

A BASIC GUIDE TO SOCIAL MEDIA



Common aims – feel free to add your own

- Post two to three times a week on each social platform you have
- Advertise and highlight what you do, any events you're running or opportunities you offer
- Build recognition to help with your fundraising
- Gain followers, increase engagement and impressions

Themes and ideas for posts

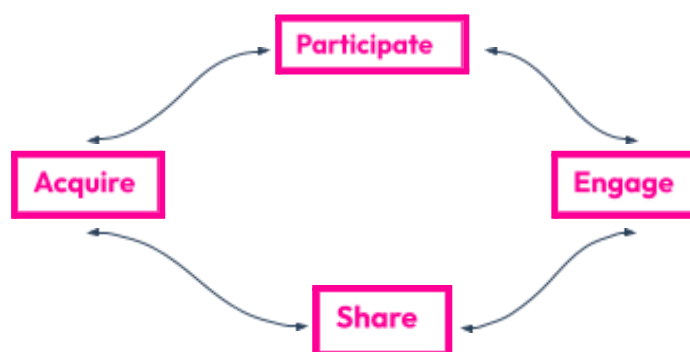
This list is not exhaustive, it is just to help with ideas for content and get you thinking:

- Video content. If you have a YouTube channel, you could use clips of existing videos with links to the full version. You can make videos on free platforms like Canva that don't have to include filmed content, for example, a video of text providing updates from a meeting.
- Weekly events round-up – what's on this week or next week around the topic you concentrate on?
- Use of existing content you may have, for example, information and infographics from your website or from a flyer you've distributed.
- Photographs from recent events or of members.
- Case studies/stories from recent events.
- Behind the scenes – what your team is up to.

Top tips

- Posting original content will gain more views and engagement than reposting something or reposting with a comment. You can rewrite the content to show its relevance to you, and still link to the content you wanted to share, but tagging the original person/business that posted and posting it yourself will have better results for reach and impact.
- Engaging on others' posts also means you appear on others' feeds. By reacting to or commenting on others' posts, you are engaging a wider audience you might not have reached before.
- The algorithm is more likely to show you in people's feeds if you share a video or image along with a post. Try to do this whenever possible.
- Don't overthink it. Social posts should be clear and concise. Don't stress too much about which words to use or if it's worth posting.
- Be consistent. This applies to tone of voice, regularity of posting, branding etc.
- Follow those who regularly support you, including individuals, businesses, councils, and partners etc. Engage in conversation on their posts when possible.
- You can post the same content more than once. Reframe the same thing in a different way. Use the same image or video. The chances are different people will see it.
- Use hashtags and popular words where appropriate.

Engagement Framework



Participate: Your audience is responding, visiting your site, clicking your links, opting in to your newsletter, attending events etc.

Engage: You continue to talk with, nurture, persuade and educate your audience.

Share: You get your audience to be your advocates, share and like your content, expand and increase your reach.

Acquire: You reach a new audience and acquire new supporters and donations, whilst raising awareness.

Analytics to consider

- What time of day have you had the most reactions/engagement on posts? Is it first thing in the morning when everyone logs in at their desks to play puzzles? Is it at lunchtime when people are not working but still at their desks? Is it during the evening or weekend because your audience isn't scrolling during a 9-5 workday?
- Who is your audience on each platform? Do you need to tailor posts? Is something you are posting on LinkedIn not the most suitable for posting on Facebook?
- Do you have any funders or businesses regularly interacting with you or viewing your profiles? If yes, pass this information to the right people to follow up on.
- Are there any patterns to gaining new followers? Is it largely after you post about events or a certain topic? Are you gaining steadily by posting more?

Once regularly posting, look at these analytics monthly to answer these questions and pick up on any differences or trends.