

# Making The Most Of Social Media

Thursday 24<sup>th</sup> June 2021

Community Investment Scheme Cohort Three

# Housekeeping

- Please keep yourselves on **mute**. This helps us avoid background noise.
- Please submit any questions through the **chat feature**. Any we don't cover will be answered in the wrap up email.
- Please note, this workshop will be recorded.
- This slide deck, along with any resources, will be emailed out after the event.



# Agenda

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- **12.00 – 12.10 *Welcome, Objectives and Introduction (Use of Social Media)***
- **12.10 – 12.20 *Facebook, Instagram and Twitter***
- **12.20 – 12.35 *Building a Social Media presence***
- **12.35 – 12.40 *What content works for us and content creation using Canva***
- **12.40 – 12.45 *Moderating channels and top tips/takeaways***
- **12.45 – 1.00 *Q&A***

# Objectives

- To understand the current use of social media channels and the best type of content for each channel.
- Advice on building a social media platforms.
- Understand the type of content that works for NHSBT and advice on creating content to engage a wider audience.
- Understand useful tools to manage social media platforms and tips for moderating different channels.



# Use of Social Media

- The pandemic has changed the way we all live our lives, at least for now. Connected technology became an even more essential part of people's lives over the past year. Social media, eCommerce, streaming content, and video games have all seen significant growth globally in the past 12 months.
- There are now 45 million social media users in the UK, 66% of the population.
- The average UK user increased their social media usage from 1 hour 42 minutes a day to 1 hour 49 minutes in the last 12 months.
- 98.8% of social media users access platforms via mobile devices.

# Facebook, Instagram and Twitter



- More than 2.8 billion people use Facebook every single month.
- The average user spends 60 minutes per day on Facebook.
- Visual content is 40 times more likely to be engaged with than other types of content. That includes photos, videos, infographics, and even memes.
- Give your audience a reason to engage and interact by posting questions or sharing case studies and stories.
- Engagement can also be encouraged by creating polls or surveys.
- Add a Facebook page CTA
- Case studies and long-form content get positive reception.

# Instagram



- Instagram posts will need to be visual — images and videos are the only posts offered on Instagram — no shared links or text-only updates.
- You can share your own photos, user generated photos, videos, small infographics, and inspirational quotes that are relevant.
- Hashtags on Instagram are key to increasing visibility.
- Too many hashtags may look unprofessional and damage the perception you are working to create. Instead, choose 5 to 10 relevant hashtags, including those that will likely attract users who may not already follow you but who are attracted to similar content. You should also use a few hashtags that are unique to your project. These help raise awareness and make it easy to track when other Instagram users tag or share your hashtag also.





- Twitter has increased its character count to 280 but shorter is still sweet to catch attention and encourage engagement.
- You shouldn't clutter a tweet with too many @mentions or hashtags as this is distracting. Use the tag features instead.
- As with all social media channels, visual content tends to be more effective in generating engagement.
- People are three times more likely to engage with tweets that contain videos or photos, and you can include up to four photos in a single tweet.
- Retweeting relevant content from other Twitter users is one way to maintain a steady flow in your own Twitter account without creating all of your own content from scratch.

# Building a Social Media Presence

# Set SMART Goals

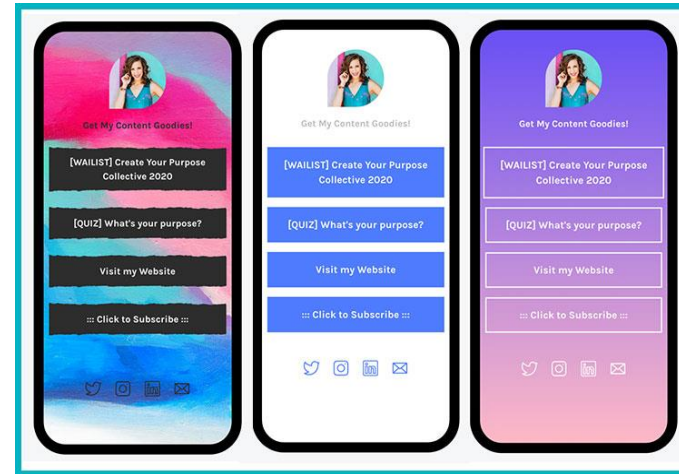
An example of a good SMART goal for social media:

“We’ll increase our Twitter response rate by 25% by the end of the first quarter.”

- **Specific:** “We’ve specifically identified the social channel (Twitter) and a metric (response rate).”
- **Measurable:** “The response rate can be measured from analytics dashboard.”
- **Achievable:** “We didn’t make an outlandish goal of say, a 100% increase in 10 days.”
- **Relevant:** “Our goal will have an impact on our overall social media presence, making it very relevant.”
- **Time-bound:** “The goal has to be met by the end of the first quarter.”

# Optimise Your Accounts for Engagement

- Social Media profiles can be optimised through imagery, keywords and fully filling out your account information.
- You can use the URL function in your bio to link to other platforms using [linktr.ee](https://linktr.ee) or [linkin.bio](https://linkin.bio)
- A fully optimised Facebook page with complete business info can actually help your page rank better in Google.
- Take advantage of URL shorteners like [bitly](https://bitly.com).

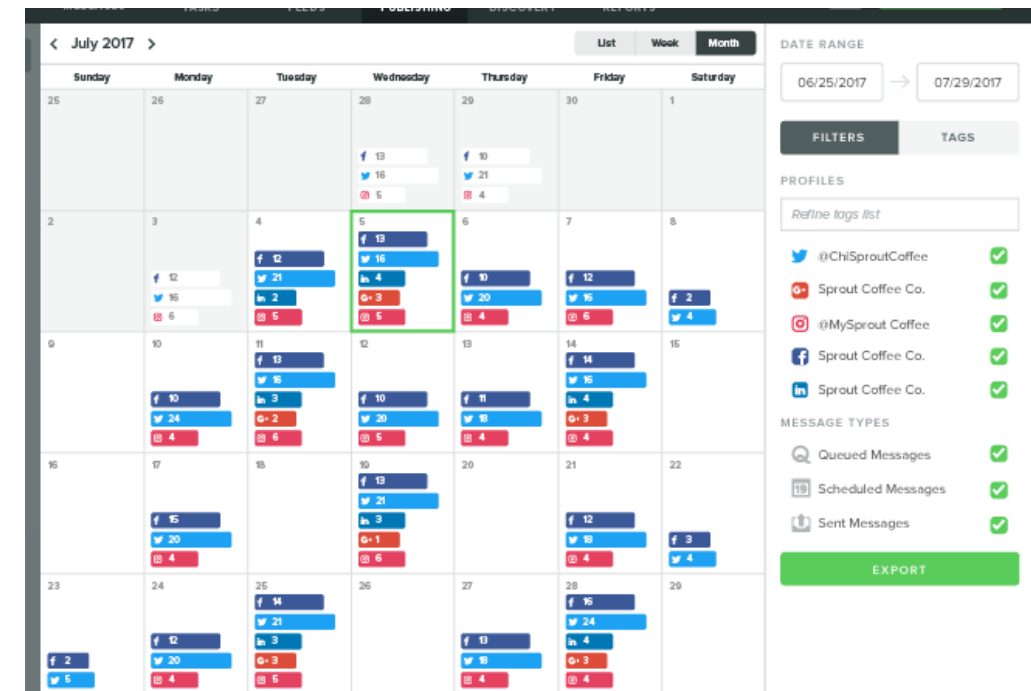


bitly



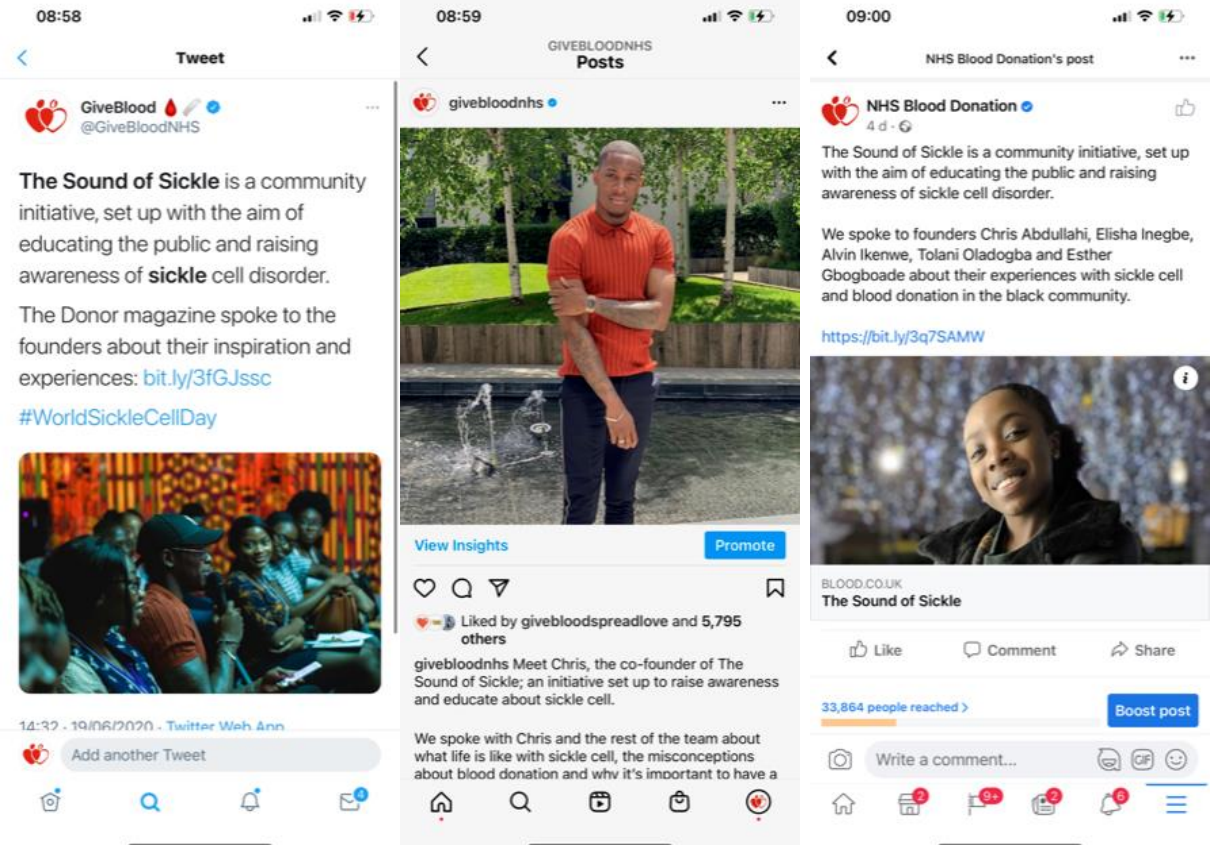
# Create a Social Media Calendar

- Creating a social media calendar allows you to fine-tune each of your posts for each platform without having to jump between sites.
- Benefit of timing your posts to maximise engagement, keeping you from having to constantly post in real-time.
- Helps to avoid repeating the same content over and over again.
- Suggested tools – [Hootsuite](#), [SproutSocial](#), [Later](#), [Facebook Creator Studio](#).



# Stay Active and Consistent

- Don't let your social media channels gather cobwebs – stay active by ensuring there is consistently fresh content to go online.
- Find ways to repurpose content so you're not always trying to reinvent the wheel.
- An example of repurposing content could be for awareness days or posting 'throwbacks' to previous events.





# Piggyback on What's Trending

- Look out for trending hashtags as an opportunity to build off of buzz and also show personality.
- Stay up to date with awareness days that are relevant to your project.
- Paying attention to trends helps you create appropriate content that resonates over time.

Event	Date	# Hashtag	# Hashtag URL
January 2018	01-Jan	#DryJanuary	<a href="https://twitter.com/hashtag/DryJanuary">https://twitter.com/hashtag/DryJanuary</a>
January	01-Jan	#Veganuary	<a href="https://twitter.com/hashtag/Veganuary">https://twitter.com/hashtag/Veganuary</a>
Your Liver	01-Jan	#LoveYourLiver	<a href="https://twitter.com/hashtag/LoveYourLiver">https://twitter.com/hashtag/LoveYourLiver</a>
Schools Birdwatch	02-Jan	#BigSchoolsBirdwatch	<a href="https://twitter.com/hashtag/BigSchoolsBirdwatch">https://twitter.com/hashtag/BigSchoolsBirdwatch</a>
International Day of Sleep Day	03-Jan	#FestivalofSleepDay	<a href="https://twitter.com/hashtag/FestivalofSleepDay">https://twitter.com/hashtag/FestivalofSleepDay</a>
Braille Day	04-Jan	#WorldBrailleDay	<a href="https://twitter.com/hashtag/WorldBrailleDay">https://twitter.com/hashtag/WorldBrailleDay</a>
National Obesity Awareness Week	08-Jan	#NationalObesityAwarenessWeek	<a href="https://twitter.com/hashtag/NationalObesityAwarenessWeek">https://twitter.com/hashtag/NationalObesityAwarenessWeek</a>
International Kiss A Ginger Day	12-Jan	#InternationalKissAGingerDay	<a href="https://twitter.com/hashtag/InternationalKissAGingerDay">https://twitter.com/hashtag/InternationalKissAGingerDay</a>
Day 2018	14-Jan	#STIQDay	<a href="https://twitter.com/hashtag/STIQDay">https://twitter.com/hashtag/STIQDay</a>
Monday 2018	15-Jan	#BlueMonday	<a href="https://twitter.com/hashtag/BlueMonday">https://twitter.com/hashtag/BlueMonday</a>
Luther King Day 2018	15-Jan	#MartinLutherKingDay	<a href="https://twitter.com/hashtag/MartinLutherKingDay">https://twitter.com/hashtag/MartinLutherKingDay</a>
The Pooh Day	18-Jan	#WinnieThePoohDay	<a href="https://twitter.com/hashtag/WinnieThePoohDay">https://twitter.com/hashtag/WinnieThePoohDay</a>
National Popcorn Day 2018	19-Jan	#NationalPopcornDay	<a href="https://twitter.com/hashtag/NationalPopcornDay">https://twitter.com/hashtag/NationalPopcornDay</a>
Religion Day 2018	21-Jan	#WorldReligionDay	<a href="https://twitter.com/hashtag/WorldReligionDay">https://twitter.com/hashtag/WorldReligionDay</a>
Day of Appreciation	21-Jan	#SquirrelAppreciationDay	<a href="https://twitter.com/hashtag/SquirrelAppreciationDay">https://twitter.com/hashtag/SquirrelAppreciationDay</a>
National Hug Day 2018	21-Jan	#NationalHugDay	<a href="https://twitter.com/hashtag/NationalHugDay">https://twitter.com/hashtag/NationalHugDay</a>
Energy Saving Week	22-Jan	#BigEnergySavingWeek	<a href="https://twitter.com/hashtag/BigEnergySavingWeek">https://twitter.com/hashtag/BigEnergySavingWeek</a>
National Cancer Prevention Week 2018	22-Jan	#CervicalCancerPreventionWeek	<a href="https://twitter.com/hashtag/CervicalCancerPreventionWeek">https://twitter.com/hashtag/CervicalCancerPreventionWeek</a>
National Pie Day	23-Jan	#NationalPieDay	<a href="https://twitter.com/hashtag/NationalPieDay">https://twitter.com/hashtag/NationalPieDay</a>
Burns Night	25-Jan	#BurnsNight	<a href="https://twitter.com/hashtag/BurnsNight">https://twitter.com/hashtag/BurnsNight</a>
Carers Awareness Day 2018	25-Jan	#YoungCarersAwarenessDay	<a href="https://twitter.com/hashtag/YoungCarersAwarenessDay">https://twitter.com/hashtag/YoungCarersAwarenessDay</a>
Australia Day	26-Jan	#AustraliaDay	<a href="https://twitter.com/hashtag/AustraliaDay">https://twitter.com/hashtag/AustraliaDay</a>
Aust Memorial Day	27-Jan	#HolocaustMemorialDay	<a href="https://twitter.com/hashtag/HolocaustMemorialDay">https://twitter.com/hashtag/HolocaustMemorialDay</a>
National Storytelling Week 2018	27-Jan	#NationalStorytellingWeek	<a href="https://twitter.com/hashtag/NationalStorytellingWeek">https://twitter.com/hashtag/NationalStorytellingWeek</a>

# Use Tools to Monitor Your Activity

- Use analytics tools to identify your top-performing content, performance trends and essentially break down your social media presence by the numbers.
- You can also use in-app insights such as [Twitter Analytics](#) and [Instagram Insights](#).
- Using analytics gives great picture of your social efforts and can help track whichever metrics matter most to you.





# Creating Content for Social Media

# What content works for us

**NHS Blood Donation**  
Published by Joanne Marlor · 16 February ·

"5 years ago, Daisy's birth lead to me having a catastrophic bleed during my emergency c-section. So severe I had 3 blood transfusions and spent 5 days in high dependency. I have no memory of her first days and it was a long road to recovery.

"But here we both are 5 years on. She is a warrior she has had some health complications but she is here and so am I and I am so grateful to be able share her very happy birthday with her. Thank you everyone and keep donating, especially in these testing times 🧡👶"



**NHS Organ Donation**  
@NHSOrganDonor

"I am forever grateful for the decision taken by Naomi's donor family. When they were losing their daughter, they chose to allow my daughter to live."

Naomi celebrates the 27th anniversary of her liver transplant this month.

Read her story ➡ [bit.ly/2ZQhvZ4](https://bit.ly/2ZQhvZ4)  
[@tweetcldf](https://twitter.com/tweetcldf)



**NHS Organ Donation**  
Published by Joanne Marlor · 18 January ·

"Ben, aged 6, was transferred to King's College Hospital, London in 2013 for a liver transplant after his previously healthy liver had deteriorated as a result of a prolonged seizure. He was treated in Thomas Cook Children's Critical Care and while on a ventilator, received fantastic treatment for the next 7 days.

"When we filled out the forms so Ben could receive a transplant, we were told his liver had started to recover so the transplant was not needed. But the damage from the seizure was too much and we were told that there was no hope for Ben and the ventilator was keeping Ben alive.

"We discussed organ donation even before we were asked so when we were asked, we had no hesitation in saying yes. Ben passed in our arms just outside the operating theatre. He donated his kidneys, his pancreas and his two sets of heart valves.

"We're proud to know our little superhero helped others especially when he was in the same position a few days earlier." - Bryan



**GiveBlood**  
@GiveBloodNHS

Today marks a landmark change to blood donation eligibility rules! 🎉👏

These new eligibility rules will allow more men who have sex with men to donate blood, platelets and plasma.

Read more ➡ [bit.ly/35iAvCk](https://bit.ly/35iAvCk)

#WorldBloodDonorDay



**givebloodnhs**

givebloodnhs · The eligibility rules around blood donation are changing from 14 June. The new rules will be based on a more individualised risk assessment.

We're excited to move towards a more inclusive process allowing as many people as possible to make the life-saving decision to give blood safely and look forward to welcoming new donors soon!

Follow the link in our bio to find out more.

#GiveBlood

Like · Comment · Retweet · Share

Liked by blackbloodmattersuk and 1,988 others

MAY 11

Add a comment...



**givebloodnhs**

givebloodnhs · Alfie Watts has become the youngest person to beat coronavirus and donate convalescent plasma for coronavirus research.

He was aged just 17 and one month old when he donated antibody-rich plasma.

"I would say to other young people thinking of offering to donate, there's nothing really to it. You have nurses and staff all around you, so you feel safe."

#giveplasma #convalescentplasma #covid #dosomethingamazing #savealife #coronavirus

Like · Comment · Retweet · Share

Liked by hansonlorie21 and 15,477 others

FEBRUARY 7

Add a comment...



**nhsorgandonor**

nhsorgandonor · "This is my husband Tom and his brother Billy (our hero) who donated his kidney on 24th February. Both doing well."

#LivingDonation #OrganDonation #KidneyTransplant #ShareYourSpare

Like · Comment · Retweet · Share

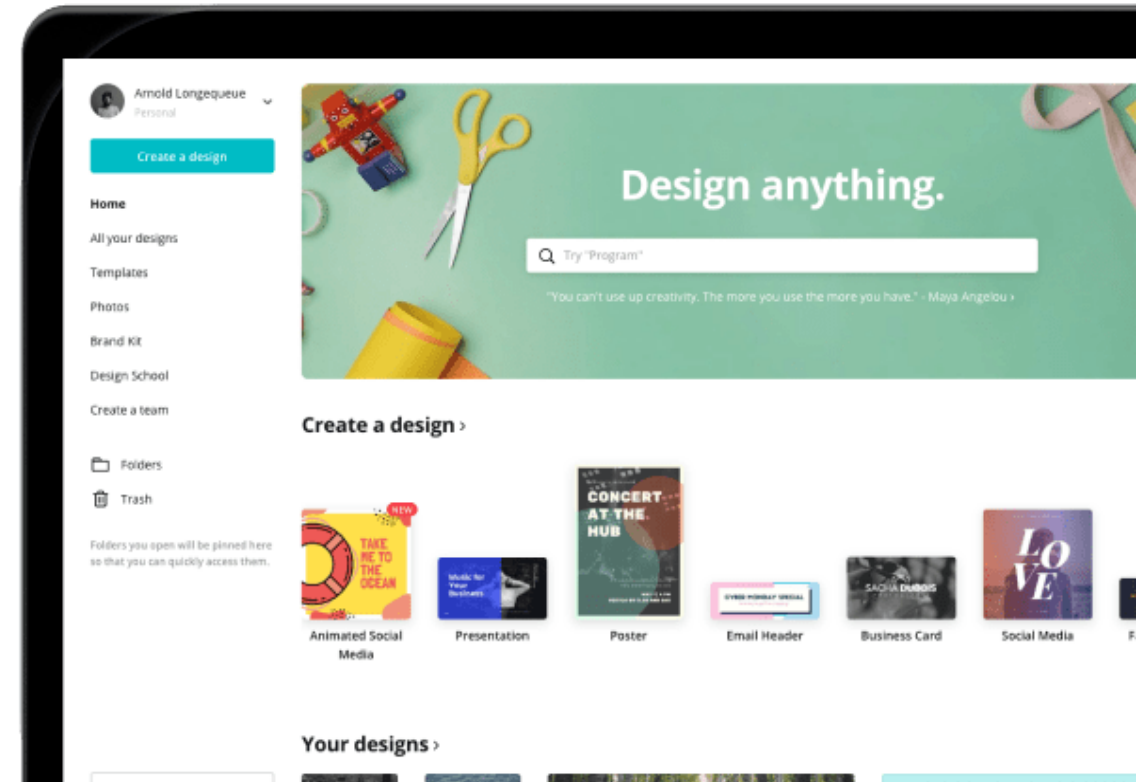
Liked by sickceladavocate and 1,858 others

MARCH 17

Add a comment...

# Content Creation using Canva

- Canva is an easy to use social media graphic design tool.
- Excellent for creating engaging and unique content.
- Thousands of free templates to use.
- You can create Facebook cover photos, branded images using your logo/social media handles and Instagram stories
- No skills or experience required – perfect for beginners!



# Moderating Channels and Top Tips

# Moderating Channels

- If you're getting a lot of questions or comments, manage expectations by adding a note to your bio letting people know when the channel is monitored.
- Having a bank of draft FAQs can save time if you get lots of similar questions.
- If something controversial comes up, try to shut it down and take it offline, providing honest and genuine answers to questions but not getting into detail over social media.
- Schedule anything you think may provoke debate when you know you'll be around to check in.
- Look out for user generated content you can share (with permission when reposting as your brand or taking onto a different platform)



# Top Tips/Takeaways

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- From your main or 'hero' piece of content, you can generate lots of content opportunities for social - clips, behind the scenes, introduce the team.
- Don't try and spread yourself too thin, it's better to have one or two great social channels than lots that aren't as strong.
- Posting regularly is important to keep your followers interested and engaged.
- Make the most of the features on each platform - polls, stories and quizzes can really boost engagement.
- People will often only watch part of a video, and sometimes not read a full post - remember to grab their attention and get your key message in early.

# Useful tools

- Information on digital tools is available in the [Sway Document](#) if you scroll to the bottom.
- We suggest that you [watch](#) our previous CIS Digital Delivery zoom recording.



# Making the Most of Social Media Q&A





# Next steps

## Lunchtime Sessions

Thank you very much for attending our lunchtime sessions, we hope that you have found them useful as you start your project. You can find slides and recordings of all our sessions on our [webpage](#). Please send us any feedback so that we can continue to improve these session for you. We currently have no further lunchtime sessions planned, however if there is a topic you feel would be helpful for us to cover please let us know.

## Key dates

We have a lot of great activity planned in the coming months which we will share with you closer to the time and would welcome your support in sharing our materials within your communities. If you have any activities planed please share with us and awe can share wider.

- **July** – Sickle Cell Awareness Month UK. Transplant Activity Report (TAR) and Black, Asian and Minority Ethnic (TAR) published
- **August** – South Asian Heritage Month
- **September** - Organ Donation Week and National Sickle Cell Awareness Month
- **October** – Black History Month

## Tracked Links

We will send you your June tracked link data w/c 5<sup>th</sup> July. Please get in touch if you have any questions.

## Monitoring Form

The next monitoring form will be sent to you at the end of July to capture all activity during May/ June/ July.

## Thank You For Attending

**Any questions please contact us:**  
**[community.funding@nhsbt.nhs.uk](mailto:community.funding@nhsbt.nhs.uk)**