



# NewNaratif

## Social Media Toolkit

Best Practices & Strategies

01

## ABOUT US

A brief introduction of  
New Naratif

02

## TWITTER

Takeovers, noteworthy days,  
& introducing the team

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## INSTAGRAM

Strategic posting times,  
interactions, & visual identity

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## FACEBOOK

Multimedia content & Facebook  
ad boosts

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## CHALLENGES & OPPORTUNITIES

The challenges we are facing and  
the opportunities we are  
exploring

06

## ACTIVITY

Food for thought

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## ABOUT US

01

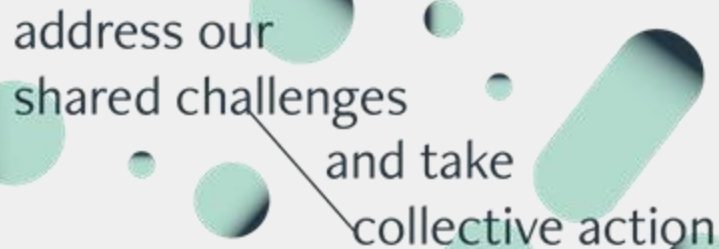
# New Naratif

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New Naratif is **a movement for democracy**, freedom of information, and freedom of expression in Southeast Asia. A **member-funded multimedia platform** for Southeast Asian journalism, art, research and community building.

# WHAT WE DO

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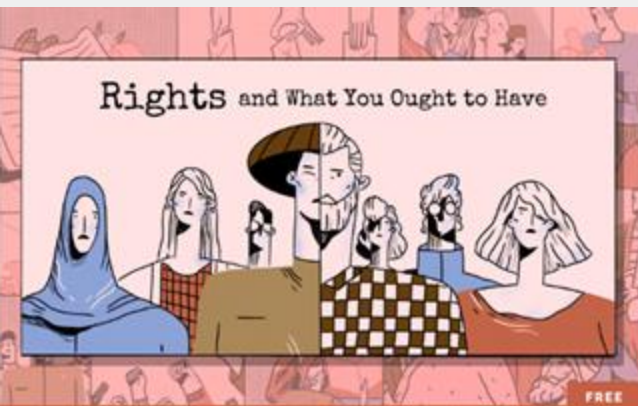


address our  
shared challenges  
and take  
collective action



inform | empower | advocate

# OUR WORK



COMIC

## NN Explains: Rights and What You Ought to Have

XIAO MING TANG | 11 JUN 2020

What are human rights, and why do we need them to live together? Who do they apply to? This comic by Xiao Ming Tang takes a closer look at the issue.



JOURNALISM

## “We’re Asking for Fairness” – The Long Fight Against Racism in Brunei

MATTHEW WOOLFE, ARTIST: JIWO | 14 SEP 2020

While many of Brunei's social media influencers may have felt compelled to show their support for the Black Lives Matter movement, some Bruneians have accused them of hypocrisy for not having spoken out against deep-rooted racism in the country.



VIDEO

## How Bad Laws Are Created and Abused in Singapore (A POFMA Case Study)

THUM PING TJIN | 08 MAY 2020

PJ uses POFMA as a case study to demonstrate how Singapore's People's Action Party government writes poorly worded laws that give themselves immense amounts of power, while misleading the Singaporean people by saying the laws will be used responsibly and for good purposes but then using the law chiefly to silence critics and suppress opposition.



## 02

"Twitter is not a technology.

It's a conversation. And it's happening with or without you." — @charleneli

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# PERFORMANCE

## June

- 589.5K total impressions
- 2% engagement rate
- 2.0K link clicks

vs

## August 27th to September 22nd

- 1.0M total impressions
- 3.1% engagement rate
- 1.6K link clicks

### 28 day summary with change over previous period



### Goals:

- **Increase engagement rate**
  - Engagement rate is healthy metric to identify how frequently your following interacts with your content.
- **Increase total impressions** to reach a wider set of audience.
  - Twitter impressions are the number of times a tweet shows up on someone's timeline.
- **Drive traffic** to the New Naratif website.

Most would consider 0.5% to be a good engagement rate for Twitter, with anything above 1% is great. Smaller businesses with an engaged following should aim for an engagement rate that's consistently more than that, though.

- [ContentCal](#)

# THE TEAM

During our anniversary campaign, we asked each team member to share their reflections of the past year and their wishes for the year ahead.



Use Twitter as a tool to humanize your organization by showcasing the people behind it.

# TWITTER TAKEOVERS



Twitter Takeovers by the New Naratif Team has received incredibly high engagement and reach.

- With your audience interests' in mind, think about topics that would be of interest to them.
- Invite team members to cover topics that they're passionate about or well-versed in that aligns with your audience and organization.
- Be open to collaborate with other organizations and people of interest to use your platform.



Tip:  
Incorporate videos and photos to create more engaging and eye-catching posts.

Tweets with images get **150% more retweets.**  
[\[Brand Watch\]](#)

# LIVE TWEETS



On the day of our founder and managing director's police questioning, we kept our audience **updated with photos and videos**. While he was in questioning and after the seizure of his laptop, we shared ways in which people can help by posting **links on how to donate and how to be a member**.

# NOTEWORTHY DAYS

**71% of Twitter users** say they use the network **to get their news.** [[Omnicores Agency](#)]

Take note of days that align with your values and create content that could educate and/or engage your audience. At New Naratif, we have journalism pieces that correspond with the following topics, hence we decided to highlight them and share with our audience who would like to learn more:

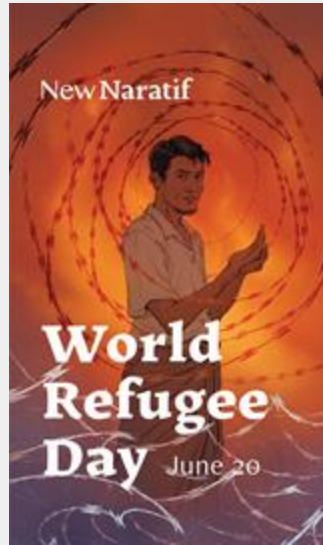
## June

Pride Month



## June

World Refugee Day



## Aug

International Day of  
Victims of Enforced  
Disappearances





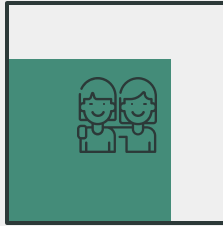
# 03

Great photos are nice, but if they don't tell a story, or get viewers excited, they're not going to help you use Instagram for marketing. - [Hootsuite](#)

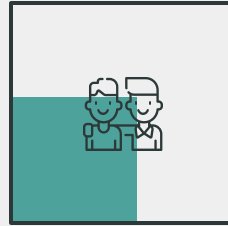
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# Audience Demographics

## GENDER

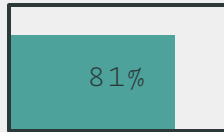


Woman  
66%

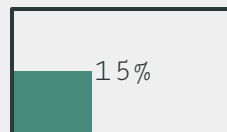


Man  
34%

## AGE



18 - 34



35 - 54

## NATIONALITIES



65% of  
our  
followers  
are in  
Singapore

## The Archetypes of Followers



The  
Activis  
t



The  
Marginalized



The  
Intellectuals

# PERFORMANCE

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## Aug 26 - Sept 1 vs Aug 19 - Aug 25

- 21.3K reach (+421.2%)
- 41K impressions (+190.6%) vs Aug 17 - 23
- Followers: +0.4%

vs

## Sep 15, 2020 - Sep 21, 2020 vs Sep 9 - Sep 15

- 281.K reach (+360.8%)
- 252.9K impressions (+824%)
- Followers: +18.9%

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### Goals:

- **Increase engagement rate** to have a healthy Instagram presence where our audience are consistently paying attention to the content we publish.
- **Achieve 10K followers** to gain the Swipe Up feature in order to share links easily.
- **Drive traffic** to the New Naratif website.

The average Instagram account, though, has an engagement rate of 3%. Any engagement rate above that, combined with a high number of followers, suggests that you are an influencer amongst your peers.

- [Influencer Marketing Hub](#)

# TIMING IS EVERYTHING



Post when your most of your followers are online.

After testing multiple times, we found that after 7PM is our peak time. We went through a few trial runs, alternating between posting at 12PM, 3PM, and 7PM. Based on our analytics, we found that 7PM was the best performing.

*"Newer posts are more likely to appear in your feed first, no matter how many times you refresh it."*

*What does this mean for brands? You need to make sure your posts are "recent" when your followers are most likely to be online."*

[[Hootsuite](#)]

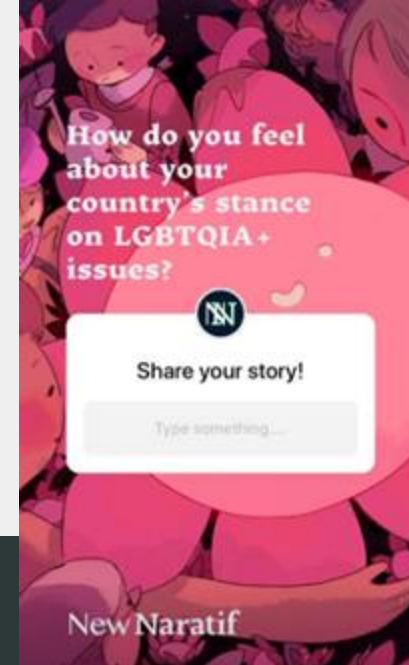
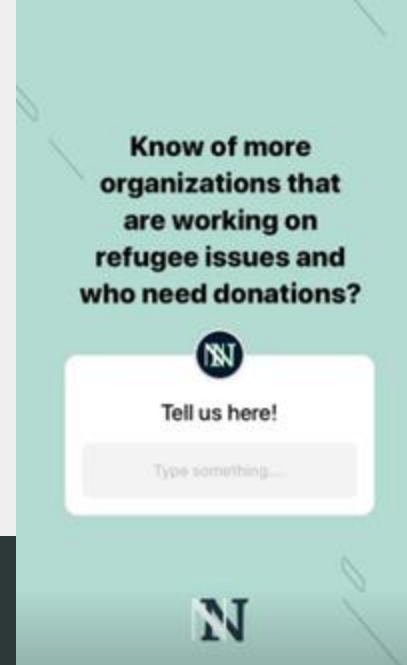
# INTERACTION VIA IG STORIES

**60% of businesses** on Instagram Stories use an interactive element every month. [[Hootsuite](#)]

Instagram Stories is a great way to interact with your audience. Repost their responses and keep the conversation flowing.

Ways to interact using IG stickers:

- Questions
- Poll
- Quiz
- Emoji slider



# VISUAL IDENTITY

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A distinct and consistent visual identity is important to stand out in a severely saturated crowd.

- Build templates for social media to streamline the visual content.
  - New Naratif has a Photoshop template for Instagram Stories, Twitter, and Instagram/Facebook feeds.
- Don't have Photoshop?
  - Try using Canva by identifying specific details that fit your brand's identity and stick with it.



# SPOT THE DIFFERENCE





# 04

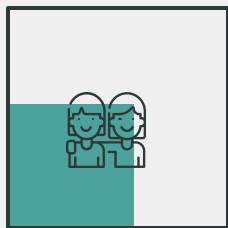
Facebook is a powerful marketing tool –  
it's a great space to keep customers informed, develop brand identity, and broaden your reach.

- [Word Stream](#)

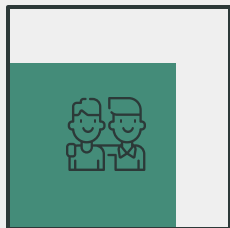
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# Audience Demographics

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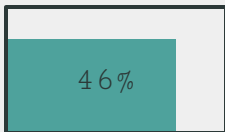


Woman  
37%

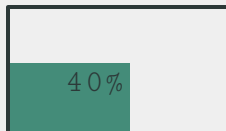


Man  
61%

## AGE



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35 - 54

## NATIONALITIES



65% of  
our  
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Singapore

## The Archetypes of Followers



The  
Activis  
t



The  
Marginalized



The  
Intellectuals

# PERFORMANCE

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## August

- Reach: 249,372 (+13%)
- Engagements: 37,046 (-23%)
- Page likes: 699 (-9%)

vs

## September

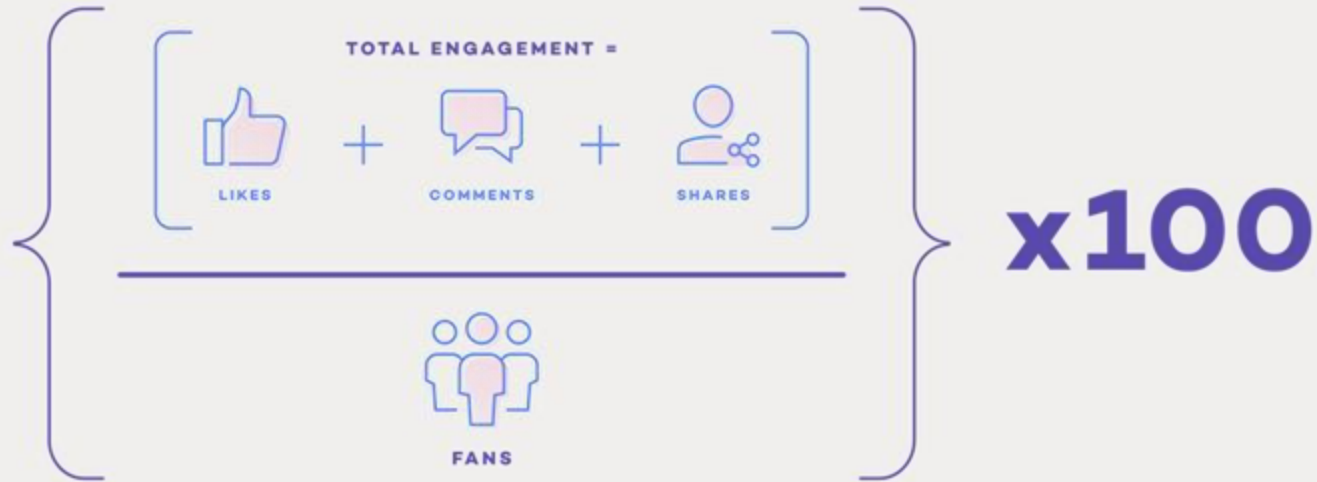
- Reach: 689,283 (+152%)
- Engagement: 169,008 (+268%)
- Page likes: 1,396 (+958%)

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## Goals:

- **Increase reach**
  - We want to grow our membership/audience base, which is why we measure Reach.
- **Increase engagement rate**
  - We want to build a relationship with our audience, hence we want to increase our Engagement metrics.
- **Drive traffic** to the New Naratif website.

# CALCULATING FACEBOOK ENGAGEMENT

$$\left\{ \frac{\left[ \begin{array}{c} \text{TOTAL ENGAGEMENT} = \\ \text{LIKES} + \text{COMMENTS} + \text{SHARES} \end{array} \right]}{\text{FANS}} \right\} \times 100$$


The diagram illustrates the formula for calculating Facebook engagement percentage. It features a large blue bracket on the left that encompasses the entire fraction. Inside the bracket, the numerator is enclosed in a smaller blue bracket and labeled "TOTAL ENGAGEMENT =". The numerator consists of three icons: a thumbs-up for "LIKES", two speech bubbles for "COMMENTS", and a person with a share icon for "SHARES", all separated by plus signs. The denominator is an icon of three people labeled "FANS". A horizontal line separates the numerator from the denominator. To the right of the large bracket is a large blue "x100" indicating the final multiplication step.

"The average engagement rate is just 2%. This low number is primarily due to Facebook's filtering algorithm called EdgeRank, where users see only a small selection of posts by friends and pages they've liked in their news feed. Facebook says the average number of fans who see your posts is 16%.

- [Mari Smith](#)

# MULTIMEDIA CONTENT



Post videos and photos to drive reach and engagement.

Images account for **75-90%** of Facebook advertising effectivity/performance. Facebook gets over **8 billion average daily video views**. [[OmnicoresAgency](#)]



Tip: Facebook is designed to boost original content on the platform, so utilize that to increase your reach and engagement. Instead of linking a video from YouTube, post the video on Facebook.



# FACEBOOK AD BOOSTS

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## **Step 1: Set a monthly budget**

Establishing a monthly budget is helpful to assess the number of posts to boost every week. How frequently would you like to boost a post? How long would you like the post to be boosted? All of these are factors to consider when setting a budget.

## **Step 2: Choose a goal**

When boosting a post, Facebook will offer a few options. Would you like your audience to learn more about your organization? Are you looking to gain more page likes? Determine your goal and Facebook will do the work.

## **Step 3: Determine optimal posting time**

Try boosting on Fridays, Saturdays, and Sundays. Typically, that's when people are most active on Facebook.

## **Step 4: Identify your target audience**

From geography to age groups to interests, you can specify your target audience. Who are you looking to reach?

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# CHALLENGES & OPPORTUNITIES

05

Challenges we are facing and opportunities to explore

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# CHALLENGE: CLICK THROUGH RATES

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## Low Click Through Rates

- High reach and engagement rates do not necessarily lead to website clicks.
- One of the challenges we're facing is getting people to click on the links provided on various social media platforms.
- Based on LinkTree analytics, we gather that less than 50% of people click on the links provided.
- So the question is, how do we increase click through rates on various platforms?
- Thus far, we have been reboosting articles to remind folks of the content available on our sites.

How do we convert reach and engagement to website clicks?




# CHALLENGE: MARKETING FUNNEL

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## Converting followers to members

- One of the main goals of social media is to spread awareness of the organization and gaining new followers along the way.
- However, as a member funded platform, one of our challenges is converting followers into members.
- How do we bridge the gap between marketing and membership?
- One of the strategies we've implemented is starting a non-member's newsletter, which will highlight the content that New Naratif has to show them the value of being a member.



**Show your support**

**Join the movement for a better Southeast Asia**

We believe in the people of Southeast Asia. We want to tell their stories. When the people of this region come together, we can create a better future. Choose your own level of support: an annual membership starts at just US\$52/year, or sign up for a monthly membership starting at US\$5/month.

**Annual Memberships:**

- US\$52/year
- US\$102/year
- US\$302/year
- US\$552/year

**Monthly Memberships:**

- US\$5/month
- US\$9/month
- US\$29/month
- US\$49/month

# OPPORTUNITY: GIVEAWAYS

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## Host a giveaway

- Giveaways are a great way to get people talking.
- For our third anniversary, we organized a giveaway on Twitter and Instagram.
  - Users had to tweet or post a photo with the hashtag #NNTurns3 in order to win.
  - Takeaway: people are more incline to share on Twitter or IG Stories.
- Idea: host a giveaway to celebrate the 10,000th follower.



# OPPORTUNITY: COLLABORATIONS

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## Collaborating with other organisations

- New Naratif is open to collaborations!
- Example:
  - NN x Lausan x New Bloom Digital Conference: Transnationally Asian
- Collaborations are a great way to increase your audience reach.
- Reach out to organisations and people that share the same values as yours.
  - From a Twitter Takeover to a Facebook or Instagram Live Q&A, there's so many ways to collaborate.



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# ACTIVITY

## 06

Let's get started!

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## MOOD BOARD

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Create a mood board to identify your organisation's visual identity and how to best portray the organisation on social media.

Determine a key set of goals that your team would like to accomplish to best implement strategies to achieve those goals.

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## GOAL SETTING



# New Naratif

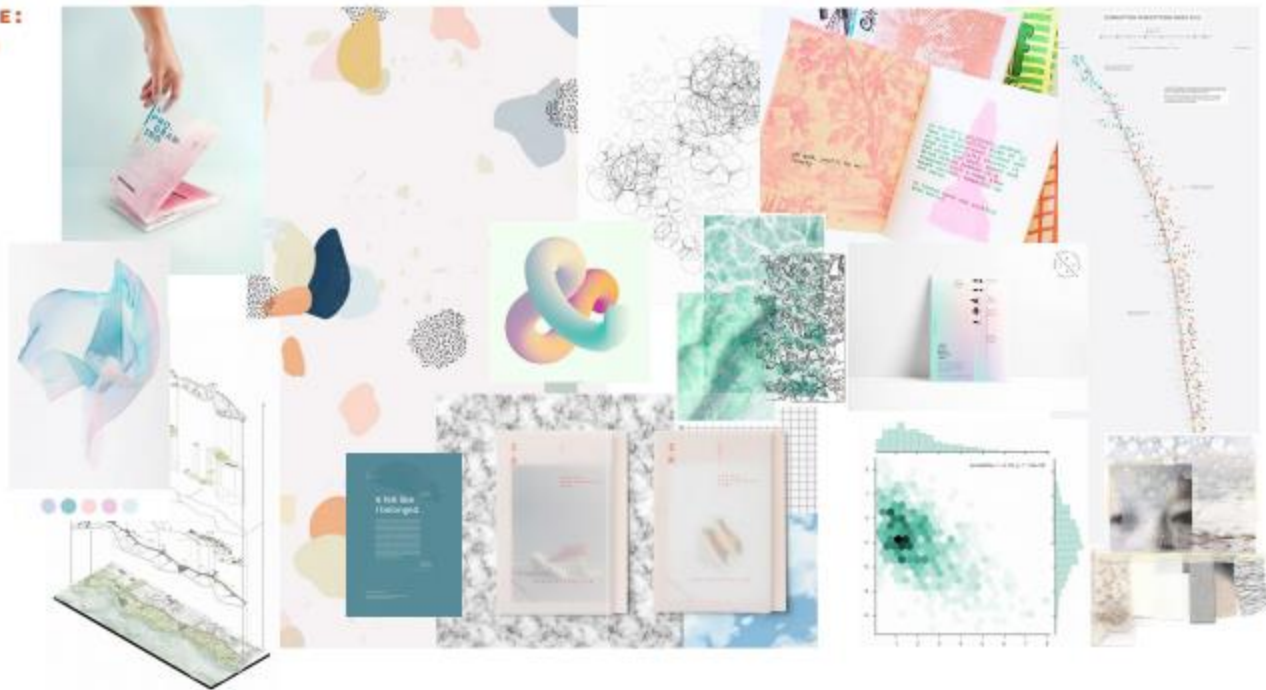
New Naratif's visual identity in general needs to be accommodating to diverse stories and uniqueness, therefore **clean** and **modern** treatments are important.

To maintain trustworthiness both as a platform and community-based movement, our visual identity has to be **mature** and **neutral**.

**Soft** and **subtle** visual treatments can be the main approach for visual outputs to maintain the mood and tone.

Elements to be utilized: thin lines, geometric shapes, gradients, and subtle film grain to add texture.

# New Naratif





# THANK YOU!



[FB](#)  
[IG](#)  
[TW](#)

Does anyone have any questions?

[yipeng.yap@newnaratif.com](mailto:yipeng.yap@newnaratif.com)  
[New Naratif](#)

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