

SOCIAL MEDIA TIPS

EXPANDING REACH + ENGAGEMENT

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STRATEGY

Social media is an extension of your organisation.

When using social media for your organisation think:

- What are our goals?
- What do we want to share and showcase?
- Who do we want to attract? And why?
- Who is our market.

Implementing a strategic plan means your content has purpose.

CONTENT

Before you start attracting anyone, they need a place to land; social media is the landing place of current times.

It's somewhere an online audience chooses to sink into and learn about who you are, what you do, what you offer.

Social media is a saturated market, yes. But! You CAN stand out by highlighting the amazing attributes and achievements of your organisation.

This can be done with PURPOSE driven content.

CONTENT / CAPTIONS

Words are powerful. And a little goes a long way!

Capture your audience by telling a story. Whether you are posting your own content or re-sharing a link from a different page. Add a caption!

WHY are you posting this? **HOW** is it relevant to your organisation? **WHY** does this resonate with you? **HOW** do you want it to resonate with your audience?

Post your achievements with pride. Use the brand and tone of your organisation to enhance and personalise the text.

Don't be afraid to use emotive dialogue or a conversationalist tone. Even a well placed emoji!

Social media means just that - a 'social' place to share media.

CONTENT / IMAGES

If you have photos and they're great- use them! Professional photos taken of your organisation can be spaced out when posting rather than all at once. It creates a cohesive look to your branding.

If you have photos and they're not great - use them too! Those candid not-so-polished photos are great to use as a 'behind the scenes' look into your organisation.

If you don't have any photos - use a separate resource!

Make your own quotes using a design resource*- keep it uniformed.

There are other apps and resources* where you can source, save and download stock images- FOR FREE! *list of resources added at end of presentation.

CONTENT / IDEAS

SHARE who you are by SHARING what you do.

- The story behind the organisation/event [why, when, how!]
- The story behind the volunteer [who, why, what!]
- Achievements = money raised [how it was raised, where it went]
- Find and 'like us' post [share your other platforms: website, Instagram]
- Upcoming events, previous events.
- Collaborations.
- Behind-the-scenes.
- Goals, aspirations, visions + plans for the organisation.
- Important dates [World Cancer Day, International Women's Day]
- How to become a volunteer.
- A 'day in the life of'.

INCREASE REACH

If you create good content, people will be captivated and more inclined to ENGAGE with you.

Engagement = reach.

Reach = brand + organisation AWARENESS.

And with that organisation awareness comes an audience of individuals who want to be APART of your vision.

INCREASE REACH / TIPS

TAG, TAG, TAG!- Who are you with, where did you go, how are you feeling, who else could benefit from this?

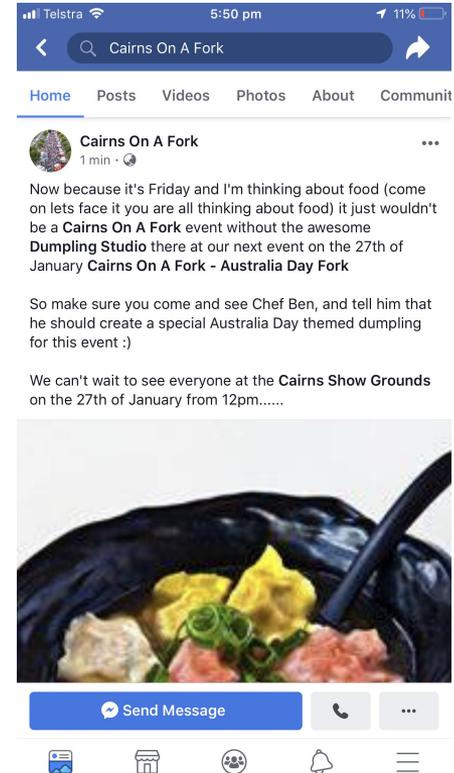
RE-SHARE! BUT! Sharing from the direct source versus re-sharing a funny/cute/emotive video from another page is a stronger action for organic reach.

ENGAGEMENT! Respond to comments, engage in conversation. Be 'social'. This keeps your post active and present LONGER in the Facebook News Feed.

INCREASE REACH / EXAMPLE

Cairns On A Fork have tagged a **vendor**, an **event** and **location**. This has increased their reach by being visible on THREE other pages - just through ONE post.

Use all the resources available to you!



INCREASE REACH / HASHTAGS

WHAT are they for? AND **HOW** can they help?

Think of hashtags as a directory. A modern day Yellow Pages book. Only instead of flipping through countless pages; you type in what you're looking for prefaced with a > # and you'll be met with a bounty of helpful information.

When used correctly, hashtags can be an integral part of the social media puzzle. Many a successful organisation/service/business/great cafe has been found using a hashtag.

It's the little symbol that brings the online networking game together.

HASHTAG EXAMPLES

Instagram allows for 30 hashtags per post and Facebook allows for 3-5 hashtags to be used [enter the hashtag algorithm] from each post.

INDUSTRY: try for 5- 8 industry related hashtags with LESS than a million uses.

NICHE: 5-8 niche # with 10 -100k uses.

BRAND: 3-5 brand specific #.

#volunteersfnq #fnqvolunteers #volunteersqld #volunteersaustralia
#volunteering #fnqcharity #fnqnotforprofit #volunteerwith [insert name here]
#communitygiveback #communityvolunteering #fnqcommunity

TIPS

Look through previous posts to see which ones perform best [using reach + engagement as the gauge] and do MORE posts that align similarly.

Reviews and recommendations- ask people who have worked with and for you to post a review.

Plan content in advance.

Spend time connecting and engaging with other like minded accounts - community + collaboration!

RESOURCES

Stock Images: UNSPLASH, Freepik, Pixabay.

Schedule Planners: PLANN, Planoly, Hootsuite*, Zoho Social*, Google Calendar.

Quotes + Typography: Canva, Quote Creator*, Typo*, Typography*

Motion Graphics: Giphy*, Gifboom, Giffer.

Photo filters: Quickshot*, Snapseed*, VSCO*.

*Apps available