

# *Being* social, not *Doing* social - Simple ways to get the best out of Social Media



baby\_yoda\_19 Follow

When I gotta go to work again even though I just went yesterday



- ▶ Hannah Reid
- ▶ Director of Innovation & Business Development, CAS

@Hannahreidatcas

# Housekeeping

- ▶ No-one wants to hear Dave snoring! (Please mute when not speaking)
- ▶ Helloooo, is anyone out there? (Shout out to speak)
- ▶ Can anyone hear the Great Escape theme tune? (Mobile phone on silent)
- ▶ Don't shush me! (Chat function distractions...)
- ▶ Does my chin look big in this? (Video on if possible)
- ▶ I don't need an inspirational quote, I need coffee (Breaks)
- ▶ We are not recording



# Today we will...

Consider the basics - not a how to set up your account but key things to consider

Look at content types - 3 C's  
(Creative, Copy, Content)

Understand social media policy and your role

“Fail to plan, plan to fail”

# What is Social Media?



## social media

*noun*

websites and applications that enable users to create and share content or to participate in social networking.

Definitions from Oxford Languages

*Feedback*

What do you  
use?

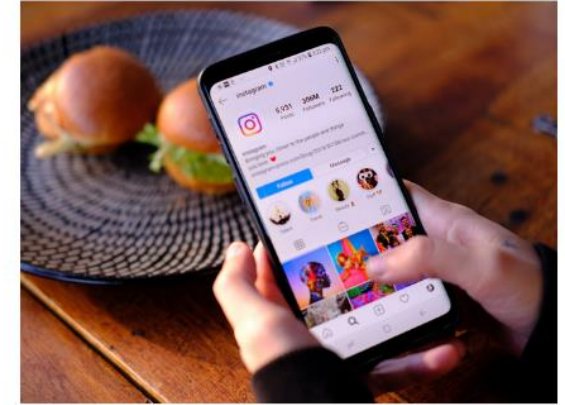
**TIP 1 - Regularity brings rewards**



# THE GRAM!



90% of users are  
under the age of 30  
& mostly women



Best time to post



Between 11 & 1  
Monday to Friday

*Flooded their platform with new features in 2020 and doubled their 'story' use across users (reels, shopping swipe ups, swipe up links, introduced captions etc)*



All about the images, hashtags,  
and the 'Day in the life of...'  
Human faces work twice as well  
as any other image & animals  
work even better!  
Personal medium



Stories last 24 hrs (unless you  
'Highlight')  
If the image isn't right, the words  
won't work  
Over 'hash tagging' (c5)



80% of users are  
'Affluent Millennials'  
(age 25 - 50 yrs)



Best time to post

Wednesday  
morning - first thing  
(8-9am)

*Making changes to their coveted 'Blue tick' process this year incl. regional activity in 2021. Fleets are now a thing! Carousel ads introduced in 2020.*



Short and sharp messaging  
Professional audience  
GIFs & videos are great  
Follow professional  
groups/hashtags  
Easy tagging  
Analytics ok



280 characters (unless link  
thread but can look rant'y!)  
Tweets without images/vids are  
becoming a thing of the past  
Audience getting older!



73% of users are 18 - 44 years old, slightly more men than women



Best time to post

Tues, Weds & Friday mornings 9-1. Worst day Saturday...?

***Introducing Feed Filter Bar in 2021 to override algorithm so it shows most recent posts. 'Favourites' is the golden nugget (30 available per user).***



Post length unlimited  
Good for 'community'  
Images, videos



Pretty generic audience - hard to target efficiently  
Analytics - boo!  
Algorithms



=  
46-55 year olds but a growing audience of millennials



Best time to post

=  
Tuesday to Thursday mornings. Worst is Sunday

***Lots planned for 2021 - a growing platform***

***Dark mode, Career Coach, Audio chat, Learning Hub and Marketplace all in early stages... Watch this space!***



Professional networking is primary use

B2B audience

Promoting self

Great for growing your little black book!



Not really a 'community' platform

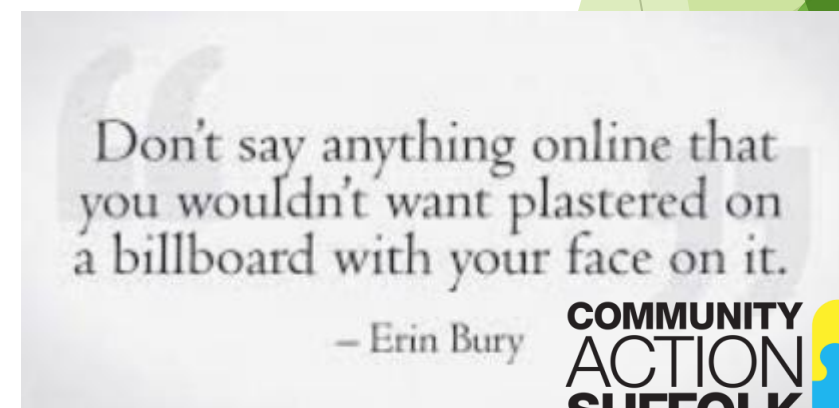
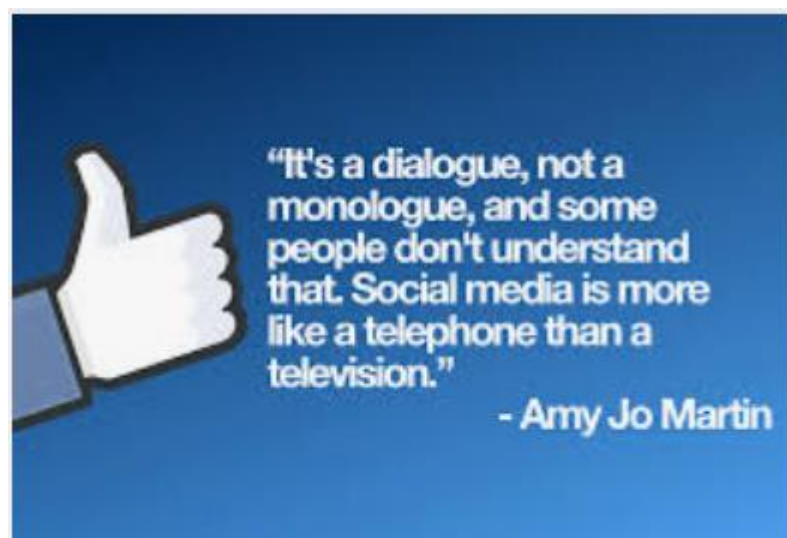
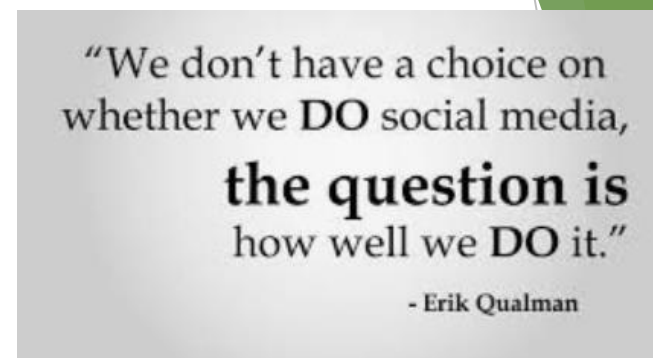
Recruitment focus as legacy

Not very versatile in current format





## So what is Social Media?



# THE 3 C's ...



“Don’t believe everything you read on the Internet just because there’s a picture with a quote next to it.”

—Abraham Lincoln

# How to engage your audience

## Step 1 - Be Creative!

- ▶ Imagery - 35% more people are likely to sign up if they see a real photo as opposed to a stock one. People remember an image 65% longer than text.
- ▶ Human factor - What would you read/click on? Your inspiration, your values, your sense of humour?
- ▶ Creating graphics - What's your point? Pull quotes from your main content. Short, sharp, simple. Don't crowd a graphic on social media - no one will see anything.
- ▶ Powerful images evoke an emotion - happiness, sadness, humour, empathy, concern etc. If your image is 'Meh?!' it won't get as much traction.
- ▶ Colour - don't be dull!
- ▶ Stories - over 500 million people use Insta Stories every day with 65% saying they have discovered a new brand on there...
- ▶ Consider inclusivity

**TIP 2 - Think outside the box....**





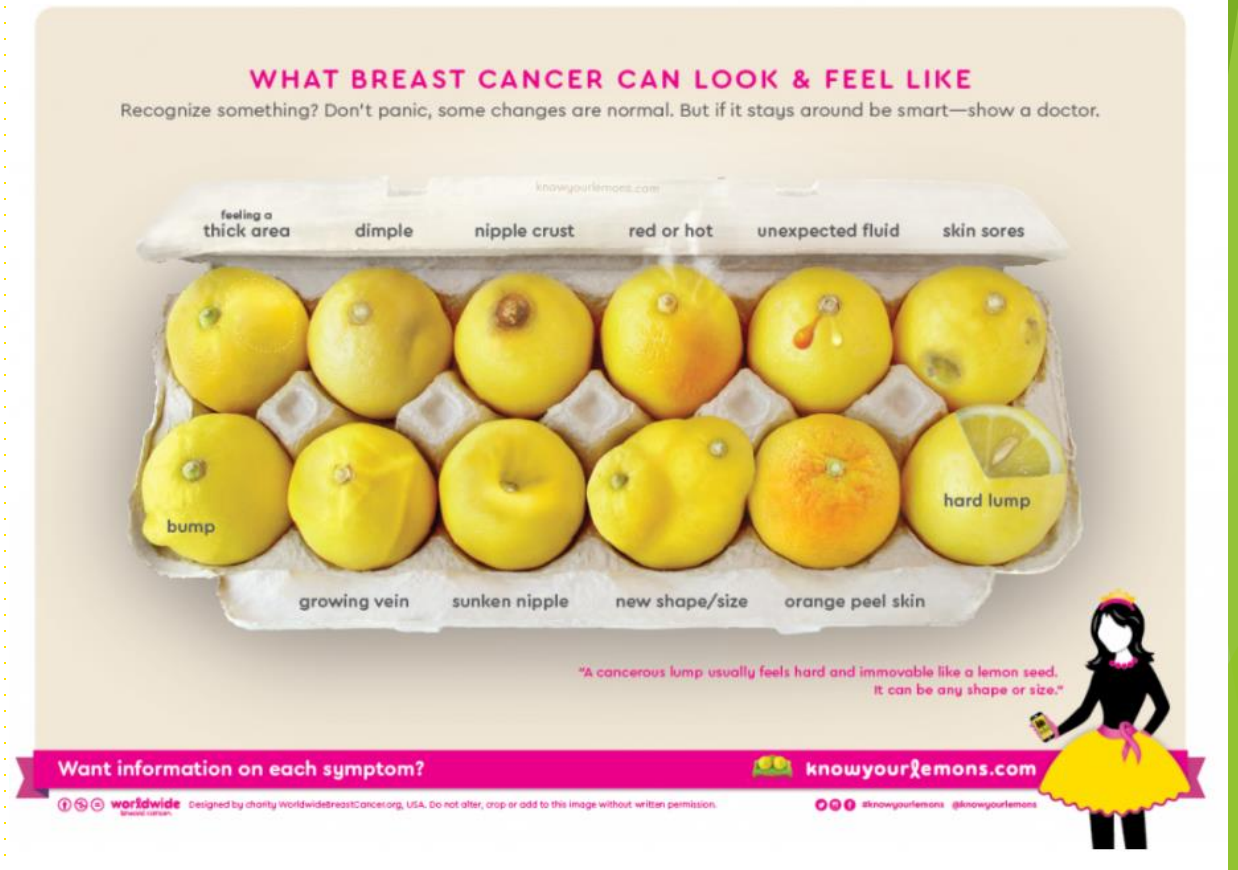
☐ withered?  
☐ wonderful?

[campaignforrealbeauty.ca](http://campaignforrealbeauty.ca)  | *Dove*

#RealBeauty - 2004 to Present Day  
(yep that long!)

# #KnowYourLemons - Jan 2017

Reached 166 million



# How to engage your audience

## Step 2 - Copy

- ▶ Social media posts are essentially headlines - start with something catchy!
- ▶ They are also you talking - be you!
- ▶ Understand who you are targeting and apply the right tone
- ▶ Keep it short and simple
- ▶ Flobba lobba ding dong - Are you speaking the right language? Acronyms are tempting with limited characters but will your audience know them?
- ▶ Spell check, spell check, spell check
- ▶ Be proactive AND reactive - if you aren't engaging for others how can you expect them to engage with you? It's not about the size of your following, it's what you do with it!

**TIP 3 - Don't be a Selfish Socialer!**

Tip of the day: blow on **the wine in your coffee mug** to convince the rest of the zoom meeting that it is tea.



# Quick Break

# How to engage your audience

## Step 3 - Content

- ▶ Brand - while this is more of a personal approach, the bigger picture in everything we do is the brand. Not about colours of a photo - but who we are, our role, public perception & professionalism. If you are posting as a member of staff, your personal opinion is not always necessary!
- ▶ Call to action every time
- ▶ Videos, photos, GIFs, graphics (charts, quotes etc)
- ▶ Consider purpose - one off post, wider campaign
- ▶ Hashtags and tagging
- ▶ Stay topical - search current trends if necessary, think news/campaigns/storytelling
- ▶ Share news from others - and contribute based on fact or experience. Keep the conversation flowing
- ▶ CONTENT IDEAS: Asking questions, Polls, Encouraging your audience to ask you questions (try an “Ask Me Anything” session), Test their knowledge, Media upload contests, Animated gifs, Spotlighting customers, Custom stickers or filters for Instagram Stories

**TIP 4 - Know your intentions/purpose...**



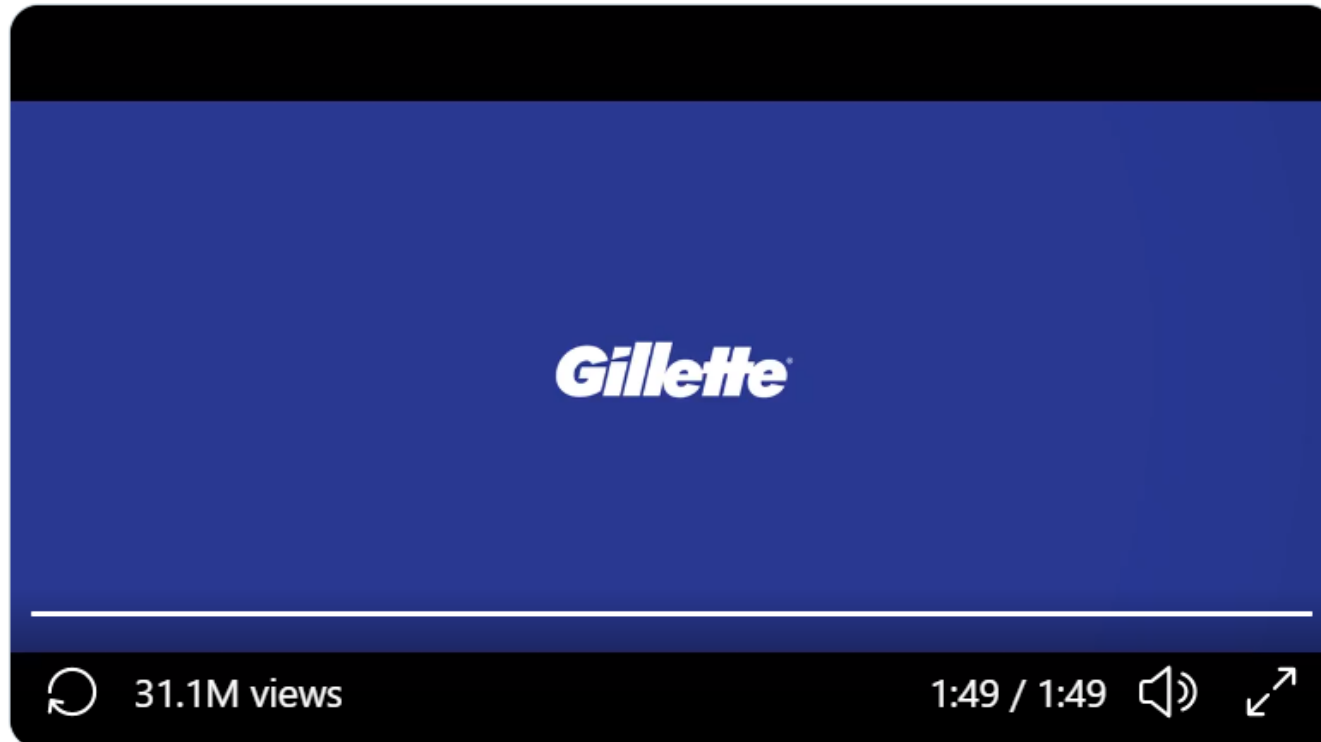
## Ice bucket challenge



**Gillette** ✓  
@Gillette



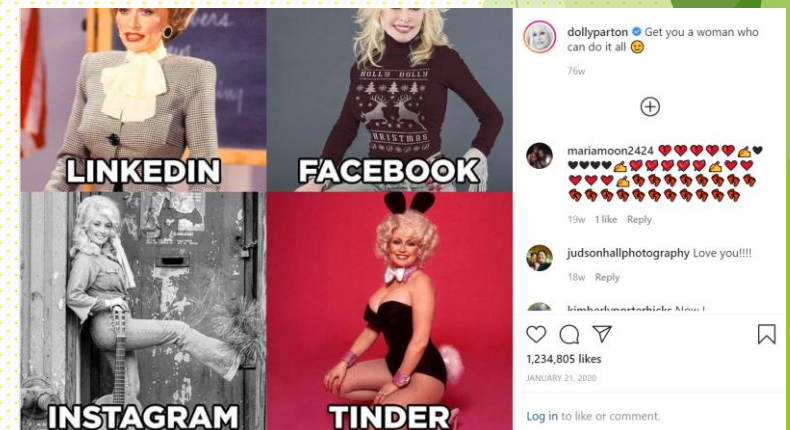
"Boys will be boys"? Isn't it time we stopped excusing bad behavior? Re-think and take action by joining us at [TheBestMenCanBe.org](https://www.youtube.com/watch?v=koPmuEyP3a0). #TheBestMenCanBe



<https://www.youtube.com/watch?v=koPmuEyP3a0>

# Charmin 2018

Even Dolly had her say...



# What if I have a 'no content' day?

Keep an eye on what is going on nationally, regionally and locally i.e. news, events, campaigns

What is trending on social media - can you contribute or adapt it for your platform?

'Filler' posts - not necessarily specific to events etc, but perhaps just 'A day in the life of..', Thought for the day, Something to make you smile, Sharing, just because..., Share and comment on someone else's post etc.

And if all else fails - use these links to find ideas for content...

<https://sproutsocial.com/insights/social-media-ideas/>

<https://www.quicksprout.com/social-media-posts/>

<https://www.angieensler.com/what-to-post-on-social-media/>

<https://www.marketingsolved.com/70-content-ideas-to-post-on-social-media/>

(these links are quite repetitive, but there are some different gems of ideas in each if you keep scrolling through)

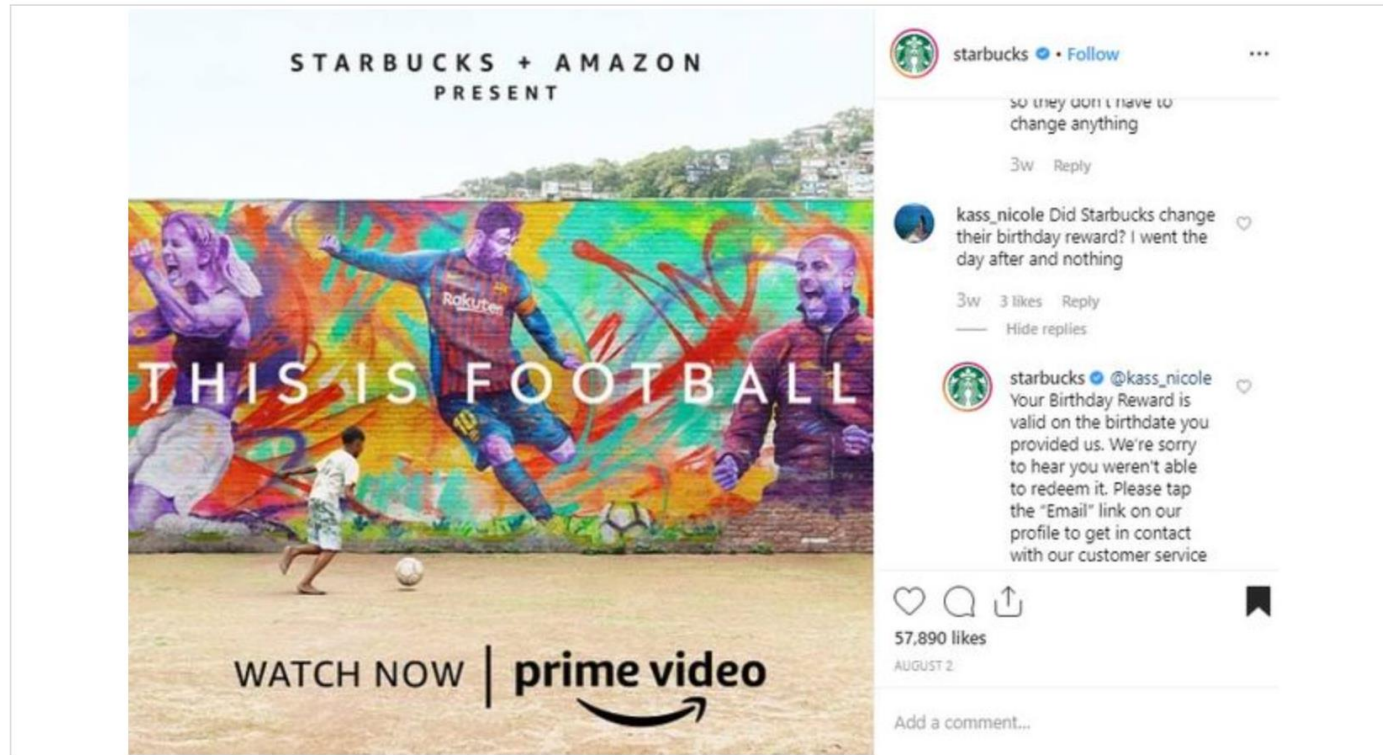
# Social Media Policy-The rules of engagement!

- ▶ Policy is there for a reason - to protect the organisation AND YOU!
- ▶ Expectation that our social media engagement will ENHANCE the reputation of our organisation.
- ▶ Failure to meet expected standards may result in removal of accounts i.e.:
  - Infrequent posting
  - Ignoring messages & comments
  - Lack of engagement
  - Inconsistent branding
  - Lack of accuracy
  - No evidence of added value to the service

# Rules of engagement cont...

- ▶ All social media channels must only be used for business purposes - NEVER for private use
- ▶ All user names and passwords must be provided to IT team
- ▶ CAS must be recognised in the name of the user i.e. @Hannahreidatcas , TrainingatCAS etc. All handles must be authorised by D of I&BD
- ▶ Links between personal and professional accounts - don't be caught out
- ▶ DO NOT engage in politics, religion or anything that could bring CAS in to disrepute; express an opinion on behalf of CAS or others; delete posts/comments unless absolutely necessary; reveal confidential or sensitive information
- ▶ Responding to negative posts...


# TROLLS, MOANERS & REACTION ROLLERS...



As a brand with a social media presence, criticism and negative comments are the norm rather than the exception. With thousands of customers connected to your social media accounts, negative comments are unavoidable.

Whether it's a dissatisfied customer, someone who looks for something nasty to say deliberately/seeking a reaction, or the victim of a misunderstanding, how you handle these negative comments largely determine your online credibility.

Don't fly @BritishAirways. Their customer service is horrendous.

 Promoted by  
9/2/13, 7:57 PM

The tweet was seen by 76,000 users.

To make things worse, BA failed to respond to the promoted tweet for eight hours.





Sandy Tremblay

Really horrible pumpkin pie on Thanksgiving!! Wow. I don't have a clue as to why you would think that throwing pumpkin chunks into a cold pre baked pie shell and then covering it with a cream sauce that literally tasted like vomit. { I am very serious!} and topping it off with whipped cream that was runny would in any way be something that can be called pumpkin pie? The whole meal was awful and the one thing thought would be a good ending was the worst part of it all. Spent 200.00 and will never be back. Thanks for ruining my Thanksgiving! I would of rather gave the money to the homeless person outside your front door that waste it on that crappy food. Merry Christmas!

]

Like · Comment · 15 hours ago near Nashua, NH



Pigalle Boston hey sandy , go ★ your self! if you have any questions on how to proceed  
9 hours ago · Like



Pigalle Boston · 275 like this  
8 hours ago via mobile · 🌐

Like

Dear Pigalle fans.

It is hard to believe that in this day and age there are still uneducated , unintelligent , unpolished human beings out there that still go out to eat , but there are , and this woman proves my point .

If anyone has ever had a problem at any restaurant , food or service , you complain or bring it to their attention , at the restaurant , not on someone's face book page

This is a ignorant and disrespectful way of carrying ones self when in a public restaurant ( or I should say out of one) , and just shows this persons inexperience to dining and behaving in general .

Further more I hope all Pigalle fans know how much we strive in keeping our customer base happy , before they leave the restaurant !

Dear post woman , we fed 100 customers on thanksgiving , 98 left happy .

# A reasonable response?!



# IT WILL HAPPEN...

## 10 Tips to help when it does

1. Don't ignore negative comments
2. Apologise sincerely
3. Don't make false promises
4. Be polite
5. Take it out of the spotlight
6. Personalise your message
7. Reply instantly
8. Explain yourself
9. Learn from your mistakes
10. Generate positive comments

# And finally...

- ▶ Give it a go!
- ▶ Content Planning - where to start:
  - What is happening in your organisation over the next couple of months?
  - What kind of opportunities will that give you for content?
  - What media can you use? Vary it - Images, videos, stories etc
  - How does it relate to the bigger picture - local, regional, national campaigns etc
  - Leave time to react and engage
  - Schedule if you can - invest time up front to save time later & keep posting regularly. Better to add little bits when you have something to say, than create last minute content because you haven't said enough.

# Any questions?

If you would like us to promote your work, please send content ready to be published (including images where applicable) to:  
[news@communityactionsuffolk.org.uk](mailto:news@communityactionsuffolk.org.uk)

Hannah Reid

[hannah.reid@communityactionsuffolk.org.uk](mailto:hannah.reid@communityactionsuffolk.org.uk)

@Hannahreidatcas

