Making The Most Of Social Media

Thursday 24th 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

- 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
Facebook

• 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

- 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
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 or 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.
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.
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

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
@tweetcldf

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/35AvCk
#WorldBloodDonorDay
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

• 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 planned 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 5th 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.
Final questions

Thank You For Attending

Any questions please contact us: community.funding@nhsbt.nhs.uk