Making the most of your social media

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November 2020
Getting started
Why bother with social media?

Social media brings your organisation and your supporters closer together. In 2020, that's never been more important. 😊
Which channels should I use?

It depends on who you're trying to talk to and what your objective is. Not everyone is on every channel. And each channel serves different interests.
Which channels should I use?

Every channel has its unique place in the marketing mix.

Facebook
Community; friends and family; older demographic

Instagram
Shared experiences; visual moments; younger demographic

Twitter
News and events; trends; mixed demographic

Snapchat/TikTok
People-first; interaction; creative; very young demographic
Let's be realistic here...
You won't get a million followers overnight... but size doesn't matter

You'll soon run out of content... unless you have an editorial calendar

You don't need to be on every channel... you're not an octopus! 🐙
Let's create your social marketing mix. Which channels are most appropriate for your organisation? What purpose will each channel have?
Planning for success
Establish a purpose for your social media channels

Why should people follow you? Will they care about your content? Come up with a simple strategy... and stick to it!
@MontereyAq

16:30
Tweet

Monterey Bay Aquarium @MontereyAq

Somehow it's Monday again, so here's the Jelly Cam!

17:07 - 26 Oct '20 · Periscope
54 Retweets 7 Quote Tweets 252 Likes

@MontereyAq

16:45
Tweet

Monterey Bay Aquarium @MontereyAq

Somehow it's Monday again, so here's the Jelly Cam!

17:07 - 26 Oct '20 · Periscope
54 Retweets 7 Quote Tweets 252 Likes

@OrkneyLibrary

16:15
Tweet

Orkney Library @OrkneyLibrary

Whenever we see Magna Carta trending we like to remember that time we put all our Magna Large Print titles onto a book trolley and called it Magna Cart.

15:55 - 02 Nov '20 · Twitter Web App
41 Retweets 4 Quote Tweets 516 Likes

@OrkneyLibrary

16:30
Tweet

Orkney Library @OrkneyLibrary

And so beautifully colour co-ordinated!

15:55 - 02 Nov '20 · Twitter Web App
41 Retweets 4 Quote Tweets 516 Likes

@AuschwitzMuseum

18:36
Tweet

Auschwitz Memorial @AuschwitzMuseum

2 November 1901 | Polish Jew Herz Klafter was born in Kamienica. A shoemaker.

In #Auschwitz from 5 March 1942. No. 26397

He perished in the camp on 23 March 1942.

6:00 - 02 Nov '20 · Hootsuite Inc.
642 Retweets 25 Quote Tweets 4,130 Likes

@AuschwitzMuseum

18:36
Tweet

Auschwitz Memorial @AuschwitzMuseum

2 November 1901 | Polish Jew Herz Klafter was born in Kamienica. A shoemaker.

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6:00 - 02 Nov '20 · Hootsuite Inc.
642 Retweets 25 Quote Tweets 4,130 Likes
What's the most important thing to think about when developing content? Vote now!
It's all those things...

How it looks, which platform it's on, whether it's helpful/interesting/relevant, what the call to action is

... and more!

Is it niche? Is it timely? Is the tone conversational? Is it concise (or hold people's attention)? Is it interactive?
Decide on your content streams

Pick a few categories of content and make these the foundation of your social media schedule.
Post regularly

Don't launch a social media channel unless you're sure you can maintain it. If you're not posting regularly, you'll remain invisible.
Engage with your audience

A disengaged audience is not an audience.

💬 Ask questions and set aside time each day for customer service. Remember the 'social' in social media!
Who can draw us Edward Scissorhands getting a manicure?

#RAdailydoodle
Study your competitors

What are they posting? What's getting the best engagement? Is there something they're not doing? Use their strategy as a starting point – but carve out your own identity and niche, too.
Get the basics right!

1. What's the purpose of this post?
2. Have you checked spelling, grammar, punctuation... and facts?
3. Have you included an image? Is it cropped properly?
4. Have you included a shortened link?
Let's plan out a typical month on social media. Which weekly trends can you use? Which categories can you keep repeating? Remember engagement moments!
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<thead>
<tr>
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<tbody>
<tr>
<td>#Monday Motivation</td>
<td>New this month</td>
<td></td>
<td></td>
<td>Weekend Inspiration</td>
<td>Secret spot</td>
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<tr>
<td>#Monday Motivation</td>
<td></td>
<td>Staff highlight</td>
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<td>Collection highlight</td>
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<tr>
<td>#Monday Motivation</td>
<td>Live video tour</td>
<td>Staff highlight</td>
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<td>Weekend Inspiration</td>
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<tr>
<td>#Monday Motivation</td>
<td>Ask the expert</td>
<td>Pictures of the month</td>
<td></td>
<td>Weekend Inspiration</td>
<td>Payday purchase</td>
</tr>
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Next steps
Tone of voice

- Use your organisation's TOV as a starting point
- Create some simple guidelines that reflect your vision and values
- You may need to be more conversational...
- ... but you should always be yourself
The Museum of English Rural Life

Copy/paste but change what the bunny is holding.

National Theatre

Replied to @TheMERL

twitter.com/NationalTheatre

copy/paste but change what the bunny is holding.

@NationalTheatre · 19 Oct

6 Likes

@TheMERL
- Prepare for backlash
- Have answers to FAQs
- If you're going to comment on current affairs, know your position
- Don't leave it! Make sure you're around to monitor engagement.
Using video 📺

- Video is the most engaging medium…
- … but attention spans are short!
- It's (probably) fine to shoot on a mobile phone
- You should optimise for each platform
- Think about going live
Shoot in 4K and leave plenty of room to crop
On social media, everything can be measured. Pull out the metrics that matter most to you, and use this data to inform your strategy.
Impressions: The number of times your post was seen.
Reach: The number of unique people who saw your post.
Engagement: The number of likes, comments, and shares.
Click-through rate (CTR): Link clicks ÷ impressions x 100.
Conversions: The number of purchases that your post generated.
Choose your objective: reach, clicks, followers, conversions etc.
Target whoever you want, however you want, whenever you want
Start small (<£50)
Test and learn
For example, you could target...

- People who like poetry
- People who like poetry and live in the Lake District
- People aged 25–44 who like poetry and have a child and are currently on holiday in the Lake District
- People who've visited the website in the last 7 days
- People who've bought tickets in the last 28 days
- People who are on your mailing list
- People who've watched one of your videos
- People who've watched two of your videos for longer than one minute

... the possibilities are endless!
Some final top tips... 🤔
Repurpose and recycle your evergreen content 🌿

Be relevant 😊

Be social – talk to your audience 🔆

Don't be afraid to experiment 🤔

Be yourself 😞

Use free/cheap tools 💸
Buffer (scheduling), Trello (calendar/projects), Canva (design), Animoto (video)
Thank you!

@martinjefferies