

# #socialmedia101

Getting the basics of social media right

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# Why do I need social media?

Much of the customer experiences now lives online - people are interacting with friends, colleagues and brands in search of information, recommendations and entertainment.

You can access these networks to create a call to action, share information and more importantly to gain advocates for your cause and mission.





# Getting started



# Audience

You first need to know who your audiences are and which social media channels will be most effective in reaching them.

You can divide your audience into two categories:

- your current audience (people already on your mailing list, database or social network)
- your potential audience (the people you'd like to be on these lists).

You can survey or talk to your current audience to determine where they would like to communicate online.

Then you need to determine what new audience members you'd like to have - are they adding to supporters in your current demographic or social network or are they a part of a new, yet unreached segment (like an older demographic, for example)?



# Resourcing

We're all becoming busier - and adding social media into the daily mix can seem overwhelming. Here are some tips there are ways to manage it:

- Set aside time during the day for social media - posting, replying, content sharing - and stick to it
- Have a content calendar
- Use scheduling services in [Tweetdeck](#) or [Buffer](#) to post for you at different times of the day
- Use article collection services like Pocket, to save
- Have several people on your social media roster to post to your platforms (and build their own communities of followers!).



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# What kind of content should I publish and share?

Social media is more than just pushing messages out - we now build on gaining trust, engagement and community and that means publishing different types of content:

## Promotional content

Standard marketing and promotional content.

## Adjacent content

Content that's relevant to what you do, involving the common interests of your audience or make their lives easier, like resources, articles or links.

## Responses

Respond to posts, get involved in conversations and build on them.

## Real life sharing content

Give an insight into your company - celebrate a member or a colleague's achievement, show employees in their natural environment! Humanising your accounts goes a long way to building real relationships with your followers.



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# Top tips for content sharing and creation

- Plan in advance
- Be reactive - respond to events that are relevant and timely for your audience
- Be human - openness and honesty goes a long way
- Use images and video wherever you can (here's a guide to social media image sizing)
- Keep it clear and simple
- Have a call to action - what do you want people to do? Read, share, comment, contribute?
- Look back at what works and replicate it.

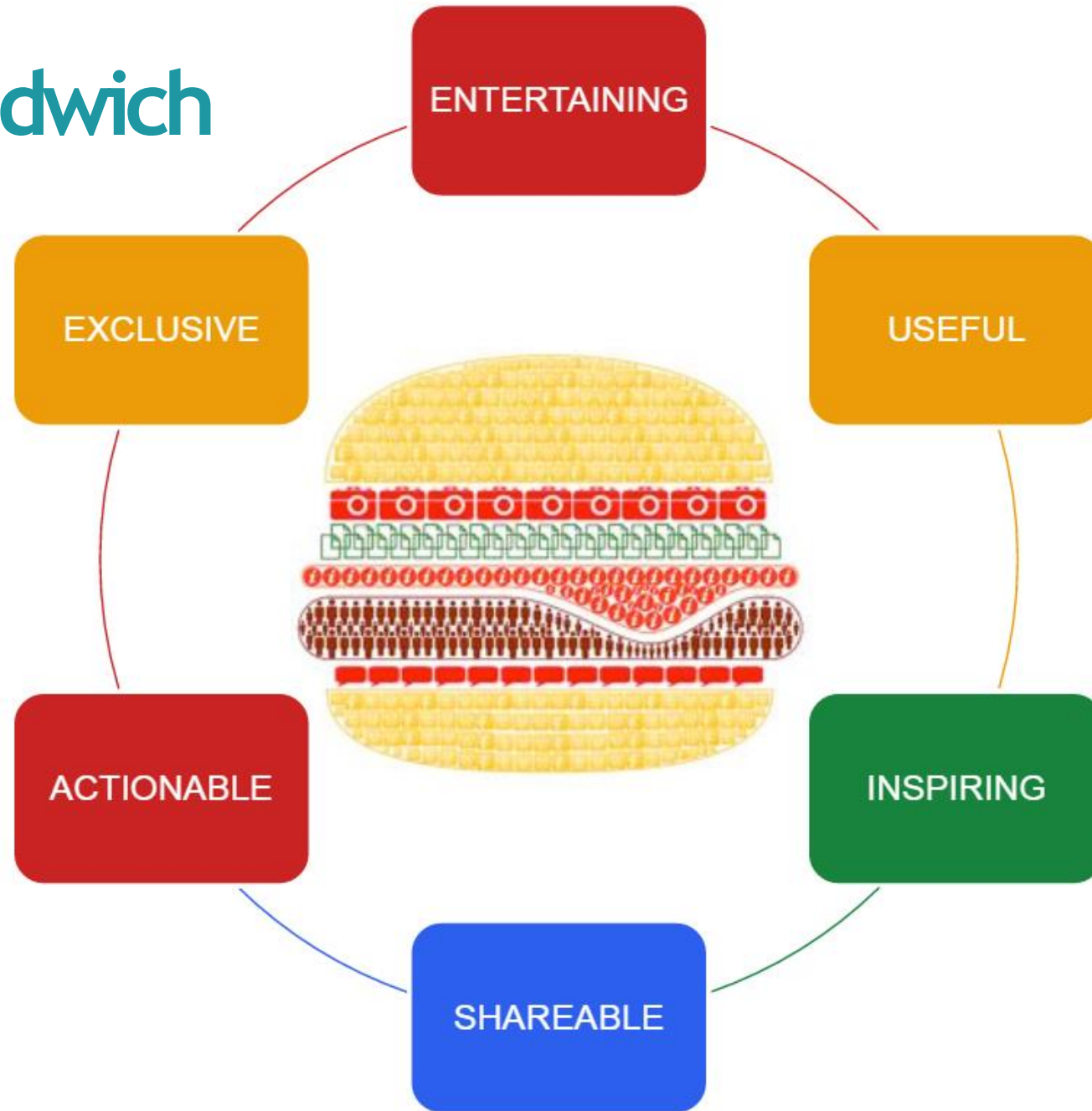


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# Content sandwich



# How should I share and publish content?

## Frequency

How often you share content on social media depends on your audience, how receptive they are and what you have to say. There is some research on the topic, but it is best to see what works for you.

## Engagement

At the start of building a social media network, your engagement focuses on responding. Being active and present by responding to users mentions, questions, commentary, etc. is key.

The second stage is monitoring and evaluating (using tools like [Google Analytics](#), Facebook Insights and Twitter Analytics) the results of conversations and sharing of content to determine what your audience engages with well. This will help you to determine timing of posts, the format and the media you've used (images and video).

**TOP TIP**  
social media  
content does not  
last long - a  
tweet has a half  
life of 18 mins!

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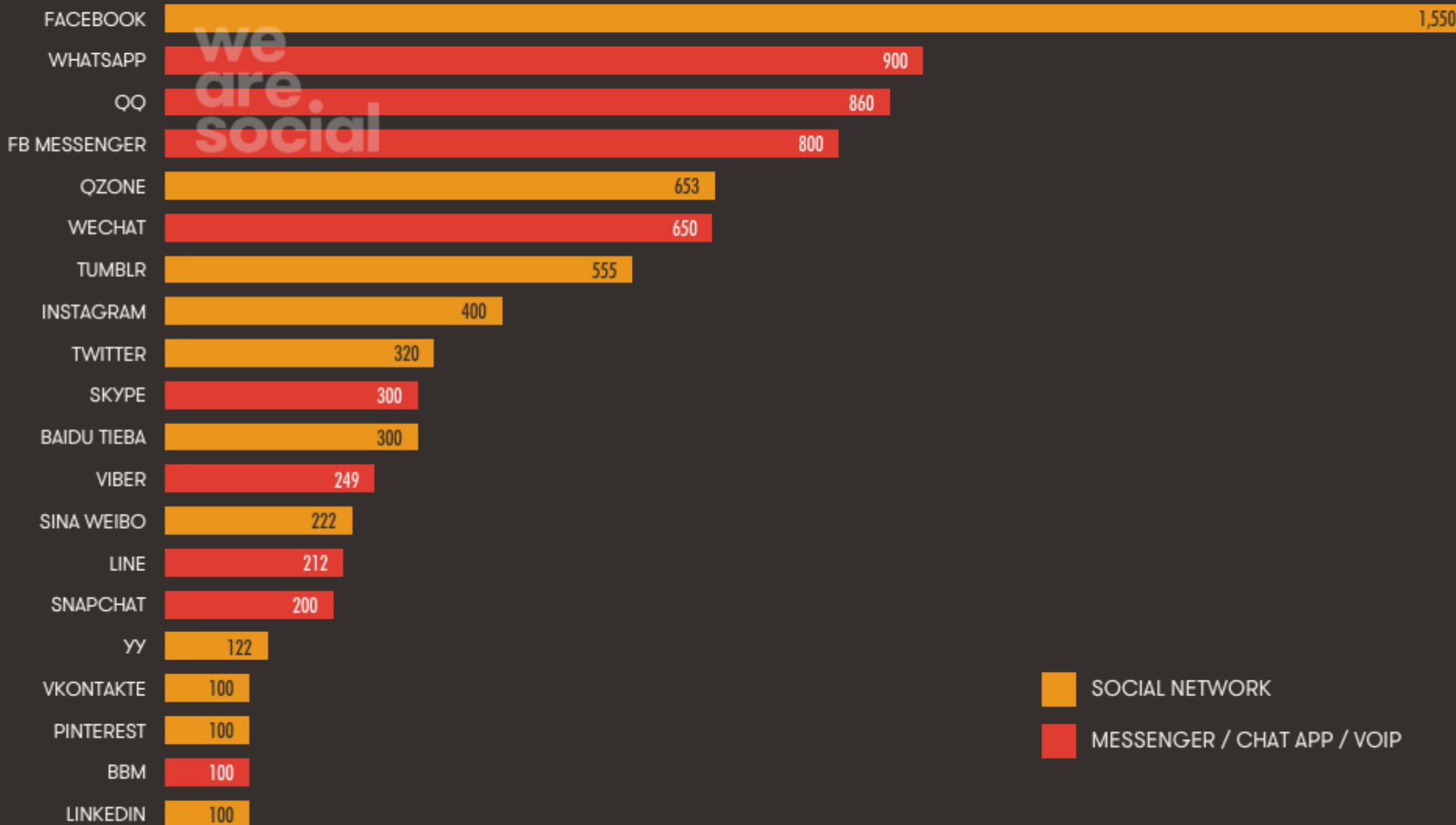
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JAN  
2016

# ACTIVE USERS BY SOCIAL PLATFORM

MOST RECENTLY PUBLISHED MONTHLY ACTIVE USER ACCOUNTS BY PLATFORM, IN MILLIONS

we  
are  
social



■ SOCIAL NETWORK  
■ MESSENGER / CHAT APP / VOIP

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# Getting started - which platforms?

There are lots of social media platforms to choose from.

Where should you start? We'll give you an overview - and then it's up to you to decide what suits your organisation and what you can manage.



# Getting started - which platforms?

## Facebook



#1 social network in the UK, post images and video to people who 'like' your page, posts appear in a timeline

Use it to: build communities, have personal conversations and engage further

Audience reach: older generation, 25-34 age range is most active

## Twitter



'Tweet' messages of up to 140 characters, share content by retweeting other tweets, fast paced 'news broadcast' style network

Use it to: broadcast short messages and content to followers, engage with influencers

Audience reach: 65% under 34 years

## YouTube



Video sharing platform, world's second largest search engine, four billion videos viewed daily

Use it to: share short videos

Audience reach: male dominated, highest number of visitors are 25-35 years

# Getting started - which platforms?

## LinkedIn



Job orientated network, similar new feed style, strong networking angle

Use it to: make connections in all employment sectors

Audience reach: 18+ adults, mostly 30-49 age range, education skew

## Instagram



Photo sharing platform, 70 million photos uploaded everyday, 300 million active users

Use it to: share high quality images

Audience reach: younger, highly engaged audience

## Pinterest



An image based platform where users 'pin' and collect items on their own boards, 70 million users, mostly female audience

Use it to: drive people to your website, collect quality imagery and articles in one place

Audience reach: mainly female audience

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# Getting started - which platforms?



## Whatsapp

Cross platform instant messaging platform, similar to SMS but free, group messaging capabilities, 1 billion active users

Use it to: send private group messages to followers (phone number required)

Audience reach: broad audience



## Google+

Network built off your Google account, similar to Facebook and Twitter, 300 million active users, connects people with your passions

Use it to: connect with communities and interest groups

Audience reach: considered the 'black sheep' of the social media world, half the active users of Facebook, stronger international contingent, most fall into 16-34 age range

# Top 10 Facebook tips

1. Have a recognisable profile picture and engaging cover photo
2. Add a 'call to action' button to your cover photo (there are seven pre-made buttons available)
3. Customise your page with apps, and arrange your tabs
4. Fill out your 'About' section, include a link to your website
5. Post photos, videos and other content (like GIFs) to your page (here's the [image dimensions for social media](#))
6. Check your performance in Facebook Insights to determine what works and what time you should post
7. Look at Facebook Advertising to boost your posts, likes and leads
8. Pin important posts to the top of your page (drop down arrow in the right hand corner)
9. Monitor and respond to comments and messages
10. Post consistently

[Setting up a Facebook page](#)

The logo for 'locality' is displayed in a white speech bubble shape, tilted upwards to the right. The word 'locality' is written in a dark teal, lowercase, sans-serif font.



# Doing it right on Facebook

**the big lunch** **The Big Lunch**  
April 21 at 2:30pm · 🌐

Happy Birthday to Her Majesty The Queen!  
Will you be celebrating the Queen's birthday at your Big Lunch? Here are nine ideas to mark the occasion: <http://bit.ly/26gscAJ>

Are you celebrating the Queen's 90th birthday?  
Today we are wishing a very Happy Birthday to Her Majesty The Queen! Will you be celebrating the Queen's 90th birthday at your Big Lunch? Here are nine ideas  
[THEBIGLUNCHERS.COM](http://THEBIGLUNCHERS.COM)

Like Comment Share Buffer

36 Top Comments

12 shares

## The Big Lunch

- Content that is planned and engaging - asks people to respond
- Relevant and timely - picking up on the Queen's Birthday
- Good branding
- Great imagery.

**Staffordshire Wildlife Trust** shared BBC Radio Stoke's video.  
7 hrs · 🌐

Our Assistant Roaches Warden, Ian, gives an update on how Peregrine Watch is progressing to BBC Radio Stoke!

2,450 Views

**BBC Radio Stoke**  
Yesterday at 11:54am · 🌐

Staffordshire Wildlife Trust's 'Peregrine Watch' in The Roaches just got a lot more interesting - and comfy!

Like Comment Share Buffer

37 Top Comments

Write a comment...

**Jennifer Nixon** Fantastic...fingers kept crossed!  
Like · Reply · 1 · 2 hrs

## Staffordshire Wildlife Trust

- Use of video updates - great media hook and interest
- Great engagement and relevance to the audience
- Engagement from the Trust's staff, creating a personable approach

**Incredible Edible Todmorden Community Team**  
May 2 at 6:14pm · 🌐

cute eh?

Like Comment Share Buffer

116 Chronological

37 shares

View 4 more comments

**Carla Laemmle** Natalie bora beber umas garrafinhas no feriado?! hahaha  
See Translation  
Like · Reply · May 2 at 7:59pm  
1 Reply

## Incredible Edible Todmorden

- Good branding
- Great imagery
- Relevant posts - of interest to their audience
- Personal and conversational tone of speech
- Strong community engagement.

# Top 10 Twitter tips

1. Personalise your profile with a profile image, bio and cover photo
2. Use lists (groups of users) to segment your stream
3. Tweet often (at least once a day!)
4. You don't have to read every tweet
5. Share content that you enjoy
6. Use photos, videos and GIFs in your tweets (30%+ more likely to get retweeted! Here are the [image dimensions for social media](#))
7. Participate in Twitter chats with your peers and colleagues
8. Respond to everyone - whenever you get a RT or a mention
9. Engage with others - start conversations
10. Don't overdo it with the hashtags - keep it short and relevant

[Beginners Guide to Twitter](#)

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# Doing it right on Twitter



**Community Links**  
@Comm\_Links FOLLOWS YOU

Innovative east London charity running back-to-work schemes, advice, youth clubs, children's activities; and sharing the learning to influence national policy

📍 London  
🌐 [community-links.org](http://community-links.org)  
📅 Joined February 2009

[Tweet to](#) [Message](#)

## @Comm\_Links

- Regular posts
- Good use of hashtags and handles



**Hastings Pier**  
@thepeoplespier

[#hastingspier](#) - The People's Pier campaign page. Follow @Hastings\_Pier for news and event updates.

📍 Hastings Pier official feed  
🌐 [hpcharity.co.uk](http://hpcharity.co.uk)  
📅 Joined March 2011

[Tweet to Hastings Pier](#)

## @thepeoplespier

- Good use of imagery
- Friendly and conversational tone
- Good community engagement



**Homebaked**  
@HomebakedA

A Community-Owned Bakery and Community Land Trust, in the shadow of Liverpool Football Club.

📍 Oakfield Road, Liverpool  
🌐 [homebaked.org.uk](http://homebaked.org.uk)  
📅 Joined July 2012

[Tweet to Homebaked](#)

## @HomebakedA

- Great branding
- Nice use of imagery
- Strong community following
- Personable tone of voice



**Castlehaven (CCA)**  
@CCA\_Camden

Castlehaven is a vibrant community association in the heart of #Camden that offers activities to people of all ages, cultures & backgrounds.

📍 Camden Town NW1 8RU  
🌐 [castlehaven.org.uk](http://castlehaven.org.uk)  
📅 Joined November 2011

[Tweet to Castlehaven \(CCA\)](#)

## @CCA\_Camden

- Good branding
- Regular updates
- Active posting
- Lots of imagery of local groups
- Linking back to the website

# Social media campaigning

## #Dogselfie for Manchester Dogs Home



- Following a fire at Manchester Dogs' Home which killed 43 dogs, the charity received over £600,000 worth of donations through a JustGiving page set up by Manchester Evening News
- The incident has also provoked a massive response on social media, with people snapping 'Dog Selfies' and posting them online alongside screenshots of their donation to the charity
- The campaign gathered pace in just a few hours and was over in a few days, showing how quickly social media campaigns can take off.



# Doing it right on YouTube



## Torfaen Council

- Humorous approach to an every day problem
- Short and sweet
- Good quality
- <https://youtu.be/G6UerjFCLdl>



## Check out Locality on social media



[Locality](#)



[@localitynews](#)

## Check out My Community on social media



[My Community Rights](#)



[@mycommunityhelp](#)

