

## Planning your social media campaign

### Maximise social media effectiveness

There are many social media websites such as Facebook, Twitter, LinkedIn and YouTube that allow users to share digital content and enjoy two way dialogue with others who share similar interests. For the voluntary sector, social media has many advantages:

- Increase online visibility and geographic reach
- Share links to your online donating sites such as <http://localgiving.com/>
- Help with PR and fundraising by spreading the word quickly and easily
- Drive targeted traffic to your website
- Research supporters to gain an understanding of opinions and ideas
- Help create, build and maintain relationships with supporters

Before embarking on a social media campaign it is important to think about: **POST**

1. **P**eople - who is your target audience? Tailor your messages for each

- Donors and funders
- Volunteers and employees
- Local community and local press
- Pressure groups and local authority
- Local business

2. **O**bjectives - what is it you are hoping to achieve through social media?

- Increase awareness of your services?
- Increase donations towards a particular cause?
- Engage with influencers?
- Invite supporters to an event?
- Build a network of business contacts?
- Encourage more volunteers
- Encourage more subscribers to your e-newsletter?

**3. Strategy - what is your overall social media strategy?**

- Plan your content and messages, how are you going to communicate them?
- Are you using videos and photos or sending out a short message? Which will be more engaging for your supporters?
- Ensure your messages are timely and consistent with other marketing campaigns (offline and online), put together a social media schedule for the following 12 months
- Make sure your choice of social media is communicated across all marketing collateral, for example, having the Facebook link on your homepage and email signatures

**4. Technology - Which social media channel(s) are you using?**

- Will your target audience respond more to Twitter than Facebook?
- Would a video on YouTube be more engaging for your audience, get your message across and receive greater views rather than a Tweet?

**So before you implement a social media campaign, think about:**

- The time, resource and support you can dedicate to your social media updates
- Your audience - communicate the right message to them at the right time
- Choosing media channels based on your audience type and what they are more likely to engage with
- Using appropriate content, think about the level of confidentiality before you post or send anything
- Ensuring you can respond quickly to negative and positive comments
- Measuring response to identify success - more on this next week!

To find out how to implement a social media marketing campaign as part of your online marketing strategy please contact **Carol Strachan** – Donor Marketing Officer Slough CVS on 01753 524176.