



MARKETING 101: SOCIAL MEDIA

Creating an online buzz around your Green Community Hub

Amy Bishop
May 2023



OVERVIEW

INTRODUCTION

- What is social media?
- Getting started on social media

BREAK

- Thinking Strategically
- Content

BREAK

- Going further
- Bonus Tips!





INTRODUCTION

So, what's this all about then?

- Part of a series of talks for the Northern Network
- Focus of basics of marketing and communications for Green Community Hubs
- Will also be doing sessions on local press, branding, comms and e-mail marketing, and marketing materials
- Lots of other sessions online...
www.northernnetwork.org

INTRODUCTION

- Amy, Marketing and Communications Officer for the Northern Network
- Marketing and comms for over 15 years. Knutsford Heritage Centre, Storyhouse, Jodrell Bank
- Managed multiple social media accounts



SOCIAL MEDIA

**“Any digital tool
that enables users
to create and share
content publicly.”**

- GOOGLE

- Over half the global population are on social media. 4.5 billion people!
- In the UK, there are currently 57.10m social media users. 92.4% of the UK population.
- 70% of those social media users check their accounts at least once a day.

Source: Meltwater

SOCIAL MEDIA



“Social media is the ultimate equalizer. It gives a voice and a platform to anyone willing to engage”

- Amy Jo Martin

An integral part of our daily lives.

Revolutionized the way we communicate, share information, and connect with people.

A powerful tool for all manner businesses, organizations, and community groups, or green hubs, large or small, to reach their target audience and promote their work.

REACH:

The total number of people who see your social media posts.

So, just by the potential of those numbers, and the scale of social media, there's a clear benefit already for getting your Green Hub online.

By posting on social media, your green hub could **reach** people who may not have heard about it before.

- 🌱 New volunteers
- 🌱 New funders
- 🌱 New partners
- 🌱 New participants
- 🌱 New organisations

Increasing awareness of your Green Hub.

There are plenty of other benefits too.

Social media can also offer opportunities to you **engage** with people online.

You can help build engagement through the type of content you posts, but also by responding to comments and messages etc.

This act of engagement is useful as it helps to make people feel more connected with you and your work.

ENGAGEMENT:

Interactions on line, such as liking, commenting, sharing social media posts.

Which all helps you to **build community**

By reaching the right audiences, sharing content that engages them, you can start to bring together like-minded people who share your values and beliefs.

You can then bring that online community, offline and to your hub. You've build an engaged target audience to promote your work to.

Ultimately helping you create a bustling green community hub at your space.



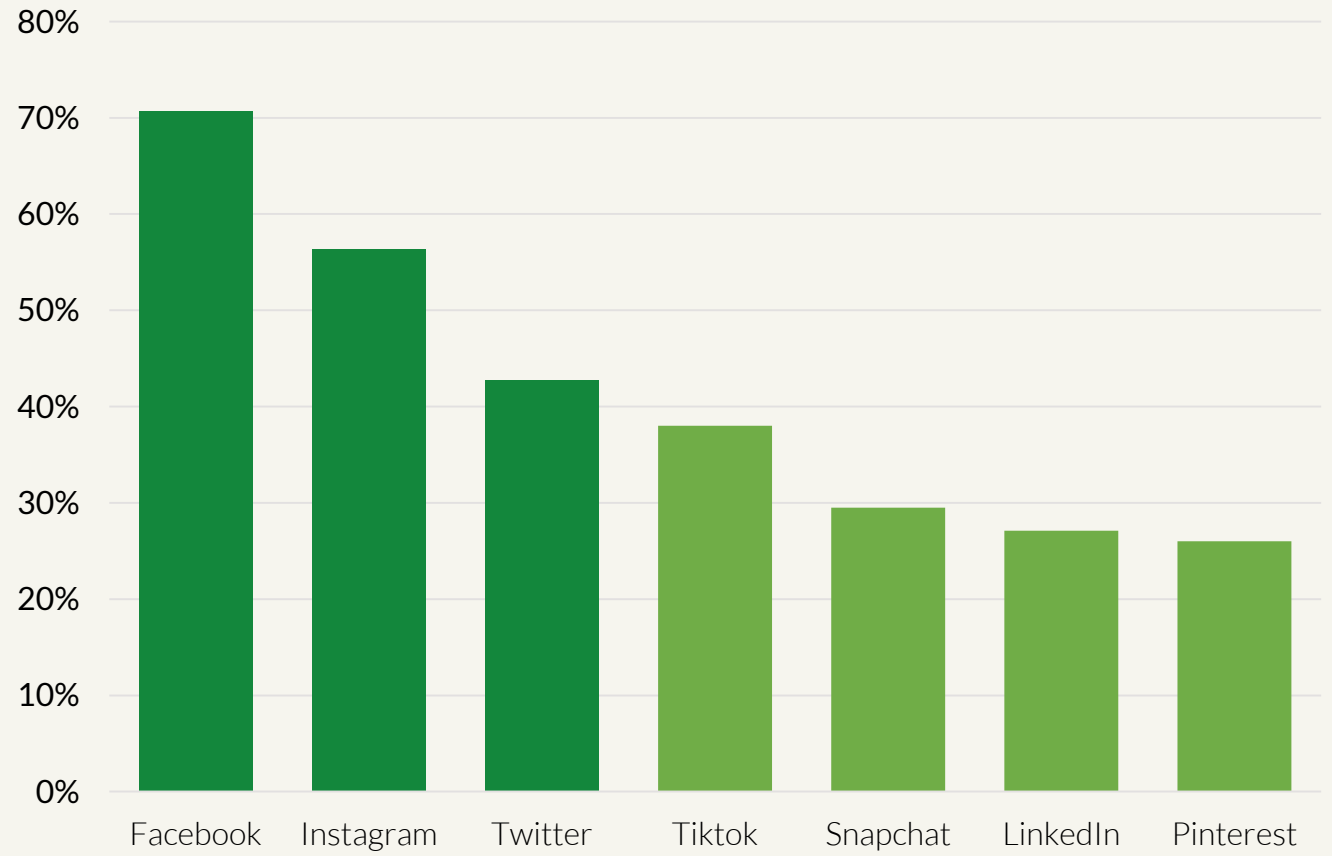
GETTING STARTED

So, lots of potential community members all on social media. But where exactly?

Here are the most used social media channels in the UK right now.

We'll focus on the top 3.

Source: Meltwater

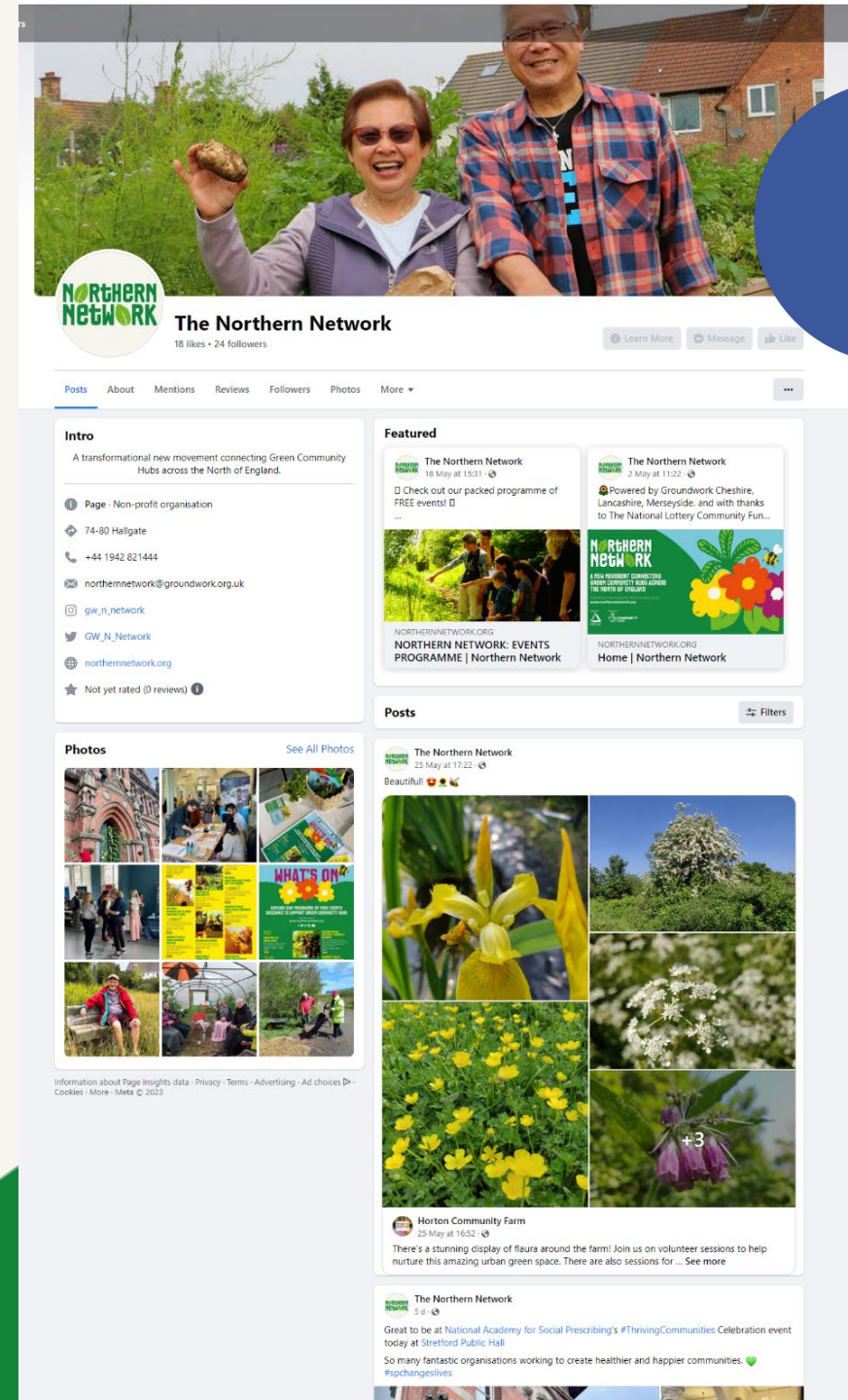


FACEBOOK

The founding, do-it-all platform

Facebook has become the standard social media channel. Its likely that many of your connections are already here in some way.

Biggest Audience: Facebook is the top platform, especially for 30+ age groups

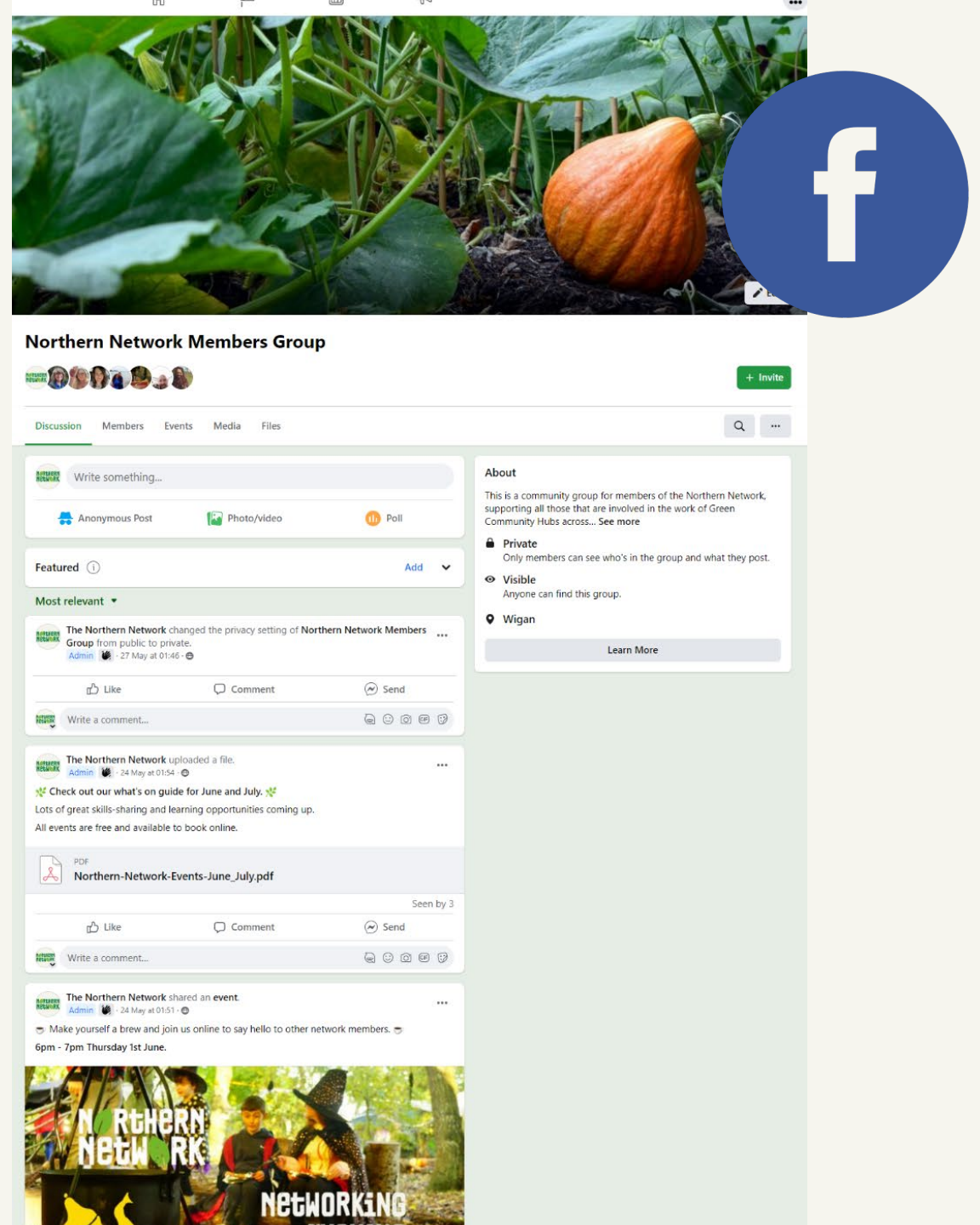


FACEBOOK

Pages: A public profile that allows you to share information, photos, and videos with your followers.

Events: Facebook also allows you to create events, which can help you attract people to attend activities at your hub,

Groups: Groups enable those that are connected to your hub to talk to each other online.

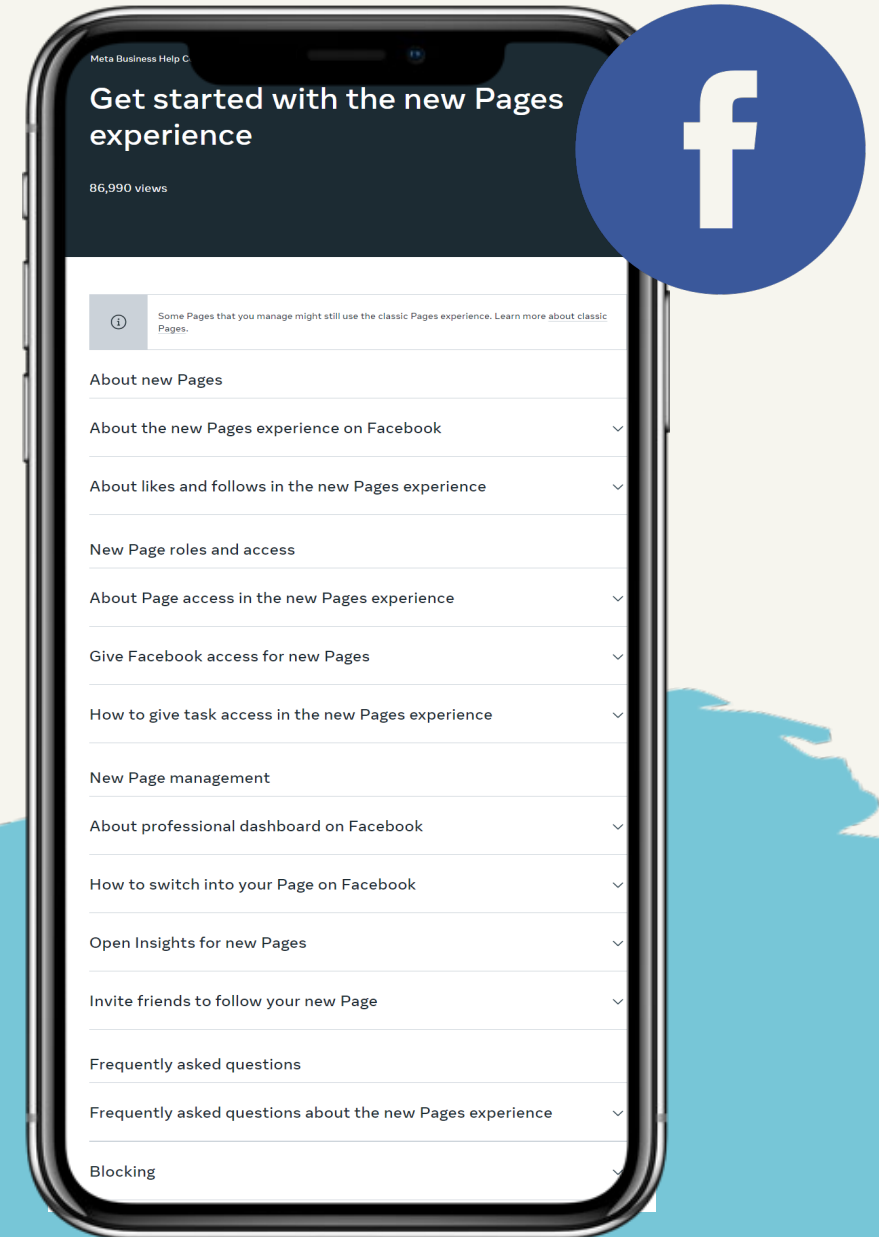


FACEBOOK

Resources on setting up a page:

<https://www.facebook.com/business/help/782660422528806>

New information: Useful to know, even if you already have a facebook page.



FACEBOOK

Resources on setting up a group

<https://www.facebook.com/community/getting-started-with-groups/>

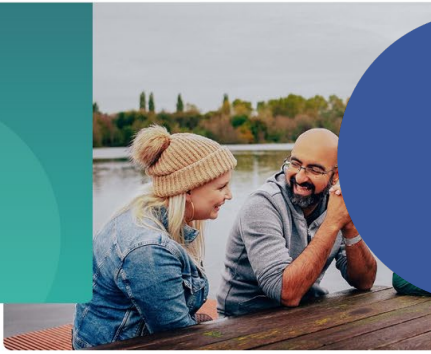
Even if you already have a group, there's helpful information here about managing, moderating, and growing groups.



Resources ▾ What's new Programmes ▾

Getting Started with Groups

Everyone starts with a blank slate. Hear from seasoned admins on the first things you should do when creating a group.





4-MIN READ
Setting up your new group



3-MIN READ
Choosing the right privacy setting for your group



2-MIN READ
Creating a sense of community in your group

Related learning

Growing Your Group

Start spreading the word and growing your group with these recommended tactics from experienced admins.



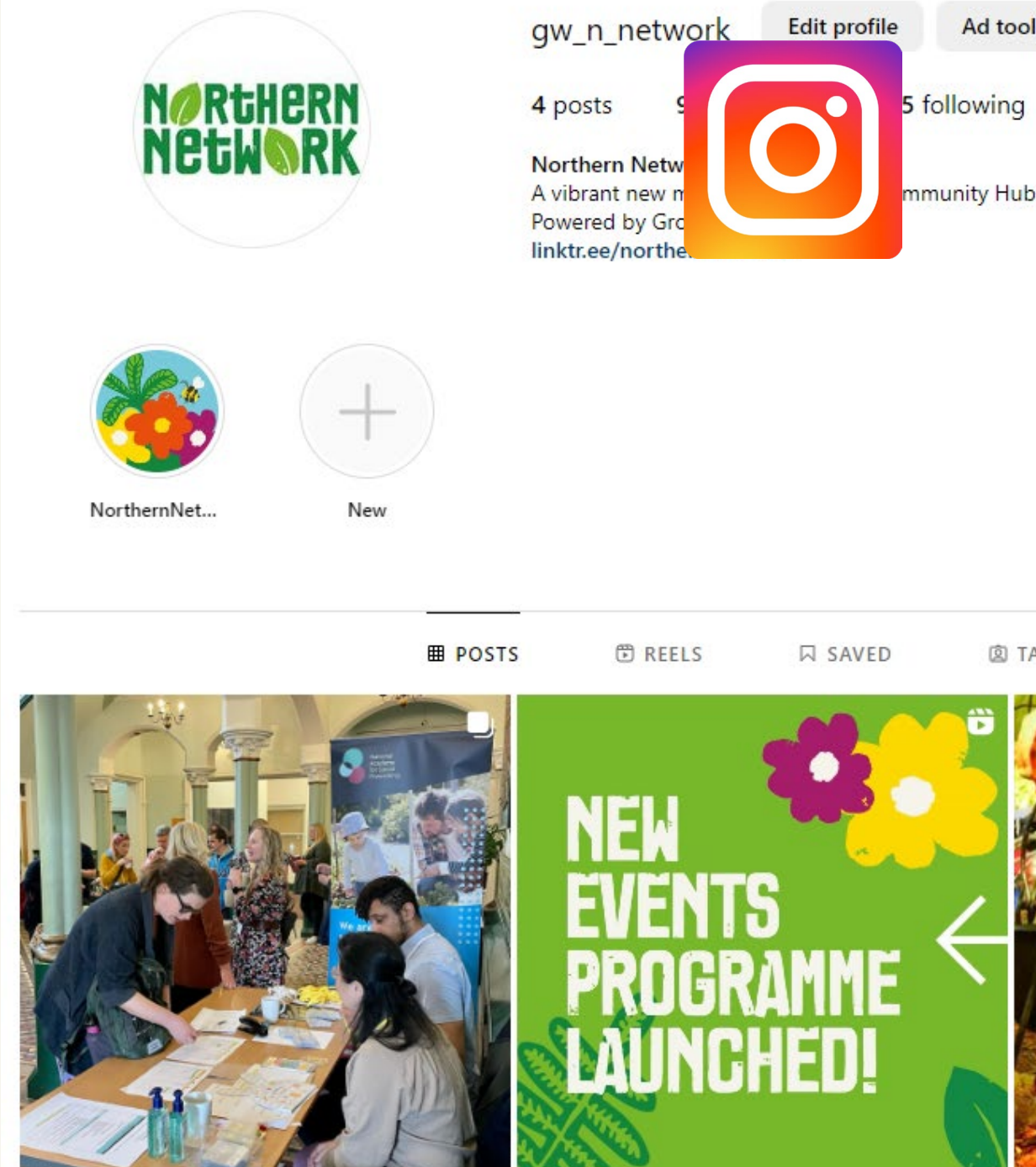
→

INSTAGRAM

The visual, creative platform

Instagram is a visual storytelling platform. It's essentially a photo and video-sharing app. Instagram is good for hubs that want to share visual content and perhaps reach a different, and younger audience.

Creative Audience: Younger adults, primarily aged 20-35, more female, creatives and influencers. Lots of #instacommunities.

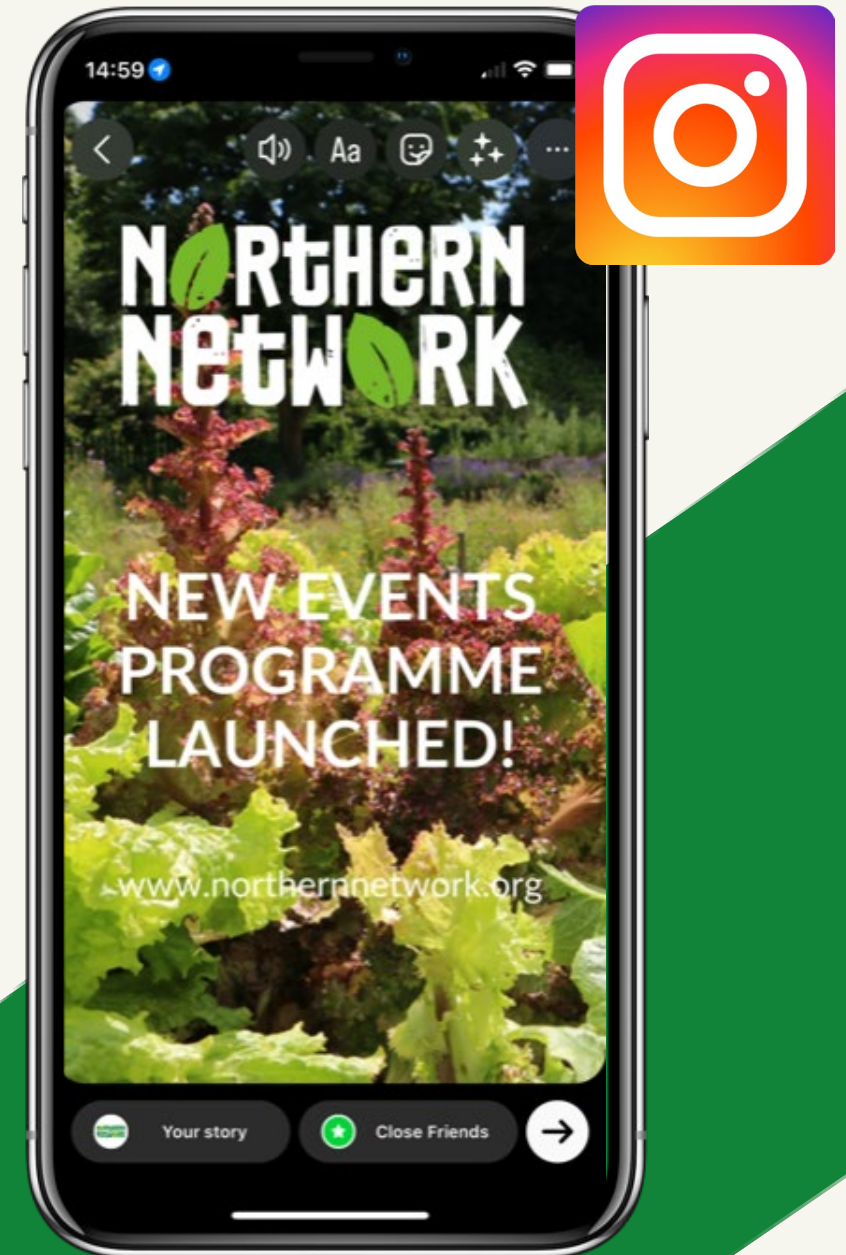


INSTAGRAM

Profile: A public profile from where you can post a range of visual content.

Posts: Image, carousel, or video posts, accompanied by captions and hashtags

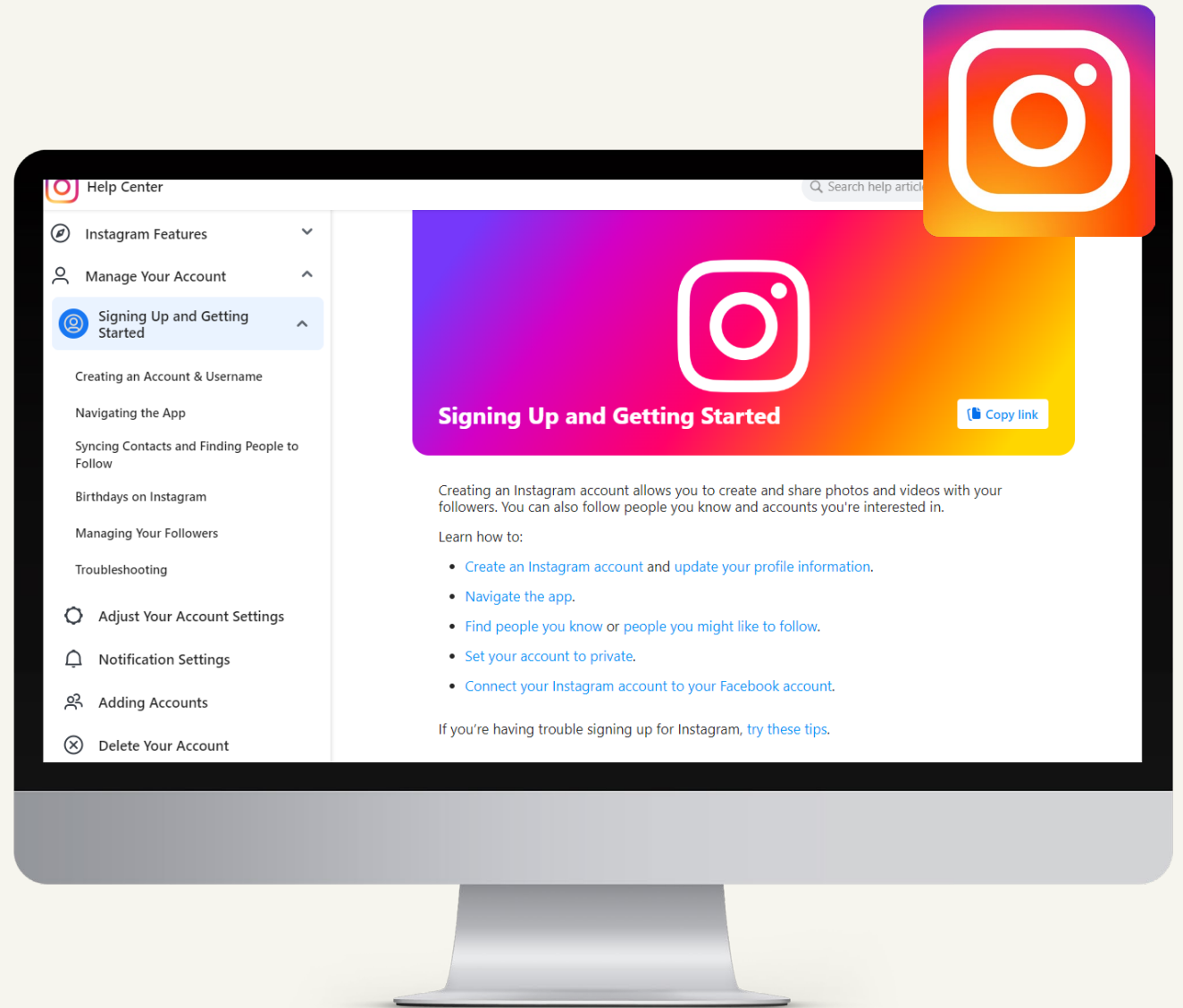
Stories, reels and lives: video posts that you can create and edit in-app, and add filters, stickers, text and other effects.



INSTAGRAM

Resources for setting up an account

https://help.instagram.com/3257948324491837/?helpref=hc_fnav



TWITTER

The news and updates platform

Twitter is a place to 'tweet' out your news, updates, thoughts, and opinions in short-form bulletins. You can also easily engage in conversation with others. And there are opportunities to live tweet and create a buzz around an event.

Primary Audience: Ages 25-50, more male. Often used by professionals for their work.



TWITTER

Profile: A public profile from where you can 'tweet' you news and updates

@mentions: Use an @mention to tag someone in to your tweet and start a conversation.

#hashtags: Using a #hashtag can help other people find you #content. #GreenHubs.





Setting up your account:

<https://help.twitter.com/en/managing-your-account>



Managing your account



Login and password

[Help with two-factor authentication](#)

[How to use two-factor authentication](#)

[How to reset a lost or forgotten password - Twitter password recovery](#)

[Help with logging in to mobile.twitter.com](#)

[Help with temporary account lock out](#)

[Help with logging in](#)

[+ See more](#)

Username, email, and phone

[Help with an email, phone number, or username that's already in use](#)

[How to update your email address](#)

[How to change your Twitter username](#)

[Help with email address confirmation](#)

[How to update the phone number on your account](#)

[Help with common username issues](#)

[+ See more](#)

Account settings

[How to access your Twitter data](#)

[How to customize your profile](#)

[About third-party apps and log in sessions](#)

[About account home](#)

[About Moments engagement metrics](#)

[How to change your language settings](#)

[+ See more](#)

Notifications

[About the Notifications timeline](#)

[About notifications on mobile devices](#)

[How we use your data for push notifications](#)

[How to receive recommendations from Twitter](#)

[How to update your email preferences](#)

[How to enable web and browser notifications](#)

BREAK TIME!

- ✓ INTRODUCTION
- ✓ What is social media?
- ✓ Getting started on social media
- BREAK
- Thinking Strategically
- Content
- BREAK
- Going further
- Bonus Tips!



WELCOME BACK!

✓ INTRODUCTION

- ✓ What is social media?
- ✓ Getting started on social media

✓ BREAK

- Thinking Strategically
- Content
- BREAK
- Going further
- Bonus Tips!





STRATEGY

In part 1, we talked about using social media to reach, engage and build a community online. And we looked at some of the major social media platforms and I signposted to information about how you can set up accounts on them.

Now comes the tricky bit... running your social media accounts. Before you dive in, its helpful to consider a strategy.

- 🍃 Define (and achieve) you goals for social media
- 🍃 Focus on reaching the right audiences for your hub
- 🍃 Choose the best platforms
- 🍃 Manage resources

WRITING A STRATEGY

Remember:

- **It doesn't have to be complicated**
- **It doesn't need to take a long time**
- **You can do this at any point in your journey with social media**



6 STEPS to a STRATEGY!

Download the worksheet:

https://www.northernnetwork.org/wp-content/uploads/2023/06/Worksheet_Social-Media-Strategy.pdf

NORTHERN NETWORK

SOCIAL MEDIA STRATEGY WORKSHEET

Use this worksheet to create a social media strategy that can guide your social media activity. Answer key questions about your social media goals, target audiences, the resources you have available, the channels you're using, the content you're posting, and your measures for success.

STEP 1: Define your Goals

What do you want to achieve with social media?

Do you want to increase awareness of your project? Do you need to establish your project within a particular sector? Perhaps you need to connect with people that live locally to your hub. If your green hub has its own strategy, or a plan, try to align your social media strategy with that.

STEP 2: Identify your Target Audience

Who do you want to reach and engage with your social media content?

*Who do you want to reach and engage with your social media content?
Demographics: Age, location, cultural background, family status, occupation
Psychographics: Their interests, activities, opinions, values, and beliefs?*

STEP 3: Understand your Resources

What resources do you have to run your social media accounts?

Do you have a budget for social media? If so, how much? And, what about a time budget? Who is going to do this work? Are they a volunteer? If so, is this a reasonable request on their time? Do they have any training needs? And what if they move on? Do you have a back up? (think about passwords)

STEP 4: Choose your channels

What social media platforms are you going to use?

Think back to the first 3 questions, and what you know about different social media platforms, to help you answer this. Remember, you don't need to do it all. You can just do one thing, really well.

STEP 5: Consider your content

What type of content will you create and share on social media?

What kind of content will you post? How often will you post? What hashtags will you use? Again, think back to the previous questions, your content should help you achieve your goals, engage your target audience, you need someone to make this content, and it needs to be appropriate for your chosen channel.

STEP 6: Measure your success

How will you measure the success of your social media activity?

What kind of metrics are useful for you? Reach, engagement? Audience demographics? How often will you measure and review? How will you act on what you've learnt?

Don't forget to share your strategy with others and to check back on it and review it regularly.

This resource was created as part of the Marketing 101 series for the Northern Network.
www.northernnetwork.org



STEP 1: DEFINE YOUR GOALS

Ask yourself...

What do you want to achieve with social media?

Do you want to increase awareness of your project? Do you need to establish your project within a particular sector? Perhaps you need to connect with people that live locally to your hub.

If your green hub has its own strategy, or a plan, try to align your social media strategy with that.



STEP 2: IDENTIFY YOUR TARGET AUDIENCE

Ask yourself...

Who do you want to reach and engage with your social media content?

Demographics: Age, location, cultural background, family status, occupation

Psychographics: Their interests, activities, opinions, values, and beliefs?



STEP 3: UNDERSTAND YOUR RESOURCES

Ask yourself...

What resources do you have to run your social media accounts?

Do you have a budget for social media? If so, how much?

And, what about a time budget? Who is going to do this work? Are they a volunteer? If so, is this a reasonable request on their time? Do they have any training needs? And what if they move on? Do you have a back up? (think about passwords)

STEP 4: CHOOSE YOUR CHANNELS

Ask yourself...

What platforms are you going to use?

Think back to the first 3 questions to help you answer this.

Remember, you don't need to do it all.

You can just do one thing, really well.



STEP 5: CONSIDER YOUR CONTENT

Ask yourself...

What sort of content will you share on social media?

What kind of content will you post? How often will you post?
What hashtags will you use?

Again, think back to the previous questions, your content should help you achieve your goals (step 1), engage your target audience (step 2), you need someone to make this content (step 3), and it needs to be appropriate for your chosen channel (step 4).



STEP 6: MEASURE YOUR SUCCESS

Ask yourself...

How will you measure the success of your social media activity?

What kind of metrics are useful for you? Reach, engagement?
Audience demographics?

How often will you measure and review? How will you act on
what you've learnt?

STEP 1
Define your Goals

STEP 2
Identify your target audience

STEP 3
Understand your resources

STEP 4
Choose your channels

STEP 5
Consider your content

STEP 6
Measure your success

6 STEPS to a STRATEGY!

Download the worksheet:

https://www.northernnetwork.org/wp-content/uploads/2023/06/Worksheet_Social-Media-Strategy.pdf

NORTHERN NETWORK

SOCIAL MEDIA STRATEGY WORKSHEET

Use this worksheet to create a social media strategy that can guide your social media activity. Answer key questions about your social media goals, target audiences, the resources you have available, the channels you're using, the content you're posting, and your measures for success.

STEP 1: Define your Goals

What do you want to achieve with social media?

Do you want to increase awareness of your project? Do you need to establish your project within a particular sector? Perhaps you need to connect with people that live locally to your hub. If your green hub has its own strategy, or a plan, try to align your social media strategy with that.

STEP 2: Identify your Target Audience

Who do you want to reach and engage with your social media content?

*Who do you want to reach and engage with your social media content?
Demographics: Age, location, cultural background, family status, occupation
Psychographics: Their interests, activities, opinions, values, and beliefs?*

STEP 3: Understand your Resources

What resources do you have to run your social media accounts?

Do you have a budget for social media? If so, how much? And, what about a time budget? Who is going to do this work? Are they a volunteer? If so, is this a reasonable request on their time? Do they have any training needs? And what if they move on? Do you have a back up? (think about passwords)

STEP 4: Choose your channels

What social media platforms are you going to use?

Think back to the first 3 questions, and what you know about different social media platforms, to help you answer this. Remember, you don't need to do it all. You can just do one thing, really well.

STEP 5: Consider your content

What type of content will you create and share on social media?

What kind of content will you post? How often will you post? What hashtags will you use? Again, think back to the previous questions, your content should help you achieve your goals, engage your target audience, you need someone to make this content, and it needs to be appropriate for your chosen channel.

STEP 6: Measure your success

How will you measure the success of your social media activity?

What kind of metrics are useful for you? Reach, engagement? Audience demographics? How often will you measure and review? How will you act on what you've learnt?

Don't forget to share your strategy with others and to check back on it and review it regularly.

This resource was created as part of the Marketing 101 series for the Northern Network.
www.northernnetwork.org





CONTENT

If you've completed your strategy document you've already laid out some general ideas about the kind of content you'll post, who will do this, and how often.

But it is helpful to go in to this in more detail now. Having a content plan will help you

- 🍃 Be organised
- 🍃 Be creative
- 🍃 Be efficient
- 🍃 Stay relevant

TYPES OF CONTENT

TEXT

PHOTOS

**GIFs &
MEMES**

VIDEO

**POLLS &
QUESTIONS**

EVENTS

Social media algorithms (the machine behind the platform), will generally prefer posts that include photos, and ideally video content, over text only content.

CONTENT PURPOSE

ENGAGE

Designed to spark a conversation, or encourage interaction.

Questions, invite comments, calls to action...

EDUCATE

Designed to inform your followers about your work.

News stories, reports, tips or tutorials...

ENTERTAIN

Designed to be fun or amusing.

Humorous anecdotes, memes,

CONTENT PLANS

Download the worksheet:

https://www.northernnetwork.org/wp-content/uploads/2023/06/Worksheet_Social-Media-Content-Plan.pdf

NORTHERN NETWORK

SOCIAL MEDIA CONTENT PLAN WORKSHEET

Use this worksheet as a template to plan out your social media content for the week ahead.

CHANNEL	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Example: Facebook Page		Don't forget to join us at our seed swap on Saturday, 10am at the health centre. Who's coming along? -link to event ENGAGE		Welcome to Darren, our newest volunteer, fantastic to have him on board. -video of Darren discussing why he joined the group EDUCATE		Thanks to everyone who came to the seed swap this morning, what a fantastic event! -Photos of seed swap ENTERTAIN	

This resource was created as part of the Marketing 101 series for the Northern Network.
www.northernnetwork.org





SOCIAL MEDIA CONTENT PLAN WORKSHEET

Use this worksheet as a template to plan out your social media content for the week ahead.

CHANNEL	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Example: Facebook Page		Don't forget to join us at our seed swap on Saturday, 10am at the health centre. Who's coming along? -link to event ENGAGE		Welcome to Darren, our newest volunteer, fantastic to have him on board. -video of Darren discussing why he joined the group EDUCATE		Thanks to everyone who came to the seed swap this morning, what a fantastic event! -Photos of seed swap ENTERTAIN	

CONTENT PLANS

Download the worksheet:

https://www.northernnetwork.org/wp-content/uploads/2023/06/Worksheet_Social-Media-Content-Plan.pdf

NORTHERN NETWORK

SOCIAL MEDIA CONTENT PLAN WORKSHEET

Use this worksheet as a template to plan out your social media content for the week ahead.

CHANNEL	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Example: Facebook Page		Don't forget to join us at our seed swap on Saturday, 10am at the health centre. Who's coming along? -link to event ENGAGE		Welcome to Darren, our newest volunteer, fantastic to have him on board. -video of Darren discussing why he joined the group EDUCATE		Thanks to everyone who came to the seed swap this morning, what a fantastic event! -Photos of seed swap ENTERTAIN	

This resource was created as part of the Marketing 101 series for the Northern Network.
www.northernnetwork.org



BREAK TIME!

- ✓ INTRODUCTION

- ✓ What is social media?

- ✓ Getting started on social media

- ✓ BREAK

- ✓ Thinking Strategically

- ✓ Content

- BREAK

- Going further

- Bonus Tips!



WELCOME BACK!

- ✓ INTRODUCTION

- ✓ What is social media?

- ✓ Getting started on social media

- ✓ BREAK

- ✓ Thinking Strategically

- ✓ Content

- ✓ BREAK

- Going further

- Bonus Tips!



INSIGHTS

“INSIGHT: the capacity to gain an accurate and deep understanding of someone or something”

- Oxford Dictionary

Social media Insights is a tool that uses data to give you a deeper and more accurate understanding of how well your social media activity is performing.

- Who are you reaching/engaging (and who are you not)?
- How well are your posts performing?
- What type of content is working/not working?
- What channels are performing best?

INSIGHTS

**“Without data
you’re just another
person with an
opinion.”**

- W. Edwards Deming

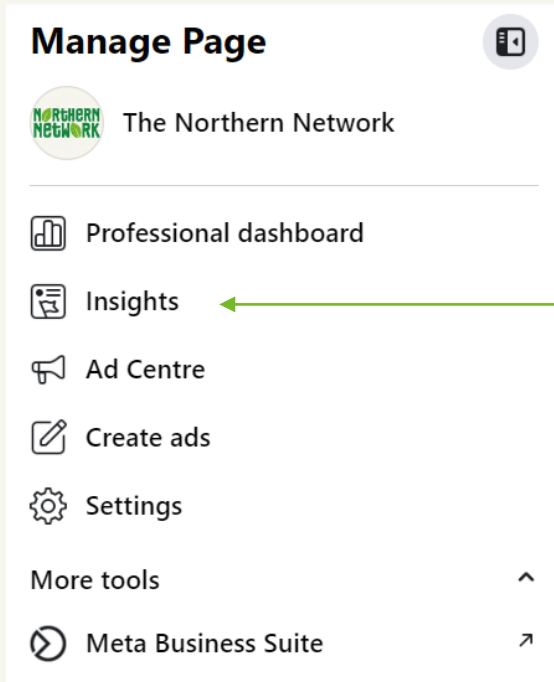
Benefits of using insights:

- 🍃 Keeps you aligned with your strategy.
- 🍃 Goals?
- 🍃 Target audience?
- 🍃 Adjust and improve
- 🍃 Learn something you didn’t know
- 🍃 Inform wider decisions
- 🍃 Report to funders/supporters

INSIGHTS



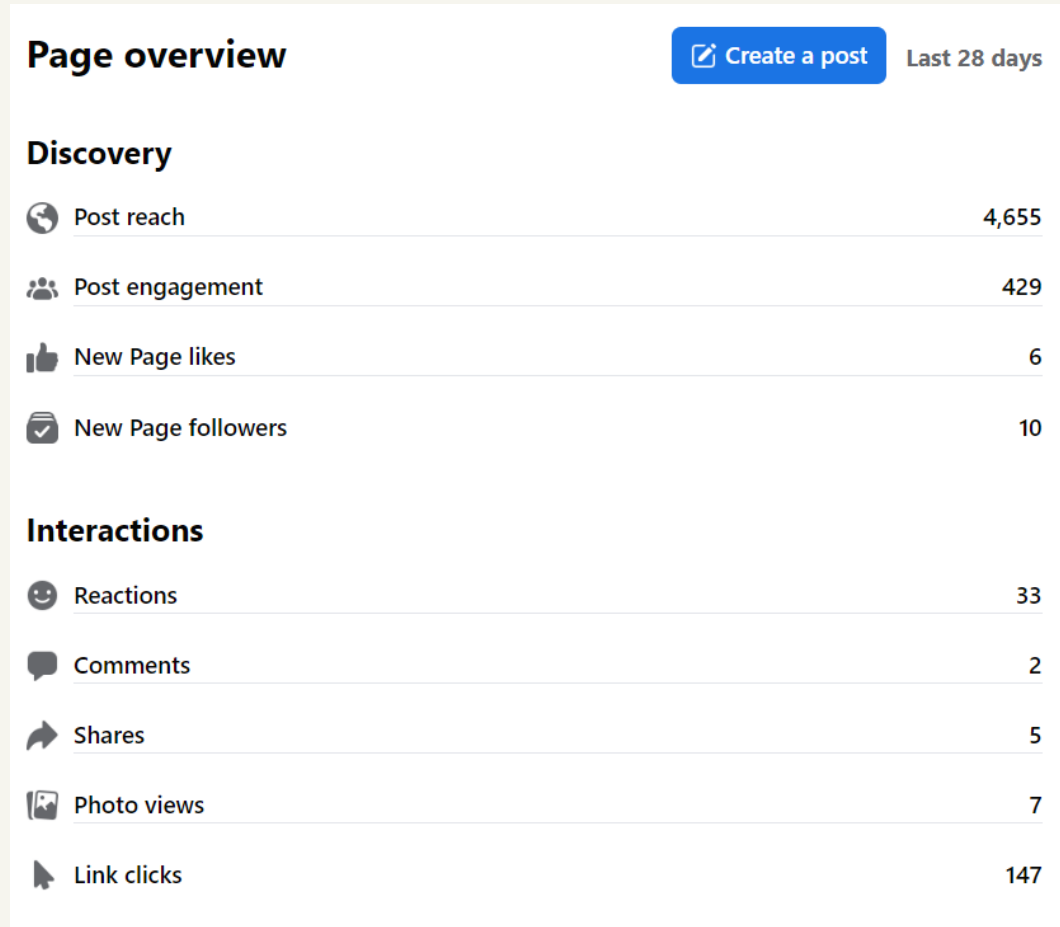
FACEBOOK INSIGHTS



Facebook insights offers an analytics dashboard that allows you to understand your audience and track user behavior and content performance on your facebook page.

Access insights when you're logged in to your page, via the left hand menu.

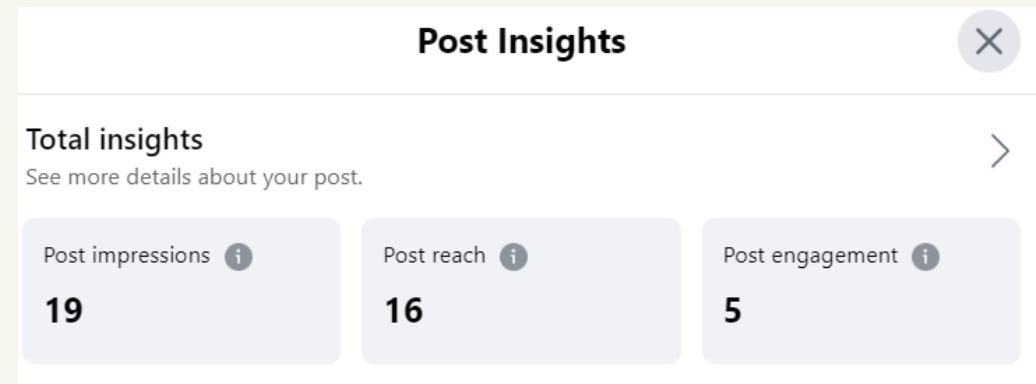
FACEBOOK PAGE INSIGHTS



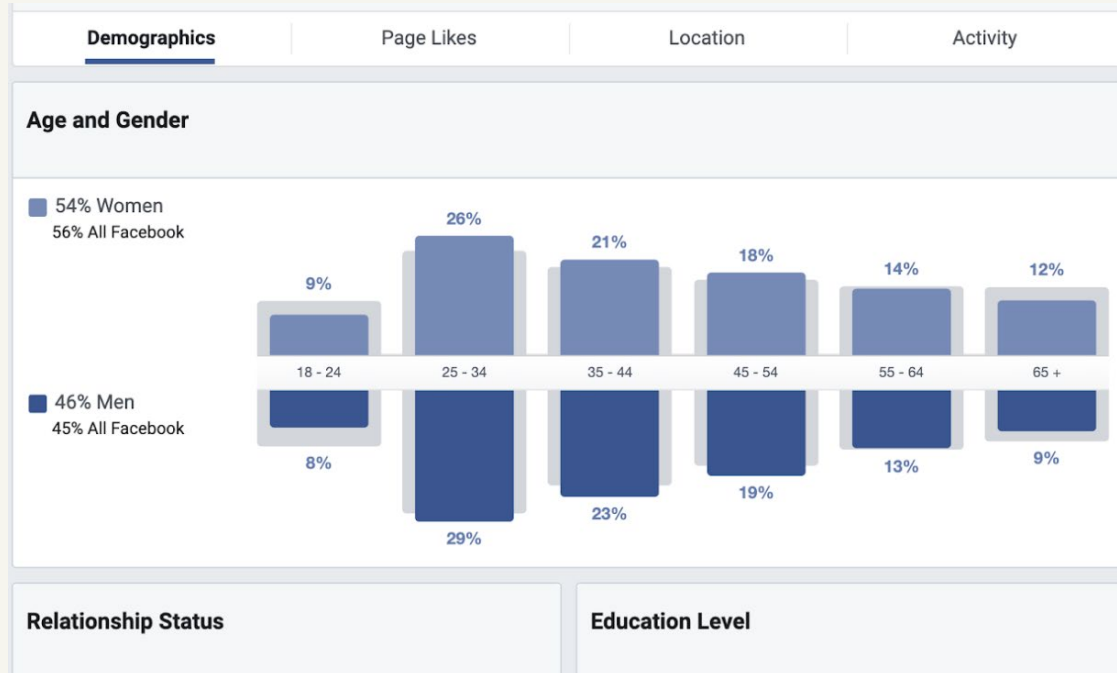
Page overview for the last 28 days

Key metrics include:

-  Page likes/followers
-  Post reach
-  Post engagement



FACEBOOK AUDIENCE INSIGHTS



And you can get audience insights here too including things like:

- 🌿 Age
- 🌿 Gender
- 🌿 Education
- 🌿 Location
- 🌿 Activities and Interests

Note: You'll need to have at least 100 page followers to access audience insights.

META BUSINESS SUITE

Manage Page

 The Northern Network

 Professional dashboard

 Insights

 Ad Centre

 Create ads

 Settings

More tools ^

 Meta Business Suite

←

Last 28 days: 9 May 2023 - 5 Jun 2023 ▾

☐ Last 7 days

☐ Last 28 days

☐ Last 90 days

☐ This week

☐ This month

☐ This year

☐ Last week

☐ Last month

☒ Custom

< April 2023

May 2023 >

Sun	Mon	Tues	Wed	Thurs	Fri	Sat	Sun	Mon	Tues	Wed	Thurs	Fri	Sat
						1		1	2	3	4	5	6
2	3	4	5	6	7	8	7	8	9	10	11	12	13
9	10	11	12	13	14	15	14	15	16	17	18	19	20
16	17	18	19	20	21	22	21	22	23	24	25	26	27
23	24	25	26	27	28	29	28	29	30	31			
30													

☐ Compare

Custom ▾

5 May 2023 - 19 May 2023

Dates are shown in Pacific time

Cancel Update

 Export ▾

Export as PNG

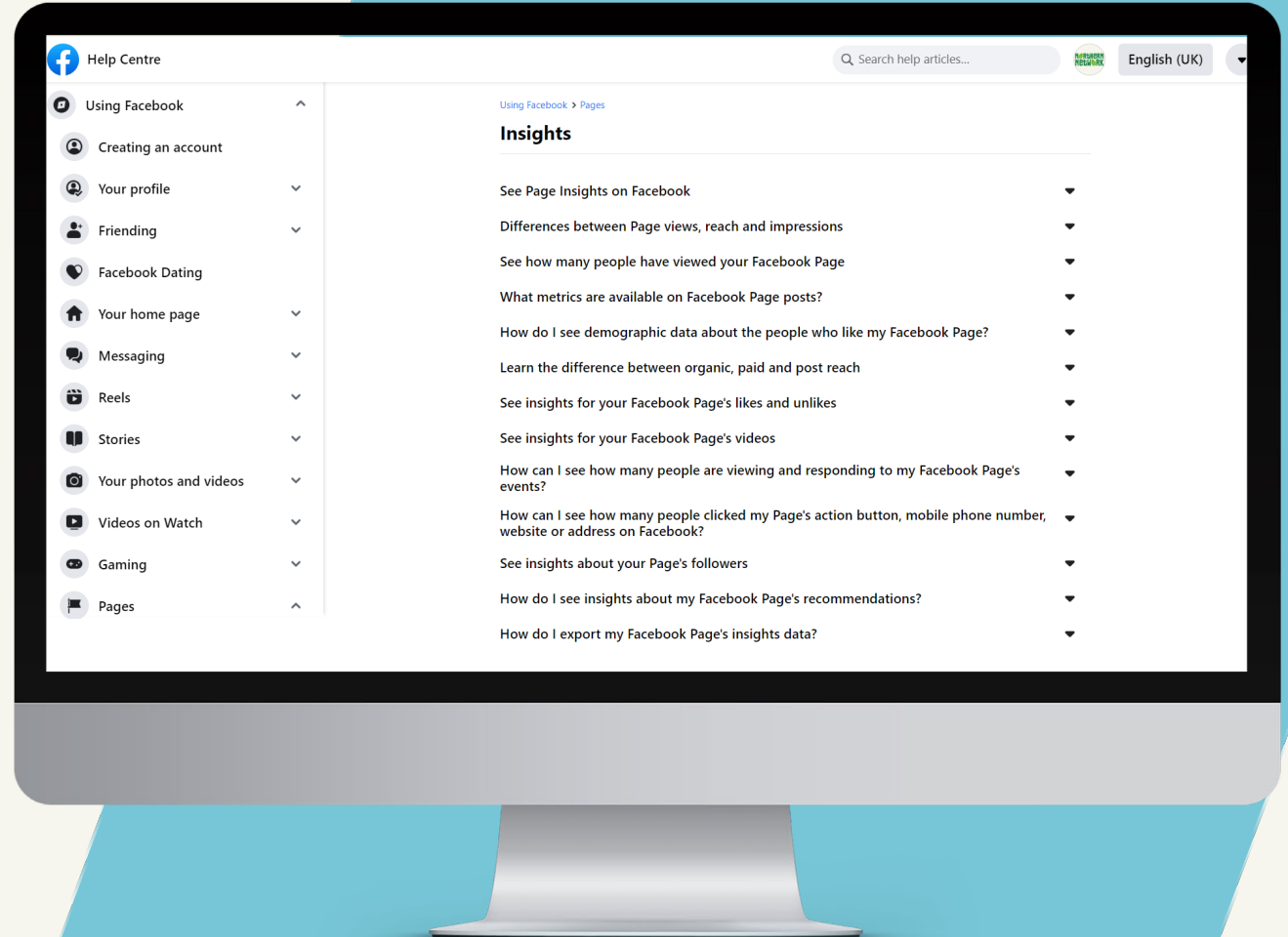
Export as CSV

Export as PDF

FACEBOOK INSIGHTS

Using facebook insights:

<https://www.facebook.com/help/794890670645072>



ADVERTISING

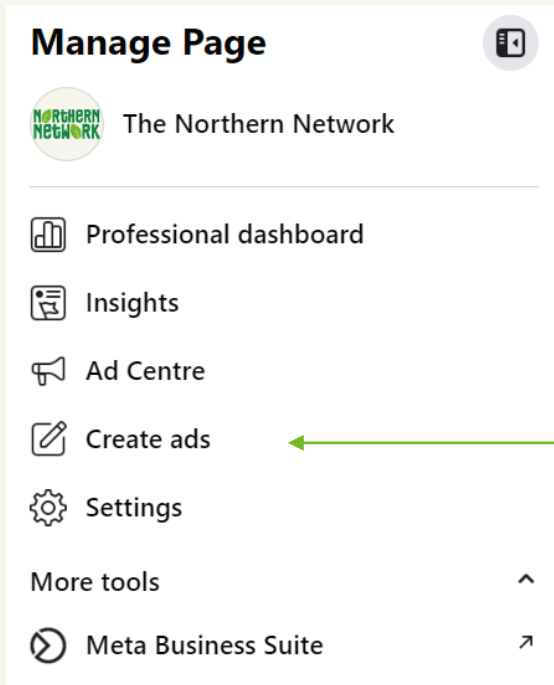
Sometimes you need to hit your goals more quickly. Building reach and engagement, can take a lot of time, effort of resource. Advertising can give your efforts a boost.

It can help you:

- 🍃 Cut through quickly, when you need it
- 🍃 More accurately target your audience
- 🍃 Give your social media activity a boost



FACEBOOK ADS



Left hand menu, 'Create ads'

STOP:

Look back at your strategy and make sure you're clear on:

- 🍃 **Goals:** What exactly are you trying to achieve?
- 🍃 **Audience:** Who exactly are your trying to reach/engage?
- 🍃 **Resource:** What is your budget? How are you paying for this?

FACEBOOK ADS

Ad creative [?](#) [Use a post](#)

How do you want your ad to look?

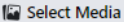
Description

The Northern Network is a radical new movement connecting green community spaces across the North of England. Shared green spaces such as community farms, parks, fields, and allotments can all help to create thriving and r...



Media 1/5 • Select multiple images or videos to create a carousel.





[Edit options](#) ▼

Headline

Home | Northern Network

23/25 characters

Button label

Learn more ▼

Website URL

<https://www.northernnetwork.org/> 

Create Ad

-  Description
-  Media (images, video)
-  Headline
-  Button – Call to action (learn more, like page, book tickets...)

FACEBOOK ADS

Ad creative [?](#) [Use a post](#)

How do you want your ad to look?

Description

The Northern Network is a radical new movement connecting green community spaces across the North of England. Shared green spaces such as community farms, parks, fields, and allotments can all help to create thriving and r...

Media 1/5 · Select multiple images or videos to create a carousel. [Select Media](#)



[Edit options](#)

Headline

Home | Northern Network

23/25 characters

Button label

Learn more

Website URL

<https://www.northernnetwork.org/>

Boost Post

 The Northern Network created an online event. 17 May at 12:22 · 



WED, 26 JUL AT 14:30
Marketing 101: Marketing Materials
1 going · 1 interested

[See Insights and Ads](#) [Boost post](#)

FACEBOOK ADS

Audience 

Who should see your ad?

Advantage audience ☐

This audience is based on your Page details and will automatically adjust over time to reach more people who have interests related to your business.

People you choose through targeting ☐

Northern Network - North West ☒

Audience details 

Location – Living in: United Kingdom: Bolton (+50 km) England
Age: 24-65+
People who match: Interests: Gardening, Vegetable Gardening or Local government, Behaviours: Community and club Page admins, Industry: Community and social services

Create New

Choose your target audience

- 'Advantage' audience – facebook chooses it for you.
- Target audience – set a location, age, interests
- Saved audience – repeat a target audience you've set before.

FACEBOOK ADS

Duration ?

Run this ad continuously ⓘ ☐

Choose when this ad will end ☒

Days
7

End date
13 Jun 2023

Daily budget ?

Actual amount spent daily may vary. ⓘ

Estimated 413-1.2K Accounts Centre accounts reached per day

£ 3.00

£1.00 £200.00

Set budget and timings

- How long will you run the advert for?
- How much will you spend a day?

Total amount = days x spend.

FACEBOOK ADS

Manage Page



The Northern Network



Professional dashboard



Insights



Ad Centre



Create ads



Settings

More tools



Meta Business Suite



✓ Completed



View Results

Link clicks



Powered by @[100063680516686:2048:Groundwork Che...



2,070

Reach

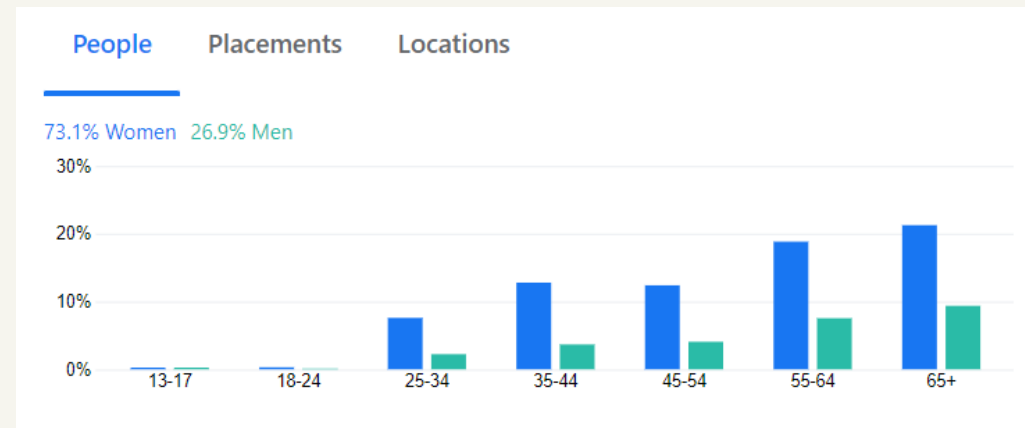
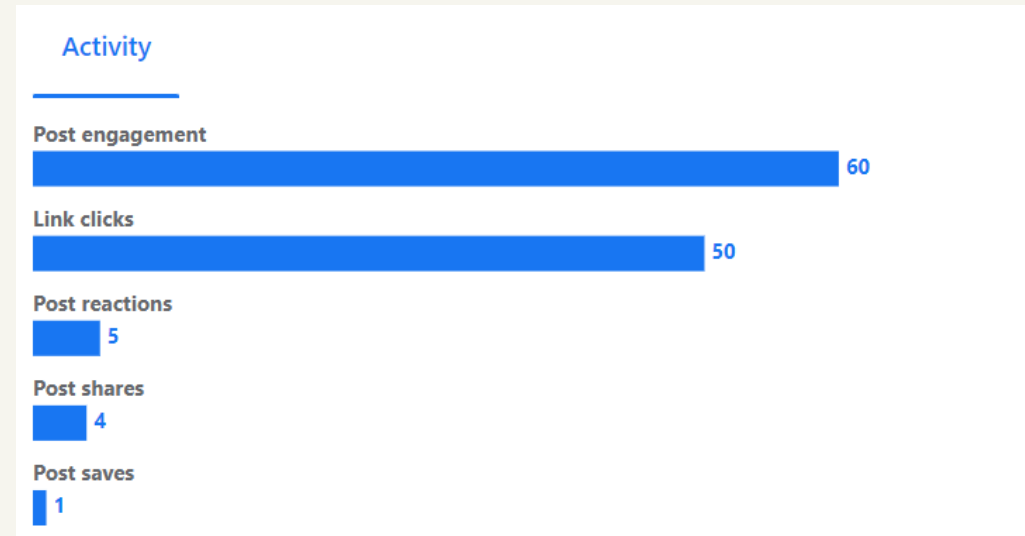
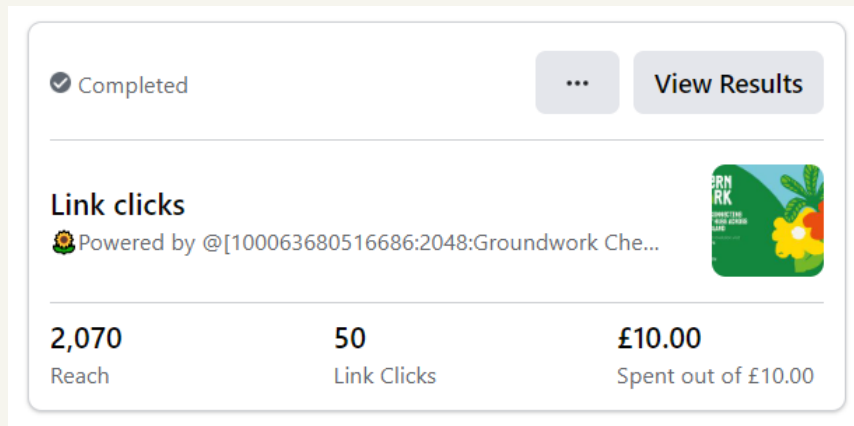
50

Link Clicks

£10.00

Spent out of £10.00

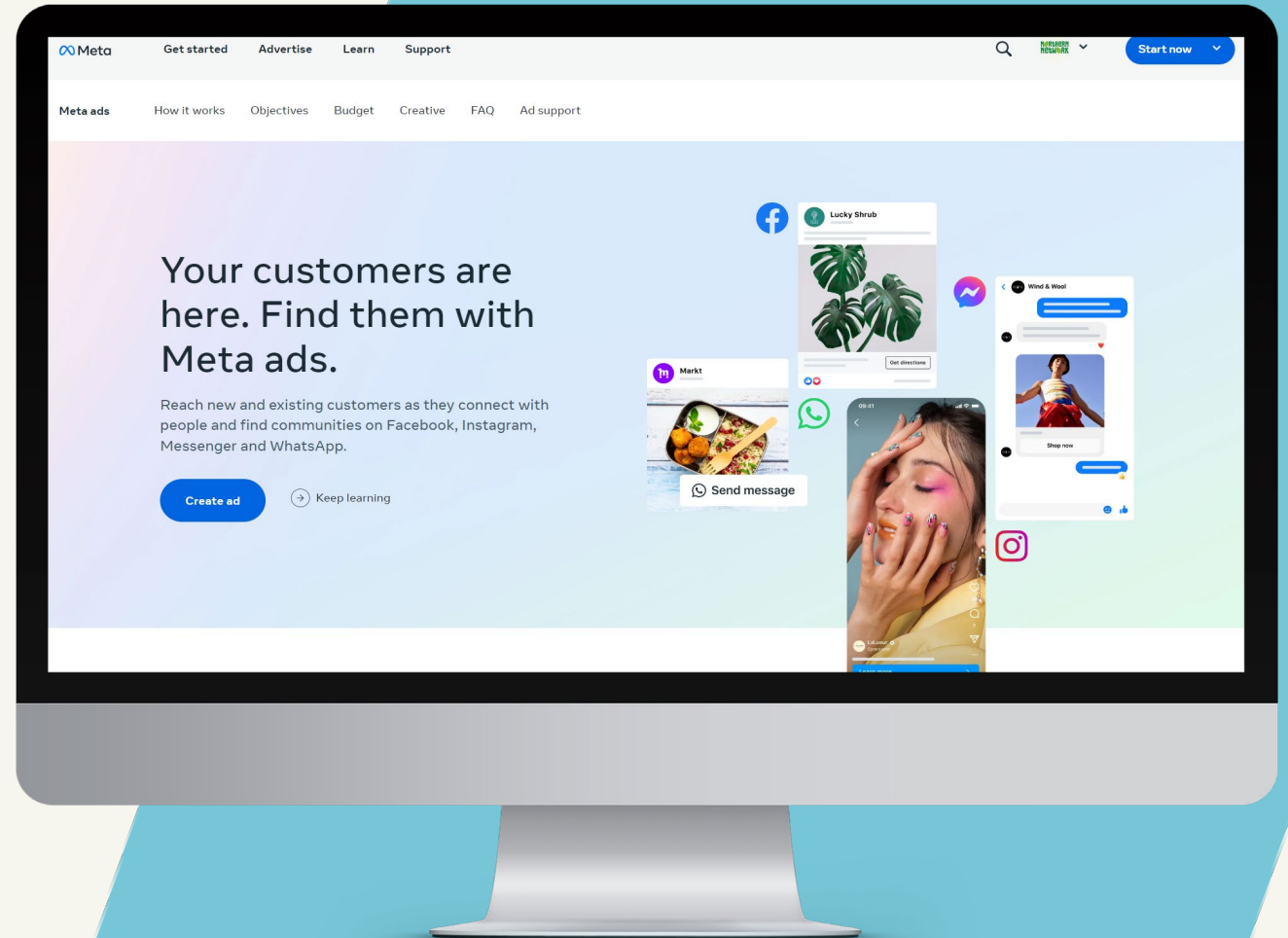
FACEBOOK ADS & INSIGHTS



FACEBOOK ADS

Using facebook ads:

<https://www.facebook.com/business/ads>



WRAPPING UP...

- ✓ INTRODUCTION
- ✓ What is social media?
- ✓ Getting started on social media
- ✓ BREAK
- ✓ Thinking Strategically
- ✓ Content
- ✓ BREAK
- ✓ Going further
 - Bonus Tips!



BONUS: TIPS!

- 🍃 **Trusted admins**
Who has the keys to your accounts?
- 🍃 **Complete your profiles fully and stay consistent**
Provide all the information you can, and build brand awareness different across platforms
- 🍃 **Join in!**
Be social, like and follow others, join communities, make contributions, find inspiration, inspire others...
- 🍃 **Be Authentic**
But be true to your unique space, and everything it stands for. Remember your passion -enthusiasm is contagious!





THANK YOU!

www.northernnetwork.org

[@gw_n_network](#) [#northernnetwork](#)



POWERED BY



SUPPORTED BY

