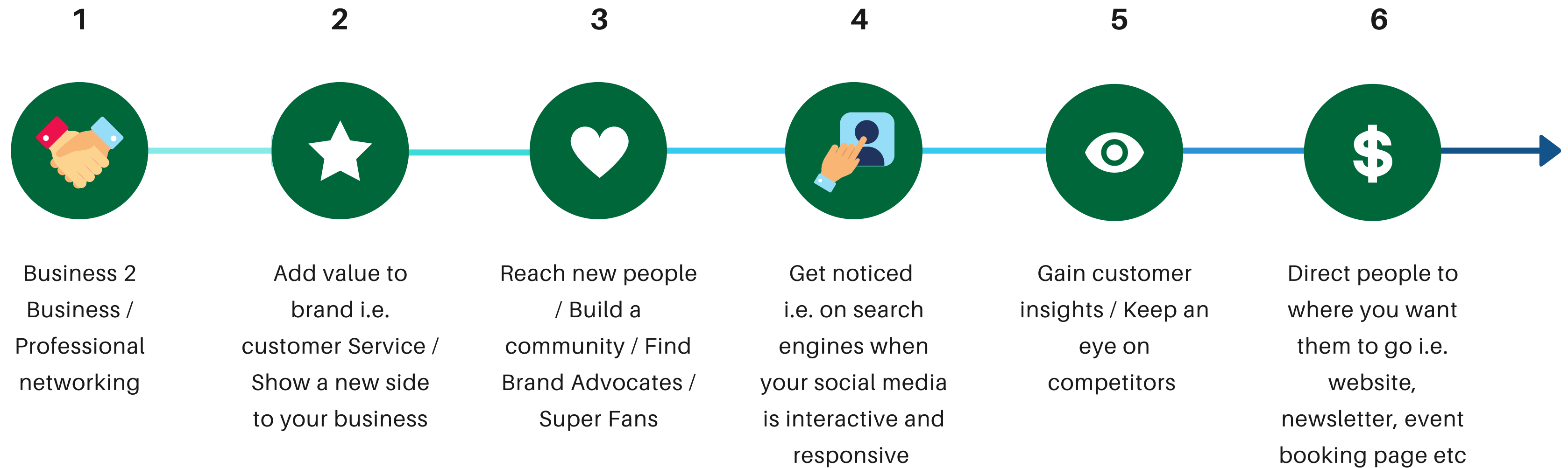


# SOCIAL MEDIA

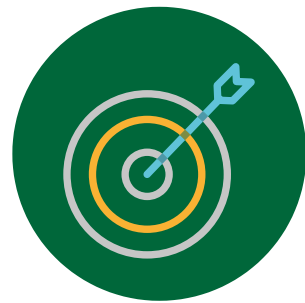
What's it good for?



# WHAT'S NEXT?

Ask yourself

1



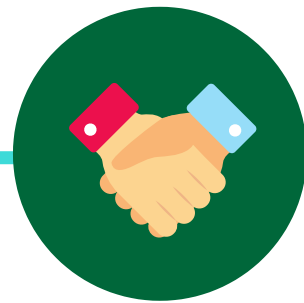
What's my goal for each platform?  
i.e. is it to drive people to website for information or to get donations?  
is it customer service?

2



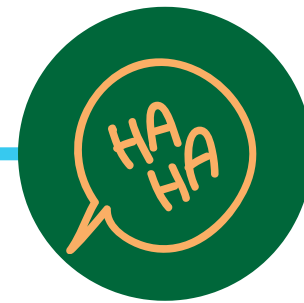
Who is my target audience?

3



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

4



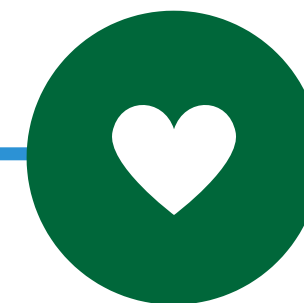
What should I be posting? What does my audience want i.e. what's relevant, entertaining, educational, informative?

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

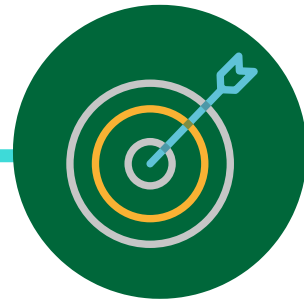
2



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.

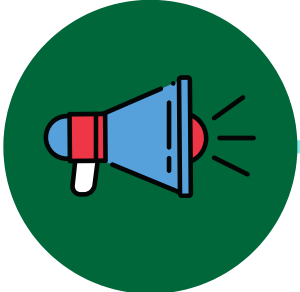
6



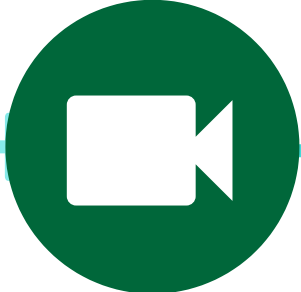
Define success

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



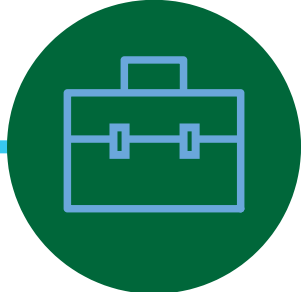
Announcements  
Non-promotional  
i.e. behind the  
scenes



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?