



Social Media for Community Organisations

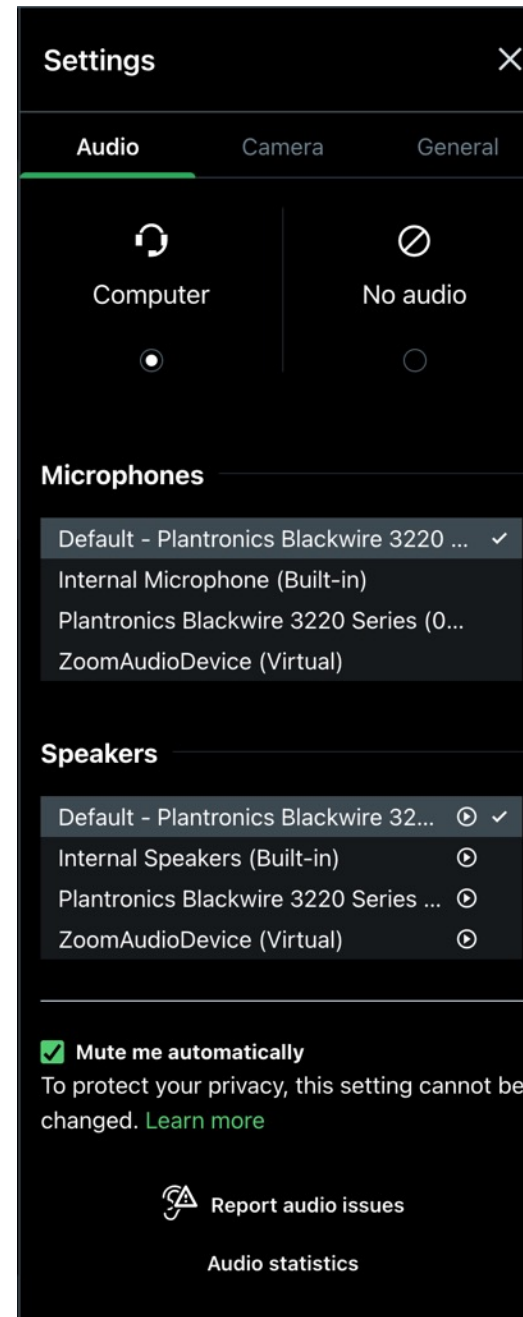
Presenter: **Lisa Jennings**, Institute of Community Directors Australia

Thursday 2nd June 2022

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Then click “No Audio” and then “Computer audio”



Audio problems

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What we'll cover today

1. What is social media and why is it important to get started?
2. Preparing our organisation for social media
3. Understanding how social media works
4. Planning our use of social media
5. Next steps and resources

1. What is social media, and why is it important to get started?

What is social media, and why is it important to get started?

Social media are online service and tools used for publishing, sharing and discussing information.

They can include

- blogs
- wikis
- social networking sites
- micro-blogging sites
- mobile communication apps
- ... and any other websites that allow individual users to upload and share content in real time from any location



Social media tools

There are 1,000s of social media tools now available. The most popular tools in Australia include:

- Facebook
- Twitter
- Blogs (such as Tumblr & Wordpress)
- YouTube
- Instagram
- Pinterest
- LinkedIn
- Vimeo
- Whatsapp
- Tiktok



What are the benefits of social media?

Social media can help community groups and organisations:

- Get their message out quickly & effectively to a large number of people
- Listen to what the community is saying online & tailor their services to meet their needs
- Engage and grow online communities



Is social media risky?

Perceived risk	Management technique/ tools	ICDA guidance/ tools to help you?
Loss of control of the message	Guidelines & training	Yes
Excessive personal use by staff	Policy & culture	Yes
Critical posts about the organisation	Response guidelines	Yes
Little return on time invested	Integrated in planning processes	Yes
Resource implications	Decentralised approach	N/A
Inappropriate use by members, staff or volunteers	Policy, culture, guidelines & training	Yes

But what are the risks of not using social media?

- Not understanding the needs of your community
- Not being able to get your message to all of your stakeholders (who increasingly consume news and information in these channels)
- Not hearing what the community is saying about you, or about issues relevant to your group
- Not enabling the community to communicate with you in their preferred channels
- Missing out on the large online audience for your events and volunteer opportunities

Resources for getting started

- [The Social Media Guidelines and Response Guide Template](#)
- [A Guide to Facebook for Community Groups](#)
- [A Guide to Twitter for Community Groups](#)
- [A Guide to Instagram for Community Groups](#)
- [A Social Media Content Planning Template](#)

2. Preparing our organisation for social media

Preparing our organisation for social media

If you are going to use social media in your community group it is important that you have some basic foundations to ensure success.

- Get your leadership on board
- Put social media in your business and marketing plans
- Centralised or decentralised responsibility?
- Resourcing (time & money)
- Training (general social media & specific platforms)
- Record Keeping
- Policy/ Guidelines

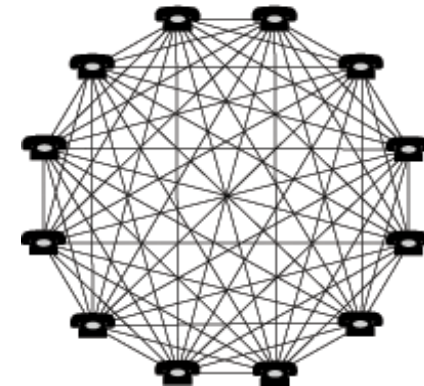
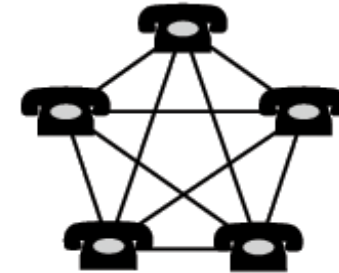


3. Understanding how social media works

Understanding how social media works

The Network Effect

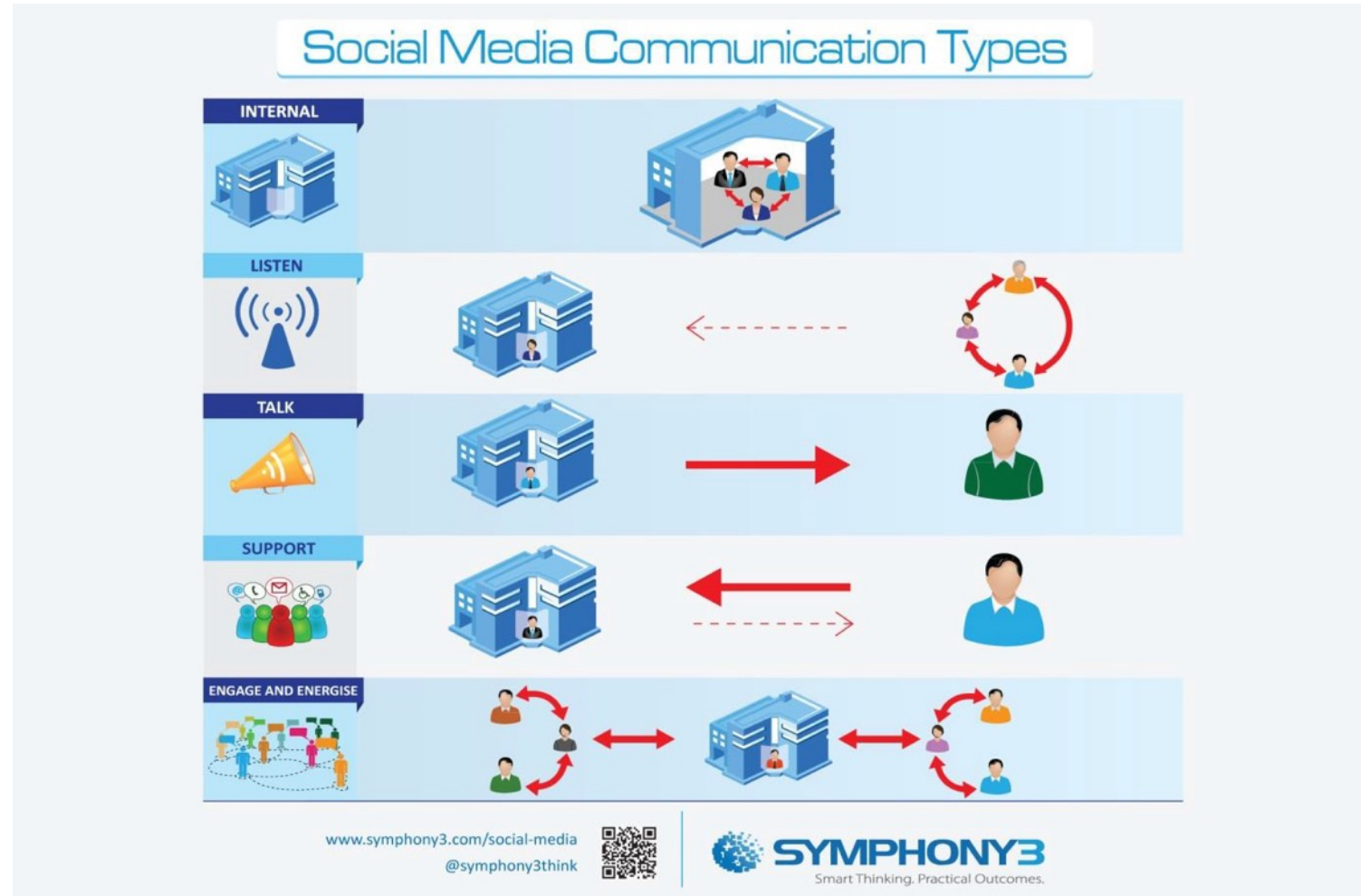
The ability to connect and engage with large number of people is one of the major benefits of social media.



Social media communication types

Social media is often used by organisations just to push information *out*.

However, community groups should look at using social media in all of the five ways outlined here



4. Planning our use of social media

Why do you want to use social media?

Who is our audience?

- What social media platforms do they use, and what they use them for?
- When and how they use these platforms?
- What type of content and messages do they like to receive?



Who is our audience?

It's a good idea to put together a basic profile of your audience(s) including:

- Age
- Gender
- Location
- Interests
- Other factors including education level, income, family status may be important
- What they need from your organisation
- What you want to say to them
- What communication platforms do they currently use?

Which platforms should we use?

Determine which social media platform is appropriate for your organisation by looking at the following:

- Is our target audience using this platform?
- Are our competitors or similar organisations using this platform and are they having success? If so, why? If not, why not?
- Do we have content that can be shared on this platform?
- Will our updates be mostly text or visual?
- Will we be making any videos?
- How is our audience or community using this platform?
- Do we have resources available to manage an account on this platform?
- What are our targets and how will we measure success?

Which platforms should we use?

Platform	Who uses it	Benefits	Benefits	Benefits
Facebook	Direct to customer	Trust point	Keep top of mind	Online 'word of mouth'
Twitter	Far reaching marketers	Reach influencers to repost	Follow conversations	Brand awareness
Instagram	Influencers	Trust point	Illustrates the experience	Attracts influencers
LinkedIn	Business to business	Maintain and attract strategic relationships	Boost your personal profile	Business networking
YouTube	Commerce and service based	Explainer videos	Hosts website videos	Brand awareness
Google My Business	Mobile visitors	Helps you get found on Google. Trust point with reviews	Local search traffic	People seeking local information
Website	Mobile and local search traffic	Products	Services	Convert customers

Promotion of our social media site(s)

The best way to ensure that our content be found without having to pay for an advertisement is to integrate it with our existing communication channels, such as

- Online
- Print
- Traditional media

Other methods of free promotion include:

- “liking” or “following” related organisations online
- Cross promotion

....or you can pay for advertisements



Writing tips for social media

- Write as you speak
- Be persuasive - your writing should use an 'active voice', not a 'passive voice'
- Show empathy to your reader.
- Write as if you are talking to only one person
- Show the benefits
- Have a 'Call to Action'
- Create your headline after you've written the post.
- Write for your customers – solve their problems



Branding for social media

All your social media sites should have clear branding and identification. Branding helps build credibility and trust with your audience by providing a consistent and recognisable impression on every platform

Social media branding requires:

- A logo
- Account name
- Perhaps a vanity URL?
- Images



STREAT



STREAT

Tastes good. Does good.

[Order now](#)



Tastes good. Does good.

Order now

4 mill

conscious consumers
have enjoyed the delicious fare from our

12

social enterprises
and enabled us to provide over

3,100

amazing young people
with a safe space to belong and over

240,000

hours of support & training
as their recipe for building a healthy life.

YOUR PLANET NEEDS YOU!

“What we do now, and in the next few years, will profoundly affect the next few thousand years.”
- David Attenborough.

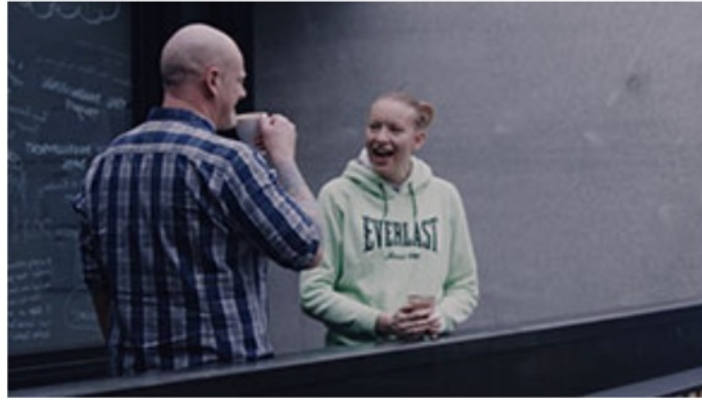
Dear STREAT supporter,



Tastes Good

Every week our cafes, catering company, kitchen, bakery and coffee roastery serve up deliciousness to thousands and thousands of Melburnians. Our food is hand-made fresh each day and contains no added preservatives and other nasties.

Our amazing coffees from around the world are small batch roasted on our vintage Probat roaster and then brewed fresh by our team of baristas.



Does Good

We believe all young people should get the opportunity to thrive, no matter their starting point. That's why each year we provide intensive wrap-around support, vocational training and real work experience to hundreds of young people who really need a hand. In short, as a social enterprise, food and coffee are our means, but stopping youth homelessness and disadvantage is our end.



Other Good Stuff

Would you like to hear some of the amazing stories of our young people? Or find out more about STREAT's history and social enterprise model? Or maybe you'd like to read some of our case studies, or about our impact? Maybe you want to get involved? Anyway, there's always loads of amazing stuff happening at STREAT and here's where you can find out all about it.

WHAT MATTERS TO US

A number of years ago, a bunch of us – chefs and baristas, a clinical psych, social workers and assorted others – downed some macchiatos and got to working trying to **stop youth homelessness and disadvantage**.

It goes without saying that **we're passionate about food and coffee**. In fact, we've now collectively imparted thousands of hours of our hospitality knowledge to our young people. But **we're also passionate about giving young people the personal support, life skills, training and real work experience they need to start achieving their personal goals**.

We're determined that our young people should gain the transferrable employability skills that will stand them in good stead in any

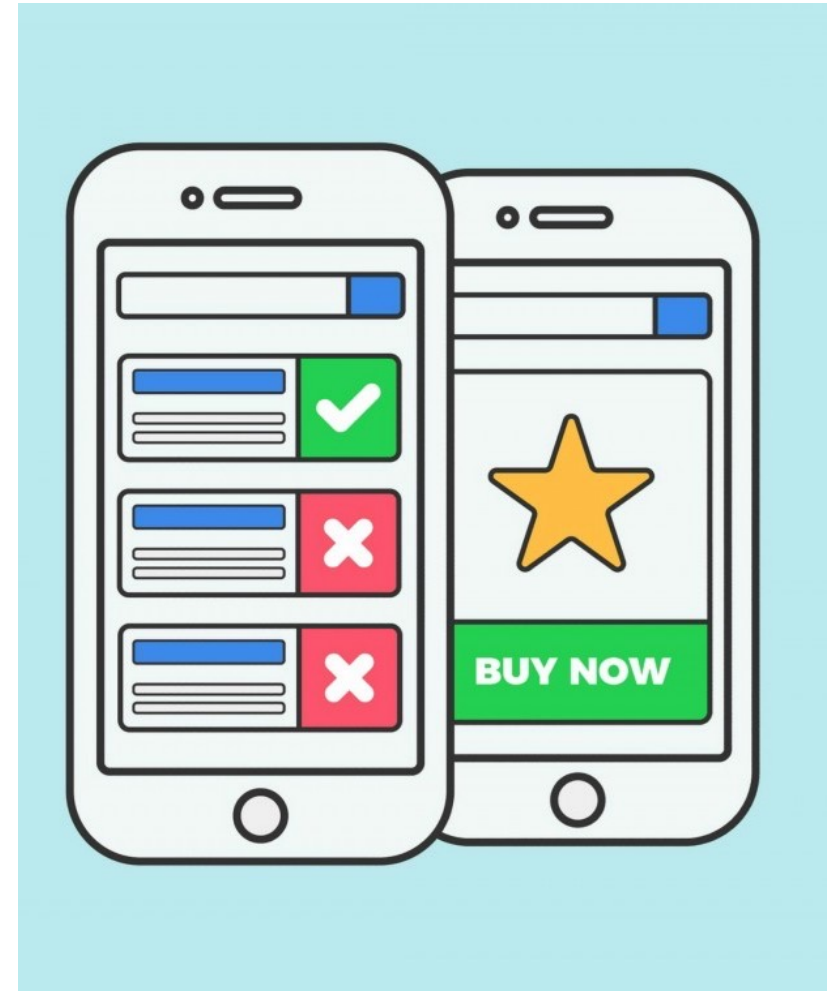
Observations – STREAT

- Clean with much whitespace, strong, clear images that you can click
- Explanatory text for first time visitors
- Logo and consistent branding
- Easy to find and understand navigation, strong readability, simple language.
- Large black type on clear, white background.
- Strong Images, not just words.
- Easily updated news feed.

The logo for STREAT, featuring the word "STREAT" in a bold, black, sans-serif font. The letter "A" is underlined with a thick black line, and a small trademark symbol (TM) is located at the bottom right of the "A".

Social media analytics

- How many times per week?
- What is the best time of day to post?
- Use analytics software to determine effectiveness of Social Media strategy to analyse the numbers of likes/shares of posts and opens/views of e-newsletters
- Google analytics enables you to track the number of clicks from social media to your website. This will help you determine the effectiveness of Social Media. It can do the same for email and other marketing sources.



Rules and expectations for your users

Consider having guidelines that clearly tell users of your social media what their responsibilities are when using your site.

Set clear expectations about the level of responsiveness and engagement they can expect from you. Think about:

- What are the rules of participation?
- Is the membership of the group limited, and to whom?
- What would you like people to do?
- What are acceptable/unacceptable posts?
- Expected response timeframes
- Expected posting rate
- Other ways to contact you



Privacy and security

You will need to make decisions about

- **Privacy settings:** restricted or unlimited?
- **Security/ log-in information**
 - Passwords
 - Storage of log-in information
 - Change passwords regularly



Accessibility

Social media offers new ways to involve and interact with the community in many aspects of their lives. However, in the community, access to social media accounts may be constrained by:

- Lack of computer access
- Inadequate skills or technical support
- No reliable internet connection
- Platform not compliant with web accessibility requirements

Therefore it's essential to also provide information via other sources. It is recommended that you don't entirely replace traditional media with social media. Always provide information in other channels such as newsletters, bulletins, letters, brochures, posters, media releases and advertisements, etc.

Strategy

Social Media for Nonprofits: 11 Essential Tips for Success

Anyone who uses social media for nonprofits knows there are unique challenges. Get your message out and make every effort count with these timesaving tips.

Katie Sehl

September 21, 2020



<https://blog.hootsuite.com/social-media-for-nonprofits/>

Related resources

How to Stand out from the Crowd
*The Complete Marketing & Media
Handbook for Community Organisations*



Available to purchase from here:

https://www.ourcommunity.com.au/marketplace/marketplace_article.jsp?articleId=4816

Related resources

- Institute of Community Directors Australia: Policy Bank
<https://communitydirectors.com.au/tools-resources/policy-bank>
- Institute of Community Directors Australia: Tools & Resources
<https://communitydirectors.com.au/tools-resources/home>

Questions?