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SOCIAL MEDIA WORKSHOP

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WHY SOCIAL MEDIA IS IMPORTANT

Social media offers you a great platform to build awareness of Together Network.

It can be used to engage with your audience, get communities together, inform people of what you are doing, any events you are running and it can be a good way to get some help from volunteers too, if you need it.

Social Media is a FREE marketing tool, so it is well worth investing time and effort into it, as it can be a highly effective way to grow your network.

It can seem like a minefield at first, but this guide has been designed to help you through it. Start by focusing on one platform, find your way around it and take time to understand it – there is no rush and you're not expected to master them all straight away. They're all different, which is why it's best to do it one at a time.

WHAT IS TOGETHER NETWORK TRYING TO ACHIEVE?

We are ultimately trying to improve people's lives and to do this, we need more awareness that we are here and what we do. We see social media as the perfect platform to give us a voice.

Social media will allow us to:

- Grow our community
- Get people from different faiths together
- Encourage volunteers to help us
- Increase donations
- Build relationships with churches
- Show people what we do through case studies

HOW TO GET STARTED WITH SOCIAL MEDIA

Firstly, decide which platform you're going to master and focus on this one. Work out a schedule for your content, including type of content and time. 1-3 posts a day is ideal and you should aim to vary your content as much as possible.

Ideal times are 7-8 in the morning, people travelling to work checking their phone.

12-2pm - on lunch, browsing the internet.

5:30-6:30 - travelling home

8-9pm - relaxing, looking at phone or computer

Social media moves quickly, especially Twitter, so it is important that you post at the times when people are most likely to be looking at their phone or computer, otherwise, it is likely to get lost in the traffic.

TYPES OF CONTENT

It can be confusing to know where to start with social media and what type of content you should be publishing. These are some ideas you might want to consider.

- Video footage of events, visits, meetings, round the office – people love videos!
- Case studies
- Images of events
- Testimonials
- Volunteers – maybe volunteer of the month or similar
- Competitions/giveaways
- Donations
- Day in the life – what employees do

Use images/videos wherever possible as these are more engaging

TWITTER - WHAT YOU NEED TO KNOW

If you decide to use Twitter your 'tweets' are restricted to 280 characters, which is unlike other platforms. Twitter moves quicker than other platforms as there's so much content on it.

Getting Started

A good start is to make a list of your target market, those who you want to attract to the organisation, follow a few people each day.

Work out your content and when you're planning to post - even better if you can build up content for the future.

Remember to use hashtags (#) on your content as this is the way people will find you. For example, #volunteers #donations #MentalHealth - whatever it may be. Twitter shows you which hashtags are 'trending', where possible, incorporate these.

If you're tweeting about another organisation, use @ - for example @TogNetworkEng

UNDERSTANDING FACEBOOK

There is no restriction with characters, so you don't need to adapt your content to fit.

There is an 'invite friends' button on Facebook, so you can encourage FB friends to like your page. Ask colleagues to like and do the same, as this will give you a great base of followers, which will help with growth.

Hashtags are not as relevant on Facebook, but still incorporate them into your post. Facebook growth is more prominent through shares, likes.

Facebook can be used to create events - you can 'boost' the event by paying a fee and selecting your demographic. In the lead up to the event, post updates as this will keep interest.

Reply to any comments, set up an automatic message response and engage.

MAKING USE OF INSTAGRAM

Instagram is more about images than text, you need an image for every post.

You can take the photo or use an image on your phone/desktop.

Follow your target audience.

Use hashtags to make it easier for people to find you. Type in a word and Instagram will show you how many people are using it. Choose the hashtags used by the most people.

Instagram stories, get noticed by posting on Instagram stories. You can use gifs, your location and hashtags. A good way to show your events in action. You can also use 'lives' to record a live event.

ENGAGING - HOW AND WHY?

Share content from other users - this will help with growth and building relationships.

Invite others to like your page, ask other people you know to invite people to like it.

Like other posts, it will help you build relationships and encourage growth

Respond to comments/leads, engage with your audience.

Ask questions - encourage conversation. 'We are at an event today, what are you all up to?'

Add hashtags to your content, this will increase growth

Follow up on leads - people interested in event, drop them a personalised message.