

TOP TIPS

Social Media

Social media and blogs maintain the position as the most cost effective form of engagement, partnership, business generation and potential audience development at lower than average cost than traditional marketing techniques

Which Social Media Networks Should You Use?

So some questions to consider about using Social Media for marketing

- Will your supporters communicate with you via Social Media?
- Which Social Media are they using?
- What are they using Social Media for?
- What value can you add to their experience i.e. what needs do they have and how can you fulfil them?

Social Media Networks – key information

Facebook:

Who's on it? 223 million on Facebook in Europe. 25-34 yr olds are most common age demographic, with 18-24 yr olds next. But its worth noting that the most active age group on Facebook are 34–55 yr olds!

Good for? Personal interactions, analytics and apps.

Bad for? Too many connections can weaken your overall experience.

The content? Videos, blog posts, photos, Q&A.

On Facebook it's all about the "Share" function- this is how word quickly spreads across more people's newsfeeds.

Twitter:

Who's on it? 140m active users. 42% 31-49 yr olds, 41% 18-29 yr olds. Overall 54% female.

Good for? Short, direct updates. Monitoring conversations about organisations and topics. Finding potential supporters

Bad for? Can have a high time-cost for low return.

The content? Links to relevant content, follow #tags to find relevant topics and engage individuals.

Blogs:

WordPress and Blogger are the two top blogging platforms and used by millions to share information and connect communities with similar interests. Blogs are a great place from which to express your expert voice and invite comment on relevant topics. Blogs are also a good base from which to link other Social Media updates to.

YouTube:

Video, video and video. The most searched type of content on the internet. You'll find almost anything here. Vlogs (video blogs) are a multi-million pound industry which means there's plenty of people out there who actively engage with videos posted on the site. Videos on YouTube can be very easily shared on other social media platforms such as Facebook, Twitter and LinkedIn.

Instagram:

A picture paints a thousand words. Photo sharing, with the ability to apply a filter to make your image that bit 'cooler'!

Use hashtags in your photo captions – just like you would in a *tweet*! This works in exactly the same way that hashtags work on Twitter- people will find your posts by searching hashtags.

Which Social Media will help you effectively market to your supporters?

You know your supporters best. Which Social Media will help you effectively communicate with your supporters may well come down to trying them out and testing them.

What to do

- **Announce your arrival on Twitter / Facebook on other platforms** Your website, Facebook, blog etc. People will share this info with their contacts, increasing your followers.
- **Use hashtags** They will increase the amount of people who view your posts as you will more frequently turn up in Twitter searches. See useful networks sheet. Use them to comment on other people's posts.
- **Reach out** and send messages to organisations you find interesting.
- **Respond** to questions and comments from followers. Thank them for retweeting your posts. Listen to what they say to each other.
- **Be brief** Don't worry about using abbreviations. 140 characters (Twitter) doesn't allow for much text and carrying an update into a second tweet is usually not well regarded. But do avoid writing as if you were composing a text message – it looks unprofessional.
- **Include links** to resources but ensure that there is supporting text. A link which has been shrunken doesn't give a lot of information about what it is linking to. Share images, interesting articles, your new blog posts, podcasts and videos.
- **Videos should be subtitled** Have you noticed that videos on your Facebook newsfeed now have subtitles? Most people watch videos shared on Facebook without even clicking on the video- which means no sound, they follow it using the subtitles instead.
- **Don't be afraid of cross-posting!** Social media feeds are saturated but reposting is what will get your cause on people's radar. Somebody may scroll past your posts on several different platforms before they actually see your campaign- that repetition is key.
- **Be interested** in others and you will be interesting. Increase your followers by interacting with your audience – ask questions, answer other people's and speak to them as real people.
- **Follow people** you want to talk to. Local MPs, groups that are doing similar work to you, individuals and organisations you admire and people who support your work.
- **Be yourself.** It can be hard to convey meaning in a small number of words, informal language can make this easier. If your followers don't feel a connection, they will stop following you.

Remember:

People want to relate to a cause! Provide them with information about:

- Industry / related news and information
- Behind the scenes
- Corporate vs personal
- 90% interesting content and 10% asks
- Be authentic
- Look at who you already know online and get their support

What not to do

- Don't preach and do not get involved in negative conversations – either don't engage or be positive! It takes a long time to build a good reputation, and minutes to ruin it
- Listen before you jump in – value your followers/ supporters