Housekeeping

请您将麦克风静音。

相机开关 - 由您决定。

如果有什么问题，可以随时打断。

没有问题是愚蠢的。

保持水分。
<table>
<thead>
<tr>
<th>Time</th>
<th>Section</th>
<th>By</th>
</tr>
</thead>
<tbody>
<tr>
<td>9am</td>
<td>Introduction - attendee’s join, Zoe and Alice to introduce the session and housekeeping</td>
<td>Both</td>
</tr>
<tr>
<td>9.10am</td>
<td>Introduction to social</td>
<td>Alice</td>
</tr>
<tr>
<td>9.20am</td>
<td>Understanding your audience</td>
<td>Alice</td>
</tr>
<tr>
<td>9.45am</td>
<td>Increasing reach and engagement</td>
<td>Alice</td>
</tr>
<tr>
<td>10am</td>
<td><strong>BREAK (10 min)</strong></td>
<td>-</td>
</tr>
<tr>
<td>10.15am</td>
<td>Increasing reach and engagement</td>
<td>Alice</td>
</tr>
<tr>
<td>10.45am</td>
<td>Content creation tips</td>
<td>Alice</td>
</tr>
<tr>
<td>11am</td>
<td>Content pillars</td>
<td>Alice</td>
</tr>
<tr>
<td>11.15am</td>
<td><strong>BREAK (10 min)</strong></td>
<td>-</td>
</tr>
<tr>
<td>11.25am</td>
<td>Tone of Voice</td>
<td>Zoe</td>
</tr>
<tr>
<td>11.45am</td>
<td>Accessibility on Social</td>
<td>Alice</td>
</tr>
<tr>
<td>12pm</td>
<td>End &amp; Questions</td>
<td>Both</td>
</tr>
</tbody>
</table>
Your trainers

Zoe Amar
Director of Zoe Amar Digital

Alice Rath
Digital Marketing Specialist

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Introduction to social media
Facebook overview

- **Over 2 billion** people on the planet actively use it each month
- **40 million** people, or **71%** of UK adults, can be reached with ads on the platform
- **88%** of Facebook users are accessing via mobile device
- **1.56 billion** people use it daily

Use it for…

- Growing community through active engagement and Groups
- Customer / supporter service (Messenger)
- Video virality (Facebook loves video, create something engaging and see it fly)
- Highly targeted ads and retargeting using Facebook Pixel
- Fundraising - Facebook donate button and fundraising tools
Instagram overview

- Over 1 billion people on the planet actively use it each month
- 6.7 million of those monthly users are in the UK
- It has 58 times more engagement per follower than Facebook
- 500 million people use it daily

Use it for…

- Behind the scenes images and Stories (vertical videos which last 24 hours)
- User generated content (share posts and Stories from others with their permission)
- Quotes, tips, infographics and memes
- Report on what you are doing and successes
- Discoverability with thought out hashtag, mentioning and location tagging strategies

Sources: Hootsuite, eCommerce CEO, eMarketer and Statista 2018
Twitter overview

- **326 million** on the planet actively use it each month
- 13 million of those are active UK users
- 80% of Twitter users are accessing via mobile device
- 100 million people use it daily

Use it for…

- Networking with local businesses, influencers and experts
- Trend hacking (get involved in relevant trending topics)
- Keep up to date with the latest news (‘listening’ is really useful here)
- Share press releases and engage journalists
- Use video, images and GIFs (Tweets with images receive 150% more retweets)

Sources: Hootsuite, Omnicore Agency, eMarketer and Invespcro
LinkedIn overview

- 260 million on the planet actively use it each month
- 27 million of those are active UK users
- 41% of millionaires use LinkedIn
- 57% of users use it on mobile (less than other platforms)

Use it for…

- Long form articles from senior members of staff and management
- Individual networking and sharing (an individual is more important than a company page)
- Video posts (5 times more likely to get comments as a newer format for LinkedIn)
- Mobilising business leaders

Sources: Hootsuite, Omnicore Agency
TikTok overview

- Over 3.7m active users in the UK
- Downloaded over 1m times a month in the UK
- 41 minutes average daily time spent on the app is
- 26% of UK users are aged 18-24

Use it for...

- Utilising video content
- Participating in viral trends
- Discoverability with thought out hashtags and sounds usage
- Achieving a wider reach on videos

Sources: Hootsuite, Social Media Today
Understanding your audience
Types of target audience

We can sort all the attributes in three large categories:

**Demography**
Using demographic data you can target your campaign for example at young people (e.g., age 18-24), both female and male from towns with a population larger than 20,000.

**Interests**
This is data about users’ hobbies, passions, things that they are looking for and read about. It can be, e.g., books, movies, music, cars, marketing, parenting or dance.

**Purchase intentions**
Data that can be crucial especially for e-commerce. Audiences are divided into groups of users who recently looked for a specific product.
Understanding the roles of your target audience

An important step in understanding your target audience is to go beyond learning their demographic information, and understand what role they play in the path to donate.

These roles can often be divided into the following categories:

**The Decision Maker:** This is the person who ultimately makes the donate decision. In some cases, the decision-maker is the same as the supporter, but in other cases they are different. Example: regular giver, corporate partner.

**The Supporter:** The supporter may not make the decision, but they will have a heavy influence on whether or not they support the organisation. Example: contributed to a fundraiser.
Understanding your audience

- Look at platform insights regularly
- Use Google Analytics: Affinity Categories and In-Market Segments
- Monitor comments and engagements
- Conduct surveys
- Utilise social listening
Increasing reach & engagement

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Increasing your reach on...

Facebook

- Live video
- Get verified on Facebook - having the blue verification badge also means your Page will rank above other Pages with similar names in Facebook searches. This means, more organic reach for your brand.
- Use eye catching imagery and video - over 60% of marketers think visual content is crucial for their social media strategy.
- Find your best time to post
- Focus on engagement first
- Try user generated content (UGC)
Increasing your reach on...

Instagram

- Find your best time to post
- Use 3-5 hashtags in the post (not first comment)
- Test using reels and all future new features
- Experiment with videos
- Use engagement features on stories (ie. polls, slider, question box)
- Go live - especially with other accounts with similar audience
- Post less frequently but higher quality content
- Be social - engage with users comments and DMs.
Increasing your reach on...

Twitter

- Use relevant hashtags
- Join in the conversation - by joining conversations about relevant topics, you’re not just being social, but you’re increasing your overall brand visibility
- Experiment with the best times to tweet
- Reply to mentions
- Engage with relevant accounts and hashtags
- Learn what your audience wants to share (ie. Memes, information, videos)
Increasing your reach on...

LinkedIn

● Use employees as advocates, individuals posts are prioritised over businesses

● Tailor content to the platform (ie. job listings)

● Position your organisation as a thought leader or sector specialist

● Utilise LinkedIn blogs

● Mention relevant contributors

● Join industry groups

● Test video content, especially with new larger video formats
Increasing your reach on...

Youtube

- Optimise your thumbnail image
- Piggyback off of viral trends
- Collaborate with other brands so you can reach their audience
- Use tags
- Use keywords in your description
- Use descriptive and keyword rich titles
Increasing your reach on TikTok

- Add 3-5 hashtags to your videos
- Use the discover page
- Post regularly
- Use trending sounds
- Use trending topics
- Collaborate: stitch videos or duet
- Tag other accounts (when relevant)
What methods have you used to increase your reach on social? 

Please share in the chat box
There’s actually many similarities across social platforms, especially when it comes to increasing reach.

Here’s the core principles...
Video, especially live

Shareable content

Interact and be social

Use relevant hashtags

Find the right time of day

Test content type and theme

Focus on engagement
Increasing your engagement on...

Facebook

- Focus on quality
- Share content people **want** to see
- Ask a question
- Respond to all comments
- Join a trending conversation
- Recycle your top posts
- Experiment with new content
Increasing your engagement on...

**Instagram**

- Discover the best time to post
- Start conversions with story interaction stickers
- Regularly test and analyse new content types
- Create “Saveable” content for your feed
- Share data your audience will love
- Test caption length
- Add an element of fun

- Create more video content
- Don’t forget community management
- Use CTA’s
- Embrace Instagram Stories
- Test new features (ie. reels)
- Post consistently
Increasing your engagement on...

Twitter

- Use Twitter polls
- Respond to replies
- Tweet at the right time for your audience
- Join a trending conversation
- Use media attachments
- Test new features (ie. Fleets, Spaces or Super Like)
- Use video
Increasing your engagement on...

LinkedIn

- Develop post types for the LinkedIn feed
  - Tell a story
  - Facilitate an unbiased debate
  - Dispel a myth
  - Share positive encouragement
  - Be a thought leader

- Community management

- Make use of personal profiles

- Tailor content to the platform

- Keep it simple: text only
Increasing your engagement on...

Youtube

● Choose video topics based on
  - trends
  - user need / interest

● Ask for comments in your video

● Reply to every comment you get

● Tell your viewers to subscribe, like the video, and turn on their notification bell

● Set your videos to premiere and engage in real-time

● Create shorter videos so users watch all content
Increasing your engagement on TikTok

- Use high quality video
- Catch interest in the first 3 seconds
- Go live
- Reply to comments
- Make content based on trends and viral videos
- Stay consistent
- Create shorter videos so users finish the video
What methods have you used to increase your engagement on social?

Please share in the chat box.
Again, there’s many similarities across social platforms, especially when it comes to increasing engagement

Here’s the core principles...
Shareable content

Find the right time of day

Encourage discussions

Use call to actions

Make valuable content

Test new features

Be part of the trend

Be human

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Content creation tips
Content creation for when you’re…

Busy

● Have a template for every type of post
● Batch make content
● Ask others (ie. events team) for content
● Post user generated content
● Re-cycle content
● Don’t post
Content creation for when you’re...

Out of ideas

- Post user generated content
- Share inspirational quotes or comments from beneficiaries
- Take inspiration from a competitor
- Take inspiration from a commercial brand
- Make behind the scenes content
Content creation for when you...

Have no content

- Post user generated content
- Share inspirational quotes or comments from beneficiaries
- Take inspiration from another brand
- Make behind the scenes content
- Share information
- Don’t post
Making content is silos is easy peasy

But how do we make content for an organisation?
Making and sharing content

- Use a project management tools (ie. Asana, Trello)
- Content calendar
- Have content creation guidelines
- Have social media templates
- Shareable folders
- Make evergreen content
Content pillars
What are content pillars?

In the context of social media marketing, content pillars are a set of themes or topics that your brand can use to create posts.

These themes, sometimes called 'buckets', are specific to your brand, and should reflect the content that is most popular with your online audience.

The content pillars that you choose should encompass and be consistent with your brand’s purpose, values, tone of voice, positioning and general aesthetic look and feel on social media.
Why are content pillars useful for social media marketers?

✅ Having specific themes or buckets that each post or piece of content should fall into, makes it much easier to **create meaningful content**, instead of just playing guessing games and creating purposeless posts as a result.

✅ Help bring a **sense of organisation** to your brand's social media content approach. Planning your social media content calendar becomes much simpler when you already have a set of specific content themes to riff off and research.

✅ Help to speed up the content **ideation process**, since your ideas are already focussed around specific themes and topics.

✅ Help your brand achieve that all-important **tone of consistency** on your social media channels. This helps to give your brand a strong identity on social media, since you're creating content that recognisably belongs to you.
Example
Macmillan Cancer Support

Fundraising
Information
Personal stories
Services
Example
Macmillan Cancer Support

Fundraising
- Coffee morning
- Challenge events
- Donate

Information
- About cancer
- Symptoms
- Cancer and Mental Health

Personal stories
- Case studies
- Supporters
- Beneficiaries

Services
- About Macmillan nurses
- How the services help

Calling all Coffee Morning heroes!

What is sarcoma?

and I've taken a bit from yoga, a bit from tai chi and a bit from just stretching.

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Tips for creating content pillars

● Link to your **strategic purpose**, consider: why you exist as an organisation, why people support you and what you want to communicate.

● Keep your pillars brief, no more than six. This will ensure you’re focused on the key elements of your organisation.

● Your pillars may change, subject to band development, services and overall strategy.

● Take a look at your brand's marketing personas

● Audit your social media channels to see what content works and what doesn't. For example, if fundraising content has a lower engagement rate this may be a less effective content pillar.
Tone of Voice
Tone of voice
Tone of voice

- **Character/Persona**
  - Friendly
  - Warm
  - Inspiring
  - Playful
  - Authoritative
  - Professorial

- **Tone**
  - Personal
  - Humble
  - Clinical
  - Honest
  - Direct
  - Scientific

- **Language**
  - Complex
  - Savvy
  - Insider
  - Serious
  - Simple
  - Jargon-filled
  - Fun
  - Whimsical

- **Purpose**
  - Engage
  - Educate
  - Inform
  - Enable
  - Entertain
  - Delight
  - Sell
  - Amplify

Copyright 2011, Stephanie Schwab
Exercise: how would you describe your organisation’s tone of voice?
Accessibility on Social Media
Ways to be more accessible on social

Emoji usage 👍

To keep your emoji usage accessible, be sure to:

- **Use emojis in moderation.** If you are going to use emojis, limit yourself to two or three so you don’t bring down the readability of your content.

- **Place emojis at the end of social posts.** The more important information should be consumed by the user first. Interjecting emojis in the middle of sentences or paragraphs could mix up the messaging once it’s read aloud by a screen reader.

- **Avoid using emojis in your social profile name.**

- **Resist changing the color on customizable emojis.** Every unique icon gets descriptor information. That includes skin tones. If you can’t stand the Simpsons look, try to make your customized emoji the only one in your post.
Ways to be more accessible on social

Hashtags

To keep your hashtag usage accessible, be sure to:

- If you were to publish a post with the hashtag #socialmediarocks, the accessibility program would blend those three words into one amalgamated mess. By simply capitalizing each word, also known as camel case, #SocialMediaRocks becomes three words instead of one for the program reading it. It’s also easier for everyone, even without vision impairment, to read as well.
Ways to be more accessible on social

Image descriptions 📸

To keep your image usage accessible, be sure to:

- Facebook automatically assigns alt text to uploaded pictures, although the descriptions are normally vague or sometimes not even very accurate. However, it’s easy to replace the assigned alt text with your own.
  - Choose the uploaded picture you want to add alt text to
  - Click “Options” in the lower right area of the image
  - Hit “Change Alt Text” next to the magnifying glass
  - Add your own alt text to the picture
  - Describe the image in vivid detail

- Similarly, in the Instagram app, users can use the “Write Alt Text” function at the bottom of the final screen before you “Share,” under “Advanced Settings.”
Ways to be more accessible on social

Typography

- There's a newer trend in social media where people use custom fonts in their bios, posts, and Tweets to add aesthetic interest to the text. These could be script, block, bolded or italic fonts like the one shown below.
Questions?

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Social Media Resources
## Resources

### Content creation

<table>
<thead>
<tr>
<th>#</th>
<th>Name</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Canva</td>
<td>Used for designing digital assets, has templates that can be used and adapted</td>
</tr>
<tr>
<td>2</td>
<td>Pixlr</td>
<td>Online image editor</td>
</tr>
<tr>
<td>3</td>
<td>Photopea</td>
<td>Online that can be used to edit Photoshop files, without purchasing Photoshop</td>
</tr>
<tr>
<td>4</td>
<td>Unsplash</td>
<td>License-free stock photos</td>
</tr>
<tr>
<td>5</td>
<td>Pixabay</td>
<td>License-free stock photos and videos</td>
</tr>
<tr>
<td>6</td>
<td>Kapwing</td>
<td>Edit video and create content online</td>
</tr>
<tr>
<td>7</td>
<td>Pexels</td>
<td>License-free stock photos</td>
</tr>
<tr>
<td>8</td>
<td>Hemingway</td>
<td>Paste your copy into the free app where it gives you advice on spelling, grammar, readability and impact. Also gives you a character count.</td>
</tr>
</tbody>
</table>
## Resources

### Social Media

<table>
<thead>
<tr>
<th>#</th>
<th>Name</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Later</td>
<td>Schedule your Instagram posts, videos, and stories all in one place.</td>
</tr>
<tr>
<td>2</td>
<td>Tweetreach</td>
<td>Free and low cost Twitter analytics reports.</td>
</tr>
<tr>
<td>3</td>
<td>Union Metrics</td>
<td>Free version provides TweetReach’s snapshot reports! Paid version provides in-depth analytics on social posts across Twitter, Instagram and Facebook, including reach, engagement, content performance, competitive analysis, etc.</td>
</tr>
<tr>
<td>4</td>
<td>Followerwonk</td>
<td>Search Twitter bios to connect with anyone. Compare Twitter accounts to find overlaps and target new influencers. Breakdown your followers by location, bio, who they follow, and more.</td>
</tr>
<tr>
<td>5</td>
<td>Tweetdeck</td>
<td>Social media dashboard application for management of Twitter accounts. Allows you to add columns to display specific content that interests you (mentions, etc.) and view them side by side.</td>
</tr>
</tbody>
</table>
## Resources

### Paid social media

<table>
<thead>
<tr>
<th>#</th>
<th>Name</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Facebook Ads Library</td>
<td>Shows the adverts other organisations are running</td>
</tr>
<tr>
<td>2</td>
<td>Facebook audience insights</td>
<td>A tool that shows you what audience you can target and the potential reach</td>
</tr>
<tr>
<td>3</td>
<td>Facebook Ads Examples</td>
<td>Further examples of effective Facebook Ad Creative</td>
</tr>
<tr>
<td>4</td>
<td>Facebook Blueprint</td>
<td>Free E-learning courses from Facebook on all aspects of Facebook Ads</td>
</tr>
<tr>
<td>5</td>
<td>Wordstream</td>
<td>Google Ads audits and checklists to optimise performance of Google Ads</td>
</tr>
</tbody>
</table>
## Resources

### Upskilling

<table>
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<tr>
<th>#</th>
<th>Name</th>
<th>Description</th>
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<tbody>
<tr>
<td>1</td>
<td>Google Ads Certification</td>
<td>Google Ads training and certification</td>
</tr>
<tr>
<td>2</td>
<td>Google Analytics Certification</td>
<td>Google Analytics training and certification</td>
</tr>
<tr>
<td>3</td>
<td>Google Skillshop</td>
<td>Teaching you how to use Google products to their full potential, and gain certifications.</td>
</tr>
<tr>
<td>4</td>
<td>MailChimp 101</td>
<td>The basics of Mailchimp and email marketing</td>
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<tr>
<td>5</td>
<td>Moz Academy</td>
<td>SEO training resources</td>
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<tr>
<td>6</td>
<td>Facebook Blueprint</td>
<td>Facebook online courses on advertising</td>
</tr>
<tr>
<td>7</td>
<td>Twitter Flight School</td>
<td>Twitter online courses on advertising</td>
</tr>
<tr>
<td>8</td>
<td>LinkedIn Resources</td>
<td>A number of webinars and on demand videos to help accelerate the success of advertising</td>
</tr>
</tbody>
</table>