

## Social Media

### General Tips

- Look at what works and what doesn't regularly
- Look at similar Facebook pages and see what works
- People engage with content that is either interesting or useful to them
- 'cats children and comedy never fail'
- Use interesting graphics eg. via canva.com
- Understand difference between someone with a different opinion or just trolling
- Tie in with national days eg. on mental health awareness day put out information about a church's dementia outreach
- Use images/short videos or audio clips
- Oranges vs apples – start a debate

### Facebook

- Use local Facebook community pages to get local involvement
- Aim for shares
- Be timely eg. at Easter put up relevant content
- Facebook making it harder for your content to be seen without paying so quality must be good to counteract this
- Volunteer recruitment works really well on Facebook
- Set up goals eg.
  - Sign ups to an event advertised on Facebook
  - Or newsletter sign ups

### Twitter

- Address your tweet to someone (not just the ether)

- Thank people eg. guest speaker
- Use lists - @bigscotland (Scottish third sector)
  - o @newsdirect (MSPs)
  - o @petemimmo1 (church of Scotland national)
- Don't tweet your own content only
- Plan when tweets go out
- Follow on a 1 to 1 basis
- Use hashtags
- Use twitter to build up newsletter lists, facebook likes, youtube views

## Audience

- Which channels do audiences use most
- What do they normally talk about
- What do they need from me
- What content is appealing to them

## Qs to think about

- How can social media help me?
- What channel is best for reaching my primary audience?
- What content will be interesting and useful to my primary audience?
- Do I require training?
- Policy – are you free to take risks and try new ideas?
- How will I know what success looks like?