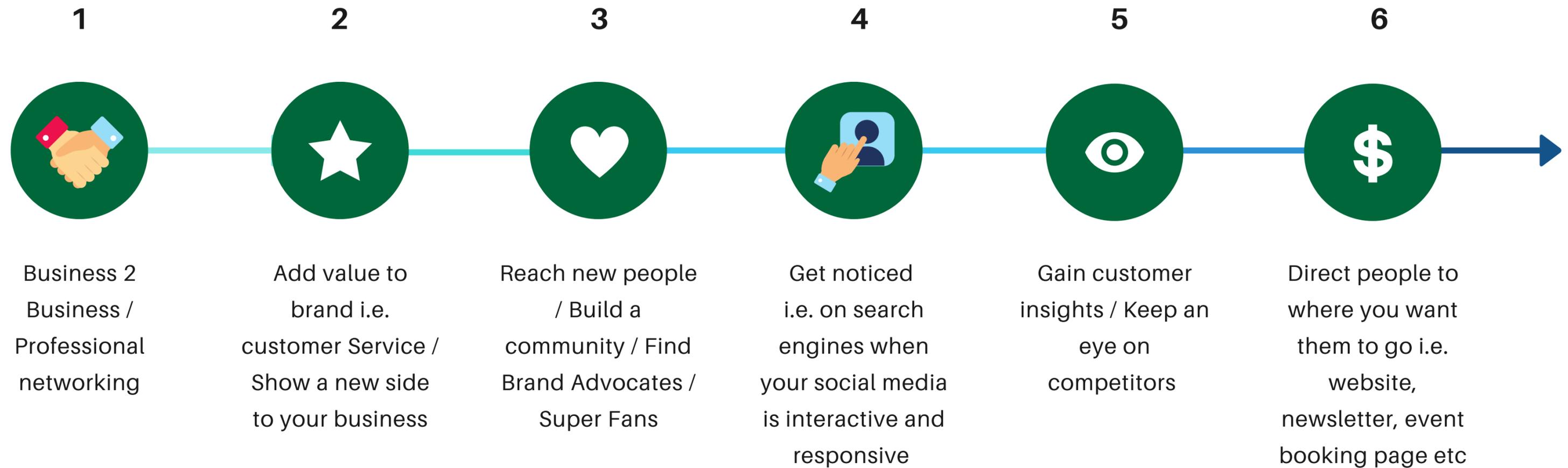


SOCIAL MEDIA

What's it good for?



WHAT'S NEXT?

Ask yourself

1



What's my goal for each platform?
i.e. is it to drive people to website for information or to get donations?
is it customer service?

2



Who is my target audience?

3



Am I reaching different audiences on different platforms
i.e. Biz 2 Biz on twitter and Linked In, beneficiaries on facebook

4



What should I be posting? What does my audience want i.e. what's relevant, entertaining, educational, informative?

5



Who are my most influential followers? Can we collaborate?
Who's reaching my audience?
What do they post?

6



What's unique about us? What do we stand for?
What are our values? Why should people be part of our community?

STRATEGY

1



Define your audience:

Who are they?
what do they like?
What influences them? When are they online? What platforms do they use

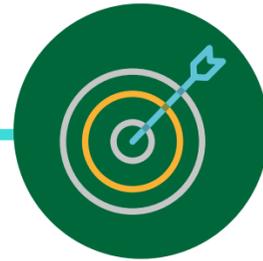
2



Create an audience persona

Start with a stereotype but then base your persona on as much data as you can: ask real customers in surveys, use third party research etc

3



Define your goals:

Is it:
Customer service?
Brand awareness?
Sales?
Getting people onto a programme?
Pushing people to a website where you are providing information?

4



How will your goal help your organisation?

List what you need to achieve your goal
Identify your barriers
What do I have to do to get round these barriers to achieve this goal

5



Choose your channels carefully

Is it twitter, facebook, linked in, instagram, pinterest, tik tok, youtube?
Decide on your brand's voice - think about brand guidelines, fonts, colours, personality, style of images.

6



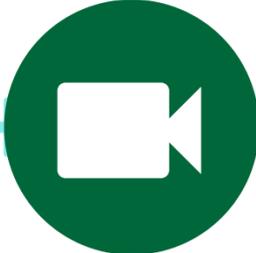
Define success

Don't get distracted by the wrong figures - Have a specific objective, stick to the goals you are trying to achieve, what does success look like

CONTENT TIPS



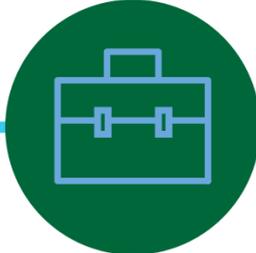
Announcements
Non-promotional
i.e. behind the scenes



Product or brand related i.e. tips and tricks
5 top tips - video, blog, infographic



Responses - engaging with Customer or Influencer - make sure you respond to all comments



Operational i.e. job openings



Reoccurring content i.e. seasonal, awareness days



Ask yourself:
Is it an experience worth sharing?
Could someone share it with others? Where's the value for you spending time to create content?
Where's value for audience?