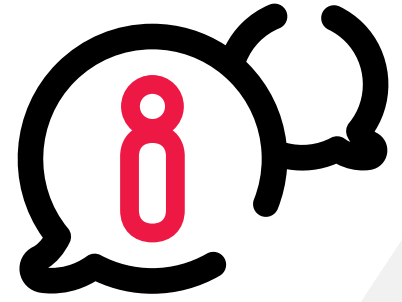# Social Media Toolkit.

Social Media Toolkit.

Social media is a really great way to share updates, facilitate conversations and engage with your community. This resource will help you share information to your community on social.

Together, we will go through:

- **What social media is and why you should use it**

- **Reaching communities on social media**

- **Growing your online community**

- **Reaching a wider audience.**

What is
social media?

The term 'social media' is used to describe web-based apps, websites or tools that allow users to create and circulate content. Each social media platform is slightly different, including the audience it attracts, how content is shared and how users engage.

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WHY USE SOCIAL MEDIA?

Social media is an awesome tool for you to connect with your local community. We know that many people use social media regularly, therefore it's a great way to communicate directly with your community 24/7.

Social media helps local communities to achieve objectives, including:

- Promotion of activities, news and resources
- Driving traffic to your website
- Connecting with communities – especially ones that may be harder to reach in person
- Online engagement and awareness, and
- Offering insight into the content that your community wants.

Reaching communities on social media

Before getting started on social media, it's important to understand where you should focus your efforts. Where does your target audience spend most of its time online?

For most, Facebook is the best platforms to focus on. It's accessible on mobile, desktop and tablets and will allow you to make regular updates in real-time. 72% of Australians are active social media users. Facebook is the most widely used platform. In 2019, 83% of Australians aged 14+ visited Facebook (in an average four week period).[1]

If you would like your social media presence to be private, consider creating a Facebook Group which is great for sharing updates and starting conversations with select people.

Beginning with just one platform, things to consider include:

- Who will manage the page, and in what capacity?
- What updates will you share?
- What language and tone will you use in your posts?
- In which format will your updates be shared (photo, video, links)?

Check out the Social Media Snapshot on page 9 for an overview of three of the most popular social media platforms in Australia

1. http://www.roymorgan.com/findings/7979-social-media-trends-march-2019-201905170731

SETTING UP YOUR PAGE

Now that you've decided which platform (or platforms) to use, it's time to get set up. All social media websites will have clear instructions for you to follow when setting up your page.

Typically, platforms will require you to upload a profile photo and cover images, as well as filling out details about your team. Remember to fill out your 'about' section with as much information as possible, as well as links to your website and contact details.

Best practice is to use your logo as a profile photo, and a header image that represents what your team is about.

OUR TIP: CHANGE UP YOUR HEADER IMAGE REGULARLY TO REFLECT THE FOCUS, LIKE UPCOMING EVENTS OR IMPORTANT MILESTONES. THIS KEEPS THINGS INTERESTING AND RELEVANT.
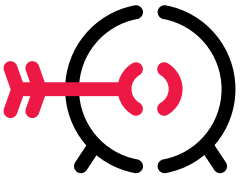
PLANNING POSTS

Updates for your page can be a mixture of curated or created content.

• **Share content from others:** updates from other community organisations, news articles or video content that aligns with or speaks to your community.

• **Create new content:** updates owned and created by you, like video, images and articles and events.

OUR TIP: PLAN YOUR POSTS IN ADVANCE! USE OUR SOCIAL MEDIA CONTENT CALENDAR ON PAGE 10 TO GET STARTED.

MONITORING YOUR PAGE

Set aside time every day to check and update your page. This doesn't have to take too much time out of your day; think 5–10 minutes every couple of days. Responding to comments and nurturing conversations on your social platforms are a key driver in gaining engagement, fans and followers.

OUR TIP: SHARE THE LOAD BY ASKING A NUMBER OF RESPONSIBLE AND TECH-SAVVY MEMBERS TO HELP OUT WITH THE ADMINISTRATION OF THE PAGE.

Growing your online community

Now that your page is set up, it's time to start attracting more likes/followers.

The most important part is making sure that the community knows the page exists.

Have you done these three things?

- **Invited community members, friends and family to follow or 'like' your page.**
  Try sending out an email, or making an announcement at a community event to tell people about the page. Make it clear that this social media page will be a key point of information for the community.

- **Added social media links to your website, newsletter, email signature and any other resources.**
  The more resources that link to your social media page, the better.

- **Start sharing content often to ensure you remain at the top of people's feeds.**
  This is a big one. Most social media platforms will reward organisations that consistently share engaging content.

CREATING ENGAGING CONTENT

Once you start posting often, you'll begin to get a feel for which types of content resonate with your audience. Posts that get lots of engagement (likes, comments or shares) are likely to have hit the sweet spot. Understanding what it is about your content that is hitting the mark is important.

When reviewing how your posts have performed, take in to account:

- What time of day your content was shared?
- What format the content was in – was it a video, photo, or link?
- How long – or short – the text in your post was, and
- What hashtags, or other accounts did you mention?
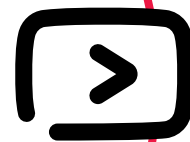
OUR TIP: THE SENSIS SOCIAL MEDIA REPORT 2018, STATES THAT THE TWO MOST POPULAR TIMES FOR AUSTRALIANS TO ACCESS SOCIAL MEDIA ARE IN THE EVENING (61%) AND FIRST THING IN THE MORNING (59%). AIM TO SCHEDULE YOUR POSTS TO PUBLISH AT THESE TIMES![2]

2. https://www.yellow.com.au/wp-content/uploads/2018/06/Yellow-Social-Media-Report-2018-Consumer.pdf

HOW SHOULD I BE MEASURING SUCCESS?

The key metrics social media platforms report on are:

- 'Impressions' – how many times a post has been seen
- 'Reach' – the unique number of users that have seen your post
- 'Engagement' – how many times users have interacted with your post, and
- 'Likes', 'fans', or 'subscribers' – how many people are following your account.

Review your insights or analytics with your social media marketing objectives in mind. For example, you might report on engagement stats if your aim is for people to click through to your website, or follower growth stats if you're trying to acquire more members and position yourself as a leader in the community.

FACILITATING USER-GENERATED CONTENT

Creating posts for your page doesn't have to sit solely with you. Sometimes the most engaging content can come from the community, sponsors, or other sources.

Our tips:

- Follow relevant hashtags and pages (like ADF!) to seek out content to share.
- Connect with local service providers, sponsors and community groups in your area and ask them if they would like to share information on your page.

STARTING THE CONVERSATION

Encouraging people to share their experiences can be done easily by:

- Creating discussion by asking open questions in posts:
  "We're firing up the BBQ for our family fun day this weekend. What types of food would you like to see on the menu? "
- Asking your community to share their experiences:
  "We want to know what you love about our community! Share your favourite stories and memories below."
- Ask for ideas for your next event/webinar:
  "We loved hearing from our guest speaker at the event last week. Who would you like to hear from next?"

Reaching a
wider audience

You're an old-hand in the social media space now. At this point you may have started to think about what you can do to help push your content that little bit further. So how do you unearth opportunities to reach a wider audience and potentially acquire new members?

TEAMING UP WITH ORGANISATIONS

Social media networks are built on content sharing, so why not look to some of your sponsors, members or other community groups to help create content. Ideas for co-created content could include:

• Interviews with community members

• Opinion pieces by sponsors and community members

• Event coverage

• Photo galleries.

The benefit of creating content to be shared across multiple community organisations means you're reaching audiences outside your 'traditional audiences'.

SHARING BEST-PRACTICE CONTENT

Social media is dynamic. As platforms and their users evolve, organisations have to make an effort to keep up with trends, especially if your target audience leans towards a younger demographic.

USING PAID ADVERTISING TO SPREAD THE WORD

Platforms like Facebook, Instagram and YouTube wouldn't be the size they are today without being monetised; and it's becoming clear that if you want mass reach for your posts, at some point, you will have to invest in social media advertising.

If you choose to spend money on paid advertising, a good place to start is by defining clear objectives on the action you would like people to take off the back of your ads. This will determine if you take a more quantity (reach and awareness) vs. quality (engagement and clicks) based approach to advertising.

The great thing about advertising on social media is that each platform has very specific audience target, meaning you can reach the people you want with key messages created specifically for your audience. That might mean targeting people in your local area.

Social media snapshot

	What is it?	Who uses it?	How does it work?	What's in it for you?
Facebook	World's largest social media network. Users engage through status updates, photo, video, private messages, events and linked content. Engagement with posts is through comments, reactions and shares. Brands and organisations can operate their own pages, attract fans through 'likes' and create private groups with shared interests.	91% of social media users are on Facebook.[3] Australians spend 10 hours a week on Facebook.[3]	Users post content to their own profiles, friends profiles, pages they 'like' or groups they've joined. User interactions are visible based on personal or group privacy settings, with posts on brand pages visible to the public. Accessible on mobile, desktop and tablets.	Access to a large and diverse audience. Ability to target specific audiences through Facebook's advertising platform. Mobile availability means there's an opportunity to communicate with audiences at a range of times.
Twitter	News and information shared in 140 characters or less. Users follow friends, companies, organisations, publications and influential individuals with certain interests or areas of expertise. Typically used as a public platform.	19% of social media users are on Twitter.[3]	140 characters or less updates called 'Tweets' that can contain links, photos or video. Tweets can be replied to, 'favourited' or 'retweeted'. Conversations are formed around themes and events, typically aggregated by hashtags.	Creation and management of themed conversations. Access to a highly engaged community.

3. https://www.yellow.com.au/wp-content/uploads/2018/06/Yellow-Social-Media-Report-2018-Consumer.pdf

Social media
content calendar

	Mon	Tues	Wed	Thurs	Fri	Sat	Sun
Facebook							
Instagram							
Twitter							
Linkedin							
YouTube							