



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



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>
- **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



Why use social media?

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

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.

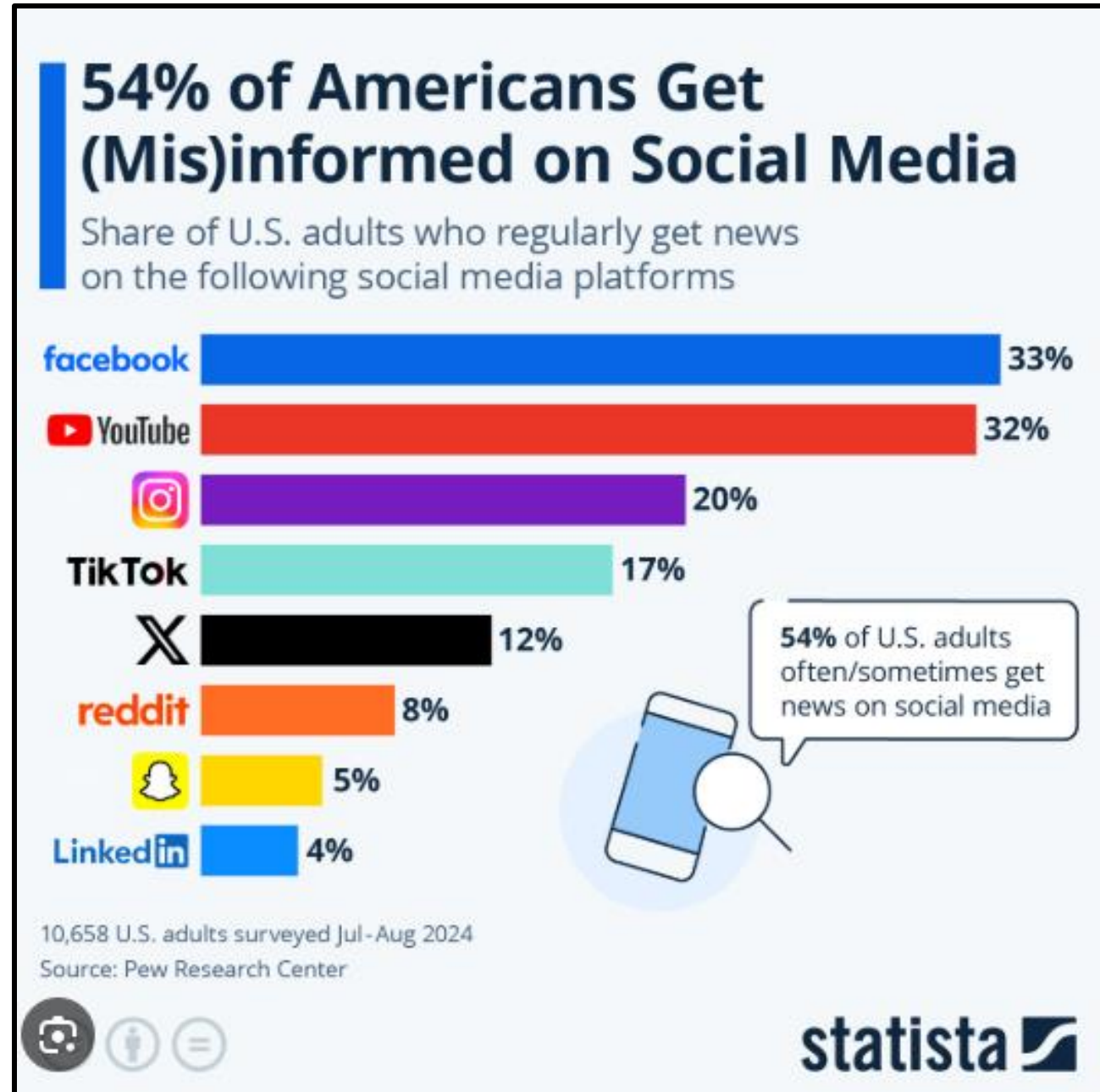


This doesn't mean everyone shouldn't be posting

- 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



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

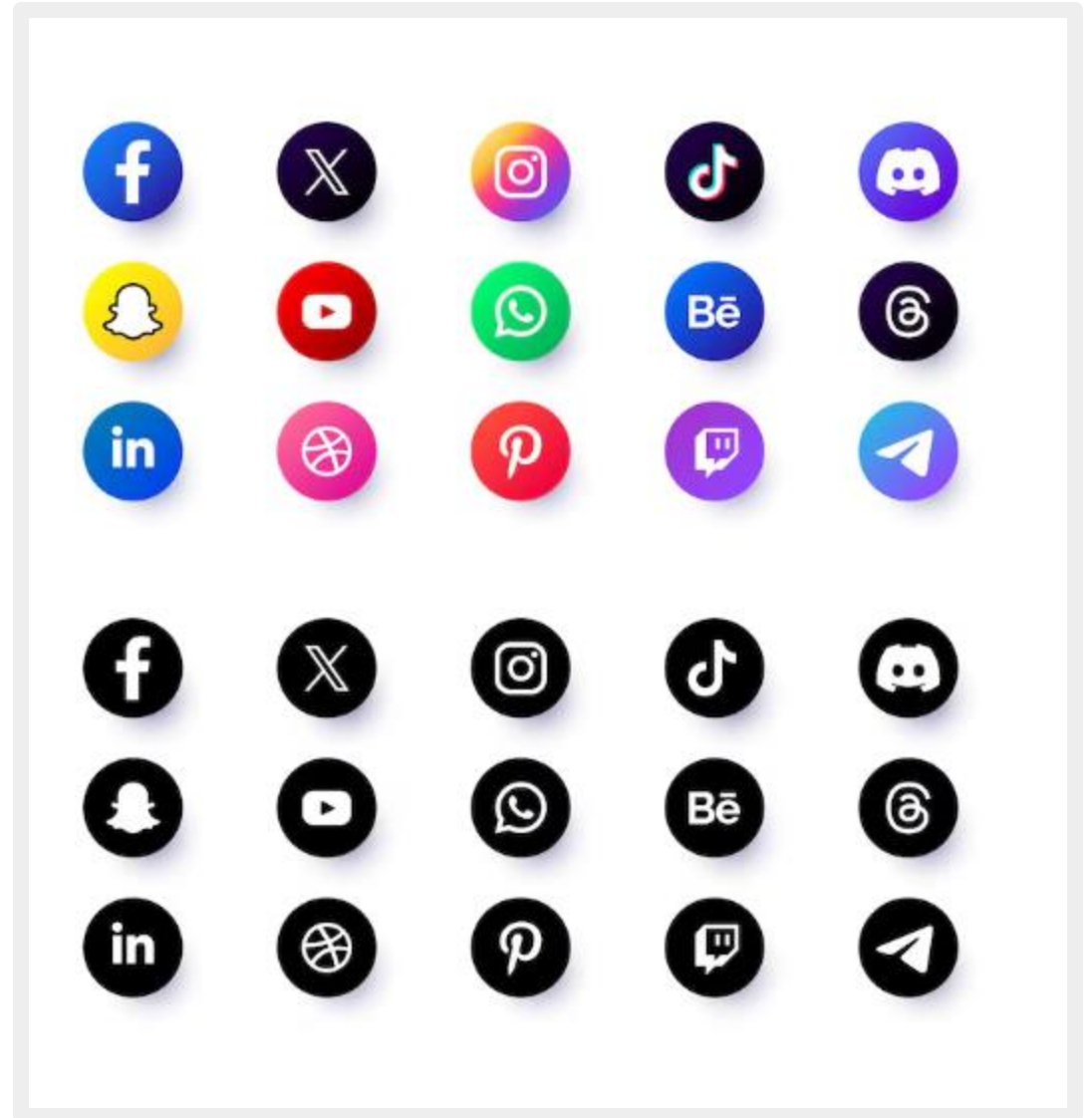
- Post is not shareable, interesting, or targeted to anyone.
- Use jargony language without an action.
- Write a post in a way that doesn't work for that network (including links in an Instagram post, for example)
- Using copyrighted content/audio
- Tone-deaf posts that don't take into consideration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

Every social platform has different requirements and limitations

Social Media Image Sizes 2025					Hootsuite®
					
PROFILE PICTURE	320 x 320	196 x 196	400 x 400	400 x 400	20 x 20
LANDSCAPE	1080 x 566	1080 x 566	1280 x 720	1200 x 627	1920 x 1080
VERTICAL	1080 x 1350	1080 x 1359	720 x 1280	720 x 900	1080 x 1920
SQUARE	1080 x 1080	1080 x 1080	720 x 720	1200 x 1200	640 x 640
STORIES/REELS	1080 x 1920	1080 x 1920	N/A	N/A	1080 x 1920
COVER PHOTO	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](#)



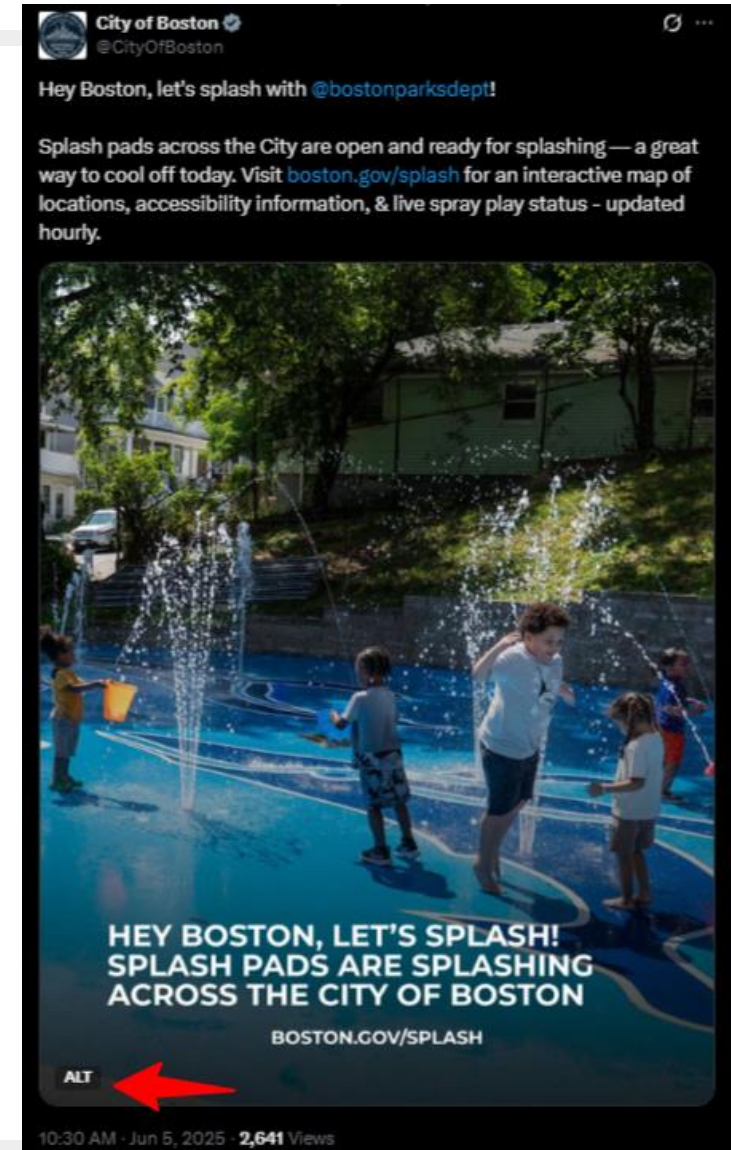
Example

- **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](https://twitter.com/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.



See how Trump's funding cuts hurt Massachusetts

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](https://www.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/Vvkl50W584h>



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](#)





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

