

# Social media for beginners



[www.superhighways.org.uk](http://www.superhighways.org.uk)



# About Superhighways

Providing tech support to the sector for 20 years

- Support
- Training
- Consultancy
- Digital inclusion



- E-news sign up

[www.superhighways.org.uk/resources/enews](http://www.superhighways.org.uk/resources/enews)



**HELLO**

MY NAME IS

*Your Name*



# This morning we'll be looking at...

- ✓ What your social media profile should include
- ✓ Basic principles for engagement
- ✓ Creating good quality content







**Mobile has changed the way we connect,  
consume – and it's instant!**





   13K

703 Comments 3,478 Shares



# How does News Feed prioritize which stories to show people?

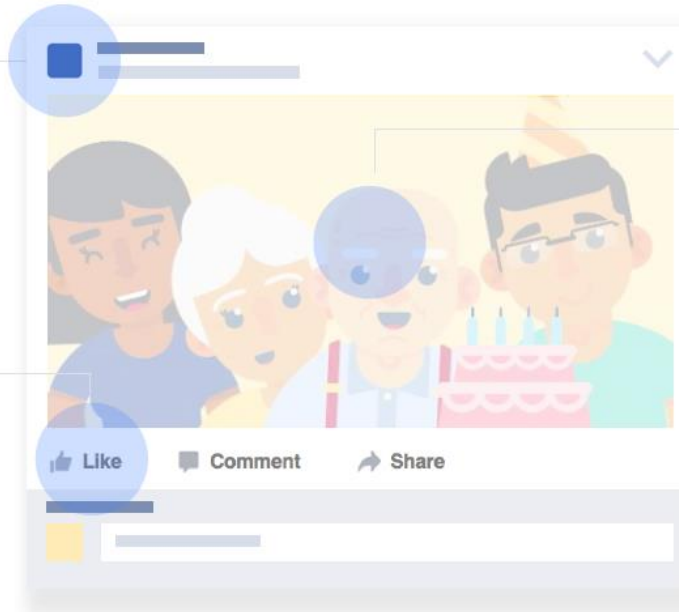
We look at three main signals:

## WHO POSTED IT

The friends, family, news sources, businesses and public figures you interact with most

## INTERACTIONS WITH THE POSTS

Posts that have a lot of likes, reactions, comments, and shares



## TYPE OF CONTENT

We prioritize the types of posts people interact with most, whether it's photos, videos or links





**GOAL!**



# The supporter journey

Build a community by increasing people's levels of engagement over time



# The supporter journey

Build a community by increasing people's levels of engagement over time



Is this your audience?



# Do the groundwork



SurveyMonkey



# What does success look like?



# How will everyone know you're there???



## Spread the word

### Use social media?

Tell your friends, give us a 'like', 'share' & help us grow! Be our 'street team'! :)



# Getting started with Twitter



**WE ARE MACMILLAN CANCER SUPPORT**

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**NO ONE SAVES FOR CANCER**

**WE ARE MACMILLAN CANCER SUPPORT**

**Macmillan Cancer** @macmillancancer

We believe that no one should face cancer alone. With your help we can be there for even more people. Together, we are Macmillan Cancer Support • #NotAlone

macmillan.org.uk  
Joined November 2008

TWEETS 31.1K FOLLOWING 4,328 FOLLOWERS 568K LIKES 43.7K LISTS 8

Tweets Tweets & replies Media

**Macmillan Cancer** @macmillancancer · 2h

Palliative care expert, Jessica, is answering questions this week on our Online Community [community.macmillan.org.uk/cancer\\_expert](https://community.macmillan.org.uk/cancer_expert)

QUESTIONS ABOUT

Who to follow · Refresh · View all

- MumSTKINGSTON @Mums...  
Followed by Asana Health an...  
Follow
- Gloria McDermott @gloriam...  
Follow
- Amanda Harries PR @Publi...  
Follow

Find friends

London Trends · Change  
#AmAFeminist

Short bio 160 characters

Short username 15 characters

<http://twitter.com>

<https://help.twitter.com/en/twitter-guide>



# What's in a tweet?



**Twitter Username**

Twitter account name 2      3      4      Date 5      Text

Profile photo 1 —  Oxfam International @Oxfam · Nov 2

Hashtags 7 — #refugees #migrantcrisis

Links 6 — [@toreyvanoot](https://ow.ly/U7ILF)

Tweet actions 8 —  35  9 

Other accounts (mention)



Macmillan Cancer Support Retweeted



**Macmillan's Cancer Information** @mac\_cancerinfo · May 16

😊 #NationalSmileMonth encourages us all to look after our oral health 😊

In this blog, I talk about ways to keep your mouth healthy if you're having cancer treatment, including:

- 🍷 eating and drinking
- 🧴 self-care
- 👥 how to get more support.

[community.macmillan.org.uk/blogs/b/new\\_in...](https://community.macmillan.org.uk/blogs/b/new_in...)

**NATIONAL  
SMILE   
MONTH**

**MACMILLAN  
CANCER SUPPORT**

National Smile Month, Macmillan in Greater London, Macmillan West Yorks and 2 others



1



12



15



# Getting started with Facebook



facebook

Email or Phone Password Log In

Forgotten account?

Create Page

**WE ARE MACMILLAN. CANCER SUPPORT**

**'NO ONE SAVES FOR CANCER'**

**WE ARE MACMILLAN. CANCER SUPPORT**

**Macmillan Cancer Support**  
@macmillancancer

Donate Now

Home About Instagram Photos More

Non-profit Organisation · London, United Kingdom

4.4 ★★★★★

Search for posts on this Page

PEOPLE >

★★★★★

644,341 likes  
1,925 visits

**Macmillan Cancer Support**  
2 hrs · 🌐

Palliative care can be a daunting thing to think about. To support you at this difficult time, Jessica – a doctor with experience in palliative care and a member of our Online Community - is here to provide emotional and practical support for people dealing with issues such as pain management and end of life care.

So if you have a question for Jessica, visit ask the expert here:  
[https://community.macmillan.org.uk/.../ask\\_pallia.../discussions](https://community.macmillan.org.uk/.../ask_pallia.../discussions)

QUESTIONS ABOUT

<https://www.facebook.com/pages/create>

<https://nonprofits.fb.com/en-gb/>

# Page vs Personal account vs Group



# What's in a post?



Facebook account name

Link to other accounts where appropriate

Other users can like, comment and share

Horse Rangers Association (Hampton Court) at The Royal Windsor Horse Show  
May 14 · Edited · 🌐

We just got 3rd place in the Riding for the Disabled Association (RDA) Royal Windsor Horse Show fancy dress class as Batman and Robin.

Like · Comment · Share

👍 129 people like this. Top Comments ▾

➦ 1 share

Write a comment...

Horse Rangers Association (Hampton Court) They were definitely the best by a mile xxx  
Like · Reply · 👍 1 · May 14 at 3:48pm

Add a location

Short text – try not to truncate unless you know the information is really useful!

Add photo/video

Reply to comments as your page

# Content is key to engagement

**Capture** content

Set it in a **context**

**Share** it with others

Remember COPE

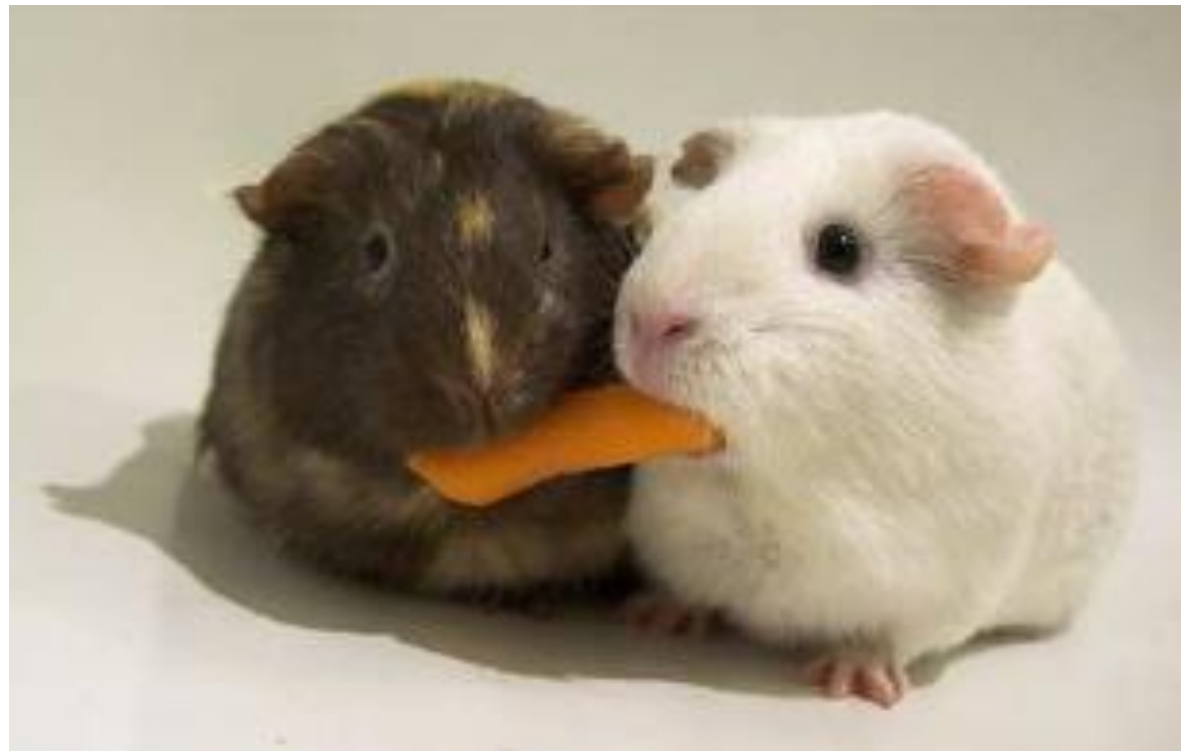
(Content Once, Publish Everywhere)

Or Recycle, Repurpose, Re-use



# What interesting stuff can you share?

Build a community by increasing people's levels of **engagement over time**



## **RAISE AWARENESS**

People start to learn and care about your mission



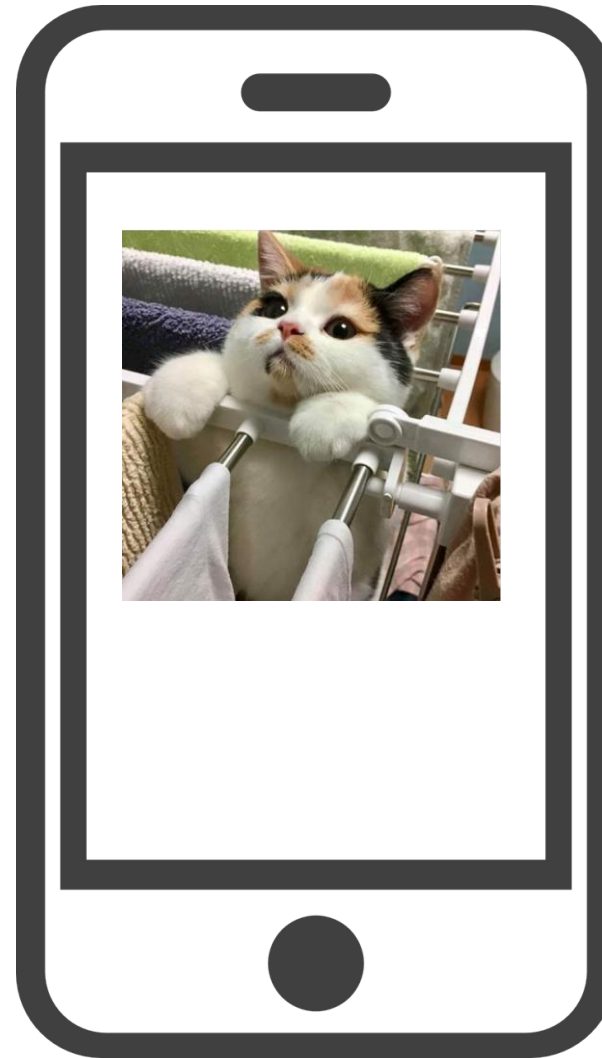
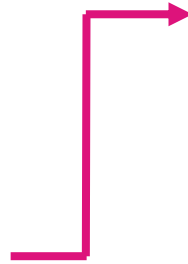
# Content you could be sharing...

- ✓ Behind the scenes at your organisation
- ✓ Stories of impact about the target audience
- ✓ Showcase programmes or services
- ✓ Fun or inspiring stories or content
- ✓ Educational or practical tips
- ✓ Industry or local news, breaking news, news jacking
- ✓ Research, data, policy information
- ✓ Curate content useful to your audience
- ✓ User-generated content
- ✓ Events – things to do



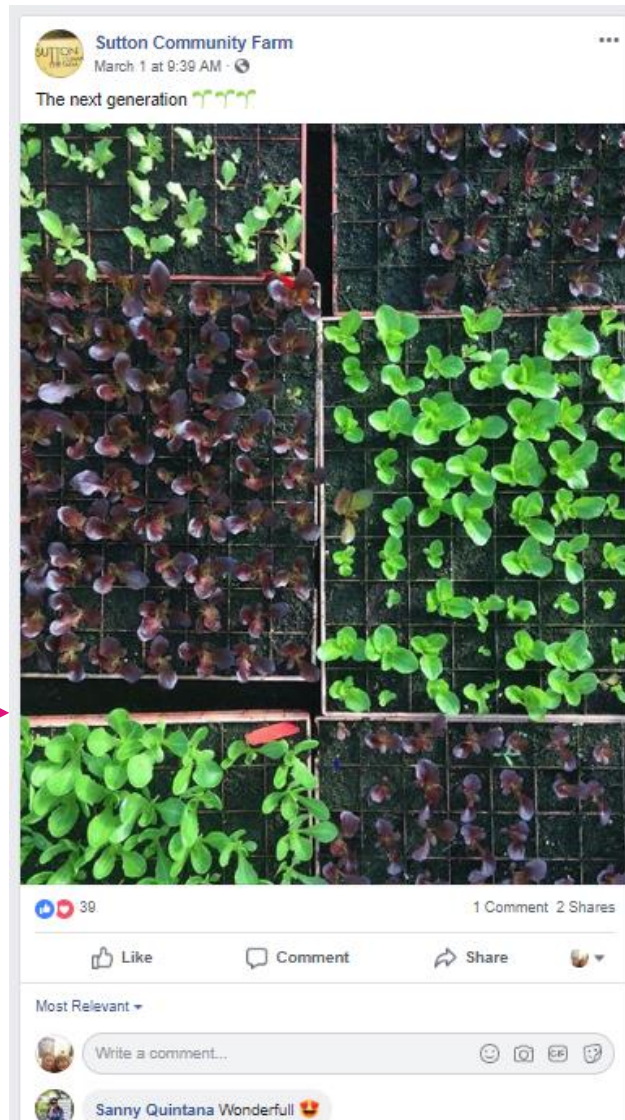
**RAISE AWARENESS**

You have to get  
people's attention!!



## RAISE AWARENESS

People start to learn and care about your mission



## RAISE AWARENESS

- Focus on real people
- Ask questions
- Conversation
- Tell a good story

**Contact the Elderly UK**  
January 9 · 🌐

Thank you to Bristol based building company, Bellway, who hosted a Christmas lunch for 60 of our older guests back in December. Read more here:  
<https://www.contact-the-elderly.org.uk/.../bellway-spreads-fe...>



19 🌟 2 Comments 2 Shares

👍 Like    💬 Comment    ➦ Share

Most Relevant ▾

Write a comment...

**Taylor Danielle Pearson** Aw the Christmas party i organised, such a good afternoon x  
Like · Reply · 8w    🌟 2

**Contact the Elderly UK** It looked like you had an amazing time!  
Like · Reply · 7w

**Tracey Taylor** Who wrote this article?? Did some one from contact the elderly write this??  
Like · Reply · 7w

**Contact the Elderly UK** Hi Tracey, Thanks for your message. Please can you DM and we will be able to help with your enquiry. Thanks!  
Like · Reply · 7w





## RAISE AWARENESS

- Good storytelling is important for channels like Instagram





**Macmillan Cancer Support** @macmillancancer · May 14

Writing down your wishes for your death means your family and healthcare team will know what is important to you.

Find out how you can plan for the future by calling us on freephone 0808 808 00 00 (every day, 8am-8pm) or visiting [macmillan.org.uk/advancecarepla...](https://macmillan.org.uk/advancecarepla...)

#LetsTalkAboutDeath

3 in 5 people haven't told family or friends about their wishes for their death.

62%

#LetsTalkAboutDeath

#WednesdayWisdom



**5 WAYS TO STAY SAFE IN THE SUN**

- Wear a wide-brimmed hat.
- Use a sun cream with a high SPF.
- Wear sunglasses with a guaranteed UV light filter.
- Wear clothing made of cotton or natural fibres.
- Avoid the sun between 11am and 3pm.



27



28

## RAISE AWARENESS

- Use infographics to communicate key images around impact or useful facts



3 in 5 people haven't told family or friends about their wishes for their death.

62%

Piktochart



infogr.am

**78% of all internet users in the UK use Facebook**



# You can do this with quotes too...

Timeline Photos



**WE SHOULD NOT WAIT FOR SOMEONE ELSE TO COME AND RAISE OUR VOICE. WE SHOULD DO IT BY OURSELVES.**

- Malala Yousafzai

Like Comment Share Report

Photo by © DFID - UK Department for International Development / Flickr, CC BY 2.0

Options Send in Message



**'I FOCUSED ON TREATING THE CANCER FIRST ...**


**... as I didn't really think the diabetes was that serious.'**

Clare, living with cancer and diabetes

**WE ARE MACMILLAN. CANCER SUPPORT**



# You don't need feature films...



The video shows a group of people, including a man in the foreground with glasses and a woman in the background with her hand raised, singing in a room. They are holding sheet music. The video player interface includes a play button, a progress bar, and a timestamp of -0:07.

**South London Cares**  
Like This Page · 8 February

Mary, 73: "I've haven't been out the house in six weeks, but I knew I wanted to be here tonight."

Last night our Peckham singers - aged between 22 and 85 - got together to belt out 'I Will Survive' and 'Sister Suffragette'. It was a joyous way to mark the women's suffrage centenary.

181 Views

Amy Rose, Alice PB, Alex Smith and 10 others like this.

1 share





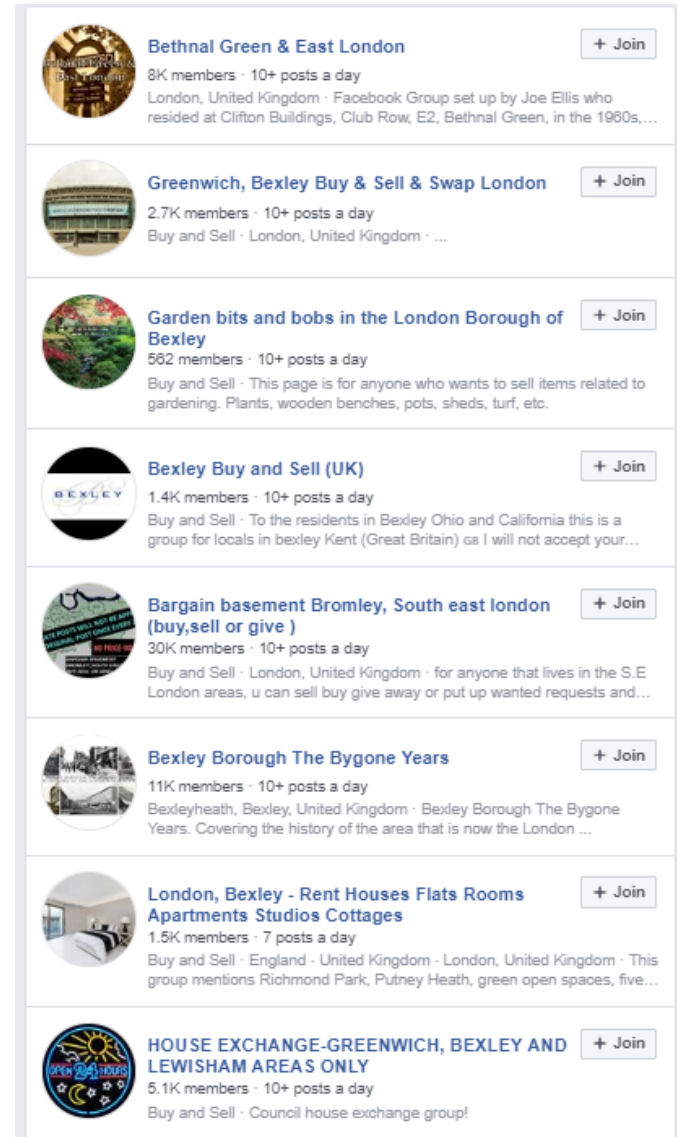


**ACTIVATE SUPPORTERS**  
People start to share,  
pledge or take action  
when you ask them



## ACTIVATE SUPPORTERS

- Join groups
- Start groups
- Be useful



A screenshot of a list of Facebook groups. Each group entry includes a profile picture, the group name, the number of members and posts per day, and a brief description. A pink arrow points from the 'ACTIVATE SUPPORTERS' section to the list of groups.

Group Name	Members	Posts a Day	Description
Bethnal Green & East London	8K	10+	London, United Kingdom · Facebook Group set up by Joe Ellis who resided at Clifton Buildings, Club Row, E2, Bethnal Green, in the 1980s,...
Greenwich, Bexley Buy & Sell & Swap London	2.7K	10+	Buy and Sell · London, United Kingdom · ...
Garden bits and bobs in the London Borough of Bexley	562	10+	Buy and Sell · This page is for anyone who wants to sell items related to gardening. Plants, wooden benches, pots, sheds, turf, etc.
Bexley Buy and Sell (UK)	1.4K	10+	Buy and Sell · To the residents in Bexley Ohio and California this is a group for locals in bexley Kent (Great Britain) as I will not accept your...
Bargain basement Bromley, South east london (buy,sell or give )	30K	10+	Buy and Sell · London, United Kingdom · for anyone that lives in the S.E London areas, u can sell buy give away or put up wanted requests and...
Bexley Borough The Bygone Years	11K	10+	Bexleyheath, Bexley, United Kingdom · Bexley Borough The Bygone Years. Covering the history of the area that is now the London ...
London, Bexley - Rent Houses Flats Rooms Apartments Studios Cottages	1.5K	7	Buy and Sell · England · United Kingdom · London, United Kingdom · This group mentions Richmond Park, Putney Heath, green open spaces, five...
HOUSE EXCHANGE-GREENWICH, BEXLEY AND LEWISHAM AREAS ONLY	5.1K	10+	Buy and Sell · Council house exchange group!



## ACTIVATE SUPPORTERS

- Find your champions
- And your influencers





**SuttonCommunityFarm** @SuttonFarm · Mar 4

It's now possible to support our farm by becoming a community share owner member! There are 400+ people who collectively own Sutton Community Farm, come join us and help us spread the word, there is strength in numbers for community businesses.

Check out [bit.ly/2HcVWd8](https://bit.ly/2HcVWd8)



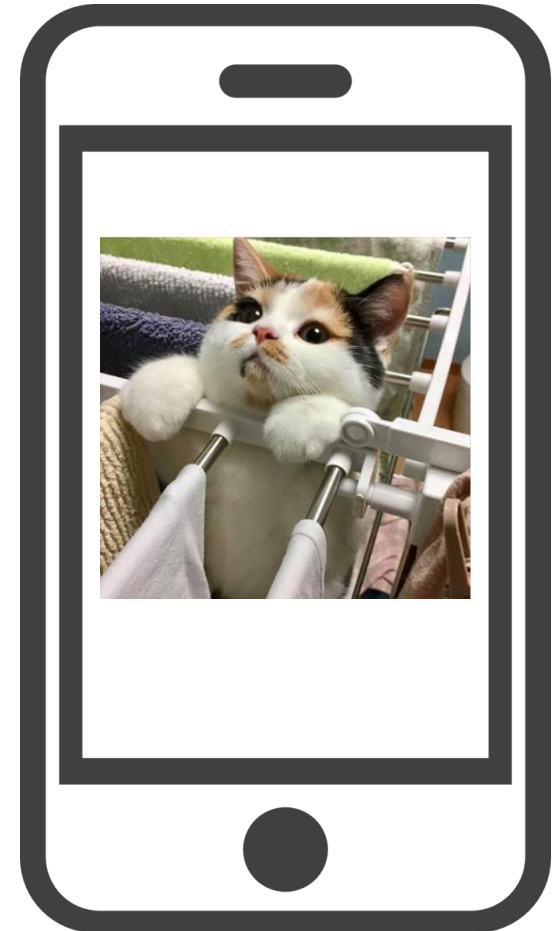
## RAISE FUNDS

People contribute to your organisation's growth and engage their friends / people they know.



# An ask needs to be compelling...

- Ask the right people
- Define the problem – clear & singular
- Create urgency – why now?
- Offer one specific action
- Make it easy to do





# Storytelling v marketing

 **FoodCycle**  
February 17 at 2:51pm · 🌐

These likely lads each weigh 1.2 tonnes! And that's exactly what we saved in #foodwaste last week!! Thank you to all our brilliant #Hubs ❤️

## 1.2 tonnes

(that's the same weight as one of these beauties)



Like Comment Share

15

 **FoodCycle**  
February 13 · 🌐

Do you fancy being a FoodCycler? A Hub Leader? It's a LOT of fun. Take a look at this lovely bunch then read on and please share 😊  
<http://foodcycle.org.uk/get-stuck-in/become-a-hub-leader/>



### Become a Hub Leader - FoodCycle

FoodCycle Hub Leaders are the inspirational volunteers that run our Hubs, united by their passion to reduce food poverty, waste and social isolation in their communities.

FOODCYCLE.ORG.UK

Like Comment Share

27

15 shares

Write a comment...



# Plan, save time & analyse







North London Cares added a photo and a video.

March 15 at 7:19pm · 🌐

"Well, I would say it likely involves plenty of creativity and energy..."

That's what Sheila thinks a hip-hop dance might look like. And she's right! David, Roy and Caroline all took a leaf out of Damien's book and got down in Kentish Town today. Damien runs B-Better, a Camden-based dance collective and he shared his moves, his story and his enthusiasm with neighbours today - they gave him plenty of energy and attitude in return.

As you can see from Virdon's t-shirt (won "best dab") - hip-hop lives!



👍 Like    💬 Comment    ➦ Share

👍❤️ 31

2 shares



North London Cares @NorthLDCares · Mar 16

"I don't believe it. I'm going to wear it home!" - Virdon, winner of 'best dab' yesterday, loved her prize. #HipHop Lives in #KentishTown 🙌🏾



B-Better HipHop Org., KTCC, T Damien Anyasi and AgeingBetterinCamden

👍 1    🔄 3    ❤️ 8



northlondoncares

Follow

20 likes

23w

northlondoncares In Kentish Town we had a #hiphop #dance class, it turns out its the sass that counts and we've got plenty of that to go round! 🗨️🗨️🗨️ #danceclass #kentishtown #camden #islington #charity #neighbours #friendship #northlondon #london

Log in to like or comment.

⋮



## Exercise:

### WOOP Your Brand Social Media Strategy

**Wish**

- *Something you can accomplish with Snap Chat or other channel that is exciting, challenging, and realistic with a target audience as an experiment*

**Outcome**

- *The best result from accomplishing your goal.*

**Obstacle**

- *The obstacles that prevent you from accomplishing your goal.*

**Plan**

- What is your action plan?

Courtesy of Beth Kanter <http://www.bethkanter.org/>



**Exercise:**

**WOOP Your Brand Social Media Strategy**

Wish	
Outcome	
Obstacle	
Plan	

Courtesy of Beth Kanter <http://www.bethkanter.org/>



# Final thought...





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