

Paid Social Media Outreach Plan

As mentioned in the NFPA EV Community Preparedness, Outreach & Dissemination Plan, Coalitions will have **\$600** for paid social media or other forms of paid digital outreach to promote their EV Preparedness workshops. Coalitions will have two options to choose from when it comes to using this funding.

To recap:

- 1.) *Coalitions will have the option to have the funding **given directly to them to set up their own social media campaigns** on their accounts. If Coalitions choose this first option, East TN Clean Fuels will help the other Coalition set up the audience targeting portion of the campaign in order to ensure the best audience for the sessions is reached.*
- 2.) *The second option for Coalitions would be to **allow East TN Clean Fuels to use the funding on their behalf**. This would entail the Coalitions allowing a staff member of East TN Clean Fuels to have access to their Coalition social media account along with the adjacent advertising account.*

Option 1 Details:

Coalitions that choose Option 1 will be provided with funds to prepare for, set up, and manage a digital media campaign to promote attendance from your targeted community to your NFPA Ready for EVs workshop. All advertising will need to link to [ReadyforEVs.com](https://www.readyforevs.com) where people will be able to register for your event.

If you choose Option 1, you will still have the ability to contact East TN Clean Fuels or your other lead Coalitions for guidance and assistance when setting up and managing your campaigns.

Option 2 Details:

Coalitions that choose Option 2 will not be provided directly with the funds for digital outreach. The Coalition will need to reach out to East TN Clean Fuels for more information about how to get started, and the \$600 will be used on your behalf for your workshop. Note: This option will involve allowing an ETCF staff member, Danniell Siksay or Ainsley Kelso, to have access to your Coalition social media profile where the campaign will be run.

What platforms will paid social media outreach be useful on?

- Facebook Advertising
 - This is going to be the most effective way to reach your audience on a community level. Typically, the audience that you would be interested in attending the workshop will be on Facebook. However, this will require effort when creating the audience so that it is specific enough to reach the *right* audience.
- Google Ads
 - These ads can be helpful when reaching a wider audience on a greater scale than just a community (for larger cities). However, we would only recommend Coalitions utilize these outreach efforts if you already have experience with the Google Ads platform.

Paid social media outreach efforts will be dependent upon which option Coalitions choose. The expectations for both options is that Coalitions (or ETCF on the Coalitions behalf) will create, set up and facilitate paid social media outreach from start to finish. This will include deciding on the creative aspect of the campaign, setting up

the timeline and audience for the campaign and monitoring the campaign as it runs (including reviewing comments and answering questions as they arise).

Campaign Creative:

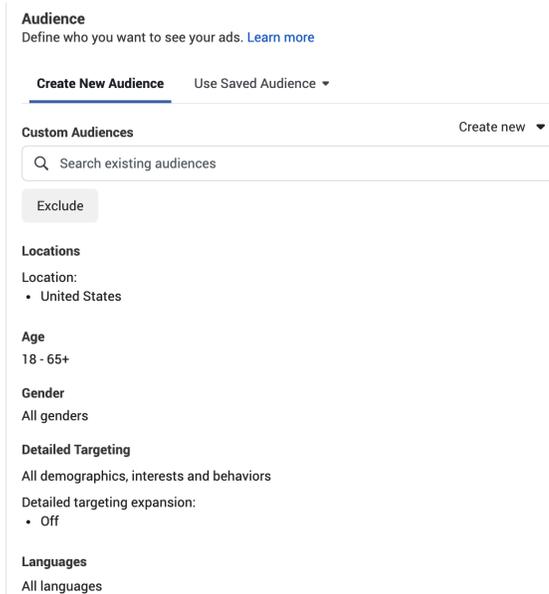
The creative aspect of the campaign includes the text that will appear with the advertisement as well as the graphics or photos chosen to represent the campaign.

Coalitions are welcome to create their own advertisement to best represent the specific community they are doing outreach to, or they can choose and modify from the examples provided below.

Timeline & Audience:

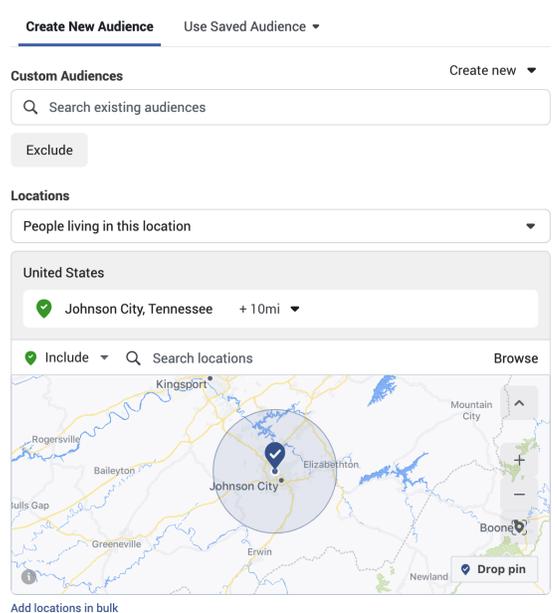
East TN Clean Fuels will be happy to help Coalitions create the audience for their paid social media campaigns regardless of if the Coalition chose Option 1 or 2. Creating the best audience possible is key to reaching the right people with your campaign and making the most of your outreach dollars.

Facebook Campaign Audience Example:

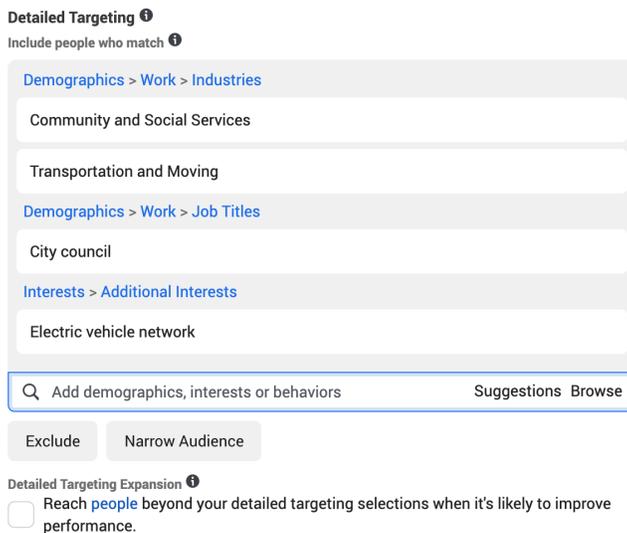


The image shows a screenshot of the Facebook Audience targeting interface. At the top, it says "Audience" and "Define who you want to see your ads. [Learn more](#)". Below this, there are two options: "Create New Audience" (which is selected and underlined) and "Use Saved Audience". Under "Create New Audience", there is a section for "Custom Audiences" with a "Create new" dropdown and a search bar labeled "Search existing audiences". Below the search bar is an "Exclude" button. The "Locations" section shows "Location: United States". The "Age" section shows "18 - 65+". The "Gender" section shows "All genders". The "Detailed Targeting" section shows "All demographics, interests and behaviors" and "Detailed targeting expansion: Off". The "Languages" section shows "All languages".

When creating your audience in the Facebook Advertising platform, you will be asked to "Create New Audience" for your specific community workshop. Start by checking that the general categories look like the ones above. Age should be 18+, gender should be all genders, etc.

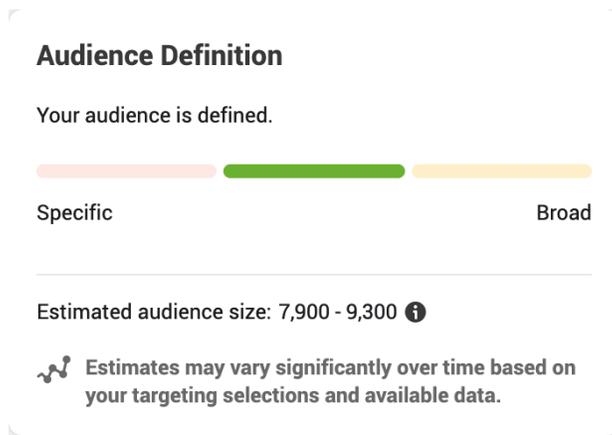


The most important aspect to focus on when creating an audience for the NFPA EV Preparedness workshops is the location setting. Each Coalition will need to set up the location to be “People living in this area” as you only want to target the people who live in and are members of the chosen community. Next, search for the community location using the built-in map feature. At your discretion, you may decide how many miles outside of the community you want to include. In the above example, 10 miles surrounding the community was used.



The second most important aspect to creating an audience is “Detailed Targeting”. This is how we ensure that community members who this workshop would be relevant to will see the advertisement.

Note: This is based on who Facebook thinks is a good fit based on their already established Facebook profiles and interests. This will not be a perfect match for every person. Your direct outreach will still be vital to this process.



Finally, you will want to check the “Audience Definition” before you finish working on your audience. Facebook has a system that will show you if your audience is too broad or too specific. Ideally, you want to be right in the middle (indicated by the green bar). The estimated audience size is also helpful to note. Just because this ad might be shown to that large of an audience does not mean you will get that many clicks on your post or people who attend the workshop.

The best timeline for your campaign will be in the weeks or even days leading up to the workshop. This will ensure last minute people who haven’t heard of the event register OR that people who already registered see the ad and remember it is happening. Social media outreach for events is less effective when it is too far out from the event itself. People tend to sign up and forget or never register because they do not know their personal schedules that far in advance.

Tip: Rather than spend money and time on paid social media outreach months before the event, we recommend setting up a Facebook event or beginning your direct outreach via email or phone call during that time. Be wise about the best time to use paid social media advertising!

Comments/Questions:

After your paid outreach campaign is published and live for several days, you may start to get questions about the program directly on the ads themselves. It is also to be expected that you may receive negative comments or misinformation about electric vehicles and their impact. Here are a few suggested ways to handle these instances.

- 1.) Check the advertisement once a day (or ETCF can check it for you) and review any comments or questions your audience may have. Answer questions in a positive, honest way! Feel free to respond to positive feedback with gratitude or other fun responses.
- 2.) If someone leaves a negative, but not hateful, comment, feel free to leave it alone. Do not remove it from your post or respond to them unless they were asking a question. Many people will comment, “No thanks,” or similar phrases. These only help boost your post and more people will see it!
- 3.) If someone leaves a comment containing misinformation about electric vehicles, alternative fuels, etc., you can either ignore them (oftentimes, others will correct them anyways), or you are welcome to respond to their comment with the correct information.

- a.) **It is important to avoid getting angry or offended by these comments.** The best thing you can do is use kindness in your response and offer correct information. You can even use a link to your website or other credible sources to back up your information.
- 4.) If someone leaves hateful, inappropriate or obscene comments, this will be up to your Coalition's judgement to determine and take action as necessary. It is recommended that you hide or delete the comments containing the inappropriate material immediately. If someone is repeatedly leaving these comments, report them to Facebook and/or ban them from your Facebook page. At that point, they should no longer be able to comment on your campaign ads.
 - a.) It is a good idea to consider in advance what material is okay and what is not okay by your Coalition's standards. For instance, negative comments or criticism may be helpful to leave up to show you are willing to listen to opposing viewpoints while name-calling (whether they are for OR against your point of view) might need to be take down.