



# How to use social media for your group

NEWARK AND SHEERWOOD CVS

This “how to” session is a part of our digital training webinar series, where we aim to help empower groups to explore the digital landscape, and discover the best way to meet their needs.

**Webinar 45 minutes**

**Q&A portion**

Today’s session will be a 45minute webinar, followed by a 15-minute Q&A session – where you will be able to ask questions related to the session.



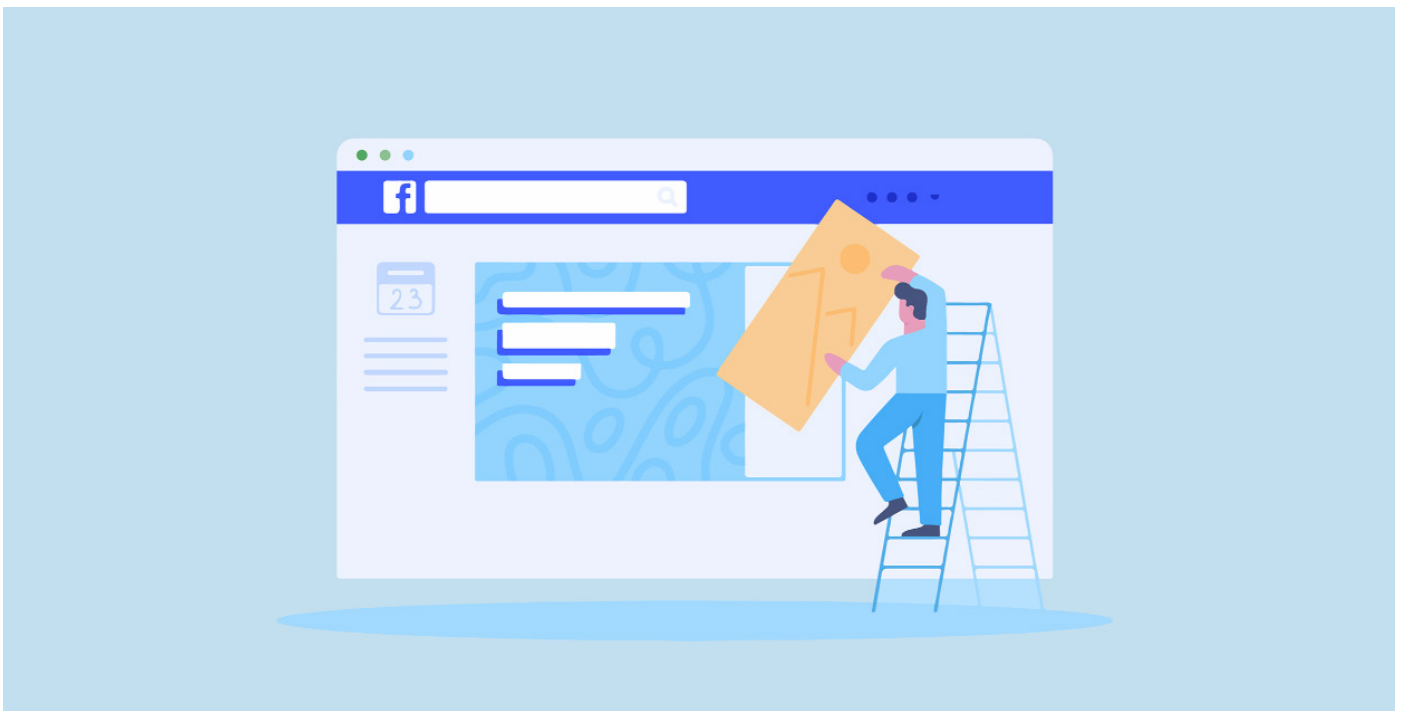
## **Why use social media?**

Whether you are new to social media, or a practised expert, there are always new ways to promote your work and engage with your members and/or audience. We understand that within the voluntary sector money and budgets

are often tight. However, there are many things you can do to reach your audience and market your organisation or group for free online.

## **What can social media be used for?**

As well as benefitting us on a personal level, social platforms can be of immense use to you and your group. Connecting on a digital platform with members of your group allows you to grow your online community, membership and spread your message to your desired audience and the general public.



## **Using social media and best practice**

- **What are your objectives (Why)?** What are your aims, what do you want to achieve, what is your purpose? Outline your objectives and have a plan
- **Who is your desired audience (Who)?** Once you have clear in your mind what you want to achieve, who do you want to reach? Identify your audience(s)

- **What are your key messages (What)?** Think about the key message(s) you want to communicate/deliver to your audience(s)
- **Which is the best platform to deliver those messages (how)?** There are a growing number of social media platforms, some more popular and widely used than others. Understand your audience and get to know which platform(s) they use.



## Key factors to consider when using social media

### Audience

- Once you have established who your audience is (could be multiple audiences). Tailor your content, tone of voice and timings accordingly
- Get to know your audience(s), what content do they like, what are they talking about, what other sites/pages are they looking at/reading. Try and discover who the people are that are influencing your area of work

- Be patient, building a loyal following takes time
- Give your audience something they want – information, advice, solve their problems. It is about adding value to their feed.

## **Content creation**

- Content should be concise and well-written. Find out the interests of your audience(s), what are their desires, frustrations? Be a problem solver, share content that will help people. Look at what other content your audience(s) are looking at, inform and engage
- Have a schedule where possible, to ensure there is a nice flow of content. Don't just post anything, anytime and for no purpose. It's about adding value, not cluttering people's feeds - quality, not quantity
- Use good, relevant imagery. Choose captivating images and ensure images have accompanying text/are annotated for screen users. Avoid links to images
- Include a call to action, this could be a simple ask – to like or share, people are far more likely to do something if you ask them to.

## **Distribution**

- Have a good, consistent flow of content and a schedule where possible
- Don't over post and don't post randomly without thought. It is about consistent quality, not quantity
- Post at a time when you know your audience will be online.



## Interacting with your audience

- Engaging with your audience helps to increase following and build a loyal following – people who will share and like your content. It is about developing connections
- Engage with your audience, ask questions, start conversations, join discussions, comment, provide feedback and share stories
- Respond to questions and comments, don't ignore people and try and ensure when you post, you are available to respond. Automated messages receive less engagement
- Posts that include photos and videos receive more engagement. Make sure you describe any visual content to make sure it is accessible for screen readers
- Engagement works both ways, ensure you share and like content of others too. Make sure who you follow aligns with your aims/plan and make sure the content is relevant
- Tag relevant people into your posts, but be careful when tagging people

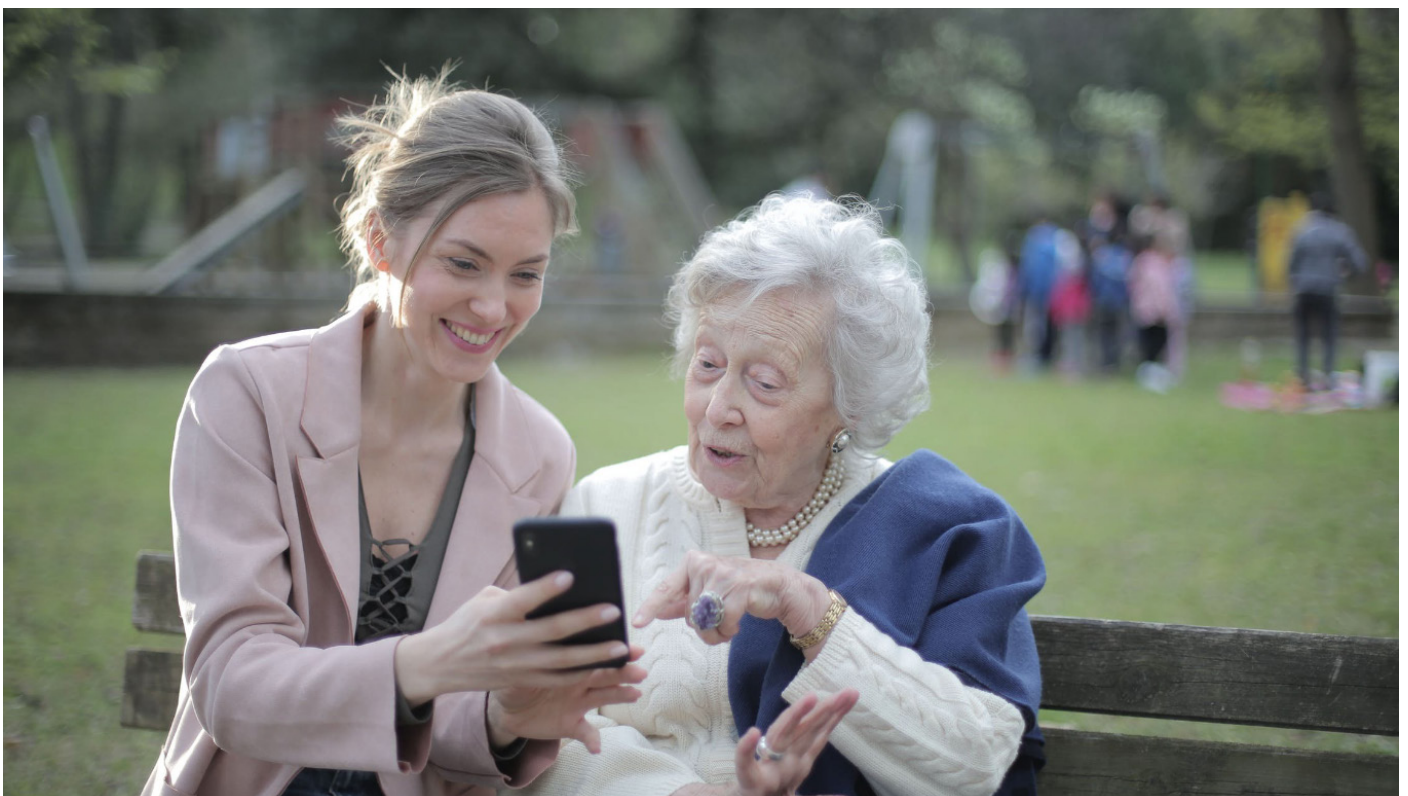


into posts and ensure you don't disclose personal data

- Use hash tags, as they are a great way to be discovered by people and audiences. Use successful/proven hashtags where possible, don't reinvent the wheel unless it is for a specific campaign
- Consider using Facebook Messenger, so you can communicate outside of public view.







## **Management, safety, and data**

- Social media management touches on a number of important elements, all of which come together to form part of your digital marketing strategy
- Think about who will be the administrator of your social media pages and what their role is in creating and editing the content
- Keep personal and private information off of social media. This is important when protecting your group's safety, privacy, and data
- Have consent when posting pictures or information about members of your group.



## Which social media platform is right for your group?

There are a multitude of social media platforms that you can use to connect. Each platform hosts unique features that will be of varying value, depending on what it is you are trying to achieve. Today we will focus mainly on Facebook, Twitter and Instagram.

						
Upload text	✓	✓			✓	
Upload images	✓	✓	✓		✓	✓
Upload videos	✓	✓	✓	✓	✓	✓
Sharing content	✓	✓			✓	✓
Friending/ following	✓	✓	✓	✓	✓	✓
Reactions and liking	✓	✓	✓	✓	✓	
Commenting	✓	✓	✓	✓	✓	
Direct messaging	✓	✓	✓		✓	
Create groups	✓					
Livestream	✓		✓	✓		

What you can do with the platform



Information about the platform

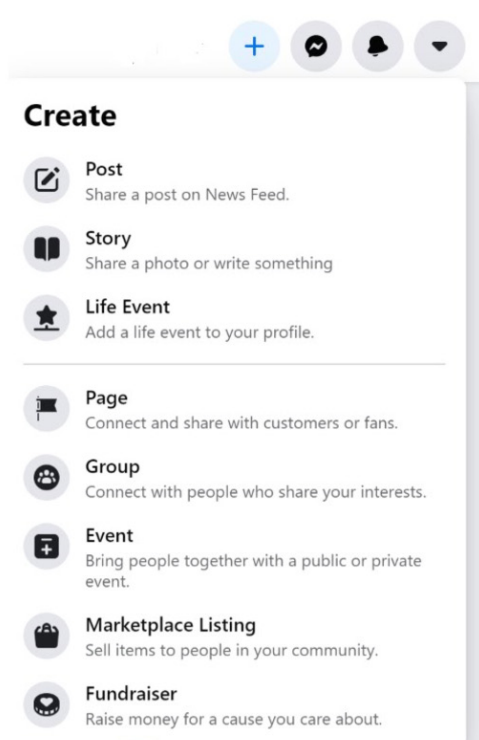
What is it good for?	Building a community and informing users on your life/ projects	Posting quick short information, with a limit of 280 characters per post	Sharing images or graphics with followers, creating visual impact	Great for enjoyable and educational content, build a loyal following	Making professional connections, updating other people in your sector on projects	Sources of inspiration and ideas, for brands you can link images back to your website
What type of social media is it?	Networking and community based platform	Micro blogging and information broadcasting	Aesthetic based photo sharing	Video content distribution	Professional networking	Aesthetic based photo sharing and moodboard creation
Typical demographic?	25 - 34 yrs largest group at 24.8%	18 - 29 yrs largest group at 37%	18 - 29 largest group 59%	15 -25 largest group	21 - 45 yrs largest group	18 - 25 yrs largest group at 55%
Amount of users?	42 million UK FB users	15.25 million UK twitter users	27.25 million UK instagram users	2 billion users worldwide	29 million UK LinkedIn users	320 million monthly active users worldwide



## Facebook

Facebook is the largest social media platform globally. It boasts over 2.7 billion active users and is interactive, collaborative, and informative.

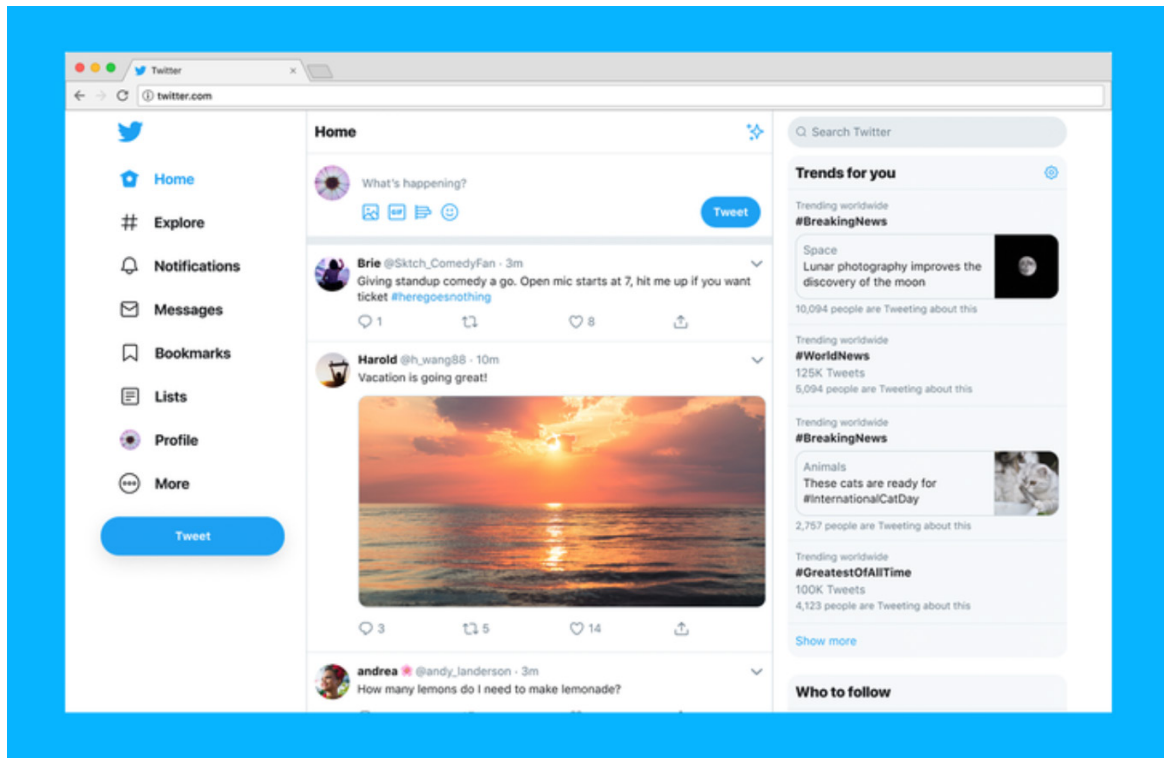
A feature of Facebook that is beneficial to groups is the ability to create public or private groups. Facebook Groups allow users/members to post content such as links, media, questions, events and documents. Facebook groups are great for discussions, events, peer support and creating an online community.



## Twitter

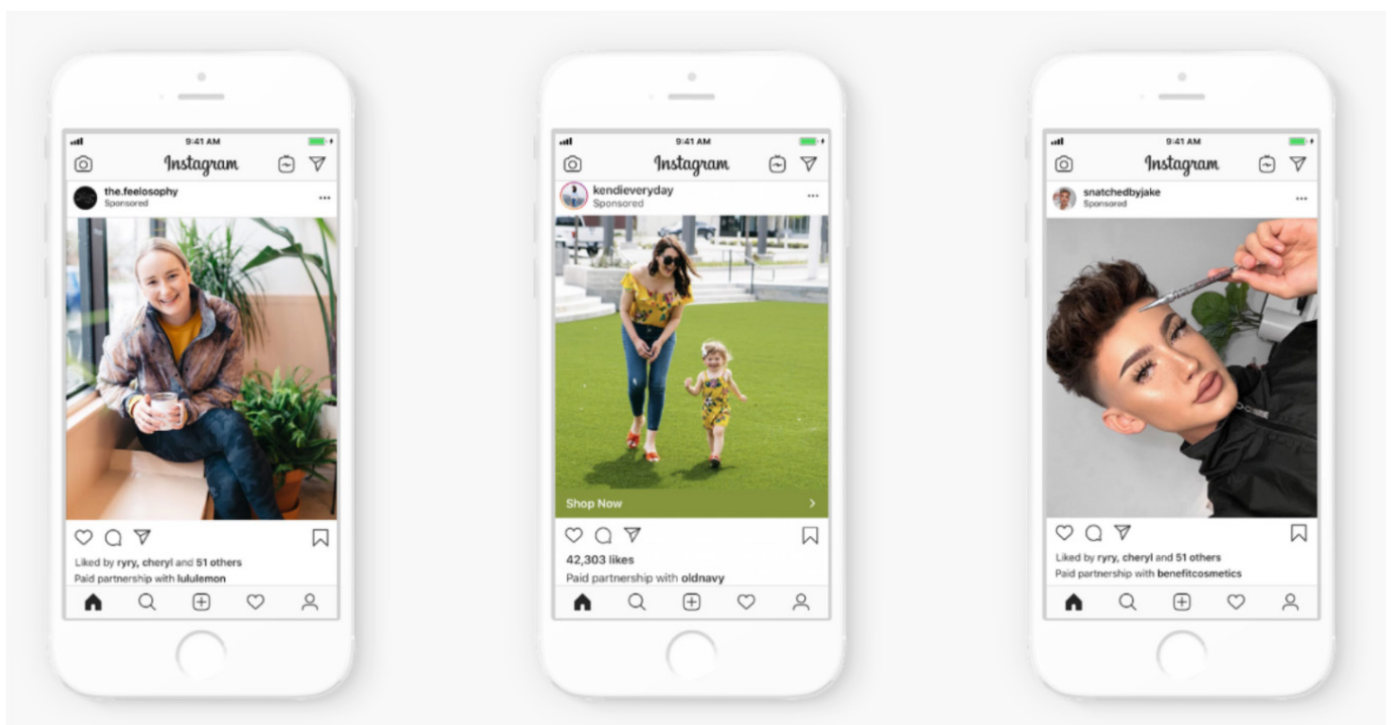
Twitter is a social media site, created for the purpose of connecting people, creating discussions and allowing people to share their thoughts, in a short concise format and in real-time. There are over 15 million users in the UK with a high proportion of users under 25 years old.

Twitter is useful for communicating brief messages to a wide audience. It is great for publicity, promoting and providing real-time information. For example, publicising a community event, promoting services, requesting volunteer support or communicating information in a fast way – like a community emergency.



## Instagram

Instagram is an entirely visual platform, unlike Facebook or Twitter. The purpose of Instagram is to enable users to share images or videos with their audience. It is a popular and growing platform, very popular with younger audiences.





## **Dos and don'ts** of social media

- **Do** set aside time to think about and write your social media content
- **Do** make sure that you have consent for any images that you post of people
- **Do** have a well-written bio conveying who your group is and what you do
- **Do** always promote a positive social presence
- **Do** include and share links to your social media pages – on newsletters, emails, websites and direct people to your page
- **Don't** make it difficult for people to get in touch
- **Don't** act in haste, anger or frustration, if you aren't sure – don't do it!
- **Don't** try to manage too many platforms and don't over commit
- **Don't** get drawn into the vanity of social media
- **Don't** miss key calendar dates for your audience as they are great for capitalising on interest and online traffic – for example awareness days.



Thank you very much for attending. We now have time for some questions and answers. If anyone has something they would like to ask, just type your question into the Zoom Q&A panel.



