



Communications and Social Media Workshop

Steve Hawe, Beanstalk

Today's workshop

- Communications strategy
- Social media
- Press publicity



Communications strategy

- Audiences
- Objectives
- Key messages – calls to action
- Tactics used – what channels
- How success will be measured and evaluated



Communications channels

- Media and press publicity
- Advertising
- Direct marketing/e-marketing
- Social media
- Events
- Personal selling
- Word-of-mouth



Communications plan

- Create a month-by-month timeline
- Identify what you will do in each month – what tactics you will use and what audience aimed at
- Identify key moments you can use as hooks to get publicity e.g. World Book Day, International Children's Day, International Literacy Day, "Back to school", Giving Tuesday



Social media



Facebook



Pros

- 2.2 billion monthly active users – 30 million in UK
- 79% of online adults use Facebook in the UK – 45% several times a day
- The average person in the UK checks their Facebook account 14 times a day!
- Age doesn't matter, even over 65 year olds have Facebook
- The most targetable advertising available!

Cons

- Edgerank – what you see is not necessarily what you get!
- Takes time to build following - have to use advertising to really grow your reach and this costs money



Facebook - tips

- Set up a business page
- Post once or twice a day maximum – probably once a day a few times a week
- Post a mix of content – pictures and videos
- Be conversational – friendly tone of voice
- Respond to enquiries promptly
- Create events and consider advertising to boost attendance
- Tag organisations to thank them e.g. media if you get coverage
- Promote offline too



Facebook



- <https://www.facebook.com/business/learn/set-up-facebook-page>
- <https://www.facebook.com/business/products/ads>



Twitter



Pros

- 330 million monthly users
- Great for building local networks and conversations
- Very public
- Can use wide variety of content

Cons

- Very public!
- Only 280 characters to say what you want to say
- Here one second, gone the next



Twitter - tips

- Need to post much more often – ranges from 10 to 30 times a day
- Use hashtags to follow conversations, research good times to be online e.g. #ManchesterHour
- Use lists to easily contact people
- Have conversations and interact with people to build relationships
- Engage local/national influencers – MPs, journalists, councillors, local groups, locally based celebrities, authors of DPIL books
- See what's trending and jump on the bandwagon!



Instagram



Pros

- 800 million monthly users
- Very visual

Cons

- Need lots of visual content



Instagram - tips

- Use hashtags #BooksofInstagram #ChildrenofInstagram
- Make pictures aesthetically pleasing
- Post once a day



Recommendations

- Choose one platform to start off with
- Choose the best for your demographic (Twitter, Facebook and Instagram)
- Plan, plan, plan!



Recommendations

Three times a DAY



Once a DAY



Three times a WEEK



- What's 'trending'?
- Celebration days e.g. #EmpathyDay
- Conversation on a day e.g. #MotivationMonday



Social media

- Create a day-by-day calendar with key moments in
- Identify what you will do in each month – what tactics you will use and what audience aimed at
- Ensure you're including relevant hashtags in that people will be engaging in
- Have a good database of images



Press publicity

- Research – what are your local papers and magazines, radio stations etc.?
- Are there key journalists in the area you can cultivate?
- Find out when published and when they need copy by



Press publicity

- Press release – when you have a lot to shout about – launching, celebrating specific achievements, anniversaries of launch etc. What's the hook?
- Letters to Editor – to jump on opportunities
- Key moments, such as International Women's Day, might form a whole month of campaigning



Press releases

- Headline – summarise story and your spin on it
- 1st para – who/what/when/why/how – news angle
- 2nd para - more context
- 3rd para – spokesperson quote
- 4th para – third party quote
- 5th para – context and call to action – keep simple
- Notes to editors – standard text, contact details (include mobile number)
- Say photos available if they are



Letters to editors

- Check where to send/when to send
- Look out for articles to respond to!
- Refer to article you're responding to/reason you are writing
- Make short and sweet and include a call to action
- If you write a few paras write the key stuff at the beginning and the end, so that if they cut your letter from the middle you still get the main points across



Questions?

Steve Hawe
Director of Shared Services
Beanstalk

steve.hawe@beanstalkcharity.org.uk

