Housekeeping

🎤 Please keep your mic on mute
📸 Camera on or off - up to you
💫 It’s ok to interrupt if you have a question
🤔 No question is stupid
☕ Stay hydrated
<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>Being strategic on social media</td>
<td>Alice</td>
</tr>
<tr>
<td>9.30am</td>
<td>Social media platform changes</td>
<td>Alice</td>
</tr>
<tr>
<td>9.50am</td>
<td>Reaching new audiences</td>
<td>Alice</td>
</tr>
<tr>
<td>10.10am</td>
<td><strong>BREAK (10 min)</strong></td>
<td>-</td>
</tr>
<tr>
<td>10.20am</td>
<td>Team members on social media</td>
<td>Zoe</td>
</tr>
<tr>
<td>10.30am</td>
<td>Tone of Voice</td>
<td>Zoe</td>
</tr>
<tr>
<td>10.40am</td>
<td>Advocacy management and strategy</td>
<td>Alice</td>
</tr>
<tr>
<td>10.50am</td>
<td><strong>BREAK (10 min)</strong></td>
<td>-</td>
</tr>
<tr>
<td>11.00am</td>
<td>Piggyback on trending topics</td>
<td>Alice</td>
</tr>
<tr>
<td>11.15am</td>
<td>Crisis Communications</td>
<td>Zoe</td>
</tr>
<tr>
<td>11.30am</td>
<td>Dealing with Online Trolls</td>
<td>Zoe</td>
</tr>
<tr>
<td>11.40am</td>
<td>Insights first approach</td>
<td>Alice</td>
</tr>
<tr>
<td>11.55am</td>
<td>How to create compelling content</td>
<td>Alice</td>
</tr>
<tr>
<td>12pm</td>
<td>End &amp; Questions</td>
<td>-</td>
</tr>
</tbody>
</table>
Your trainers

Zoe Amar
Director of Zoe Amar Digital

Alice Rath
Digital Marketing Specialist

www.zoeamar.com
Being strategic on social media

www.zoeamar.com
Social media strategy

Overall Social Media Marketing Strategy

- Facebook Marketing Strategy
- Instagram Marketing Strategy
- Twitter Marketing Strategy
- LinkedIn Marketing Strategy
Being strategic with content

● Utilise content pillars

● Split content into focuses
  - 📢 Awareness - providing insight to users on something they may know nothing about
  - ☑️ Informative - providing users with information on a topic they may be interested in, or currently know nothing about.
  - 📣 Engagement - providing users with content specifically for their interest and enjoyment

● Community content
  - includes other industry experts
  - automate supporter feedback
Being strategic with platforms

- Know the audience that uses the platform
- Know what content format is most effective on the platform
- Know where to focus your marketing efforts - marketing experts suggest having an anchor channel, with other channels to support this activity
- Know what actions will be effective
Building your social media strategy for 2022

1. Set goals that make sense for your organisation
2. Take time to research your target audience
3. Establish your most important metrics and KPIs
4. Create (and curate) engaging social content
5. Make your social presence as timely as possible
6. Assess what’s working, what isn’t and how to keep improving
7. Bring other teams into the mix
Social media platform changes
What’s new on Facebook?

- Rollout of Facebook Reels
- In testing: Facebook work accounts - a feature that will allow social media managers to access the Business Manager separately from their personal account using single sign-on access.
- Rollout of Fantasy Games - mimics traditional fantasy sports games, bringing the idea of competing to predict the outcome of sports events to a virtual, easy-to-navigate setting.
- Facebook adds new Messenger features - polls, sharing contacts, cash gifting
- Advertisers on Facebook and Instagram can no longer target users under 18 based on their interests
What’s new on Instagram?

- Instagram introduces new video format and bids farewell to IGTV
- Instagram Reels can now be up to 60 seconds long
- Instagram shares tips for using hashtags on the platform
- Instagram reveals how to rank for SEO in Instagram Search
- Instagram introduces ads on Shop tab globally
- New Instagram Story link sticker replaces swipe up feature
- Advertisers on Facebook and Instagram can no longer target users under 18 based on their interests
- Text translations come to Instagram Stories
What’s new on Twitter?

- Twitter bids farewell to Fleets
- Twitter introduces Super Follows - select creators will now be able to share subscriber-only content and collect a monthly payout.
- Twitter introduces Communities - designed to connect users who share common interests but don’t follow each other on the platform. Similar to Facebook Groups, Twitter Communities will be created and managed by admins and moderators. During the rollout, members will be added on an invite-only basis.
- Twitter introduces Safety Mode - 7 day block on accounts that use hate speech
- Twitter suspending accounts that threaten violence against others
What’s new on LinkedIn?

- Improved search - LinkedIn’s team is working on search updates that will improve engagement across the platform. The new update makes it easier than ever to use LinkedIn search to find jobs, professional courses, events.

- Blogging Interface - It can help you draft creative content and publish it on your web account with an easy-to-use LinkedIn editor.

- Export Connections - exporting your connections to other contact management systems. You can create spreadsheets of your connection with all information about connection names, company names, email addresses, and other details.

- LinkedIn Polls
What’s new on TikTok?

- TikTok and Shopify announced the launch of TikTok Shopping: a social commerce experience that will bring in-app shopping and streamlined product discovery to the platform.

- TikTok introduced a new product called “instant page,” which is a quick-loading landing page that the company claims will load 11 times faster than a typical mobile website.

- TikTok’s “super like.” This offers a way to make “liking” a video a more engaging experience. When users tap the like (heart) button on a TikTok video, the Super Like can display different types of icons that appear on viewers’ screens.
Reaching new audiences

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How to reach new audiences

✅ Paid media

✅ Engage with followers from your competitors

✅ Spend x minutes interacting with new accounts

✅ Collaborate with influencers and brands
How have you reached new users online?
Team members on social media
Quick question

Name a team member/peer who you think has a great social media presence.

What makes them great?
Tips for team members on social media

1. Play to your strengths and interests (technical and soft skills)
2. Be human
3. Rule of thirds
4. Check your analytics
5. Review regularly
6. Set boundaries
7. Have fun!
Kirsty McNeill, ED of Policy, Advocacy and Campaigns, Save The Children UK

- Bold, rallying tone of voice
- Great use of media
- Variety of insights

---

Edited Tweet

Kirsty McNeill @kirstyjmcneill · Sep 15
This is why I think we need a leadership revolution in social change work and what I think it could look like. Notes from last night’s #WineAndWotsits / #PolesApart book launch.

---

Rough draft

36. They'll test themselves accountable for victory – not just metrics like the size of their list or how many hours they spend lobbying. When they lose, they'll learn from it, embracing what's not working and using their appetite for victory as the fuel for the next cycle.

37. They'll want to talk with the country, not to it, and do work that's not just talking, but doing. The leader of the 21% will know that there is a path to end the conflict, not just win it, and they'll work hard and use all conditions that can shape outcomes for the genuinely transformative change we need.

38. And above all, you will all be the leaders of our movement, with the power to think about the other leaders they can develop and where they can power certain conversations. Your vision is your biggest strength.

---

Kirsty McNeill @kirstyjmcneill · Oct 10
“Our enemy is not sitting across from us in a political chamber, however much we disagree. Our enemy is poverty, that’s what we are out to defeat”. @AnasSarwar at #CoopConf21, calling for a “real progressive alliance” of co-operators, trade unionists and community activists.
Tone of Voice

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Tone of voice reminder

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

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

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

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

Social Media Brand Voice
Use of humour

Comic Relief 🌈 @comicrelief · Oct 4
Hanging out with our new besties tonight #FacebookDown

Twitter
TikTok
Me
Taking a stand

MSF Sea 🌊 @MSF_Sea - 16h
Another major shipwreck in the #Med’s black hole, where boats in distress are left with no assistance. People fleeing from Libya, where the UN Fact Finding Mission reported crimes against humanity. When EU will take concrete steps to prevent this continued death at its doorstep?

UNHCR Libya 📚 @UNHCRLibya - Oct 11
Tragic loss of life

Bodies of 15 persons recovered as 2 boats arrived at Tripoli Naval Base this evening. 177 survivors were provided aid, some in need of urgent medical help by UNHCR and partner, @RESCUEorg

The passengers had set off from Zbara and Alkoms the night before.
Advocacy management
So What Is Employee Advocacy?

At its core, employee advocacy is the promotion of a brand by its staff members. An employee advocate is someone who:

- Generates **positive exposure** and raises **awareness** for a brand through digital media or offline channels
- Recommends a brand's products/services to a friend or family member
- Represents the best interests of the brand both internally and externally
- Can help build employee ownership of the organisation
- Is an expert on your product or service and can be a credible spokesperson for your company
How to start employee advocacy

1. Set Your Goals (What Do You Want to Accomplish?)
   - Improve organic reach
   - Increase traffic from social media
   - Lower your marketing costs
   - Get more social shares for your blog posts

2. Explain the Benefits to Your Employees
   - Career growth
   - Incentives
   - Gamification
How to start employee advocacy

3. Train Your Employees

Just telling your employees which articles you’d like them to Tweet and leaving the rest to them leaves too much room for error. If you’re using an employee advocacy tool like Sprout Social, you’ll want to make sure your team is well trained on how the software works.

4. Choose an Advocacy Liaison

Your employee advocacy program needs a face or point person for questions or suggestions. Your advocacy liaison will:

- Spread the word about the program before and after launch
- Curate content to share
- Answer questions or taking suggestions
- Encourage employees to share
- Find ways to improve advocacy
Piggyback on trending topics
Example
How do we piggy back off trends?

By being reactive… which also means

- Teams have time to check on social channels
- Teams have time to review trending topics on social and other marketing channels
- The organisation has clear guidelines on if their brand would react to trending topics like the weetabix and beans conversation
- Social media managers have the autonomy to respond to trending conversations
How do we piggy back off trends?

By being aware... which also means

- Teams are reviewing trending topics on social
- Utilising social listening tools
- Have Google Alerts set up daily for key topics or words
- Check social discover pages
Crisis Communications
## Your 5 point social media crisis comms plan

<table>
<thead>
<tr>
<th>Stage</th>
<th>Steps</th>
</tr>
</thead>
</table>
| Detection | • Incident identified. This could be anything from a very offensive comment on social media, to a negative press story  
• Gather facts and clarify your charity’s role  
• Inform colleagues who will deal with external and internal comms |
| Assessment| • Assess the situation and brief key staff about immediate actions to be taken                   |
| Meeting   | • Agree next steps with senior management and colleagues who deal with external and internal comms |
| Output    | • Share response on all social media channels  
• Don’t forget: press, brief staff and board, email newsletters, and of course the website       |
| Debrief   | • Review the incident and discuss what you’ve learned                                           |
How other organisations deal with difficult conversations

<table>
<thead>
<tr>
<th>Scenario</th>
<th>Suggested responses</th>
</tr>
</thead>
</table>
| Trolled with extreme, aggressive or violent comments       | • Block person on Twitter/FB.  
• Report to police if appropriate  
• XXX to call XXX or vice versa if this happens.                                                                                                       |
| People moaning about ‘another charity campaign’           | • Can be ignored unless they take an aggressive tone or there are significant numbers.                                                                 |
| Parents of other ill children complaining about the campaign | • Wherever possible, try to take the conversation to DM and then offline. Keep tone positive  
• XXX to call XXX or vice versa if this happens.                                                                                                        |
| People criticising the charity                             | • Wherever possible, try to take the conversation to DM then offline. Keep tone positive where possible  
• XXX to call XXX or vice versa if this happens.                                                                                                        |
| Other people with XXX criticising XXX’s focus on illness X | • Explain that the research that XXX is funding WILL benefit genetic disease as a whole.  
• If the conversation becomes challenging, try to take the conversation to DM then offline if it becomes challenging. Keep tone positive where possible  
• XXX to call XXX or vice versa if this happens.                                                                                                        |
| Potential donors wanting more information                  | • Send them link to appropriate pages from the website or press coverage. Be open and friendly when responding, not defensive  
• XXX to call XXX or vice versa if this happens.                                                                                                        |
Dealing with Online Trolls
Know your trolls

Lesser-Spotted Bored  Grudge  Anxious  Stalker

Lost  Paid  Common Bored  Drunk
Checklist for dealing with difficult conversations

● Take a deep breath before responding!
● Understand their intentions
● Who are you dealing with?
● Tailor your response- don’t cut and paste!
● Keep it factual and positive
● Use external champions
● Know when to take the conversation offline
● Devise community guidelines
Insights first approach
What is social media analytics?

Social media analytics is the process of tracking, collecting and analyzing data from social networks. It is used by marketers to understand social media performance, keep track of important social media metrics and create social media reports.

Social media analytics may involve:

A single social network. This approach can be useful when you’re looking into the results of a specific social media campaign.

All the social media networks your business is active on. This approach is useful for long term goal-setting and assessing the business impact of your social media presence. Basically, the scope of your social media analysis can be as narrow or wide as you need it to be, depending on the insights you’re looking for.
What metrics do we look at?

There’s so many metrics available on each platform, so how do you decide what to measure?

The best way to do this is to categorise your content based on what you’re offering and how you want users to interact with it. Example:

📣 **Awareness** - providing insight to users on something they may know nothing about.

📝 **Informative** - providing users with information on a topic they may be interested in, or currently know nothing about.

💬 **Engagement** - providing users with content specifically for their interest and enjoyment.
What metrics do we look at?

**Awareness metrics**

- Reach - the total number of people who see your content
- Impressions - the number of times your content is displayed, no matter if it was clicked or not.
- Profile visits or page views - the number of users who visited your profile (Twitter or Instagram) or page (Facebook / LinkedIn) within a specific time period.
- Follows - the number of users who follow your account
- Video views - Let’s discuss...
What metrics do we look at?

Informative

- Saves - the total number of people who saved your content, applicable on Facebook, Instagram and LinkedIn.

- Comments - the total number of users who commented on your post, however this is based on the content. Are they asking follow-up questions, are they commenting on how helpful this is.

- Button taps - the number of times your button (ie. email, call or website) is clicked. Applicable for Instagram, Facebook and LinkedIn.

- Detail expands - the number of times a user clicked ‘expand’ on your tweet, only applicable on Twitter.

- Link clicks - users who have clicked on our website URL, this is most relevant for specific content (ie. Read more here), as users are evidently interested in learning more.
What metrics do we look at?

**Engagement**

- Likes - the total number of people who liked your post
- Comments / Replies - the total number of users who commented on your post
- Shares / Retweets - the total number of shares
- Quote retweets - total number of users who shared your content but added their own commentary, this is higher value support and a great way to highlight interactions.
- CTR (click through rate) - the percentage of users who see your post and click on the link or to view your content.
- Next story - specifically for Instagram, this measure users who’ve viewed your story and tapped to see the next story.
How to create compelling content
Compelling visual content

Get to know the creative basics
- Have a clear subject. It’s usually best to have a single focal point in your image.
- Remembers the rule of thirds.
- Use natural light.
- Make sure there’s enough contrast.
- Choose complementary colors.
- Keep it simple. Make sure your visual is easy to understand.
- Don’t over edit.

Take advantage of free tools and resources
- 25 resources for free stock photos
- 20 free and customisable Instagram Story templates
- 5 free and easy-to-use Instagram presets
- 17 of the best Instagram apps for editing, design, and more
- 5 free templates for Facebook cover photos
- 17 inclusive design tools and resources

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Compelling visual content

Size images to spec
Here's the social image guidelines

Be tasteful with text
- Whether you plan to create quote images, styled typography, or use text overlays, less is always more when it comes to word count.
- Text in visuals should always be bold, legible, straightforward, and concise. Make sure there's enough contrast between the text and background so that it's readable.
- The Web Content Accessibility Guidelines (WCGA) recommend using a contrast of 4.5 to 1. There are free contrast checkers available if you're not sure how to do this.
- If you plan to use text as an overlay, make sure the visual leaves room for it. Or use a solid background.
- The text should always improve—not obscure—your creative.
Compelling written content

Know your audience
- Look beyond the basics of your audience’s demographics, psychographics and past behaviors to understand what they’re seeking from your content.
- Marketing personas, a composite of reader attributes, enable writers to visualize the person for whom they’re writing.
- Use comments and social media actions for insights. Lastly, ask readers what they want.

Start with a powerful headline
- This is the hook that lures readers in and gets them to read the article!
- Additionally, use one or two relevant keywords, preferably at the beginning. While you don’t have to start with the title, revisit your title and revise it once your content is finished to ensure it’s as strong as it can be.
What content do you find compelling?
Questions?

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Social Media Resources

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## 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>
<tr>
<td>#</td>
<td>Name</td>
<td>Description</td>
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</tr>
<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>
</tr>
</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>
<thead>
<tr>
<th>#</th>
<th>Name</th>
<th>Description</th>
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</thead>
<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>
</tr>
<tr>
<td>5</td>
<td>Moz Academy</td>
<td>SEO training resources</td>
</tr>
<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>