

How to get the most from Social Media

25 November, Superhighways

About Media Trust



How to get the most from Social Media

Welcome!

What will we cover?

- Foundational Social Media Strategy
 - How to prioritise where to spend your time and budget
 - Creating content that has an impact
- Some easy ways to keep up with social media trends
 - Free digital tools and platforms to make your job easier

Strategy

Discussion

Where are you now, and where do you want to be?

What are your marketing goals?

Marketing goals

Increase Funding

Raise Awareness (Local/National)

Recruitment of Staff & Volunteers

Events (Online/Offline)

Influence the Conversation

Build Communities

Networking

Reach Different Audiences

Increase Website Traffic

Start with Strategy

Communication Strategy Section	Questions to ask ourselves
Introduction and context	Who are we and what context are we working in?
Aims and objectives	What are we trying to address/achieve?
Audience segmentation and stakeholder mapping	Who do we want to communicate with?
Mapping channels	What methods will we use to reach our audience?
Key messages	What do we want to say to them?
Tactics	What resources do we need: money, people, time?
Evaluation & KPIs	How will we know if our strategy is successful?

<https://mediatrust.org/resource-hub/writing-your-communications-strategy-hmh/>

Strategic Planning

Be on the right **platform**
with the right **message**
for the right **audience**



Stakeholders

Donors

Fundraisers

Staff

Beneficiaries

Press

Members

Volunteers

Platforms & Personas

What platforms are you on?

Which platforms are you on and why?

CharityComms Checklist

Personas

MediaTrust **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. <input type="text"/>	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. <input type="text"/>	FACTS List some basic demographic information. Age <input type="text"/> Gender <input type="text"/> Location <input type="text"/>	RELATIONSHIPS Who does this persona have in their lives? Think about family, friends and professional connections. <input type="text"/>
ACTIVITIES What do they do on a day-to-day basis? This could include work, hobbies and habits. <input type="text"/>	DIGITAL BEHAVIOUR Where can you find them online? List their preferred social media channels, news and shopping websites. <input type="text"/>	WIDER WORLD What trends in society affect and/or preoccupy them? These can be positive, negative, or a mixture of both. <input type="text"/>	FEELINGS How do they feel at this point in time? <input type="text"/>
DRIVES What is pushing them towards your charity? Aim for a maximum of three. <ol style="list-style-type: none"><input type="text"/><input type="text"/><input type="text"/>	GOALS What do they want to achieve through your organisation? Aim for a maximum of three. <ol style="list-style-type: none"><input type="text"/><input type="text"/><input type="text"/>		

Media Trust is a registered charity: 1042733

What are their goals?
Favourite channels
Favourite brands
Cultural references
Worries
What do they have to gain?

Knowing your audience



Thursday, February 16, 2023

Is my cat bored? How to help a bored cat

Worried that your indoor cat is bored at home? Or want to keep your outdoor cat entertained indoors during winter? Discover the signs of a bored cat to look out for and some cat boredom busters to try at home

Tags

[cat behaviour](#) | [cat crafts](#) | [cat diet](#)

Category

[advice](#)

[Find out more](#)



Monday, February 13, 2023

6 signs you love your cat more than your partner

Who do you love more, your cat or your significant other? Here are the telltale signs that show who you really care about the most

Tags

[Valentine's Day](#) | [cat behaviour](#)

Categories

[fun stuff](#) | [advice](#)

[Find out more](#)



Monday, February 6, 2023

Do cats eat more in winter?

Can certain seasons increase your cat's appetite and do cats need to eat more in winter and less in summer?

Tag

[cat diet](#)

Category

[advice](#)

[Find out more](#)

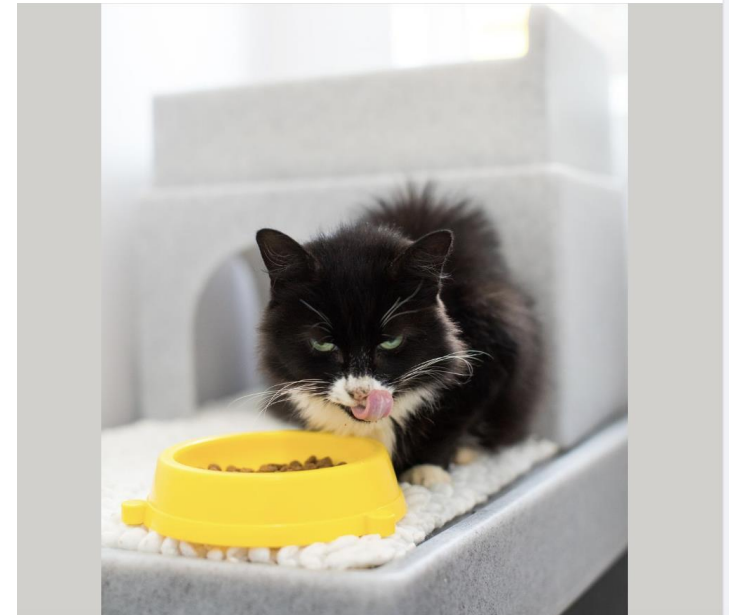


Cats Protection

1 d · 🌐

...

Have you noticed your moggy eating more over winter? 🐾 This is totally normal, as cats do in fact eat a little more in winter, which may be due to the extra energy they need to keep warm when the temperature drops. Learn more about this and how to keep your cat health during the cooler months here: <http://spr.ly/61813ocLB>



Content

How to get the most from social media



Focus on organic reach

Importance of engagement

Engagement is a **ranking signal on all social media platforms**. If people engage with your content, the algorithm will see that content as **interesting and valuable**, and surface it to more users.

This means that social media engagement can help you **grow your social accounts and reach more people**.

<https://blog.hootsuite.com/social-media-engagement/>

Why improve organic reach?

It's free

It will grow with time, testing and practice

It will help you refine your message

It's the basis of good paid content

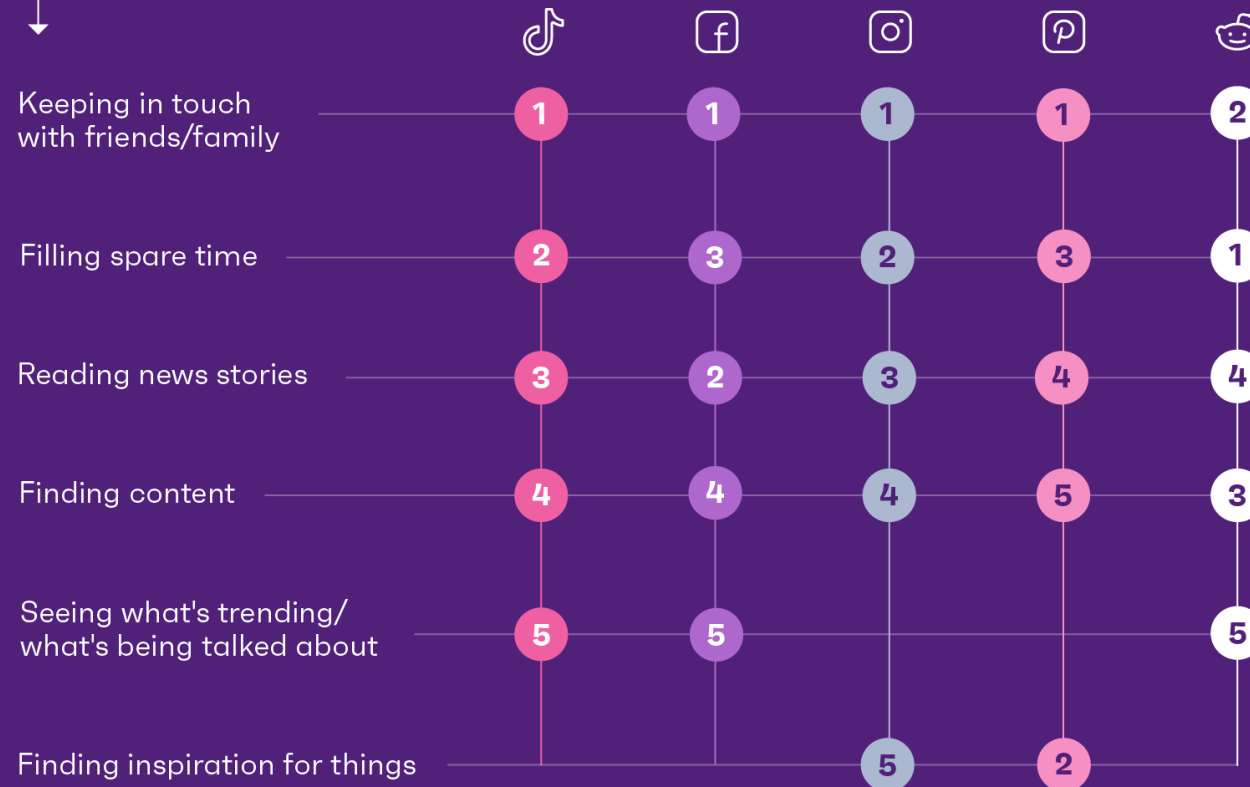
The principle of 'mere exposure'

Platforms

Staying in touch is the main reason consumers use social

Based on the % of those who say the following platform is their favorite

who also say the following are their main reasons for using social media



Emotions



Reaction

Most people will only do 1 thing...

Shares

67% of people share to give others a better sense of who they are and what they care about.

New York times customer insight group


Shares

NCVO
17,665 followers
3w · 🌐

We have the resources to make a real difference in the climate change revolution.

That's why we're launching a new campaign focused on the actions that charities can take to build a brighter, greener future.

📅 29 March ↪️ <https://lnkd.in/eq7YDyxz>



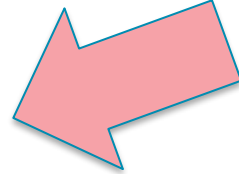
We're uniting charities to combat climate change and build a brighter future

Join the launch of our new campaign

NCVO

🌐 43 12 reposts

👍 Like 💬 Comment ↻️ Repost ➦ Send




Ambitious about Autism
13 February at 13:00 · 🌐

Nearly half of parents wait 18 months or longer for their child's autism diagnosis.

If you're in the middle of the diagnosis process and want more help and support - download our free Right from the Start toolkit. It's packed with advice and information designed to support families at every step of their autism journey in the early years.

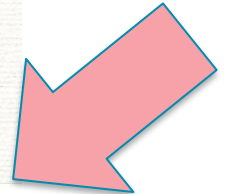
Download the toolkit: <https://bit.ly/30dtAa4>



Download our toolkit for navigating the early years autism journey

#RightfromtheStart

👍 8 9 shares



Shares

Create content which helps your audience:

- talk about themselves
- makes them look helpful, informed, forward-thinking, compassionate, active
- gives them the opportunity to be helpful or funny

We won't share things that make us look bad

Discussion

What could sharable content look like for you?

Stay up to date

How to stay up to date!

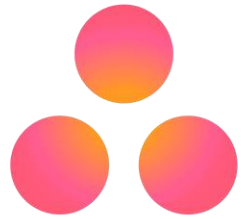
[Andy Lambert](#)

[The Marketing Meetup Podcast](#)

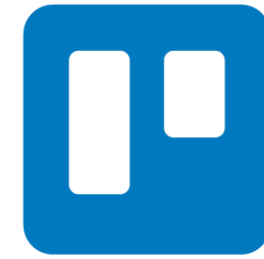
[Richard van der Blom](#)

[Hootsuite Blog](#)

Tools - Free



asana



Trello



Planner

Tools - Free

Keep hashtags you use regularly

Schedule repeating content

Keep ideas and link all in one place

Set up reminders for regular events/awareness days

Streamline your approval system

Summary

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What does this look like?

Spend some time thinking about your audience

Concentrate on sharable content

More courses!

- **Beginner's Guide to Social Media Success for Charities** - 15 January
- **TikTok for Charities** - 29 January
- **Media Interviews for Charities: Top Tips and Tricks** – 4 February
- **LinkedIn for Charities** - 5 & 6 February
- **Media Coverage for Charities: Pitching to Journalists** - 26 February

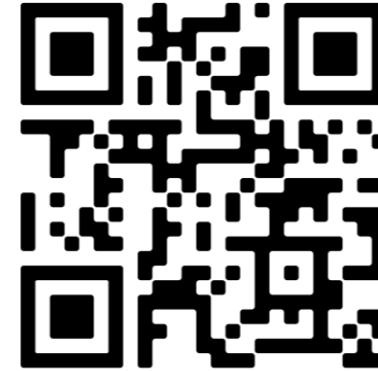


More courses!

- **Communicating Climate**

Communicating Climate is a six-month strategic communications training programme specifically designed for organisations working on climate and environmental issues and related areas

Applications open in February 2025.



- **Stronger Voices**

Stronger Voices is a six-month strategic communications training programme specifically designed for UK equality organisations, grassroots community-centred movements, and user-led charities based in London.

Applications for next year's programme open in August 2025.

