



# Social Media Campaigns for Beginners

# About Superhighways....

Providing tech support to the sector for over 20 years

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# Social media campaign for beginners

## What we'll cover:

- ✓ Understand the key elements of a successful social media campaign
- ✓ Identify strategies to grow your community of supporters
- ✓ Create an action plan for an upcoming campaign

**Let's learn from KCAH**

**Top tip 1**

**Take it seriously...**



*“Start with the basics, but the basics are really important so think about: What are our aims? Why are we using this? I would say passion as well, because if you believe in what you're doing and you see the value of what the organisation achieves. I think it's very likely that other people will share that.”*



KCAH @kcahtweets · Jan 30, 2019



The coldest winter night so far and [#SWEP](#) (Severe Weather Emergency Protocol) is still in place. It could go as low as -4 in [#Kingston](#) tonight. 'The Haven' is at Everyday Church, 46 Union Street giving all night access & sanctuary for people experiencing [#homelessness](#)



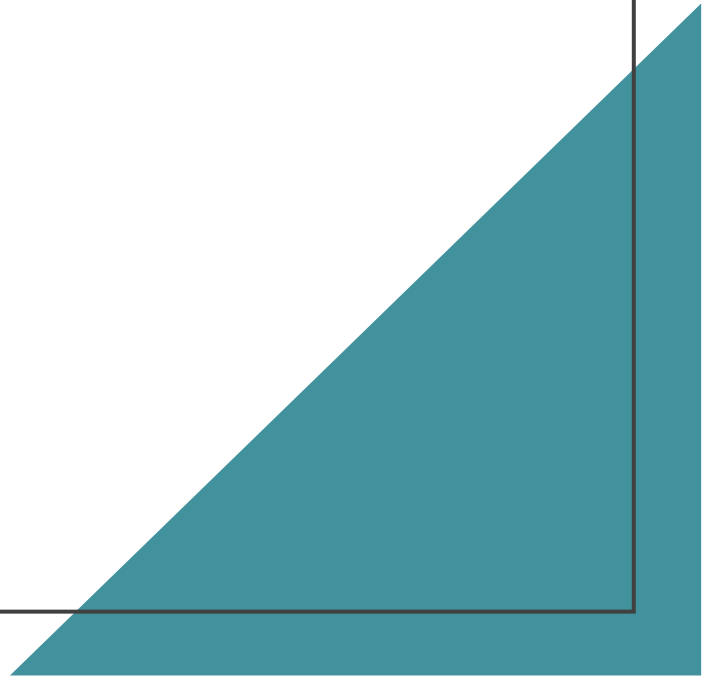
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♥ 14



# **Top tip 2**

**Understanding the  
why?**





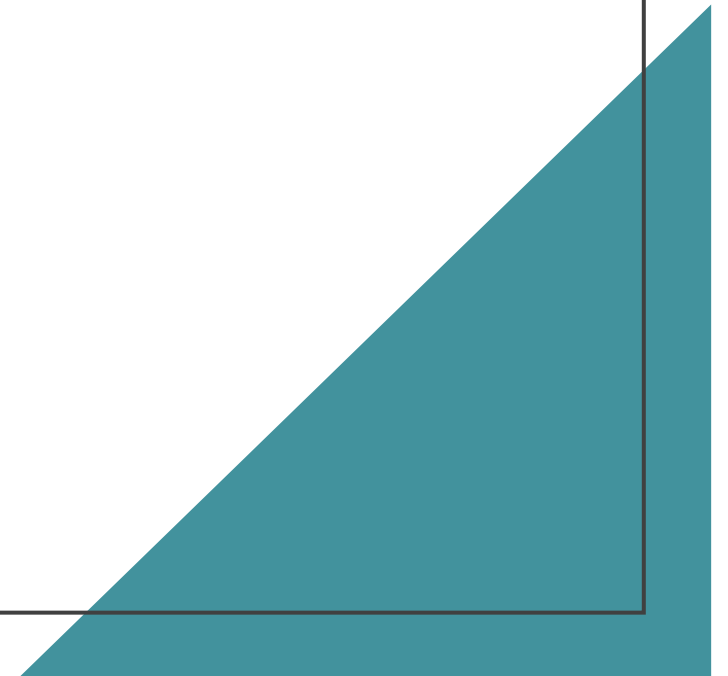
*“We were very surprised, for example, to find out that actually when we used analytical tools that 70% of our followers were women. I found that very interesting and really work worth noting.”*

*“We started seeing that for us to not just disappear into someone’s feed – the timings were quite important. We noticed, and this was pre pandemic obviously, that people were scrolling or responding a lot on their commute to work, on their lunch break, on their commute home, and then around 9:00 o’clock in the evening.”*

# **Top tip 3**

**Nurturing**

**relationships...**





KCAH @kcahtweets · Nov 12, 2019



**\*\*URGENT SLEEPING BAG APPEAL\*\*** As our Night Shelter is at full capacity, the temperatures drop, we have run out of sleeping bags. Do you have one to donate? You can drop off at our office or with our friends at [@BanquetRecords](#) or [@7000jarsofbeer](#) Thank you:) Please RT

## Urgent Sleeping Bag Appeal

Sleeping bags must be in **good condition** and in **their sleeve**.

### Drop-off Points:

KCAH, St Peter's Church Hall, London Road,  
Kingston, KT2 6QL, Monday to Friday 10am to 4pm

Banquet Records, 52 Eden Street, Kingston, KT1 1EE

7000 Jars of Beer, 1 Crown Passage, Kingston,  
KT1 1JB

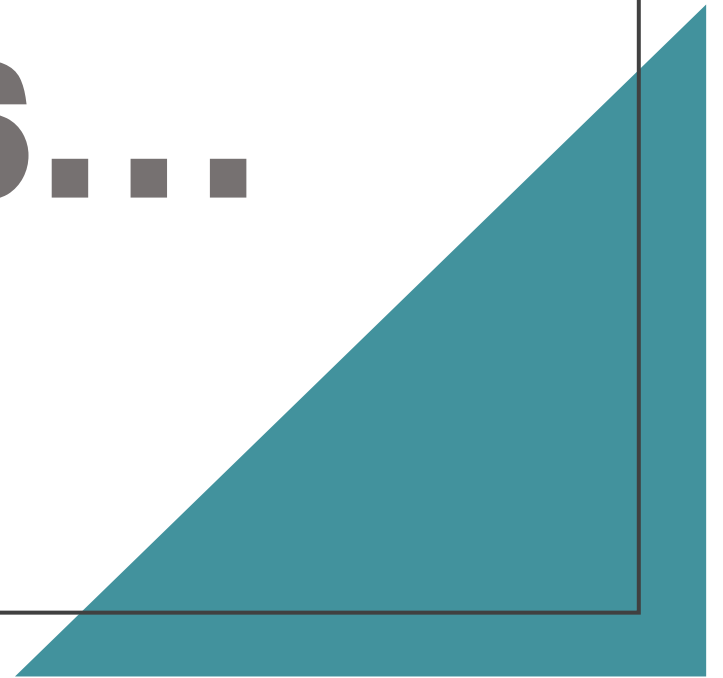


[www.kcah.org.uk](http://www.kcah.org.uk)

*“Remember it’s a two way street, so do interact with other organisations. And get involved in their content as well, especially for organisations you feel you can have a kind of mutually beneficial relationship.”*

**Top tip 4**

**Original posts...**



# Images

*“Using Canva makes you stand out and all of a sudden people will think you have a degree in graphic design. It looks like you’ve used really quite expensive software, it’s a fantastic, fantastic tool.”*

# Video

*“One minute films or 45 seconds or so, that that's been a real challenge. But you can tell you get the reward because more people engage, more people like the posts and more people share it if it's short.”*



# Storytelling

*“People respond really well to storytelling. Tell the story about your charity and the journey of your service users. Put you emphasis on good posts. I would say rather a good quality post that you can use across platforms, than just a lot of tweets.”*



KCAH @kcahtweets · Jan 6



What one year sober looks like! We are in awe of what our client Helena has achieved. Speechless.

"KCAH has played a massive role in my recovery. The team got to know me by engaging regularly and were kind and supportive no matter how or why I presented at the KCAH office. 1/2



2

4

41



KCAH @kcahtweets · Jan 6



"The team signposted me to different services and have been consistent with their support and fair treatment. They have truly gone above and beyond what was expected of them and I attribute where I am today to stem back to the actions of KCAH. "2/2 [#recovery](#) [#oneyearsober](#)



KCAH @kcahtweets · Jan 5



When asking a KCAH Housing Advisor how their Advice Surgery went... So proud! [#whatwedo](#)

“

*Three people are safe from the streets. One gent with schizophrenia, one lady who's been sent back to hospital for mental health needs with 3rd degree burns on her legs and a 23 year old lady fleeing violence from her father.*

Jamie, KCAH Housing Advisor, after one of our 3 hour advice surgeries





**KCAH** @kcahtweets · Jan 20, 2021



Sophie and her team have recently helped nearly 20 people faced with [#homelessness](#) during the [#pandemic](#), out of hotel rooms and into shared houses or flats. Their first proper [#home](#) in a very long time. [#kingston](#)

PLEASE HELP MORE PEOPLE STAY [#INFORGOOD](#) [ow.ly/L2AD50DcMQH](https://ow.ly/L2AD50DcMQH)



# What content will you create?

- ✓ 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



KCAH @kcahtweets · Feb 15



We couldn't be prouder that our very own @AilsaOakes, is 1 out of 7 Community Brain 'Local Hero' nominees due to have her portrait displayed at Tolworth Station to highlight her outstanding contribution to the community. Ailsa, you are so deserving of this honour. Well done!

”

*I feel so privileged and humbled to have been nominated as a Local Hero. I love my job very much and to receive such a lovely compliment about the work that I do was overwhelming.*

**Ailsa Oakes** - KCAH Housing Adviser and one out of seven Community Brain 'Local Hero' nominees due to have their portrait displayed at Tolworth Station as a celebration of their contribution to our community





KCAH @kcahtweets · Jan 26



Our Gardening Club had a fantastic time visiting the [@thrivecharity](#) in Battersea. The project can ultimately lead to a horticultural qualification! The club are planning a trip to Wisley next. To [#volunteer](#) for the club, please contact [lucy.k@kcah.org.uk](mailto:lucy.k@kcah.org.uk) [#gardening](#) [#support](#)





KCAH @kcahtweets · Jan 13



Do you have an old mobile phone or laptop in working condition that is gathering dust in a cupboard somewhere? We could really use them for our clients and guests if you would be willing to donate them to us! Thank you and please RT.

*We are looking for donations of*

**Used mobile  
phones, laptops  
and tablets**

*for those of our clients who do not  
have access to such essential devices\**



To donate, please contact Lucy on  
[lucy.k@kcah.org.uk](mailto:lucy.k@kcah.org.uk) or call 020 8255 7400

\* We provide access to broadband/wifi in our office as well as in our move on properties







KCAH @kcahtweets · Jan 27



CONGRATULATIONS 🌞 and a MASSIVE THANK YOU to newly weds Rebecca & Tom 🥰 who recently raised £768 for KCAH on their wedding day! Instead of wedding presents, they asked people to support KCAH and make a donation! [#KCAHheros](#) [#makingadifference](#) [#kingstonuponthames](#) [#community](#)



“

We are always so impressed with the work that you do, and the completely life-changing impact you have. All in all, it was a no-brainer!

Newly weds,  
Rebecca & Tom



4



26



 **KCAH** @kcahtweets · Dec 1, 2021

Help us make a change to people facing #homelessness in the borough this Christmas by becoming a KCAH #changemaker. The need is greater than ever and every little really does help. Scan the QR code or visit: [cafdonate.cafonline.org/18491#!/Donati...](https://cafdonate.cafonline.org/18491#!/Donati...) Thank you.

[Show this thread](#)



The video thumbnail features a black background with a central white circle containing the 'KINGSTON CHURCHES action on homelessness' logo and a photo of two men. Below the circle is a red banner with the text 'BE A #CHANGEMAKER This Christmas & beyond!'. At the bottom, there is a QR code, the text 'DONATE TODAY point camera phone here', and the URL 'KCAH.ORG.UK/CHANGEMAKER' with a red arrow pointing to the QR code. The video duration '0:01' and '109 views' are shown in the bottom left corner.

**KINGSTON CHURCHES**  
**action**  
on homelessness

**BE A #CHANGEMAKER**  
*This Christmas & beyond!*

**DONATE TODAY**  
point camera phone here

[KCAH.ORG.UK/CHANGEMAKER](https://KCAH.ORG.UK/CHANGEMAKER)

0:01 109 views

**Top tip 5**

**Call to action...**



*“The best response is when people feel like they can have a part in it, so there’s something for them to do. More than when we just say, oh this is what we’ve been up to, this is what we’ve done. A call to action trumps this for us.”*



KCAH @kcahtweets · Aug 14, 2019



We **need** you! If you could **volunteer** even just one shift at our Night Shelter this winter, we would love to hear from you. To find out more, sign up for our 2 hour **volunteer** training here: [bttr.im/zulfo](https://bttr.im/zulfo) or email [winternightshelter@kcah.org.uk](mailto:winternightshelter@kcah.org.uk). Thank you:)

*We need more volunteers for our award winning Night Shelter this winter. Could you be one of them?*

## Volunteer at the Haven

Please email our Night Shelter  
Coordinator, Sophie, on  
[winternightshelter@kcah.org.uk](mailto:winternightshelter@kcah.org.uk)

We are also hosting a **Volunteer Training** event at KCAH on Saturday 14 Sept 2019, 10.30-12.30. You don't commit to anything by coming along but we do ask that anyone volunteering for the shelter first attends the training. If interested, please email Sophie.  
Welcome!

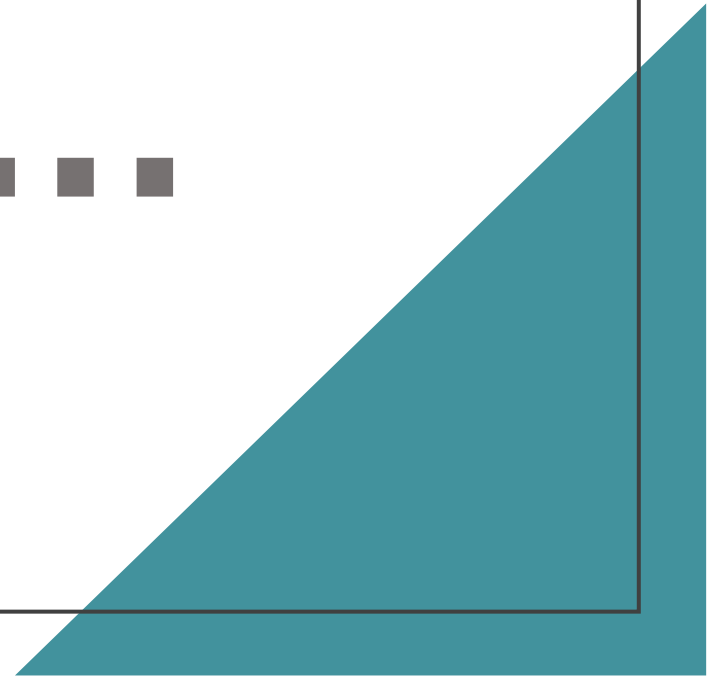


[www.kcah.org.uk](http://www.kcah.org.uk)

KCAH, St Peter's Church Hall, London Road, Kingston, KT2 6QL

**Top tip 6**

**Make a plan...**



*“Make a plan for who's going to produce the content and when it needs to go out. Make a little diary of key dates for your organisation. So if you have World Homelessness Day coming up and you are a homelessness charity, plan something for that day.”*

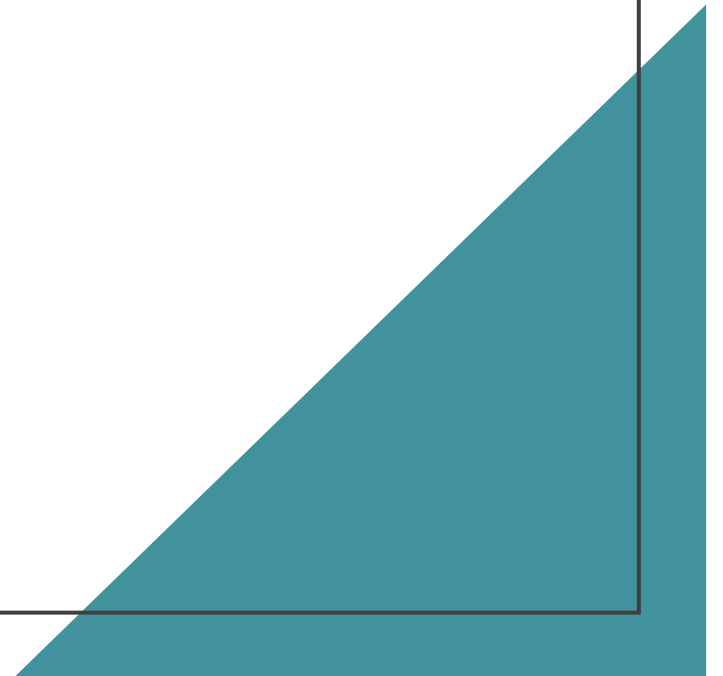
*“Make sure that you're involved in that hashtag and that you can @mention the right organisations.*

*Maybe start with picking a key date every month and focus your main content around that.”*



**Top tip 7**

**Be bold...**





KCAH @kcahtweets · Jan 24



As many people struggle to buy enough **food**, we want to highlight that should you ever need a **#foodbank voucher**, please come and see us at KCAH, St Peter's Church Hall, London road, Kingston KT2 6QL, M-F 10-13. No one should have to go hungry. No one.

 **Haggis\_UK**   @Haggis\_UK · Jan 24

Jack Monroe: A basic food shop has nearly doubled since 2012.. benefits & wages haven't doubled in that time.. so people are having to make decisions about missing meals in order to feed their children.. it's shocking to talk about this in 1 of the richest economies in the world



11

148

654



**Top tip 8**

**Keep working at it**

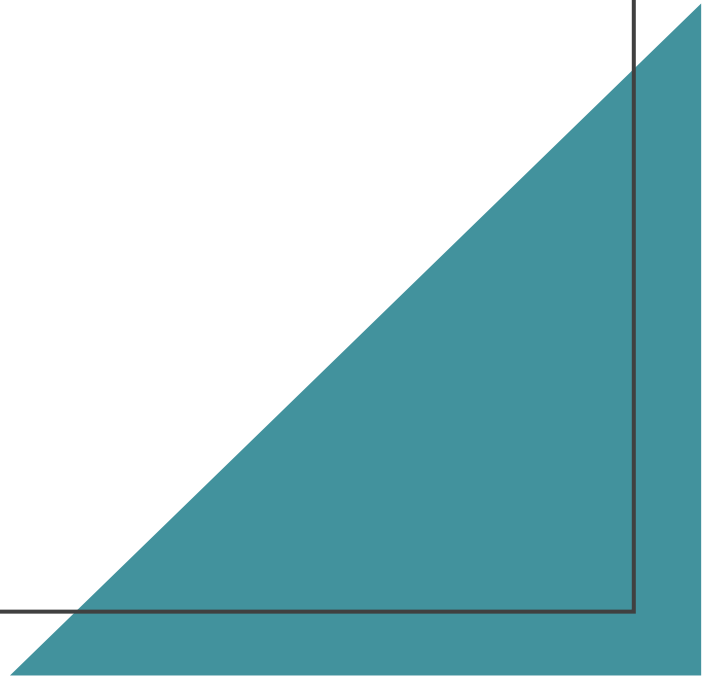


*“Sometimes it feels like we do the exact same thing and one time it's a huge success and then we do it the next time and it's like, wow, this one is really difficult.”*

*“If you notice another organisation doing something really well, reach out and say, first of all really well done and then how did you do it or how did this come about? Or just think WOW I’m going to try that next time. Just learn from others.”*

# **Top tip 9**

**Bring everyone  
with you**



*“So I've been to board meetings talking about this and I think sometimes it really is understanding why someone is sceptical. It's key to then show the value of it. We can now evidence the impact of social media financially and in terms of engagement of volunteers.”*

***“You have to trust the process. In 2018 we broke our fundraising record, the record for individual donations was higher than it had ever had been. That record was beaten again in 2019, in terms of individual donations from people in our community.”***



**A recap...**

Campaigning?

Awareness?

# Goals

Connecting?

Volunteering?

Action?

Accessing  
services?



Who's your audience?

# Who do you need to reach?

## Centre for Independent Living example

- Deaf and disabled people in our borough
- Deaf and disabled people outside our borough
- Funders
- Allies and supporters of our work fighting for equality
- Local authority
- Decision makers – benefits and social care
- Parliamentarians
- The local community
- Other DDPOs across London

# What's in it for them?



# Creating personas



## PERSONA CANVAS FOR CHARITIES

Media Trust's Digital Marketing Toolkit has been designed specifically for small charities to develop an impactful and effective digital communications strategy. Each template represents a different stage of developing a digital marketing strategy and can be used individually or as a whole.

### NAME



Give your persona a first name. This will help you personalise the character and make it easier to refer to them in the future.

### ROLE



The persona may have different personal and professional roles, but this is the opportunity to capture the specific role they play for your charity.

### FACTS



List some basic demographic information.

Age

Gender

Location

### RELATIONSHIPS



Who does this persona have in their lives? Think about family, friends and professional connections.

### ACTIVITIES



What do they do on a day-to-day basis? This could include work, hobbies and habits.

### DIGITAL BEHAVIOUR



Where can you find them online? List their preferred social media channels, news and shopping websites.

### WIDER WORLD



What trends in society affect and/or preoccupy them? These can be positive, negative, or a mixture of both.

### FEELINGS



How do they feel at this point in time?

# Creating user (audience) needs statements

As a **<type of user>** — this is the WHO. Who is the user?

I need **<to do something>** — this is the WHAT. What is it that they need

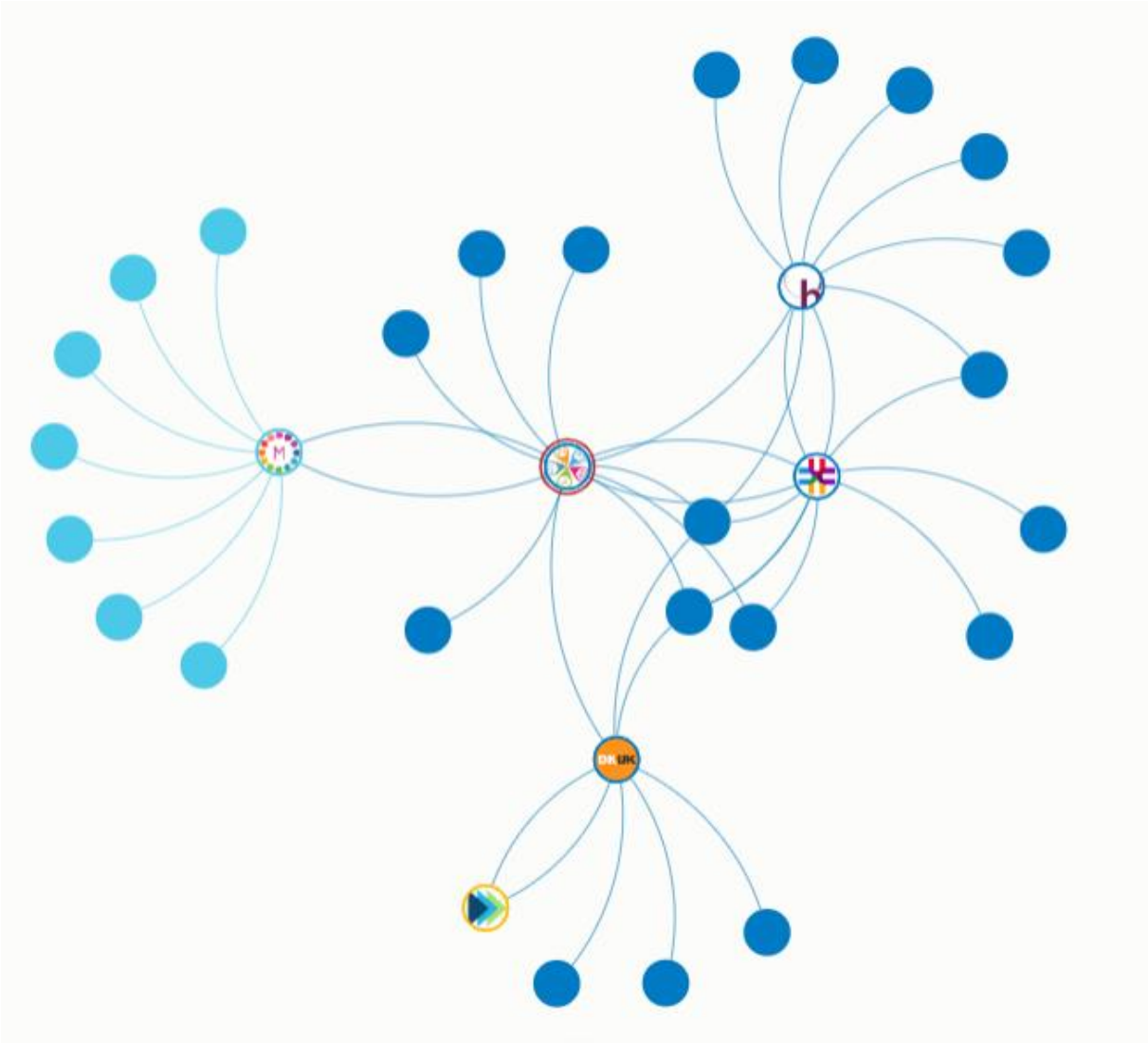
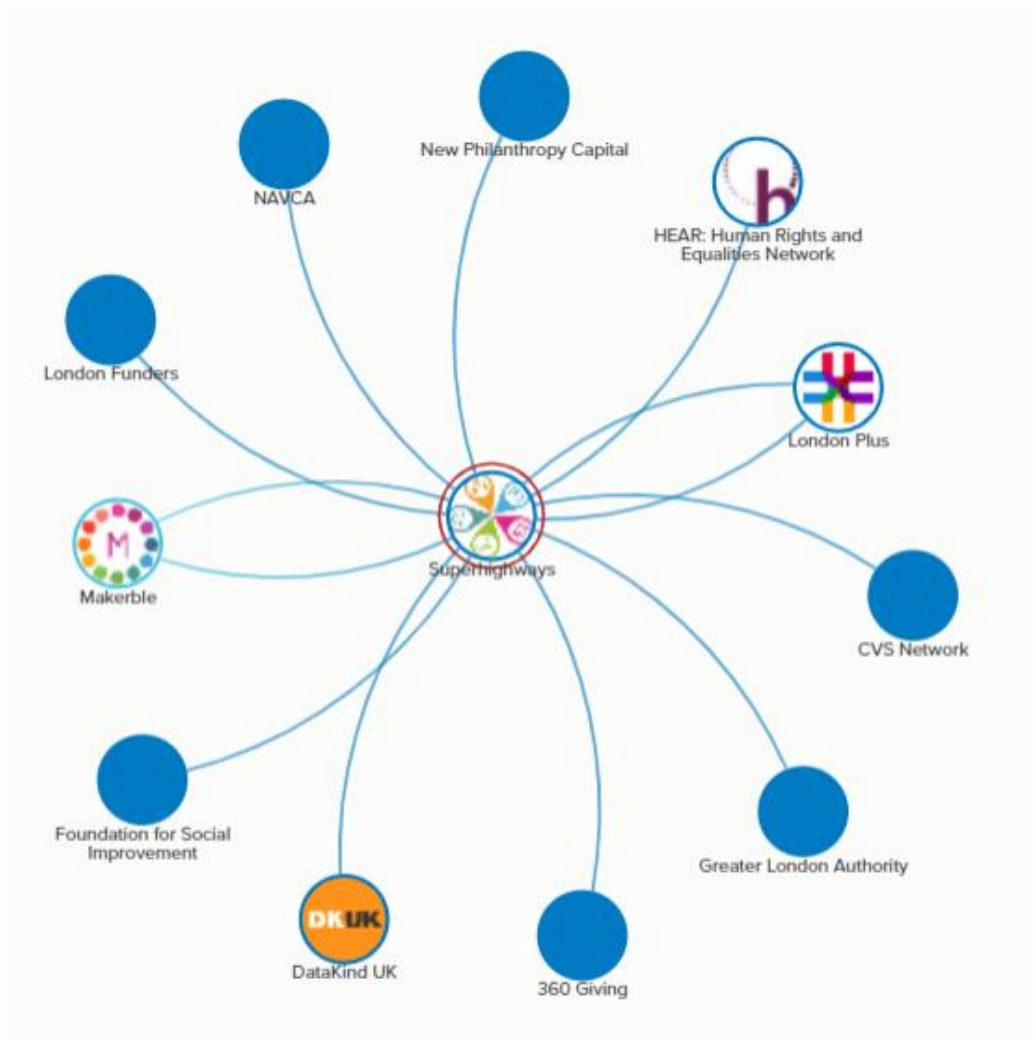
So that **<the reason>** — this is they WHY. Why do they need it?  
What is the solution they are looking for?

# Examples – clients & stakeholders

- As a supporter – when I make a donation... *I need to know this is making a difference so that it's worth me donating again*
- As a resident (young single mum) – after 12 weeks when I leave the residential house... *I need to feel supported so that I can maintain my confidence*
- As a referral agency – when I'm working with a family needing support... *I need to find out more about other organisations who can help*



# The power of networks – who can help?



# Team comms SWOT analysis?

## Opportunities

Group  
1  
Yellow



Making more use of staff as communicators.

Identify key people in the borough to talk to

Part of a project called Strengthening Voices, Realising Rights - which consists of seven DDPOs working together to improve practice

Increase comms medium

Twitter account - opportunity to network with members, other DDPOs, council, etc.

Wide audience in London....good relationships with similar organisations

Link into trends in the borough, issues with homelessness



Microsoft Teams has all sorts of tools which we are not utilising

Work closely with other organisations in our borough....learn from them possibly?



Growing membership

Two Facebook pages - one private, one public - former recently established

Tap into hobbies & skills of members e.g. creative or specific issues e.g. access



Members communicating on behalf of the org - skilling up opportunities - digital & non digital



# Plan & save time with scheduling tools



# Social media campaign plan example

Goal - what are you looking to achieve?	Timeframe for campaign?	Audience/s (Inc who can help)	Content creation (including who & when)	Call to action	Measurement indicators?
Recruit 50 volunteers for the Night Shelter opening in November 2022	<p>2 month period in the run up to the next round of Volunteer training</p> <p>Ongoing monthly posts inc during Volunteers Week &amp; January when people looking to do something new</p>	<p>Followers</p> <p>Kingston residents</p> <p>Kingston Uni / College</p> <p>Volunteering Kingston (ask to retweet)</p> <p>Kingston Council</p> <p>Kingston Churches</p>	<p>Testimony from volunteer A (45 sec video)</p> <p>Client quotes (Canva graphic)</p> <p>Interview with Night Shelter co-ordinator - why is it important?</p> <p>List of volunteer roles - Canva graphic</p> <p>Photos from last year's - a window into the Night Shelter</p>	<p>Share widely</p> <p>Sign up to volunteer</p> <p>Book on volunteer training</p>	<p>Post engagements, likes &amp; shares</p> <p>New followers</p> <p>Number of new volunteers</p> <p>Number of volunteers retained</p>

# Social media in 2022

FEB  
2022

# ESSENTIAL DIGITAL HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES



THE UNITED  
KINGDOM

TOTAL  
POPULATION



**68.35**  
MILLION

URBANISATION

**84.4%**

CELLULAR MOBILE  
CONNECTIONS



**71.84**  
MILLION

vs. POPULATION

**105.1%**

INTERNET  
USERS



**66.99**  
MILLION

vs. POPULATION

**98.0%**

ACTIVE SOCIAL  
MEDIA USERS



**57.60**  
MILLION

vs. POPULATION

**84.3%**

FEB  
2022

# DEVICE OWNERSHIP

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO OWN EACH KIND OF DEVICE



THE UNITED  
KINGDOM

ANY KIND OF  
MOBILE PHONE



GWJ.

**96.9%**

YEAR-ON-YEAR CHANGE  
**-0.2% (-20 BPS)**

SMART  
PHONE



GWJ.

**95.8%**

YEAR-ON-YEAR CHANGE  
**-0.1% (-10 BPS)**

FEATURE  
PHONE



GWJ.

**4.7%**

YEAR-ON-YEAR CHANGE  
**-7.8% (-40 BPS)**

LAPTOP OR  
DESKTOP COMPUTER



GWJ.

**76.1%**

YEAR-ON-YEAR CHANGE  
**-2.8% (-220 BPS)**

TABLET  
DEVICE



**54.2%**

YEAR-ON-YEAR CHANGE  
**-3.2% (-180 BPS)**

GAMES  
CONSOLE



**37.9%**

YEAR-ON-YEAR CHANGE  
**-4.1% (-160 BPS)**

SMART WATCH OR  
SMART WRISTBAND



GWJ.

**31.2%**

YEAR-ON-YEAR CHANGE  
**+22.8% (+580 BPS)**

TV STREAMING  
DEVICE



GWJ.

**29.6%**

YEAR-ON-YEAR CHANGE  
**+0.7% (+20 BPS)**

SMART HOME  
DEVICE



GWJ.

**23.8%**

YEAR-ON-YEAR CHANGE  
**+8.2% (+180 BPS)**

VIRTUAL REALITY  
DEVICE



**5.1%**

YEAR-ON-YEAR CHANGE  
**[UNCHANGED]**

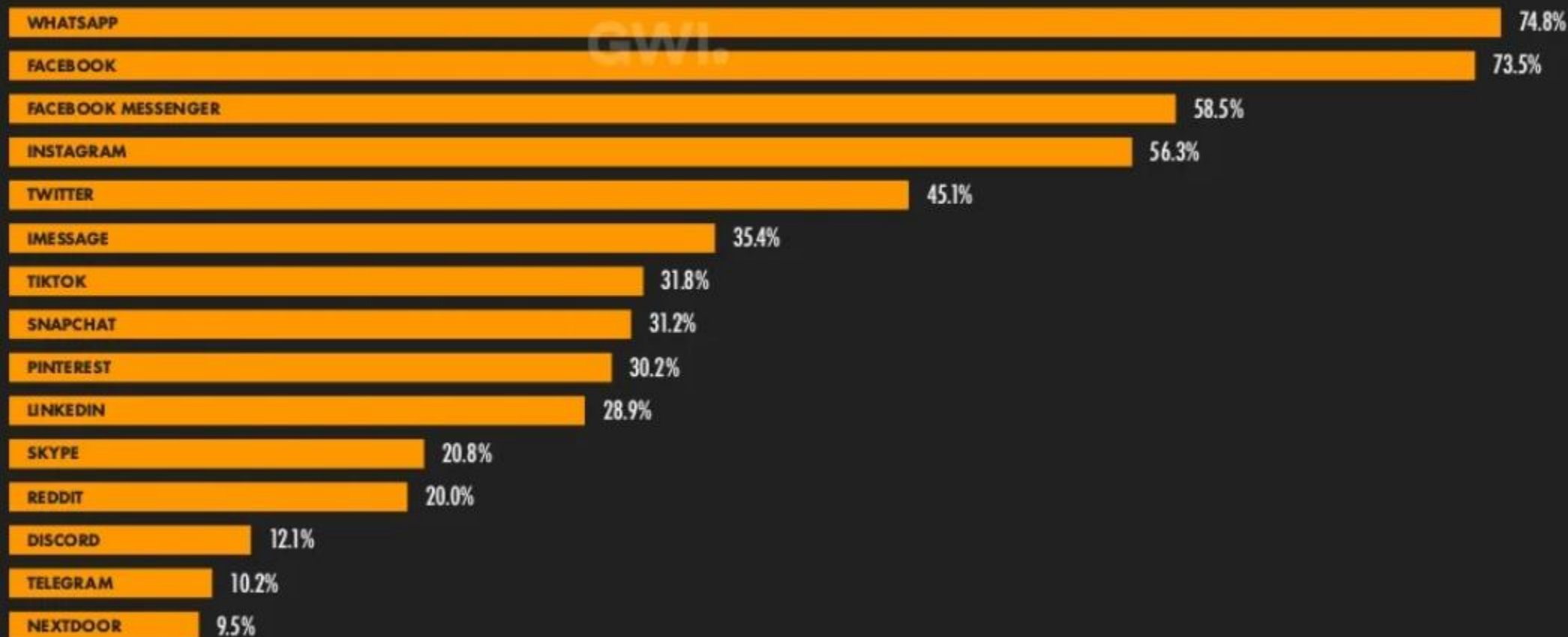
FEB  
2022

# MOST-USED SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH PLATFORM EACH MONTH



THE UNITED  
KINGDOM





FEB  
2022

# OVERVIEW OF SOCIAL MEDIA USE

HEADLINES FOR SOCIAL MEDIA ADOPTION AND USE (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)



THE UNITED  
KINGDOM

NUMBER OF SOCIAL  
MEDIA USERS



57.60  
MILLION

YEAR-ON-YEAR CHANGE  
IN SOCIAL MEDIA USERS



+8.7%  
+4.6 MILLION

AVERAGE DAILY TIME SPENT  
USING SOCIAL MEDIA



1H 48M

YEAR-ON-YEAR CHANGE IN TIME  
SPENT USING SOCIAL MEDIA



-0.9%  
-1 MIN

AVERAGE NUMBER OF SOCIAL  
PLATFORMS USED EACH MONTH



6.3

SOCIAL MEDIA USERS  
vs. TOTAL POPULATION



84.3%

SOCIAL MEDIA USERS  
vs. POPULATION AGE 13+



99.4%

SOCIAL MEDIA USERS  
vs. TOTAL INTERNET USERS



86.0%

FEMALE SOCIAL MEDIA USERS  
vs. TOTAL SOCIAL MEDIA USERS



53.8%

MALE SOCIAL MEDIA USERS  
vs. TOTAL SOCIAL MEDIA USERS



46.2%

# Fundraising campaigns – peer learning

- [Learning curve - our first Facebook fundraising campaign](#) – St Michaels' Fellowship
- [Learning from the Big Give match funding campaign](#) – Katherine Low Settlement

# Useful resources

- ✓ [Make it Social](#) – Social Misfits Media – Community, Engagement & Solicitation
- ✓ [Social Media Toolkit](#) – Skills Platform
- ✓ [Digital Marketing Strategy Toolkit](#) – Media Trust - including Audience Persona Template, Journey Mapping Template, Digital Objective Builder Template and Digital Marketing Strategy Template
- ✓ [Digital Marketing Webinars Series](#) – Media Trust
- ✓ [How to Ace the A's of Digital Marketing – Advertising](#) Superhighways guest blog looking at Facebook Ads
- ✓ [Favourite apps for data capture & storytelling](#) – Superhighways apps sheet
- ✓ [How to build your community on Instagram](#) – Media Trust

# Book a free 1:1 advice session



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## Free digital advice for charities

Ask us a question, and we'll connect you with a volunteer expert.  
No question is too broad or too niche.

[Ask a question](#)



# Thank you for listening!

Kate White, Superhighways Manger

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