apart and make three separate image ads, but rather a carousel ad. Paid ads can technically be up to two hours, but highly recommend keeping them under one minute and ideal is 15 seconds. Note, testing is key when running paid, so it’s important to monitor metrics.
- Optimizations currently include: Brand Awareness, Reach, Traffic, Engagement, App Installs, Video Views, Lead Generation, Messages, Conversions, Catalogue Sales, and Store Traffic.
- Create attention grabbing copy.
- When creating content for ads, always be mindful of Facebook ad specs/ratio.
- Don’t be afraid to try different ad variations to see what works best for IBHS.
- Get specific with Facebook targeting (location, age, demographics, interests).
- Choose the right objective for the campaign.

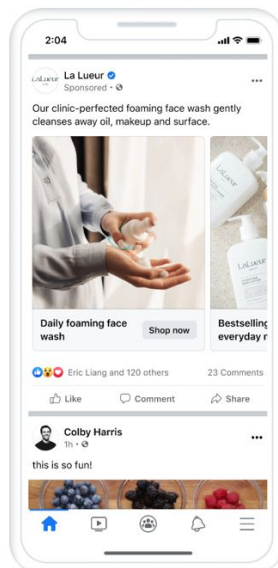
ADVERTISING ON FACEBOOK (CONT.)



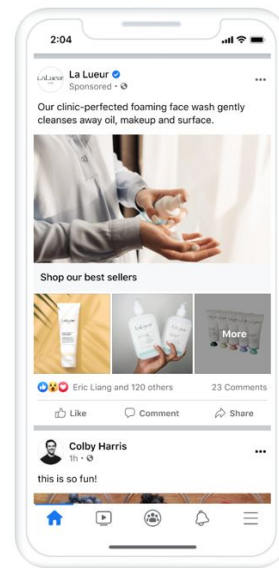
Image



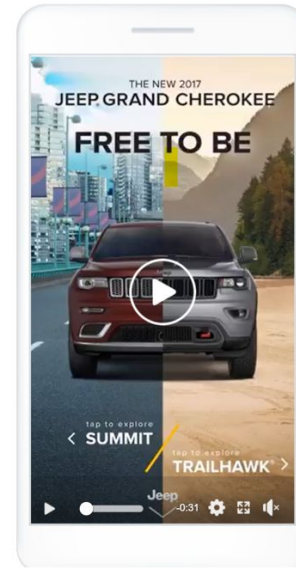
Video



Carousel



Collection



Instant Experience

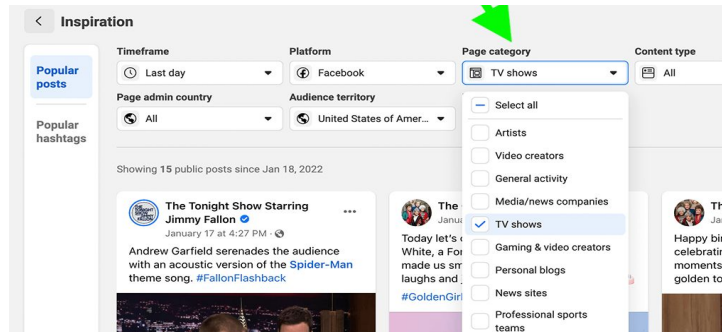
ADVERTISING ON FACEBOOK (CONT.)



Notable platform updates

Meta continues to evolve from a social app into an entertainment platform, in line with broader industry trends. Platform updates include:

- Facebook added an Inspiration Hub to the professional dashboard for business pages using the new Pages Experience or profiles using Professional Mode. The hub helps brands easily find ideas for new content by showing popular reels, music, hashtags, topics, and creators in a single location.
- In addition to expanding ads on Reels to advertisers on Instagram, Meta is launching app promotion ads to Reels on both Facebook and Instagram.
 - If IBHS had an app that was available for users to download, this would be an objective to consider, to get more people to install the app.
- AR (augmented reality) ads are launching globally to Instagram Reels, Facebook Reels, and Facebook Stories. Also, the new Watch and Browse feature allows viewers to pause a video ad and preview where the link will send them.



IBHS'S PROFILES ON THE SOCIAL WEB: INSTAGRAM

CONTENT ON INSTAGRAM



Reels

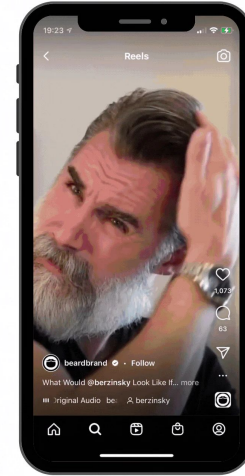
- Similarly to Meta's Facebook, IBHS should be sharing informational and educational videos on Instagram to capture audience attention. From behind the scenes, trending audios, testimonials to thought leadership, consider utilizing a variety of Reels to engage new and existing audiences. Reels can be cross-shared on Facebook.

Single Post Images:

- IBHS should post high resolution images that have clear and solid value. Images should almost always be branded if possible. As mentioned in the brand guidelines, consistency is key. Assets that are **not** IBHS owned should **not** be branded.

Carousels

- Carousels can be more visually engaging and interactive than single posts. IBHS should have a mix of single post and carousel posts. The carousel should tell a story or explain an educational moment, experience, research or program.

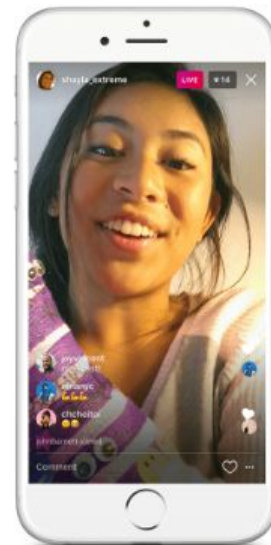
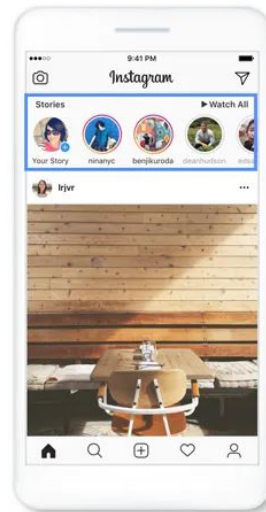


CONTENT ON INSTAGRAM (CONT.)



Stories

- IBHS should post interactive and informative Stories (of ~3-7 frames each) at least 3-4 times a week. This cadence should be observed as a baseline and can be increased as IBHS's events, activities and content priorities warrant. Ensure Stories provide value, are engaging and in the format that consumers expect on this platform, (if video or photo, try to utilize 9:16 assets).
 - Any important stories or ongoing projects should be saved as a highlight.
 - Another use case for Stories is sharing in-feed posts to the Story format to expand reach and awareness with IBHS/ FORTIFIED audiences. This is recommended for high-priority posts to help combat algorithmic challenges.



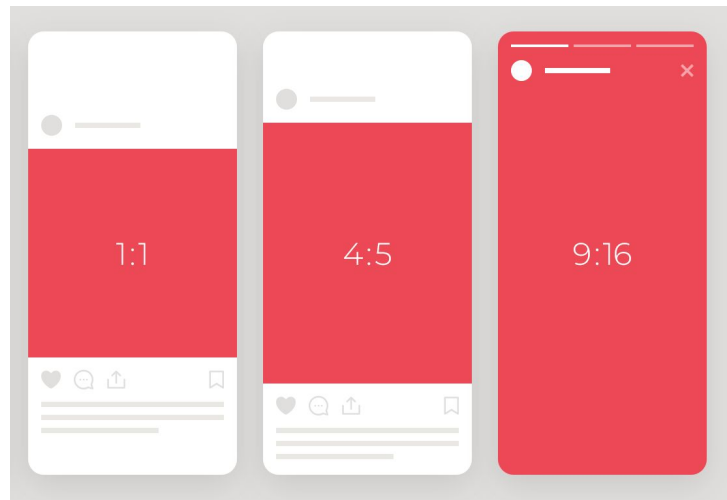
Live Video

- IBHS to consider collaborative Instagram Lives with leaders in the industry to bring awareness to seasonal natural disasters, programs, research and more.

INSTAGRAM RECOMMENDED RATIOS



- Highly recommended to post fuller screen formats for both images and video.
 - **For Stories and Reels:** We recommend 9:16 ratio for this content. Be mindful of any text overlay for Reels so they don't get stuck behind the caption area.
 - **For single photo posts:** Ideally, single photos posts ratio should be 4:5.
 - **For Carousel photo posts:** We recommend square 1:1 and consistent ratios for all photos in a carousel.
 - **For Live Video:** There is no exact number, but being mindful of the vertical frame for live videos.



INSTAGRAM BEST PRACTICES



Bio Strategy/Profile Information:

- Profile picture should be IBHS/FORTIFIED branded.
- Bio should be a short paragraph about what IBHS is, a quick synopsis of its work and purpose.
- Sprout link and general website should be linked.

Hashtags

- IBHS should use hashtags on Instagram similarly to Facebook. Similar hashtags should be used across all Meta platforms. Capitalize the first letter of each new word within a hashtag to make posts more readable. Hashtags should be short, clear and relevant to IBHS and each post topic.
 - Example: #SevereWeather vs #severeweather.

General cadence

- Given platform saturation and the reduction of organic content being shared within the algorithm, consider reducing posting cadence to 2-3 times/week maximum. Prioritize high-performing content formats, paid support and timely IBHS content themes to cut through clutter and avoid over-posting content that will not be seen by the majority of audiences.

INSTAGRAM BEST PRACTICES (CONT.)



Links

- Instagram is generally a difficult platform to drive users off of unless the value proposition is very high, (i.e., a shoppable link they're interested in, a recipe that requires learning more, etc.) This does not mean that links should not be used at all, but that they should be utilized intentionally, especially in regard to paid content. When possible, convey the full message directly on platform but, if content warrants driving users from Instagram to the IBHS or FORTIFIED sites, ensure the reason for doing so is enticing, clear and direct. Since organic posts do not have have direct links in copy, posts requiring to click in bio should have a clear CTA where consumers can learn more.



- i. **DON'T:** Are you looking for a certified roofing contractor? IBHS is here to help find a FORTIFIED contractor near you.



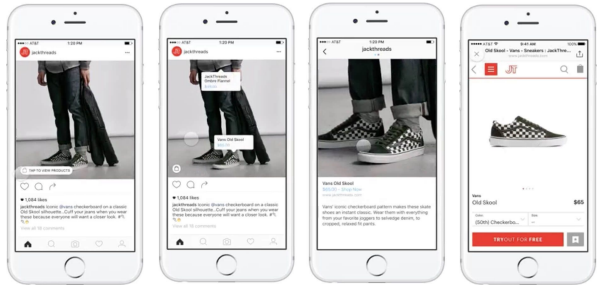
- ii. **DO:** Are you looking for a certified roofing contractor? Click the link in our bio to find a FORTIFIED contractor near you.

ADVERTISING ON INSTAGRAM



Paid Social Considerations

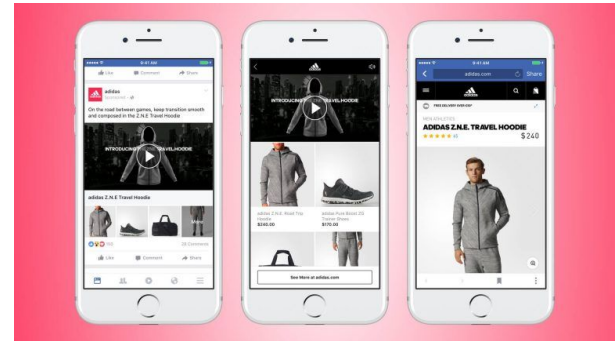
- Ad formats currently include: Image ads, Story ads, Video ads, Carousel ads, Collection ads, Explore ads, Shopping ads, Reels ads.
- Ad optimization options include: Brand Awareness, Reach, Traffic, Engagement, App Installs, Video Views, Lead Generation, Messages, Conversions, Catalogue Sales, and Store Traffic.
- Create attention grabbing copy.
- When creating content for ads, always be mindful of Instagram ad specs/ratio.
- Don't be afraid to try different ad variations to see what works best for IBHS on Instagram.
- Get specific with Instagram targeting (location, age, demographics, interests).
- Choose the right objective for the campaign.



Shopping ad



Explore ad



Collection ad

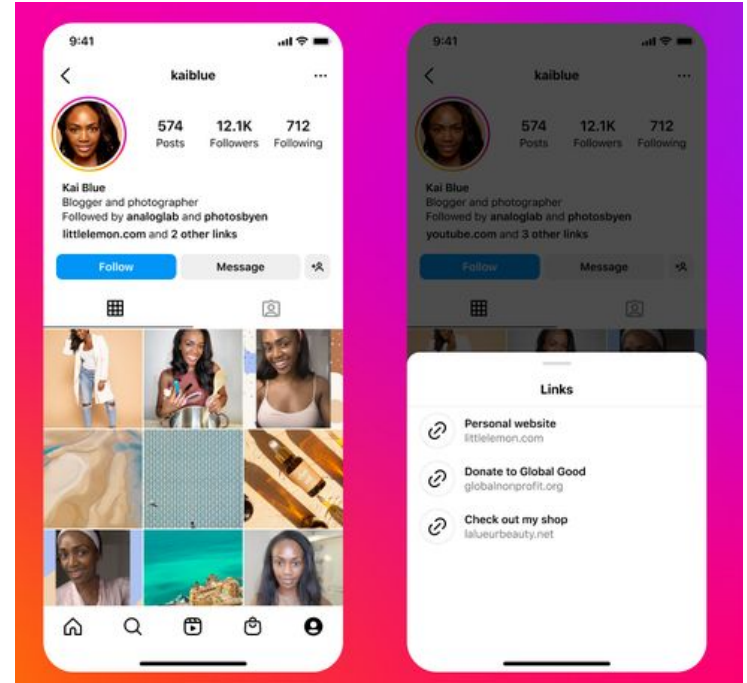
NOTABLE UPDATES ON INSTAGRAM



Meta continues to evolve from a social app into an entertainment platform, in line with broader industry trends.

Platform updates include:

- Instagram now allows multiple links in bio.
- Posts can be scheduled within the Instagram app.
- Instagram now allows users to upload Instagram Stories up to 60 seconds long, without the ever-frustrating cuts after every 15 seconds.
- Instagram recently launched Threads, a direct competitor to X (formerly Twitter).
 - Currently Threads is still a very new platform. IBHS should continue to populate the channel with content similar to X and monitor for additional updates and tools. New features are expected to roll out as the platform grows.



IBHS'S PROFILES ON THE SOCIAL WEB: LINKEDIN

CONTENT ON LINKEDIN



Text only

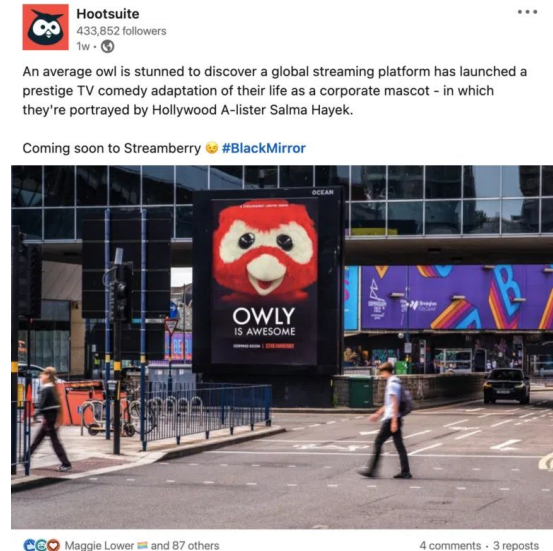
- Text only posts can be a useful format on LinkedIn. IBHS should include a clear CTA and encourage its audience to share their thoughts or questions in the comments. When possible, avoid lengthy copy as longer posts will receive the “read more” designation. The first few lines should be compelling and informative to get the user to keep reading.
 - i. Consider testing the use of a story or article within a post for IBHS executives and thought leaders. Monitor results to gauge whether these use cases see an uptick in engagement and use the real-time insights to inform strategy.

Single-/Multi-Image

- LinkedIn posts that include at least one image typically get two times more comments than those without, so use visuals when possible.

Native Videos

- These types of videos autoplay, so users are more likely to stop and watch. While videos can be up to 15 minutes long, most will not watch an entire 15 minute video. Videos under a minute are ideal and attention grabbing copy should be paired with videos.



CONTENT ON LINKEDIN (CONT.)



Image/Video Carousels

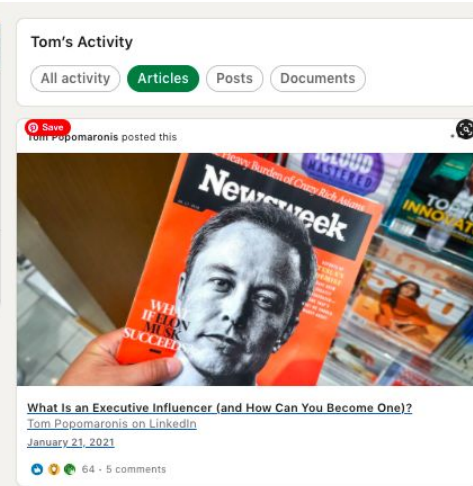
- Consistency is key for image/video carousels. Carousels are more interactive and can help break down IBHS research, tips, programs or any topic that might need to be simplified and explained.

Articles

- Sharing articles on LinkedIn is a great way to drive more clicks and awareness of IBHS and its research.

Documents

- IBHS can share Word documents, Powerpoints, pamphlets, etc. to an accompanying post that may be valuable, educational materials for specific audience campaigns. You can edit the description of its document or remove the post after it's uploaded but can't change or edit the document in the post.



LINKEDIN BEST PRACTICES



Bio Strategy/Profile Information

- Profile pic should be IBHS branded.
- Bio should be a short paragraph about what IBHS is and its purpose. It should explain why IBHS was created.
- Any awards or notable achievements should be added to the IBHS LinkedIn profile.

Job Postings

- IBHS should post job/internship/volunteer opportunities when available.

Content

- IBHS should post at least 2x a week on LinkedIn.
- Create high quality posts that are easy for consumers to digest.
- IBHS to engage with Member accounts, (comment, repost).
 - Example: IBHS to comment on a Member's post when they talk about weather preparedness and home/business insurance considerations.
- LinkedIn is a unique social platform with many different types of content formats. There is no “one size fits all” approach. Execute test and learn campaigns based on post objectives, content themes and available assets. Play with new platform tools as they are released and use insights to help inform ongoing strategy.

LINKEDIN BEST PRACTICES (CONT.)



Potential Newsletter

- Opportunity to introduce a monthly newsletter and invite current connections and followers to subscribe. Please note, this is currently not an active IBHS program, but the information will come into consideration if/when the team has more bandwidth.
- LinkedIn newsletters are long-form (up to 100,000 characters).
- Connections and followers receive a notification each time a new newsletter article is published, which has shown to improve engagement.
- All content would be created by IBHS and could include:
 - Organizational/partner news.
 - New product announcements.
 - Links to subscriber-only downloads.
 - Executive profiles and/or 'interviews' (staged Q&As).
 - Links to leader-authored long-form LinkedIn (or blog) posts.
 - Links to earned media coverage.
 - "Hero" assets (i.e., videos) that warrant increased exposure.

Paid Social Considerations

- Choose appropriate LinkedIn ad type, (sponsored content, sponsored messaging, text ads, dynamic ads).
- Based on IBHS goals, correct objective should be chosen (awareness, consideration, conversion).
- Important to always keep in mind the correct ad formats for chosen ad.
- IBHS should have up-to-date target audience specs.
- Experiment and test ads on campaign manager to view/compare metrics.
- For thought-leadership content on LinkedIn sponsorship is case-by-case, which will vary. Only the most important announcements that IBHS would want more attention for or high level announcements should be considered for an ad.
 - For example, Roy announcing a brand new research sector at IBHS or a significant investment from a Member/donor/partner.

NOTABLE UPDATES ON LINKEDIN



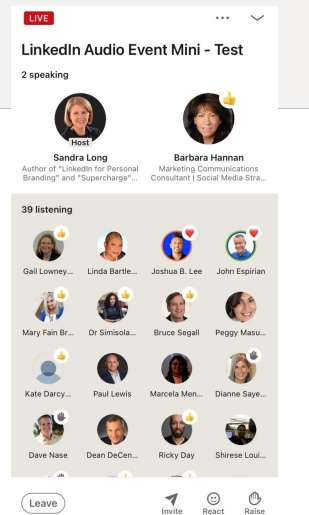
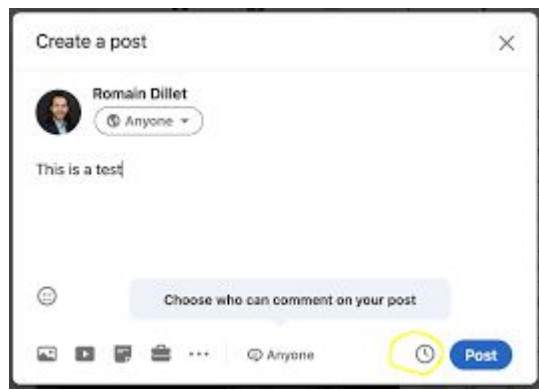
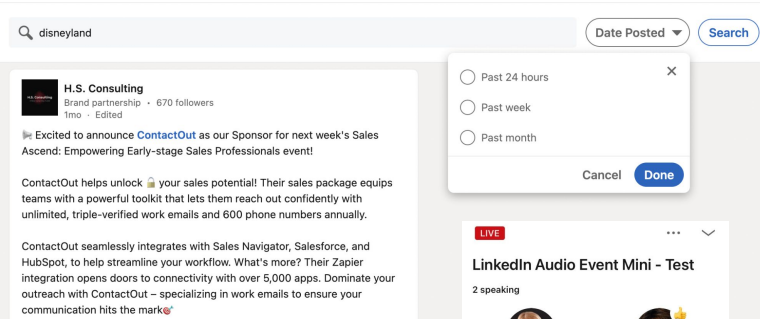
Notable platform updates

- LinkedIn has added a new feature, Brand Partnerships Search, which allows users to search for posts by LinkedIn creators who have been tagged with the Brand Partnership Label. This would, for example, be helpful to discover potential creators for partnerships and insights into competitors' or Member competitors' activities. Essentially, it's a library where anyone can search through all sponsored content on LinkedIn.
- Brands can pre-publish content within LinkedIn up to 3 months in advance.
- LinkedIn launched Audio Events, which are audio-only, live conversations that allow brands to interact with audiences directly. This is a camera-free feature that would be great for a discussion like a panel with industry experts, informal Q and A's, or even career related events IBHS could host. This would be beneficial for less formal events.

LinkedIn Ad Library

Brand Partnerships

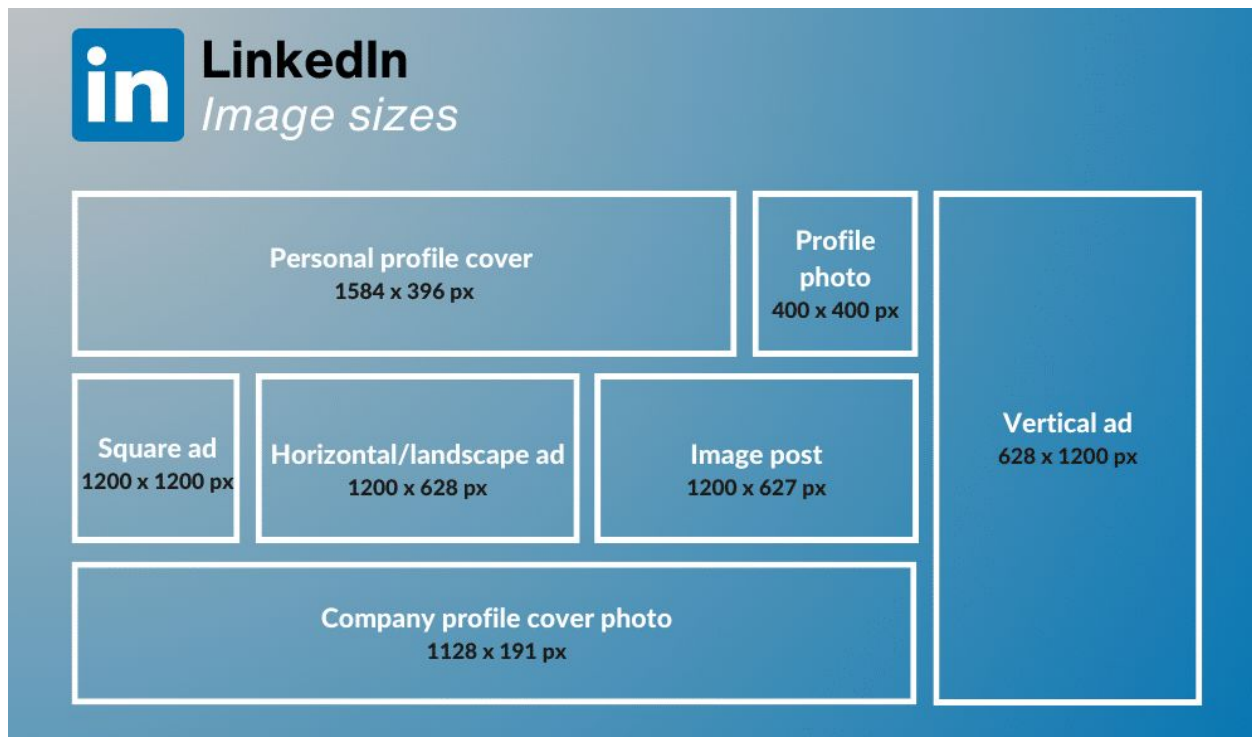
LinkedIn creators can label when their organic posts contain brand partnerships, to signal they have a relationship with the brand. Use this tool to search posts creators have marked as brand partnerships.



LINKEDIN RECOMMENDED RATIOS



LinkedIn recommends the following format ratios for organic and paid activities on the platform.



IBHS'S PROFILES ON THE SOCIAL WEB: X (TWITTER)

X CONTENT



Once a dominant player in the social media landscape, microblogging platform Twitter – now X – has experienced a number of significant changes in recent years, many of which have left its community of users questioning its relevance as a news-sharing and brand-building tool.

Despite the ongoing decreases in X’s number of monthly active users, we still believe the platform can provide some level of value, especially to the brands and organizations that have invested the time and energy to build communities. That said, we do recommend a 20% reduction in the number of posts published and a careful analysis of the impact of that decision before we determine the very best approach.

At present, we see an opportunity for IBHS to “make the most” of its presence on the platform and use it to organically share updates, though with a significantly reduced cadence.

On the pages that follow, we’ve outlined additional perspectives to be considered in the near-term.



X BEST PRACTICES



Embrace X

Numerous updates designed to enhance user experience are reportedly in the works. Abandoning the platform could result in losing equity and any achieved momentum. Being aware and understanding X's new and emerging features will be essential and will give IBHS the opportunity to adapt its strategy (and the role assigned to the channel) accordingly.

Post visual content

Essential to captivating and attracting followers, image- and video-based content tends to receive more engagement and is favored by the platform's algorithm. Demos, behind-the-scenes glimpses, infographics, and short-form videos that highlight expertise tend to perform best of all.

Partner with influencers

Investing in partnerships with influencers on X who align with IBHS's mission, values, and target audience can help the organization increase its visibility and reach. Focus on authenticity, transparency, amplifying brand messages, and generating valuable leads.

X BEST PRACTICES (CONT.)



Leverage X's advanced search features

Increasing the likelihood of “discovery” on X requires mastery in keyword optimization. Because users search by brand/organization name, location, keyword, hashtag, and sentiment, it’s important that IBHS approach its efforts on X as it would a search engine.

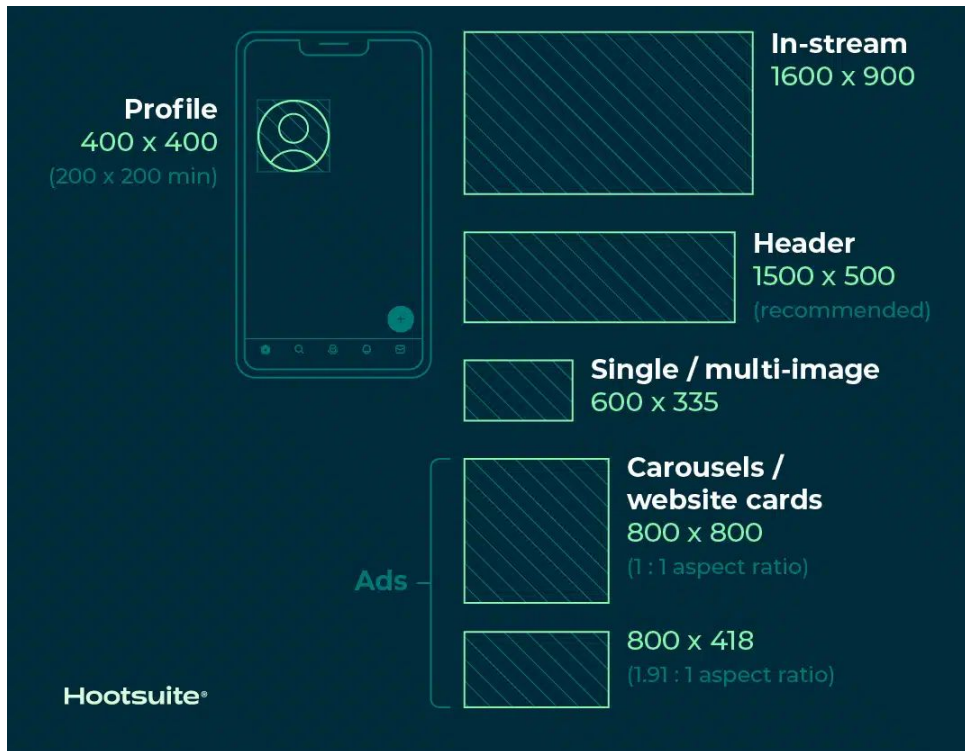
Engage with followers

Engagement remains the #1 key performance indicator across social networks, including X. Interacting with followers and promptly responding to their queries – be they comments, messages, or mentions – remains a best practice, so engage in conversations, retweet relevant content, and participate in chats to show your commitment to your community, build trust, and foster a loyal follower base.

X RECOMMENDED RATIOS



X recommends the following format ratios for organic and paid activities on the platform.



IBHS'S PROFILES ON THE SOCIAL WEB: YOUTUBE

YOUTUBE CONTENT & BEST PRACTICES



Platform Specific Content

Format considerations:

- Long form videos should be shot in a 16:9 ratio; Shorts should be shot in a 9:16 ratio.

Long-form Video:

- Use branded Logo/Intro footage to help viewers recognize IBHS.
- Customize IBHS thumbnails with a simple logo and make sure it's added to the corner of the image at a 16:9 ratio (avoid right bottom corner because that's where YouTube displays the video length and the IBHS logo would be blocked). Recommended to use contrast colors to make IBHS stand out.
- Focus on SEO friendly titles and keywords that users are searching for in regards to industry topic.
- Include a call to action and test location of the CTA to see what performs best for IBHS.
- Customize end screen to offer viewers more videos to watch.
- Longer videos need to tell a story. They have to keep the viewer intrigued enough to keep watching - videos should be between 6-8 minutes but ideally not longer than 10 minutes.

Shorts:

- Keep videos appropriate length to make easy, digestible content.
- Optimize titles of IBHS YouTube Shorts. Limit characters to 50-70 and use relevant hashtags.
- Make relevant content, from a quick hail simulation, tips, or how-to's, short but informative.
- Record in vertical format, (unlike regular long-form videos).
- Consistency is key for Shorts success.



YOUTUBE CONTENT & BEST PRACTICES



Links:

- Shorts are often not shared to other platforms (usually it's content being reposted from other platforms, so it's not needed to reshare) but longer video content should be shared on other platforms. It is recommended to share a link on FB/IG stories, and a post on X for longer videos only. Be mindful of the platform (so IBHS doesn't bombard its audience with the same content more than once on any platform unless necessary).

Paid Social Considerations

- Like with other social channels, the best strategy focuses on using paid and organic tactics in tandem to reach brand objectives. YouTube allows users to leverage various ad formats and targeting to reach campaign goals.
- Potential YouTube ad formats: Skippable in-stream ads, Non-skippable in-stream ads, Bumper ads, In-feed video ads, Masthead ads, Responsive display ads (FYI: YouTube TV only has Non-skippable in-stream ads and Bumper ads).
- Campaign goals: Sales, Leads, Website traffic, Product and brand consideration, Brand awareness and reach.
- Targeting: Keywords, Audiences, Locations, Topics, Devices, Remarketing.

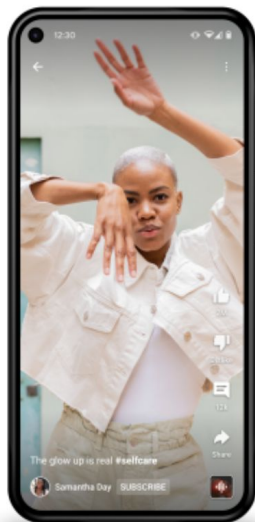
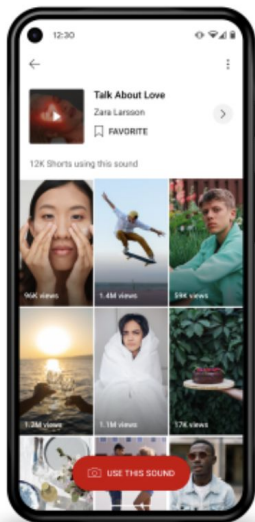
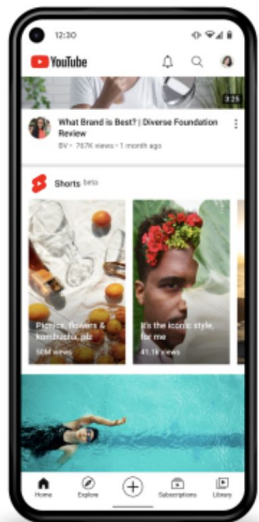
Notable platform updates

- Stories were taken off of YouTube so it can focus on other content segments such as Shorts. This feature was available since 2013 to accounts with over 10K subscribers, YouTube believes Shorts deliver more valuable audience connections and conversations over Stories.
- Consumers can listen to podcasts in YouTube music regardless of membership status (this is helpful to know since sometimes there are podcast collaborations between industry members).
- YouTube announced it is disabling all its video recommendations for users who have their watch history turned off, for those who may not want to be bothered by a sea of suggested videos.
- YouTube continues to invest in its live-product offerings, such as recently rolling out a new channel guide redesign.

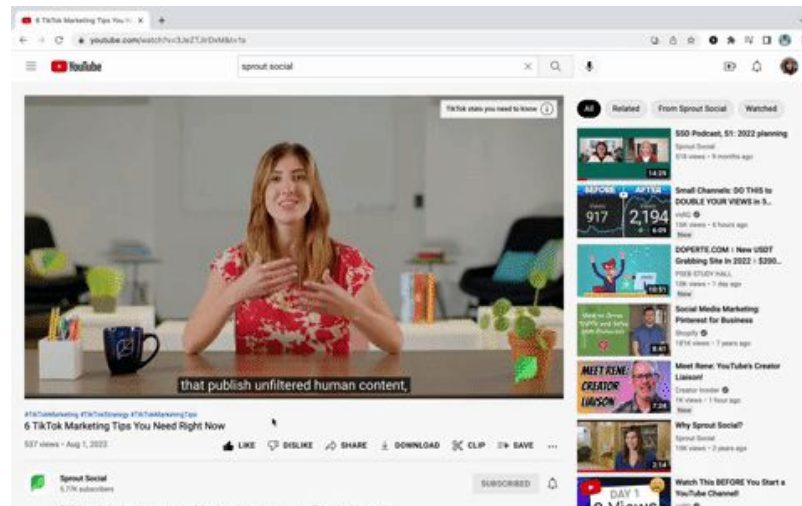
YOUTUBE VIDEO FORMATS



Shorts vs Long Form Video Examples



Shorts



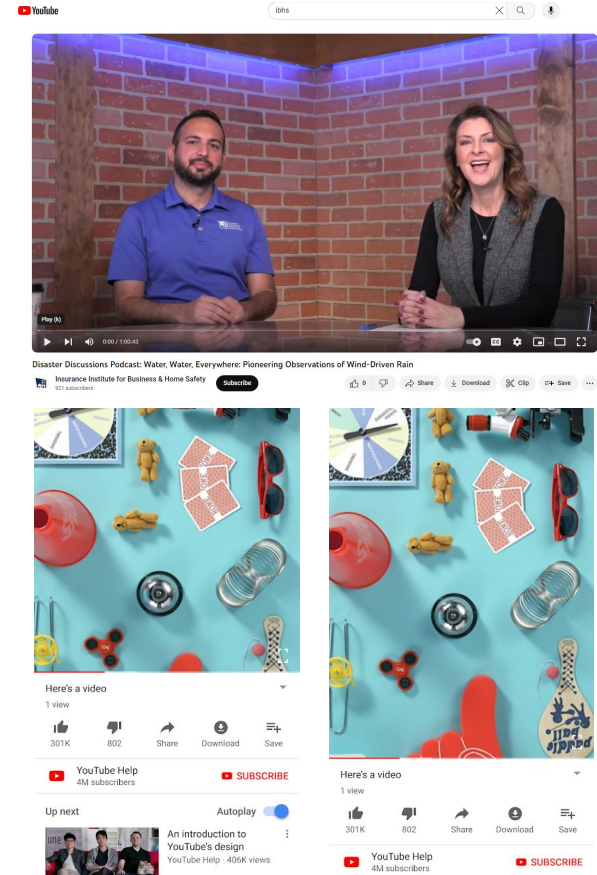
Long Form Video

YOUTUBE RECOMMENDED RATIOS



YouTube recommended video aspect ratios. For continued updates, check the [YouTube Help Center](#).

- The standard aspect ratio for YouTube on a computer is 16:9. If your video has a different aspect ratio, the player will automatically change to the ideal size to match your video and the viewer's device.
 - For some video and device aspects ratios like 9:16 vertical videos on computer browsers, YouTube may add more padding for optimal viewing. The padding is white by default, and dark gray when Dark theme is turned on.
- The YouTube app for iPhone and iPad automatically adapts the player to the size of the video. Whether it's vertical, square, or horizontal, the video will fill the screen. The vertical (portrait) video player matches the aspect ratio of the video - getting taller for square and vertical videos, and shorter for widescreen videos.



YOUTUBE AD FORMATS



YouTube Ad Formats

YOUTUBE AD FORMATS

A screenshot of a YouTube video player showing a red circular overlay with the number '5' and a 'Skip Ad' button. The video player interface includes a progress bar, volume icon, and a list of suggested videos on the right.	A screenshot of a YouTube video player showing a red circular overlay with the number '6'. The video player interface includes a progress bar, volume icon, and a list of suggested videos on the right.	A screenshot of a YouTube video player showing a red play button in the center of a video frame. Above the video frame, there are several small icons representing different ad formats.
Skippable in-stream	Bumper	Outstream
A screenshot of a YouTube video player showing a red circular overlay with the number '15'. The video player interface includes a progress bar, volume icon, and a list of suggested videos on the right.	A screenshot of a YouTube video player showing a red play button in the center of a video frame. Below the video frame, there are several small icons representing different ad formats.	A screenshot of a YouTube video player showing a red play button in the center of a video frame. Below the video frame, there is a search bar with the Google logo and a list of suggested videos.
Non-skippable in-stream	In-feed	Masthead

COMMUNITY ENGAGEMENT

COMMUNITY ENGAGEMENT

Social media communication is a two-way street. It is crucial to have an established community engagement program for building strong relationships and positive brand reputation. IBHS should be prepared to dialogue and engage, when appropriate, with social audiences. This includes being available as a resource for questions, feedback and assistance.

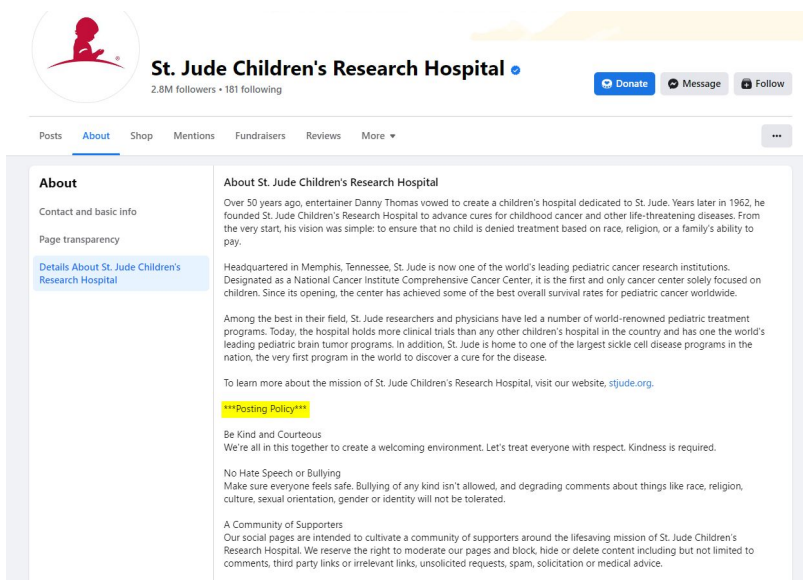
As mentioned in the tone guidelines, IBHS and FORTIFIED social media posts should reflect that of a helpful and approachable subject matter expert. This is also true for social media engagement. Below are topline best practices:

- Be consistent. Do not give varying answers to the same question based on who is asking it.
- Customize the response or engagement to address the individual situation/interaction.
- Respond in a timely manner. Social media moves quickly and users expect to receive responses within 24 hours.
 - Timeliness is also important to keep in mind when jumping in on a trending topic or conversation. Move quickly or risk missing the moment.
- Be helpful. If IBHS does not have the answer or specific resource someone is looking for, try to still provide value and point them in the right direction.
- Be human. Social users want to know they are interacting with a real person - avoid using responses that feel automated or robotic.
- Personalize when possible. If there is a question related to a specific IBHS research group or industry expert and the individuals provide information, consider including credit to them in the response.
- Be transparent and publish clear social guidelines for the IBHS online community, where applicable, to safeguard the page in the instance that a user needs to be restricted from the page or from interacting with other community members.
 - See the following slide for further recommendations.

COMMUNITY ENGAGEMENT

Consider posting social guidelines in the “About” section of the IBHS and FORTIFIED Facebook pages. This section should also include a more detailed explanation of the organization/program and the important value they provide.

- Develop a customized version of the following:
 - “Our goal is to promote a cordial, helpful and educational environment, and we ask that you respect the views and opinions expressed by others in the community. These views do not necessarily reflect the views and opinions of the Insurance Institute for Business & Home Safety. We reserve the right to remove offensive, inappropriate or off-topic comments, or content that otherwise violates Facebook’s Terms of Use (<http://www.facebook.com/terms.php>). Users who harass others, or repeatedly violate our community guidelines, will be blocked from participation.”



The screenshot shows the Facebook profile for St. Jude Children's Research Hospital. The profile picture is a red silhouette of a child. The name is "St. Jude Children's Research Hospital" with 2.8M followers and 181 following. Navigation buttons for "Donate", "Message", and "Follow" are visible. The "About" tab is selected, showing a detailed description of the hospital's history and mission. A yellow highlight is placed over the "About" tab in the navigation bar.

About

About St. Jude Children's Research Hospital

Over 50 years ago, entertainer Danny Thomas vowed to create a children's hospital dedicated to St. Jude. Years later in 1962, he founded St. Jude Children's Research Hospital to advance cures for childhood cancer and other life-threatening diseases. From the very start, his vision was simple: to ensure that no child is denied treatment based on race, religion, or a family's ability to pay.

Headquartered in Memphis, Tennessee, St. Jude is now one of the world's leading pediatric cancer research institutions. Designated as a National Cancer Institute Comprehensive Cancer Center, it is the first and only cancer center solely focused on children. Since its opening, the center has achieved some of the best overall survival rates for pediatric cancer worldwide.

Among the best in their field, St. Jude researchers and physicians have led a number of world-renowned pediatric treatment programs. Today, the hospital holds more clinical trials than any other children's hospital in the country and has one of the world's leading pediatric brain tumor programs. In addition, St. Jude is home to one of the largest sickle cell disease programs in the nation, the very first program in the world to discover a cure for the disease.

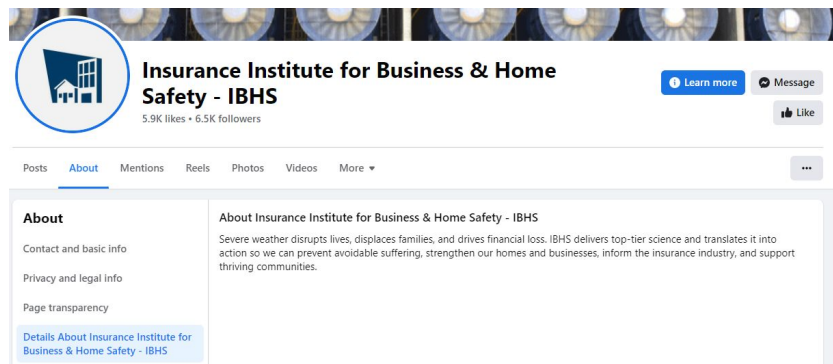
To learn more about the mission of St. Jude Children's Research Hospital, visit our website, stjude.org.

*****Posting Policy****

Be Kind and Courteous
We're all in this together to create a welcoming environment. Let's treat everyone with respect. Kindness is required.

No Hate Speech or Bullying
Make sure everyone feels safe. Bullying of any kind isn't allowed, and degrading comments about things like race, religion, culture, sexual orientation, gender or identity will not be tolerated.

A Community of Supporters
Our social pages are intended to cultivate a community of supporters around the lifesaving mission of St. Jude Children's Research Hospital. We reserve the right to moderate our pages and block, hide or delete content including but not limited to comments, third party links or irrelevant links, unsolicited requests, spam, solicitation or medical advice.



The screenshot shows the Facebook profile for Insurance Institute for Business & Home Safety - IBHS. The profile picture is a blue circle containing a white house icon. The name is "Insurance Institute for Business & Home Safety - IBHS" with 5.9K likes and 6.5K followers. Navigation buttons for "Learn more", "Message", and "Like" are visible. The "About" tab is selected, showing a detailed description of the organization's mission and a posting policy.

Insurance Institute for Business & Home Safety - IBHS

5.9K likes • 6.5K followers

About

About Insurance Institute for Business & Home Safety - IBHS

Severe weather disrupts lives, displaces families, and drives financial loss. IBHS delivers top-tier science and translates it into action so we can prevent avoidable suffering, strengthen our homes and businesses, inform the insurance industry, and support thriving communities.

*****Posting Policy****

EVENTS

SUPPORTING EVENTS

This section should be viewed as general guidelines to consider when approaching an event, but it is not one size fits all. Use only what is applicable based on the individual event goal, audience and desired format.

Determining the cadence and format of events, whether in-person, virtual or social media-hosted, is dependent on the business case and specific event outcome desired.

Consider:

- What is the goal of this event?
- Who is the intended audience/ where are they most engaged and receptive?
- What is the best format for IBHS/FORTIFIED to communicate the event message?
 - Is the message best received via visual demonstration?
 - Is the goal relationship building, and does this audience expect that to be an in-person interaction?
 - Can more of the target audience be reached through a virtual or social media-hosted event?
 - Is there a partner or other key stakeholders included in the event that require a certain format?
 - Is attendee participation encouraged and does the format in consideration allow for that?

SUPPORTING EVENTS (CONT.)

Social media is a key component of driving event awareness and attendance. Attendees today expect to receive event communication via social media channels and have the opportunity to ask questions, share feedback and engage with event hosts and like-minded community members pre-, during and post-event. A strategic social media marketing campaign helps reach new and existing audiences and can be an extremely valuable tool for IBHS's expansion into new markets.

Creating a customized event campaign begins with identifying the goal and which IBHS audience(s) the event is intended.

Once the goal and the audiences have been determined, the next step is to narrow in on where these audiences are most active on social media, what types of content they interact with and the content format most preferred (images, video, text etc.). This will help determine the right platform and creative format to utilize for promoting event awareness and attendance.

- I.e., utilizing more consumer-leaning platforms like Facebook and Instagram will be effective for increasing interest in consumer-focused events, whereas LinkedIn will be a more effective platform for reaching industry professionals, or future IBHS employees.

SUPPORTING EVENTS (CONT.)

Consider the below tactics for pre-event social media marketing:

- **Activate influencers:** Consider partnering with relevant influencers to help promote the event. For IBHS, this can include industry leaders, subject matter experts, key research professionals participating in the event, members of partner organizations involved in the event or traditional influencers who are attending or have a relationship with the event topic.
- **Paid social promotions:** Ad campaigns allow for refined targeting across demographics, locations, interests and preferences to best reach the intended audience, a crucial component of social event marketing. Consider testing different messages and creative with paid media to determine which event ad resonates best with your intended audience. Once determined, divert the remaining paid funds to the highest performing ad(s) for the remainder of the campaign.
- **Communicate key dates/reminders:** Plan ahead for deadlines, announcements and reminders to be included in social media content leading up to the event. This is not only a good way to keep attendees informed, but communicating clearly, thoughtfully and often about upcoming deadlines and event opportunities can help convert audience targets that are on the fence.
 - **Pro-tip:** for best results from social media, make the event attendance response as simple as possible. If IBHS is driving users off of social media to register, make sure the form is mobile compatible and easy to complete.

SUPPORTING EVENTS (CONT.)

Consider the following tactics for during- and post-event social media marketing:

- **Monitor during + post-event content:** Depending on the event type and platform, it may be helpful to establish an event hashtag for users to include when sharing content from the event. While successful in the past, there has been an uptick in ephemeral content sharing and attendees may be more likely to tag IBHS associated handles in real-time content. Monitor story tags and opportunities for sharing user-generated-content during and post event.
- **Capture content on-site at the event for use afterward:** Create a shot-list of high impact content that can be captured at the event and used on social media at a later time - both to promote future events and demonstrate the value of ongoing IBHS programs. Event imagery and video can become cluttered with background distractions. Identify opportunities for clean shots that focus on the desired subject/subject matter and set aside time for separate capture opportunities before and after the event. If filming on an iPhone, consider where the content is most likely to be shared and adjust to reflect formatting parameters, (quality, asset type, ratio, etc.).
- **No “had to be there” mentality:** There may be valuable content to share *during* the event like behind-the-scenes shots, notable updates for attendees or real-time takeaways for audiences at home, but it is important to remember the perspective of the online audience. Share context with the content to ensure all viewers have a clear understanding of what is being demonstrated. Lean into platform tools like polls, text-overlay and on-screen dictation to create a more engaging experience.

SUPPORTING EVENTS (CONT.)



DON'T share content that only demonstrates IBHS hosted or attended an event without considering the value add for at home audiences.



DO “show and tell” the purpose of an event or live demonstration by providing context of what the event showcases, and what the key takeaways are, to provide value to the broader audience.



This video showed IBHS Members engaging with demonstrations at the IBHS Research Center but did not provide value-add takeaways or additional educational context for the broader audience at home.



This video provided visual, audio and text-overlay context to demonstrate the purpose of the event and conveyed valuable tips for audiences at home to achieve a Wildfire Prepared Home.

Future consideration: avoid segmenting the event content into multiple videos. More effective storytelling is to have one complete, short video that shows the before, during and after of a demonstration without users having to find the [follow-up content](#).



EXECUTIVE VISIBILITY

EXECUTIVE VISIBILITY: GENERAL

To raise visibility for the organization and as the names, faces, and experts behind IBHS, many of our leaders use social media platforms like X (Twitter), LinkedIn, YouTube, and others to provide organizational updates, share news, offer their perspectives, and connect with partners and other stakeholders.

Leveraging a mix of corporate and personal profiles, there are many benefits to using these channels to generate awareness and garner exposure for themselves as experts and IBHS.

Some of these include:

Reaching large audiences. With billions of active users worldwide, social media platforms offer IBHS's leaders the opportunity to connect with potential clients, partners, and employees around the world.

Building relationships with stakeholders. By sharing their insights, expertise, and personalities through posts, IBHS's leaders have the opportunity to build trust and rapport and create human connections with the audiences that impact and support the organization.

Promoting thought leadership. Through content posted on social media, IBHS's leaders can reinforce their positions as experts in the field.

EXECUTIVE VISIBILITY: GENERAL (CONT.)

Generating leads. IBHS's executives can use social media to promote the organization's products and designation programs, inspiring home and business owners to take action to reduce their risk and influencing other stakeholders and potential partners and talent.

Personal brand-building. By using social media to highlight their expertise, showcase accomplishments, and provide perspectives that only they can, IBHS's leaders can create a positive image of themselves and our organization.

Networking. Posting on social media also helps leaders connect with reporters/traditional media. This happens often around IBHS research, for example with Dr. Ian Giammanco.

CHANNEL APPROACH

X (Twitter)

Having undergone significant changes in recent months, X (Twitter) is among the channels used by industry leaders to raise their executive profiles, track and share news, and connect with audiences. A powerful platform for reaching audiences on a global scale, X can also be a challenging platform to navigate.

EXECUTIVE VISIBILITY: GENERAL (CONT.)

Following are considerations as IBHS's leaders use X for executive branding and visibility:

- Can you confirm your target audience(s) is/are still actively using the platform?
- What do you hope to achieve by using X? Twitter had long been recognized as a platform for lead generation; does the same hold true for X?
- How much time and/or content is needed to maintain an active presence on X? A steady cadence of tweets (as many as 3 per day, or 21 times per week) was once recommended; today, most individuals, corporation, and organizations are posting approximately 2 times per day, or 14 times per week, and monitoring closely before increasing or reducing cadence.

LinkedIn

As social media's largest professional social network, LinkedIn has been proven effective for individuals, companies, and organizations seeking to build authority across a myriad of industries. This has been a strong platform for IBHS to communicate with stakeholders, including leaders from Member companies and others in the resilience community.

In the wake of what several critics have referred to as "Twitter's meltdown," many users have assessed and adjusted their approaches to LinkedIn, publishing long-form content to elevate their positions as "experts," engaging with followers more regularly, and even creating groups.

EXECUTIVE VISIBILITY: GENERAL (CONT.)

Given the strengths of each platform and the personal preferences of IBHS's leaders to use one or both to further their objectives, pitting one against the other would not be a sound approach. Rather, both warrant careful monitoring to determine which is more effective going forward.

Followed are some thoughts to consider:

- Twitter is faster.
- LinkedIn has better organic reach.
- Twitter is still popular in the world of B2B marketing.
- LinkedIn is professionally-focused.
- Twitter is better for virality.
- LinkedIn's promoted content is easier to find on main feeds.

IBHS's leaders don't have to choose between LinkedIn and Twitter – if generating leads or driving traffic to the IBHS website is still a goal, Twitter may be a good fit. If, however, an IBHS leader's goal is to build relationships with other executives or thought leaders, LinkedIn may be a more effective platform.

EXECUTIVE VISIBILITY ON LINKEDIN



In our continued effort to increase visibility and strengthen the IBHS brand, one of the strategies we have adopted is to build a strong and unified organizational and executive presence on LinkedIn, the world's largest professional social network.

This is important because it:

- Gives IBHS and our leaders a platform to publicly share insights, perspectives, and advice.
- Leverages “thought leadership” to build our credibility as industry experts.
- Allows us to control our professional narrative online and shape our reputation.
- Establishes authority through a steady cadence of valuable content and engagement that highlights our executives’ expertise on key topics, trends, and best practices.
- Increases the likelihood of being “discovered” within a vast community of professionals and other prominent executives on the platform.
- Nurtures and amplifies our relationships with peers, partners, media, IBHS Members and current and prospective Members.
- Supports our efforts to attract top talent to our organization by highlighting our culture.
- Provides a channel to share our news, vision, and “wins” to build confidence within our industry.

EXECUTIVE VISIBILITY ON LINKEDIN (CONT.)



Anne Cope @AnneCopeIBHS · Apr 25

#DYK science can help better prepare your home for #hurricane season? Break the cycle of loss from severe weather and use @IBHS_org's Hurricane Ready guide to get started before June 1. [Hurricane-ready.org](https://www.hurricane-ready.org)



4 4 272



Anne Cope @AnneCopeIBHS · May 1

Today, @IBHS_Org recognized a milestone of 50,000 designated properties meeting the @FORTIFIEDhome standard. 50,000 families with the peace of mind that comes from resilience! Way to go, team!

2 7 217



Royster Wright @roysterwright · Aug 9

We cannot narrow the path of damage from #SevereWeather without modern #BuildingCodes.

@IBHS_org and @CoreLogicInc found modern codes reduce mortgage delinquencies by 50% post-hurricane, keeping families in their homes.

Building codes were once just the purview of life safety...
[Show more](#)

**50%
DECREASE**
IN THE EXPECTED SPIKE
OF MORTGAGE
DELINQUENCIES IN
HOMES WITH
MODERN
BUILDING
CODES

Insurance
Institute for
Business &
Home
Safety

CoreLogic

8 13 1.3K

EXECUTIVE VISIBILITY ON LINKEDIN (CONT.)



Roy Wright • 1st

Resilience Leader in the Insurance Industry | CEO @ Insurance Insti...
3mo • 📍



Building codes were once just the purview of life safety. Yet we see that they provide clearly reduce the disruptions disasters bring to our lives. Modern building codes — during the 2007-present code era — are essential to reduce the impact of severe weather.

Insurance Institute for Business & Home Safety - IBHS and CoreLogic found when building codes are strong and effectively enforced, families have a better chance of keeping their homes in the aftermath of a storm.

#BuildingCodes #weather #NaturalDisasters #WeatherDisasters #IBHS

View the full study at <https://lnkd.in/gDvZjzQk>.



Can Modern Building Codes Impact Mortgage Delinquency After Hurricanes?

corelogic.com • 5 min read

👍👍 You and 107 others

14 comments • 15 reposts



Anne Cope (She/Her) • 1st

Chief Engineer at Insurance Institute for Business & Home Safety
6mo • 📍



It is a good day for resiliency, and a reminder to keep striving for more. 50,000 families have the peace of mind that comes from knowing they live under a Fortified Roof. So encouraging to hear some of their stories in the video!



Insurance Institute for Business & Home Safety - IBHS

4,839 followers
6mo • 📍

Celebrating 50K Designations: Regional and state officials joined the Insurance Institute for Business & Home Safety today in #Alabama to recognize a significant milestone in the effort to help communities reduce the cycle of loss caused by severe weather at an event marking 50,000 FORTIFIED designations. Learn more at <https://lnkd.in/gAxJk6M>. #FORTIFIED #FORTIFIEDHome.



FORTIFIED Celebrates 50,000 Designations

👍👍 You and 26 others



Anne Cope (She/Her) • 1st

Chief Engineer at Insurance Institute for Business & Home Safety
6mo • 📍



The traditional start of #hurricane season is about a month away. It's an important reminder that only one storm can wreak havoc on your home. In fact, the wind and rain of #HurricaneIan caused \$112.9 billion in damage last year. Make sure you're prepared ahead of June 1 with science-based guidance from the Insurance Institute for Business & Home Safety - IBHS Hurricane Ready guide. [Hurricane-ready.org](https://www.hurricane-ready.org)



👍👍 You and 46 others

2 comments • 4 reposts

EXECUTIVE VISIBILITY ON LINKEDIN (CONT.)



Content Strategy

As we consider the role IBHS leaders' LinkedIn presence plays in this ongoing effort, there are many opportunities to explore. These include, but are not limited to:

- Ensuring all IBHS executive profiles include compelling professional summaries that highlight each leader's core area(s) of expertise, leadership philosophy, and contributions to the industry.
- Elevating their accomplishments, awards, honors, and recognition (including media mentions) in real time.
- Establishing a publishing cadence and posting long-form entries that focus on industry insights, leadership lessons, and career advice. Note: including photos, videos, and other assets (i.e., reports or presentations) is a best practice and increases our chances of being found and seen. Recommended frequency: 2-3 times per month.
- Initiating (or participating in) conversations through thoughtful comments that offer unique value-driven perspectives. Recommended frequency: 3-5 times per week.
- Joining relevant high-visibility LinkedIn Groups and actively engaging in discussions that demonstrate subject matter expertise and thought leadership. Note: target groups to be determined.
- Defining a "follow" strategy, for IBHS and its leaders as a means of increasing followers and staying "current." Potential candidates include company pages, media outlets, and industry influencers. Recommended: invite and/or follow 5-10 new profiles per month.

PROMOTING & RECAPPING EVENTS



IBHS's leaders participate in a broad range of meetings and speaking engagements each week. To elevate their visibility in conversations that continue after these events, we recommend the following:

- Thank organizers and attendees and show appreciation for the opportunity to speak and build relationships with potential clients and partners.
- Share key takeaways and reinforce points of view to provide value to followers.
- Promote and share resources delivered and/or discussed during the event. These could include, but are not limited to, links to slides, company collateral, blog posts, and content co-created with partners.
- When available, use event-related hashtags to help interested individuals, not just personal followers, discover posts.
- When appropriate, “tag” other speakers and attendees in posts. This will help to create a sense of community and engagement around the event.

PROMOTING & RECAPPING EVENTS



Some additional tips for encouraging engagement with event-related content include:

- Be timely and post as soon as possible following an event to help keep “hot topics” fresh in people’s minds.
- Incorporate visual content (images and videos) to capture attention.
- Use image captions (or video descriptions) to inform, educate, and invite followers to delve deeper (i.e., encourage them to “learn more” by clicking a direct link to an IBHS website for longer-form content).
- Respond to comments and questions. Engaging with your followers demonstrates that you care about what they have to say and strengthens social relationships.

PROMOTING & RECAPPING EVENTS



Following are examples of social media posts that could be shared after a speaking engagement or event:

X/Twitter

Thank you to the organizers and attendees of the [conference name] for a great event! I enjoyed sharing my insights on [topic]. Here are some key takeaways: [link to blog post or slides]. #conference #topic #industry

LinkedIn

I'm grateful for the opportunity to have spoken at the [conference name] today. I enjoyed sharing my insights on [topic] with such a knowledgeable and engaged audience. Here are some key takeaways: [link to blog post or slides]. #conference #topic #industry

PROMOTING & RECAPPING EVENTS



Executive presence in social media can also be used to promote upcoming events. This is a great way to generate buzz, build excitement, and encourage attendance. Following are examples of social media posts that could be used for this purpose:

X/Twitter

I'm excited to announce I'll be speaking at the [conference name] on [date]! I'll be sharing insights on [topic]. Register today to learn more: [link to registration page]. #conference #topic #industry

LinkedIn:

I'm excited to share that I'll be speaking at the [conference name] on [date]! I'll be offering insights on [topic]. I'm looking forward to a lively discussion and connecting with other professionals in the industry. Register today to learn more: [link to registration page]. #conference #topic #industry

EMPLOYEE SOCIAL GUIDELINES

EMPLOYEE SOCIAL GUIDELINES

Designed to protect the Insurance Institute for Business & Home Safety's reputation, while promoting its news and mission, IBHS encourages employees to engage on social media to the degree they are comfortable following the organization's Social Media Guidelines. Employees should be aware that their actions on social media can have an impact on the organization, even if they are posting from their personal accounts.

As such, some general social media guidelines for all IBHS employees to follow:

- **Act respectfully**
 - Avoid posting anything that is hateful, discriminatory, or offensive, and treat others with grace, kindness, and courtesy, even when you disagree with them.
- **Ensure accuracy**
 - Always confirm information you're sharing is accurate and up-to-date. If you are unsure about something, don't post it.
- **Be transparent**
 - When posting about your experiences "in the office," always be transparent about your affiliation with IBHS, whether you're speaking on behalf of the organization or sharing your own personal opinions. Using #employee is a best practice when posting to show your affiliation.
- **Be mindful of privacy and confidentiality**
 - Never share any proprietary or confidential information about IBHS (or its partners) without prior approval.
- **Behave professionally**
 - Avoid posting anything that could damage IBHS's reputation or work.

EMPLOYEE SOCIAL GUIDELINES (CONT.)

In addition to serving as a platform for sharing and amplifying news, IBHS's social media presence can also be used as a channel for increasing exposure through employee-driven advocacy.

The benefits of having employees regularly engage in this manner include:

Extended reach: When employees leverage their own social networks to engage with and/or share our content, it is more likely to be seen by their friends, family, and colleagues, some of whom might be interested in our research, guidance, stories, employment opportunities, and more. When IBHS employees engage with and/or share content, they are helping to drive traffic to IBHS websites, generate leads, increase awareness for our brand and designation programs, and make us more visible to potential customers, partners, and talent.

Enhanced credibility and authenticity: IBHS's employees are often seen as trusted sources of information about the organization, so when they engage with and/or share our content with their own networks, they are adding to its impact by making it more credible and persuasive.

Elevated thought-leadership: Provided they avoid sharing sensitive and/or proprietary information, all IBHS employees are encouraged to use their social media profiles to share their own insights and expertise on topics related to the work they and/or we do. This can contribute to ongoing efforts to reinforce IBHS's position of leadership in the insurance industry as we work to attract new customers, partners, and talent.

AI & SOCIAL MEDIA

AI & SOCIAL MEDIA BEST PRACTICES

Having already made its mark on the world of social media management, tools powered by Artificial Intelligence (AI) will continue to transform the landscape, giving rise to a broad range of possibilities and practical use cases. From automating repetitive tasks, to planning and optimizing campaigns, creating enhanced reports, and serving as “assistants” in communications and the development of copy-, image-, and video-based content, these tools will change the way we work.

As we consider the implications these services will have on IBHS’s ongoing social media efforts, it’s important that we recognize their benefits and how they can be used responsibly and ethically, as well as in compliance with all applicable laws and regulations. Here and on the slides that follow, and in full recognition that this is a space that is evolving rapidly and dramatically, following are some best practices to keep in mind.

When using AI-powered tools:

- **Carefully review all generated content before posting**

While AI tools can create text, images, and videos, their outputs are never perfect and require “human” review to ensure they are accurate, relevant, and audience-appropriate.

AI & SOCIAL MEDIA BEST PRACTICES (CONT.)

- **Be transparent about AI usage**

Because audiences are often smarter than we give them credit for, it's important to communicate where and when AI has been used to generate content or facilitate an interaction (i.e., through chatbots, or similar models). This will help to build trust and credibility.

- **Monitor for feedback**

Should we elect to incorporate AI-powered technologies into our social media processes, it will be important that we carefully monitor for audience reactions, engagement, and feedback. These will help to steer our efforts, identify new use cases, and pinpoint areas for improvement.

- **Designate an AI champion(s)**

With specific regard to social media management, it's more than likely that AI is currently being used in some capacity. Its features are present in the planning and reporting tools being used, and (given the ubiquity of Generative AI offerings like ChatGPT, Dall-E, and so many others) may have already been used in our creative process. As we work to unlock the potential for these tools now and in the future, we might consider assigning the role of "AI Champion" and empower that individual (or individuals) to oversee ongoing experiments, monitor its use, and share updates and insights that could ultimately inform our social media strategy.

AI & SOCIAL MEDIA USE CASES

Playing an increasingly important role in social media marketing and management, artificial intelligence (AI) can be used by IBHS to automate simple tasks, personalize content, and – through the use of third-party tools – assist in audience targeting, performance optimization, and measurement and reporting.

In analyzing the current landscape, several examples of how AI is being used to save time, improve efficiency, and achieve better results for social media marketers and managers can be found. Applicable to IBHS and its overall efforts, these include:

- **Content creation:** Generative AI tools (i.e., Chat GPT, Bard, Dall-E, Midjourney, et al) can be used to generate “first draft” content (i.e., images, videos, captions) for posts. Though far from “final,” these outputs can help IBHS minimize the amount of time spent on “ideation from scratch” and expedite the content refinement process
- **Content curation:** AI can be used to “fast-track” the curation of high-quality, third-party content (i.e., from partners) that can be shared across IBHS’s various social media channels

AI & SOCIAL MEDIA USE CASES (CONT.)

- **Post scheduling:** IBHS currently uses Sprout Social's AI tools to front load content each month and to schedule its social media posts in advance. This helps IBHS ensure publishing consistency and aids in the creation of detailed reporting that exceeds platform-native capabilities.
- **Social media monitoring:** AI can be used to monitor social media for brand mentions, partner and competitor activities, and industry trends. This can help social media marketers "stay ahead of the curve," identify opportunities to engage, and hasten the response to any potential issues, should they arise. Currently, IBHS is using Sprout Social software.
- **Social media advertising** ("paid social"): AI can be used to target social media ads (i.e., boosted posts and sponsored content) to reach prospects based on a broad range of "filters" (i.e., demographic details, interests, and industries). This can help IBHS yield the best possible return from its efforts while reaching those who are most likely to be interested in its products or services.
- **Social media analytics:** AI can be used to track a variety of social media metrics, including reach, engagement, and conversions. This can help IBHS understand what's working, and what isn't.

MEASUREMENT & REPORTING

MEASUREMENT CONSIDERATIONS

As we consider measuring the impact of IBHS's social media efforts, there are a number of metrics to be considered. The focus of our ongoing reports and scorecards, these metrics will help IBHS understand the efficacy of its strategy, its levels of growth, its return on investment, and how engagement and other factors are driving the organization's visibility and continued growth in contrast to its business goals.

To provide structure to the metrics we'll track, we have segmented them into five categories:

1. Engagement metrics
2. Awareness metrics
3. Marketing metrics
4. Customer service metrics
5. Miscellaneous metrics (read: additional metrics to consider)

MEASUREMENT CONSIDERATIONS (CONT.)

ENGAGEMENT METRICS

(1.) Engagement rate will help IBHS understand how often its fans, followers, and subscribers interact with its content. Engagement metrics are important because they quantify your communities' interest in your posts and send 'signals' to the algorithms that can help to expand reach. Engagement metrics include:

Measuring engagement rate, which we believe to be IBHS's most important metric at this juncture, involves the analysis of the number of reactions, comments, and shares garnered by posts as a percentage of the total audience (i.e., IBHS's total number of Instagram followers).

Instagram post engagement rate benchmarks for:

- Education content: 2.03%
- Financial services content: 1.69%
- Government content: 1.96%
- Healthcare/Wellness content: 2.24%
- Travel/hospitality/leisure content: 1.73%

MEASUREMENT CONSIDERATIONS (CONT.)

(2.) Amplification rate is defined as the ratio of shares per post to the number of overall followers.

Amplification rate is calculated by dividing a post's total number of shares by IBHS's total number of followers and multiplying by 100.

Across platforms average amplification rate benchmarks include:

- Education content: 0.05%
- Financial services content: 0.06%
- Government content: 0.06%
- Healthcare/Wellness content: 0.08%
- Travel/hospitality/leisure content: 0.03%

(3.) Virality rate: measures how content is spreading exponentially.

Virality rate is calculated as a percentage of impressions rather than a percentage of followers.

MEASUREMENT CONSIDERATIONS (CONT.)

AWARENESS METRICS

The analysis of awareness metrics will help IBHS understand how many people are seeing its content and how much attention it's getting on social media. Awareness metrics include:

(4.) Reach or the number of people who see your content. A valuable subset of this metric is to look at what percentage of your reach is made up of followers vs. non-followers. If a lot of non-followers are seeing your content, that means it's faring well against the algorithms.

Across platforms, average 30-day reach benchmarks include:

- Education content: 273K
- Financial services content: 164K
- Government content: 497K
- Healthcare/wellness content: 170K
- Travel/hospitality/leisure content: 366K

MEASUREMENT CONSIDERATIONS (CONT.)

(5.) Impressions measure the number of times people saw your content and can be examined at the post- or profile-level. This will help IBHS understand the 'stickiness' of its content.

Facebook page impressions benchmarks (30 days):

- Education content: 374K
- Financial services content: 223K
- Government content: 646K
- Healthcare/wellness content: 223K
- Travel/hospitality/leisure content: 485K

MEASUREMENT CONSIDERATIONS (CONT.)

(6.) Video views is a challenging metric to track because each social network has its own determination for what constitutes a “view” (though most count 3-8 seconds of “watch time” as a “view”).

Instagram three-second video view benchmarks:

- Education: 192.77
- Financial services: 48.42
- Government: 1.1K
- Healthcare/wellness: 393.85
- Travel/hospitality/leisure: 259.28

(7.) Video completion rate measures the number of viewers who watched a clip to the end, this is a good indicator that you’re creating quality content that’s relevant to your audience. It also sends a strong signal to many social media algorithms.

MEASUREMENT CONSIDERATIONS (CONT.)

(8.) Audience growth rate: measures the number of new fans, followers, and subscribers over a specified period of time; typically calculated as a percentage of total audience.

For example, on Facebook audience growth rate benchmarks are reported as follows:

- Education: -0.81%
- Financial services: -0.72%
- Government: -0.32%
- Healthcare/Wellness: -1.64%
- Travel/hospitality/leisure: -2.65%

This, in our view, this is a reminder of the shift Meta (and the other platforms have made) toward an ad-supported, “pay-for-play” model.

MEASUREMENT CONSIDERATIONS (CONT.)

MARKETING METRICS

Marketing metrics track performance at the campaign-level and include:

(9.) Click-through rate (CTR) indicates how often people click a link in one of your posts to access additional content.

Click-through rate is calculated by dividing the total number of clicks generated by a post by the total number of impressions. To convert CTR to a percentage, multiply by 100.

(10.) Conversion rate measures how often your social content initiates the conversion process (or an “event” like a subscription, download, request for “more,” etc.). This important metric demonstrates the value of campaign efforts, organic and paid, in relation to your ‘funnel’.

(11.) Cost-per-click (CPC) calculates the amount of money paid for an individual click on a social ad; typically found in the analytics dashboards native to the social network where the ad is being run.

MEASUREMENT CONSIDERATIONS (CONT.)

(12.) Cost per thousand impressions (CPM): the cost paid for every thousand impressions of a social media ad; focused on views versus actions, CPM data can be imported from the platforms' native analytics dashboards.

CUSTOMER SERVICE METRICS

(13.) Average response time measures the length of time it takes for your team to respond to inquiries that come in through social channels.

(14.) Customer satisfaction (CSAT) score: measures how happy people are with your product or service; typically based on one, straightforward question: "how would you rate your overall level of satisfaction?"

MEASUREMENT CONSIDERATIONS (CONT.)

(15.) Net promoter score (NPS) measures customer loyalty and can predict future customer relationships.

NPS is based on one—and only one—specifically phrased question: “how likely are you to recommend our [company/product/service] to a friend?”

Typically deployed as a survey, customers are asked to answer on a scale of zero to 10. Based on their response, each customer is grouped into one of three categories:

- Detractors: 0–6 score range
- Passives: 7–8 score range
- Promoters: 9–10 score range

NPS is unique in that it measures customer satisfaction as well as the potential for future sales, which has made it a valuable, go-to metric for organizations of all sizes.

To calculate NPS, subtract the number of promoters from the number of detractors. Divide the result by the total number of respondents and multiply by 100 to get your NPS.

MEASUREMENT CONSIDERATIONS (CONT.)

MISCELLANEOUS METRICS

(16.) Social share of voice (SSoV) measures how many people are talking about your brand on social media compared to your competitors or peer group. Mentions can be: direct (i.e., tagged) or indirect (i.e., untagged). SSoV is, essentially, competitive analysis: how visible—and, therefore, relevant—is your brand in the market?

To calculate SSoV, add up every mention of your brand on social across all networks. Do the same for your competitors. Add both sets of mentions together to get a total number of mentions for your industry. Divide your brand mentions by the industry total, then multiply by 100 to get your SSoV as a percentage.

(17.) Social sentiment tracks the feelings and attitudes behind the conversation. When people talk about you online, are they saying positive or negative things?

Note: IBHS will be using Sprout Social to track sentiment surrounding a variety of factors including, but not limited to, the organization, its leaders, its posts, its partners, and its initiatives.

WHAT'S NEXT?

WHAT'S NEXT? (AS OF DEC. 4, 2023)

This section is to be updated monthly as new developments arise.

Social Media Platform Update:

Platform: X (Twitter)

- Content no longer accessible without logging in (or registering).
- Engagement analytics on quote tweets no longer available.
- “Circles,” a feature that would enable tweets to smaller groups of followers, discontinued.

Platform: Instagram

- New editing options added to “Reels” (undo/redo, crop, scale, rotate, zoom, preview, and rename).
- “Paid” (without ads) subscription option rolled out to EU, EEA, and Swiss users; ETA in U.S. n/a.
- Expanded availability of “Reminder” (i.e., to promote events or new product launches) ads.

Platform: LinkedIn

- Continued integration of AI to enhance offerings in learning, recruitment, marketing, and sales.
- Removal of carousel posts and profile videos to begin on 12/14.
- New features for healthcare professionals introduced; other industries “to come” in 2024.

WHAT'S NEXT? (AS OF DEC. 4, 2023)

Platform: TikTok

- U.S. judges blocks Montana from banning platform use in state.
- Report: nearly half of Americans flock to TikTok for news (source: [Pew Research Center](#)).
- Paywall features “in test” in China (ETA in the U.S. n/a).

Platform: Facebook

- Meta has blocked news from Canadian news sources in a dispute with that country’s government.
- Meta has dissolved its “Responsible AI” team.
- AI video and image editing capabilities “coming soon”.

Note: This “What’s Next?” section will also include broader developments including, but not limited to:

- Evolving best practices.
- New and emerging technologies.
- Marketing/campaign inspiration (i.e., noteworthy use cases).

ADDENDUM