

# Social Media & Content Strategy

June 12, 2025



# What is Content Lab?

- Focuses on **Content Strategy**: managing your content to reach target audiences and using data and feedback to improve content and user experience
- Thrives on active participation
  - Sharing our learning, dilemmas, feedback, and content
- Values ongoing learning and continuous improvement



*Content Lab is aligned to the Digital Roadmap, supporting the goal of high-quality, accessible, user-centric content on state websites*

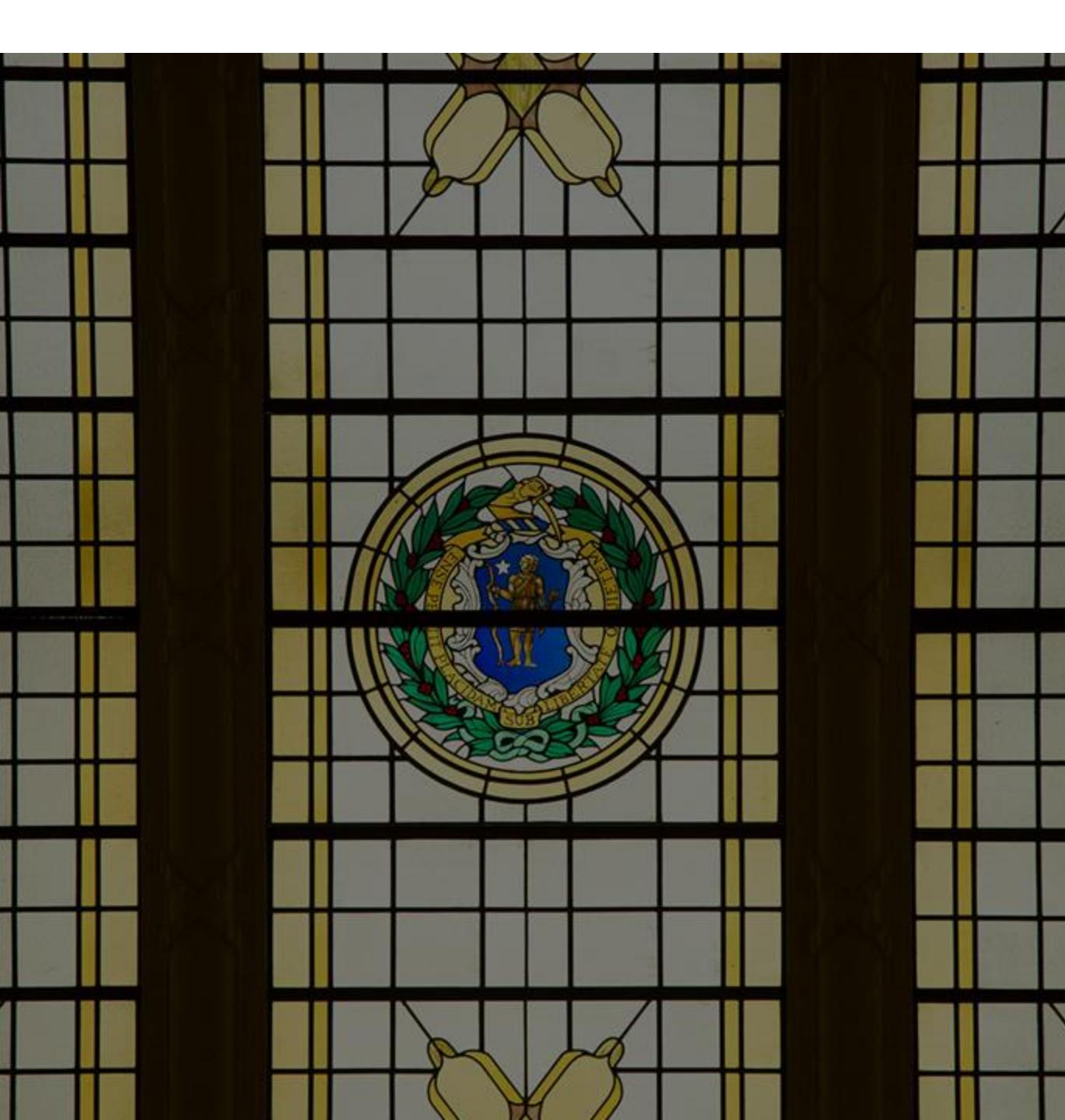
# Our purpose: Learning + better content

## Community of practice

- We want to continually grow and improve
- We use real content examples – yours and ours
- The methods and practices are the point

## Mass.gov content

- Clear before clever
- Current
- Constituent-friendly

A large, rectangular stained glass window with a dark brown frame. The window is divided into a grid of yellow and black squares. In the center is a circular emblem. The emblem features a blue background with a golden eagle holding a shield. The shield contains a figure and the words 'PRO LIBERTATE SVB LIBERTATE'. Below the shield is a laurel wreath. Above the emblem, the words 'PRO LIBERTATE SVB LIBERTATE' are written in a circular border.

## Agenda

- Why use social media?
- Writing for social
- Accessibility best practices
- Break-out: Analyze 3 posts
- Wrap up

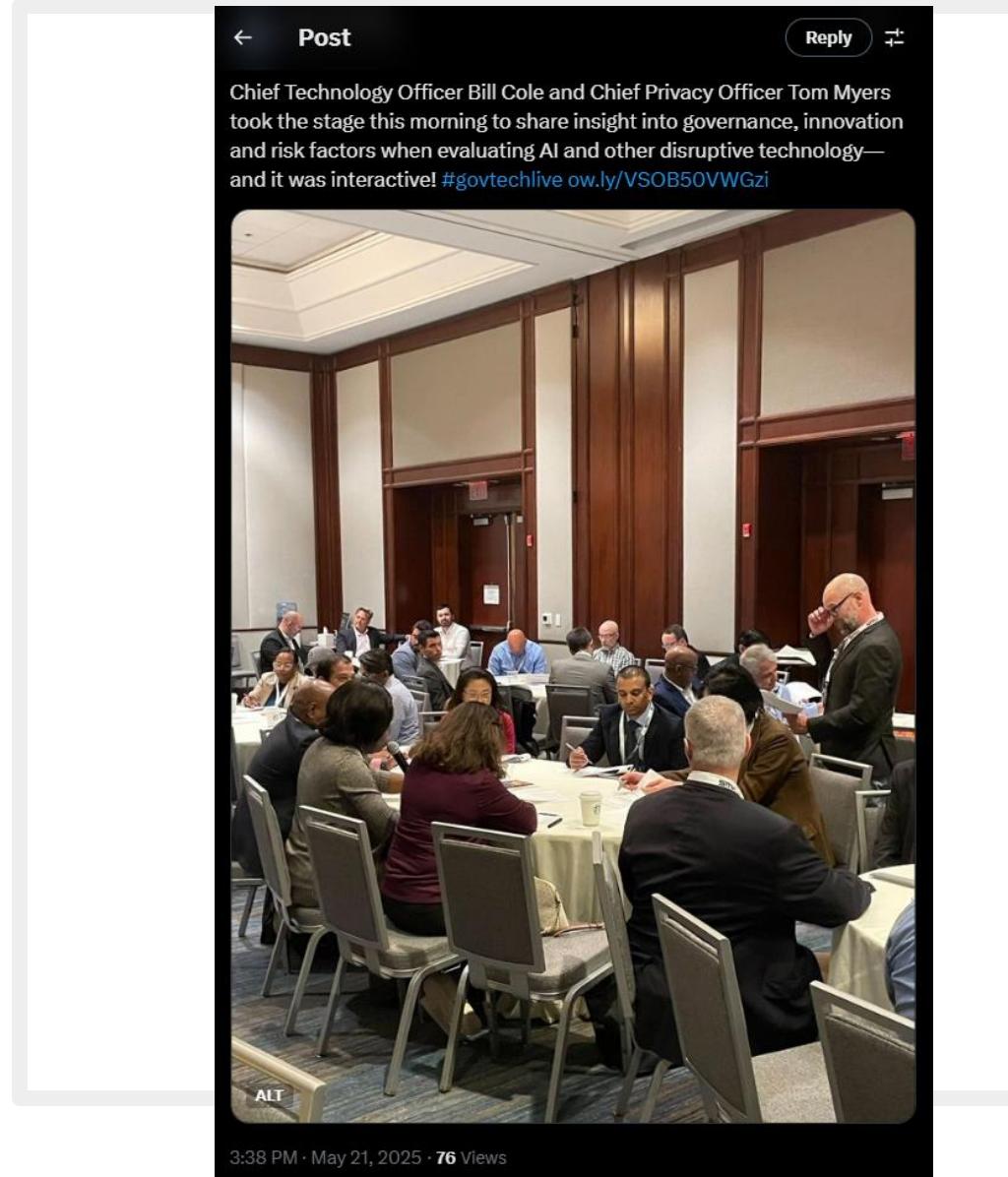


## How does social media fit in content strategy?

- Mass.gov is static, social posts are a way of engaging with people
- Regardless of social following, posts can reach a broader audience
- It's important to show constituents that we're using all channels
- It's an opportunity to gather feedback, recruit participants

# It only works if you do it right

- "Yearbook" posts like this. CTO and CPO shared "insight into governance, innovation and risk factors when evaluating AI and other disruptive technology – and it was interactive!"
- That's a wrap! Deputy Secretary Erica Bradshaw closed out this year's IT Leadership Forum with a recap of the day and a fun trivia session about the Commonwealth! Thank you to all who contributed to making the day's event a huge success! #govtechlive



# It only works if you do it right

- **Better:** The risks associated with Artificial Intelligence was a big focus of this year's IT Leadership Forum. Learn more about how EOTSS is preparing for the future and ensuring the safety of the state's systems <https://www.mass.gov>
- **Better:** Deputy Secretary Erica Bradshaw closed out this year's IT Leadership Forum with a fun trivia session about the Commonwealth! How many questions can you get right? <https://www.govtechlive.com> #govtechlive

 **MassEOTSS**  
@MassEOTSS

That's a wrap! Deputy Secretary Erica Bradshaw closed out this year's IT Leadership Forum with a recap of the day and a fun trivia session about the Commonwealth! Thank you to all who contributed to making the day's event a huge success! [#govtechlive ow.ly/I0ib50VWhob](https://ow.ly/I0ib50VWhob)



4:01 PM · May 21, 2025 · 67 Views

# Why use social media?

What's the point if you don't have a big following or a regular supply of shareable content?

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## Not everyone has need-to-know content

- The **Sumner Tunnel being closed for a week** or a **surge in cases of EEE** is going to get a lot of traction because they're shareable.
- A **MEMA alert about an incoming hurricane**, an **Amber Alert about a missing child**, an **update about Measles cases** – these are topics the public wants to share with each other.
- As a result, MassDOT, DPH, MEMA, Mass State Police, the RMV, and others have larger followings than other agencies.

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## This doesn't mean everyone shouldn't be posting

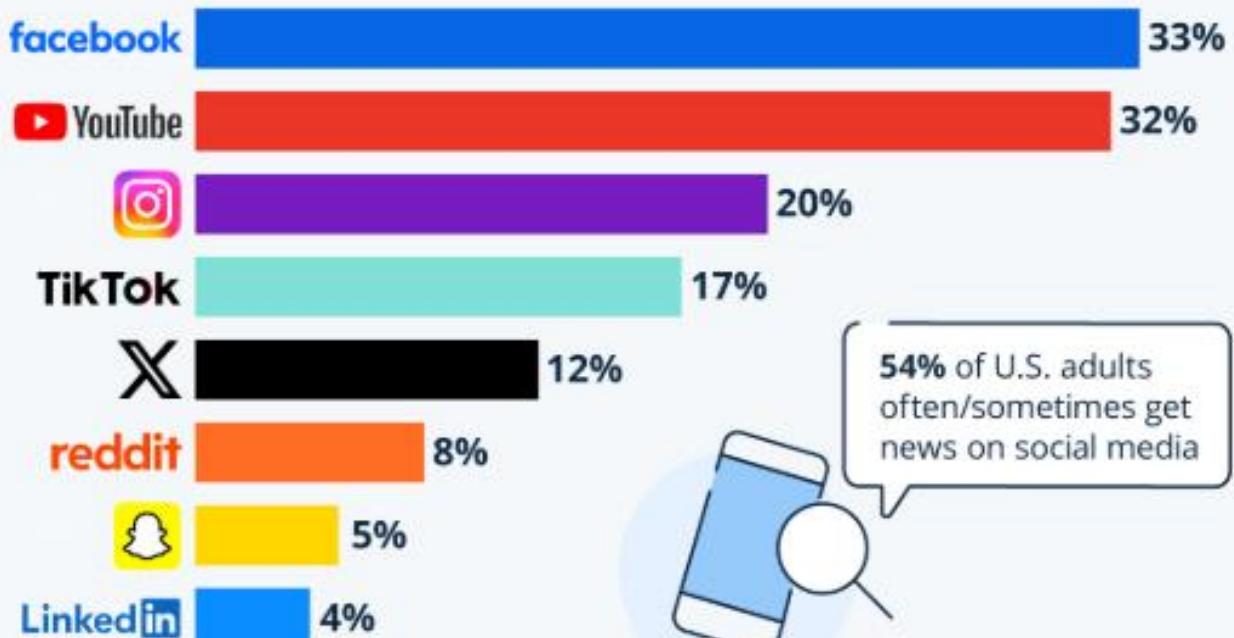
- You'll never grow an audience if you're not posting.
- You're missing out on opportunities for gathering feedback and social listening
- Being active on social shows you care about reaching people
- Asking other agencies with big followings for a **share or boost**

# People are increasingly getting their information from social media – and some of it is junk

- More people, particularly young adults, are relying on social media for news and information
- If you're going to be the source of truth, you have to be among the voices

## 54% of Americans Get (Mis)informed on Social Media

Share of U.S. adults who regularly get news on the following social media platforms



54% of U.S. adults often/sometimes get news on social media



10,658 U.S. adults surveyed Jul-Aug 2024  
Source: Pew Research Center



statista

# Writing for social media

If you're not making it shareable, you're doing it wrong

# Social media is only 'worth it' if you do it right

- Do it the right way or you're wasting time/effort/resources
- Find a way to make what you're posting shareable – don't say we went to a conference about AI, ask attendees what they've used it for on the way in and share the results
- Not "The Sumner Tunnel is closed this weekend" but "Here's a list of detours and live traffic apps"

# Writing for social media

## Doing it right

- Know your target audience, speak directly to them
- Keep it short, make it catchy and shareable, include the right link
- Consider the social network you're posting to and tailor your post
- Clearly identify the action you want people to take
- Ensure it's fully accessible

## Doing it wrong

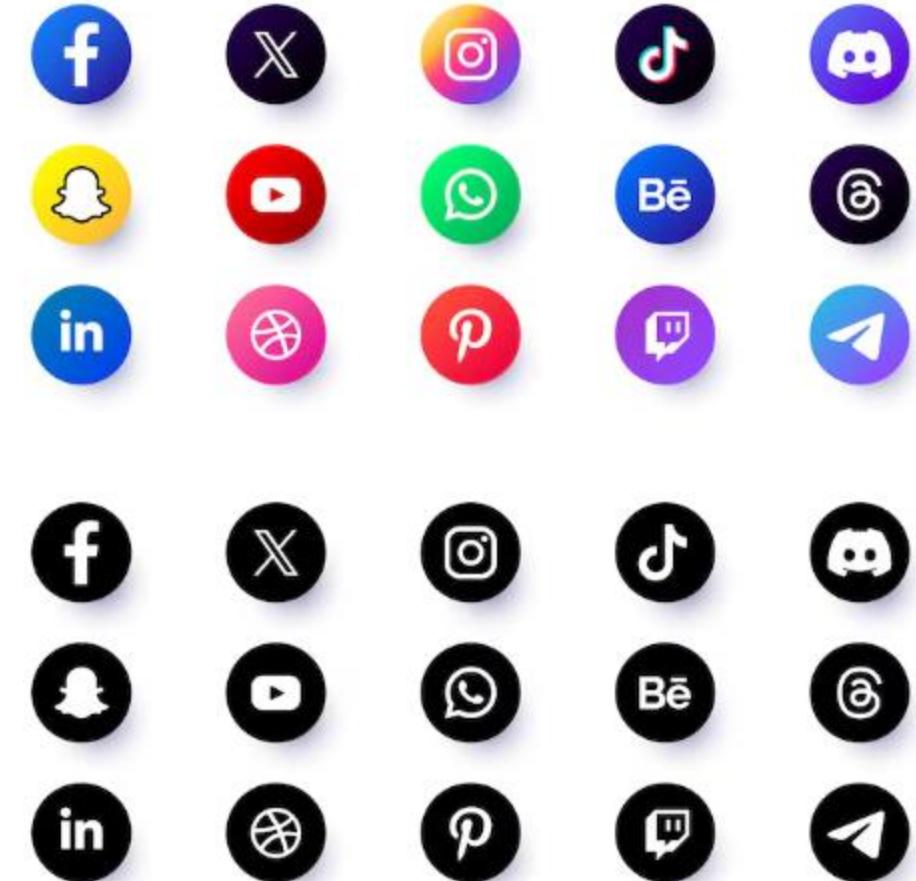
- Post is not shareable, interesting, or targeted to anyone.
- Use jargony language without an action.
- Write a post in a way that doesn't work for that network (including links in an Instagram post, for example)
- Using copyrighted content/audio
- Tone-deaf posts that don't take into consideration how they'll be viewed
- Content is inaccessible to some visitors

Every social platform has different requirements and limitations

<b>Social Media Image Sizes 2025</b>					
					
<b>PROFILE PICTURE</b>	320 x 320	196 x 196	400 x 400	400 x 400	20 x 20
<b>LANDSCAPE</b>	1080 x 566	1080 x 566	1280 x 720	1200 x 627	1920 x 1080
<b>VERTICAL</b>	1080 x 1350	1080 x 1359	720 x 1280	720 x 900	1080 x 1920
<b>SQUARE</b>	1080 x 1080	1080 x 1080	720 x 720	1200 x 1200	640 x 640
<b>STORIES/REELS</b>	1080 x 1920	1080 x 1920	N/A	N/A	1080 x 1920
<b>COVER PHOTO</b>	N/A	851 x 315	1500 x 500	1128 X 191	N/A

## Learn more about how each network is different

- Posts must be tailored to each network's requirements and audience
- **Example:** People go to Instagram to look at photos and watch reels, so shareable images and videos are key.
- **Example:** People go to X for breaking news items and posts need to be shorter
- **Tips:** [Here's a handy guide/discussion](#)



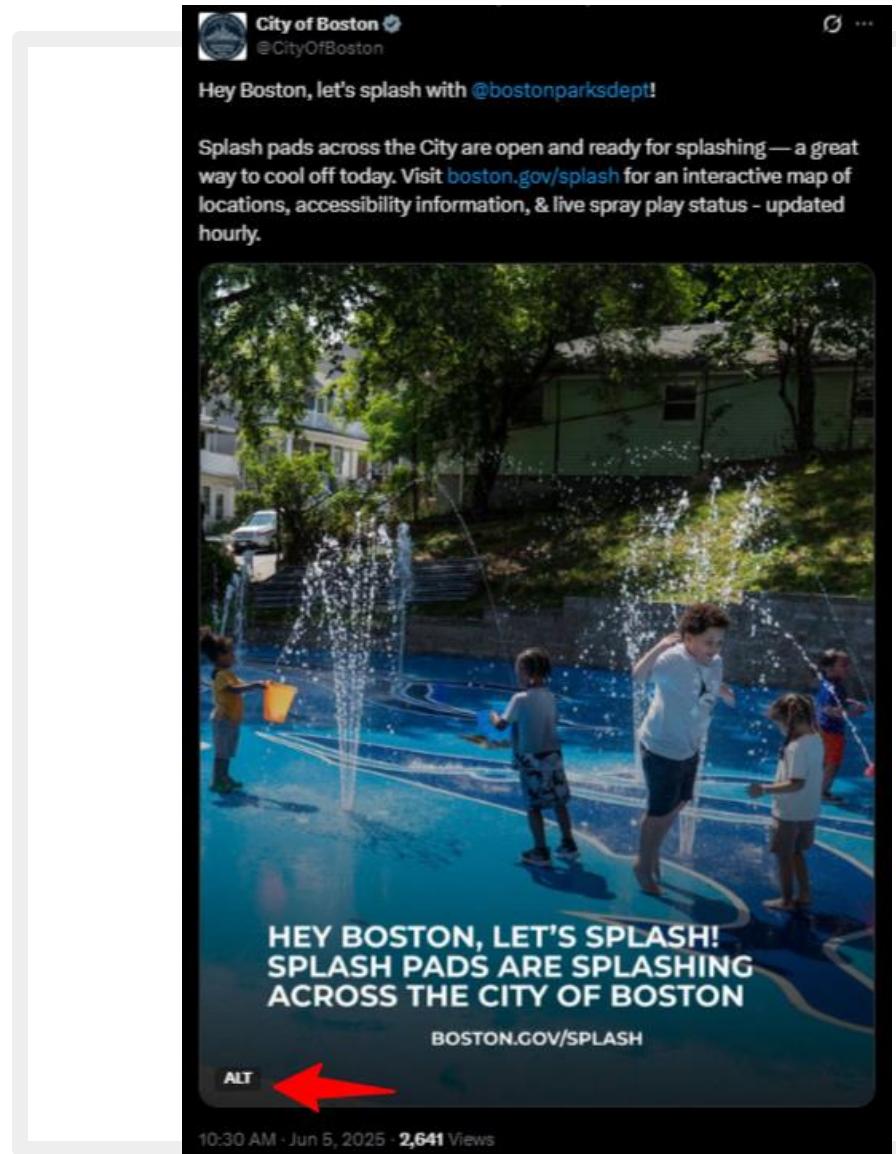
## Example

- **Bad:** Dozens of splash pads are now open across Boston for the summer. A full list is available on the Boston Parks and Recreation Department's website.



# Example

- **Good:** Hey Boston, let's splash with [@bostonparksdept](#)! Splash pads across the City are open and ready for splashing — a great way to cool off this weekend! Visit [boston.gov/splash](#) for an interactive map of locations, accessibility information, & live spray play status - updated hourly.



## Example

- **Bad:** Recent federal actions are affecting the flow of essential funding to states, including Massachusetts. The Healey-Driscoll Administration is closely monitoring the impact and is working to build a comprehensive picture of the impact on businesses, nonprofits, and municipalities across the Commonwealth.



The Trump administration has cut \$350 million in federal funding meant for Massachusetts schools, disaster aid, public health and public safety, in addition to cuts to federal programs, federal jobs, and NIH research.

[Mass.gov/FedImpact](http://Mass.gov/FedImpact)

# Example

- **Good:** Has your community or program been impacted by federal cuts? If you've experienced an issue, we want to know. Fill out the Federal Funding Issue Reporting Form: <https://ow.ly/VvkI50W584h>

May

2025

**HAS YOUR  
COMMUNITY OR  
PROGRAM BEEN  
IMPACTED BY  
FEDERAL CUTS?**

If you've experienced an issue, we want to know.  
Fill out the **Federal Funding Issue  
Reporting Form.**

Go to [mass.gov/FedImpact](https://mass.gov/FedImpact) →

# Accessibility matters

If you're not putting it first, you're excluding people

# Accessibility best practices

## Doing it right

- Use plain language that translates
- Use alt text for images without text
- Use captions for videos
- Ensure it meets color standards
- Use inclusive language

## Doing it wrong

- Use jargony language that is confusing and doesn't translate well
- Share images/graphics without alt text, excluding people who use screen readers
- Share videos without proper captions, excluding people with accessibility needs
- Share graphics without consideration for folks with colorblindness or other vision needs
- Use language that's not inclusive

## Example

- **Bad:** Listen up mom and dad, you need to check this out! You can now initiate an online order for WIC-eligible food items from Walmart for pickup or delivery. But hold up, associated shipment and delivery fees may apply and won't be covered by WIC.



# Example

- **Good:** Mass WIC families can now use their WIC card to buy food online at Walmart! Order WIC-eligible foods for pickup or delivery at all Massachusetts Walmart stores. Shop here: <http://walmart.com/wic> \*\*  
Delivery or shipment fees may apply and are not covered by WIC [@Walmart](#)



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## Learn more about social media best practices

- [Effective Best Practices for Sharing Content](#)
- [Best Practices for Social Video](#)
- [Diversity, Equity, Inclusion and Accessibility on Social Media](#)
- [Create engaging and effective social media content](#)

# Let's analyze some X posts together

- **Post 1:** <https://x.com/MassRevenue/status/1788993093439471983>
- **Post 2:** <https://twitter.com/MassStatePolice/status/1930608229991452952>
- **Post 3:** <https://x.com/MassWIC/status/1841086428689707111>

## Discussion questions

- Who is the audience?
- Did it prompt an action?
- Is it shareable?
- How would you improve it?

# Wrap up and upcoming sessions

- Please give us some quick [feedback](#)
- We post everything in the Content Lab Teams channel
- See you for our next session, a Social Media Workshop on June 18.
- [Sign up for a Content Lab Consult](#) if you're looking for help with a content strategy issue

