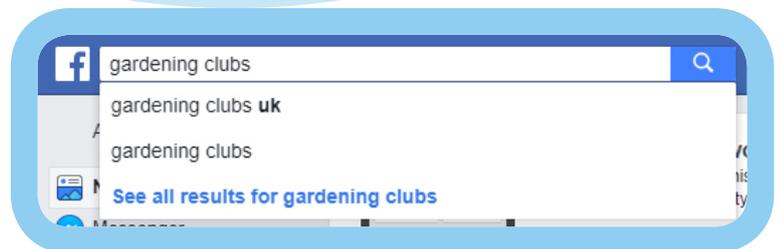




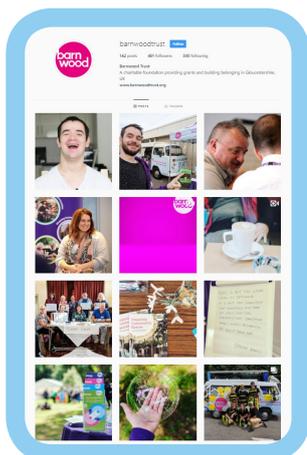
social media QUICK TIPS

“Social media” is a tool for sharing stories. It can seem overwhelming, but it doesn’t need to be. Once you have decided why you want to tell your story, how you want to tell it (whether it be a blog post, a video, photos, or a quick update) you might consider who you want to share it with.

Before you even get started, we would recommend **looking at what other community groups** are doing. We might search Facebook for “gardening clubs” or “art groups”. Learning from others is a great way to reduce your learning curve and to find inspiration.



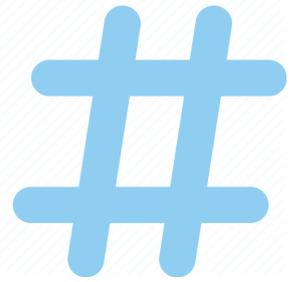
Decide **which social media platforms are right for you**. For a lot of groups, Facebook still offers the best platform for reaching people in their local community. For others, Instagram or Twitter might be more appropriate.



Create a presence. Once you have decided on a platform, you can create a page there for your group. This usually includes a profile picture/logo, an introductory biography or mission statement, and your first post.

The best **types** of content differ between platforms. **Facebook** can be great for video and text posts, while **Instagram** is much more visual and is perfect for beautiful photographs.

Facebook, Instagram and Twitter all make use of **hashtags**. They're called hashtags because the # symbol is referred to as a "hash" symbol in some places.



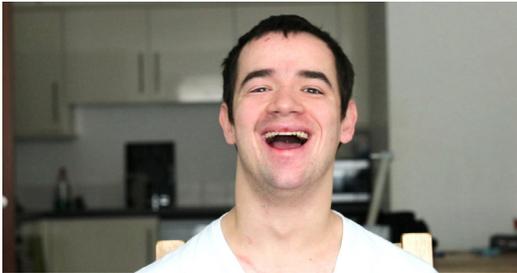
Hashtags are just a way to make it easier for people to search for posts and people related to certain topics. If you search **#nonprofit** for example, you'll be shown all the most recent posts that organisations have tagged with that hashtag.

Once you've posted your content with relevant hashtags, you should monitor the post to see how well it performs and how many people you've reached, as well as respond to comments.



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Use photos and videos to make your posts more engaging



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Use hashtags in your posts so that people can find it when they are looking for a topic #hashtag #socialmedia #engaging



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Post on a regular schedule, but think 'quality over quantity'



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Use a call-to-action if possible – i.e. 'get involved', 'tell your friends' etc. Share this tweet with them! #CallToAction



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Search and follow like-minded groups, invite your friends, have authentic conversations #conversation #friends #authentic

