

Social Media Training

Designed for the Not-For-Profit Sector

RDAILLAWARRA.COM.AU/SOCIAL

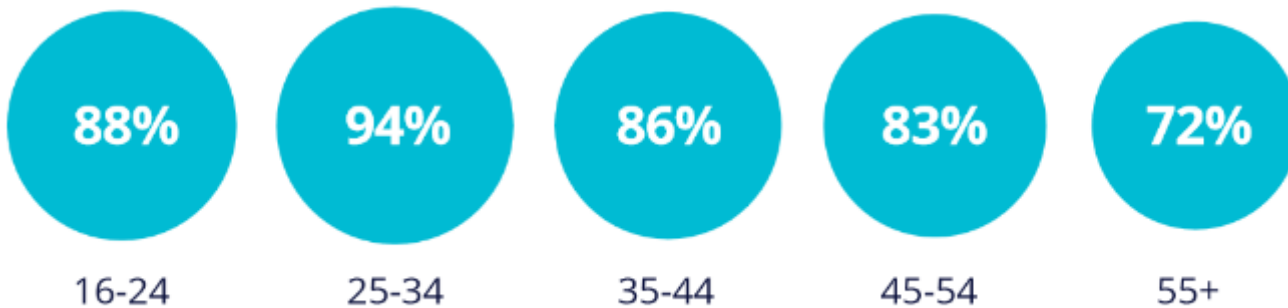
Today we are going to learn.....

- Discover and learn about the top social media networks and which ones are the best for your not-for-profit organisation
- Explore what to put on social media for the best results
- Discover tips and tricks on how to maximise the use of social media and how to create the time to use it
- Learn what a digital strategy is and how to create one for your organisation

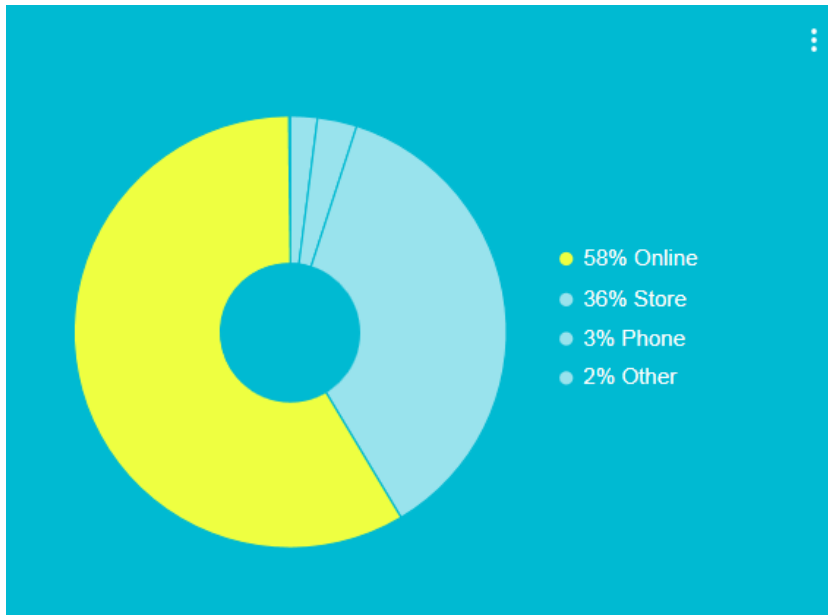
Let's start with the Why go Online

Most people with an internet connection go online every day. This is true across all ages.

I go online every day:



Let's start with the Why go Online



First Source of Product Awareness During Pre-Purchase Research



Online information sources are key in introducing consumers to products and offers.

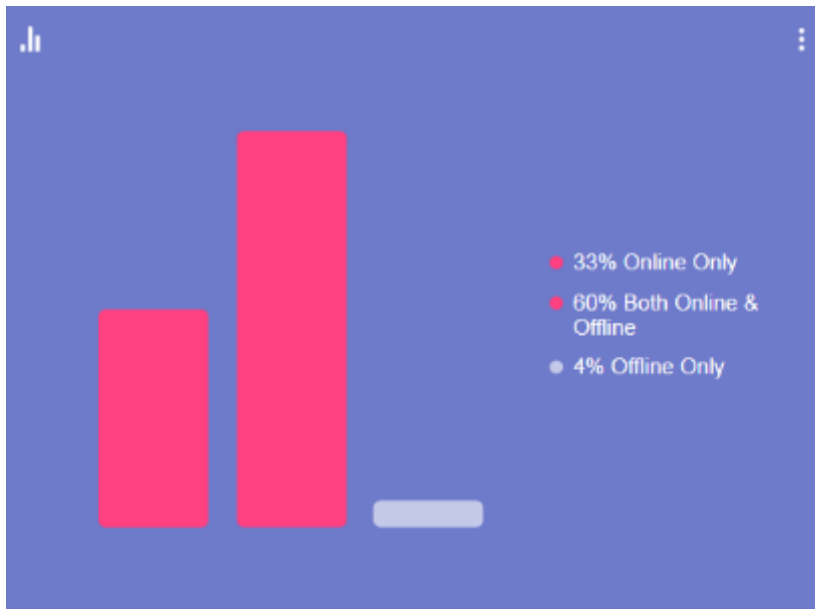


Online & Offline Research Method



Consumers rely on online information sources throughout the pre-purchase journey, either as the sole source or alongside offline research

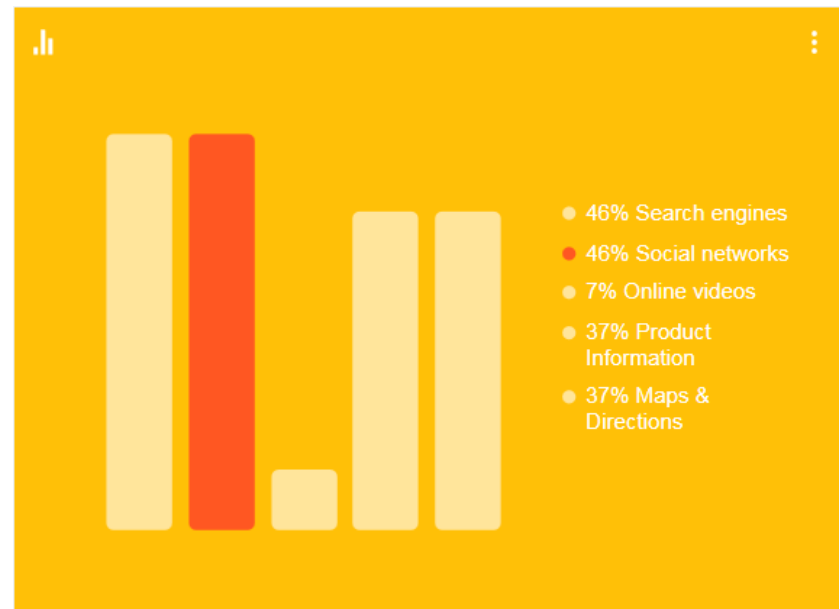
Let's start with the Why go Online



Online & Offline Research in Local Search



The Internet is a key resource for finding local businesses.



Activities Done At Least As Often Via Smartphone As Computer



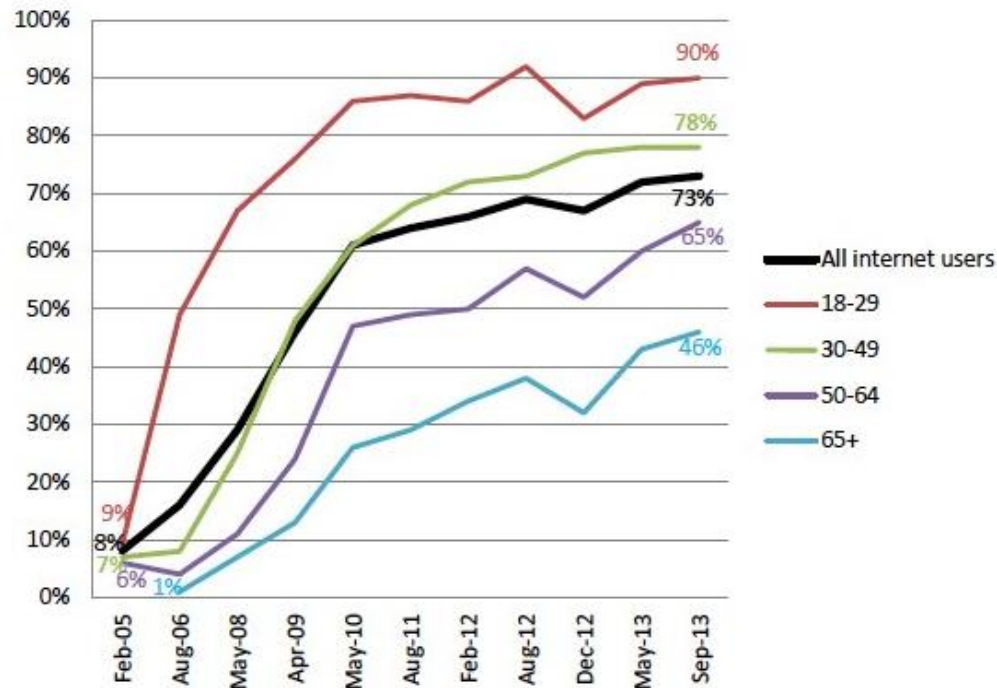
A broad range of online activities are carried out on a smartphone as least as often as a computer.

Q: Who uses Social Media?

A: EVERYBODY

Social networking site use by age group, 2005-2013

% of internet users in each age group who use social networking sites, over time



Name the Top 5 Social Media Platforms

(in Australia, based on users)



The Top 18 Social Media Channels

1. Facebook – 14,000,000 users (steady)
2. YouTube – 13,900,000 UAVs
3. WordPress.com – 5,700,000
4. Instagram – 5,000,000 Monthly Active Australian Users (Facebook/ Instagram data)
5. Tumblr – 4,300,000
6. LinkedIn – 3,725,000
8. Twitter – 2,800,000 Active Australian Users approx
7. Blogspot – 2,600,000
9. WhatsApp – 2,400,000 Active Australian Users
10. TripAdvisor – 2,150,000
11. Snapchat – 2,000,000 approx Monthly Active Australian Users
12. Tinder – 1,600,000 Australian users (estimation)
13. Yelp – 1,450,000
14. Flickr – 620,000
15. Pinterest – 320,000
16. Reddit – 135,000
17. MySpace – 87,000
18. Google Plus – 60,000 monthly active Australian users approx (estimation *revised*)

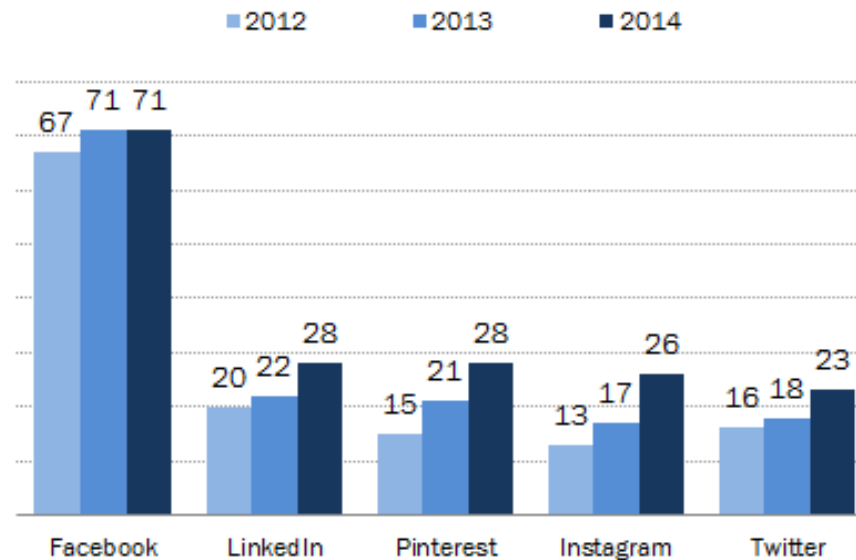
Facebook

facebook®

Why Facebook?

Social media sites, 2012-2014

% of online adults who use the following social media websites, by year



Pew Research Center's Internet Project Surveys, 2012-2014. 2014 data collected September 11-14 & September 18-21, 2014. N=1,597 internet users ages 18+.

PEW RESEARCH CENTER

YouTube



YouTube – the year of video

- YouTube has more than 1 billion users
- 300 hours of video are uploaded to YouTube every minute
- 4 billion video view per day
- 6 billion of hours of video watched per month
- Half of YouTube views are on mobile devices

Who the heck is Bratayley?



Bratayley ✓



Subscribe

1,470,487

Bratayley is



Annie Grace
WEB VIDEO STAR

#247

Most Popular

★ Boost

BIRTHDAY December 5, 2004

BIRTHPLACE Georgia

AGE 10 years old

BIRTH SIGN Sagittarius

Bratayley
September 3 at 9:24am · 🌐
On set live from Sydney! #starwars #ad (earlier this morning)



BRATAYLEY
GOES INTERNATIONAL
SYDNEY, AUSTRALIA
WESTFIELD PARRAMATTA
OUTSIDE OF TARGET

COME MEET US TODAY, SEPTEMBER 10TH AT 6:30 PM
Like or comment as one of the Pages you manage.

HANG OUT WITH
BRATAYLEY
FOR THE FIRST
TIME EVER

PLAYLISTLIVE DC ON SATURDAY, SEPTEMBER 5TH AT 3:30 PM

LIVE FROM WASHINGTON, D.C.!

BRATAYLEY
#PLAYLISTLIVE



Is it worth it?

YouTube channel:
DisneyCollectorBR

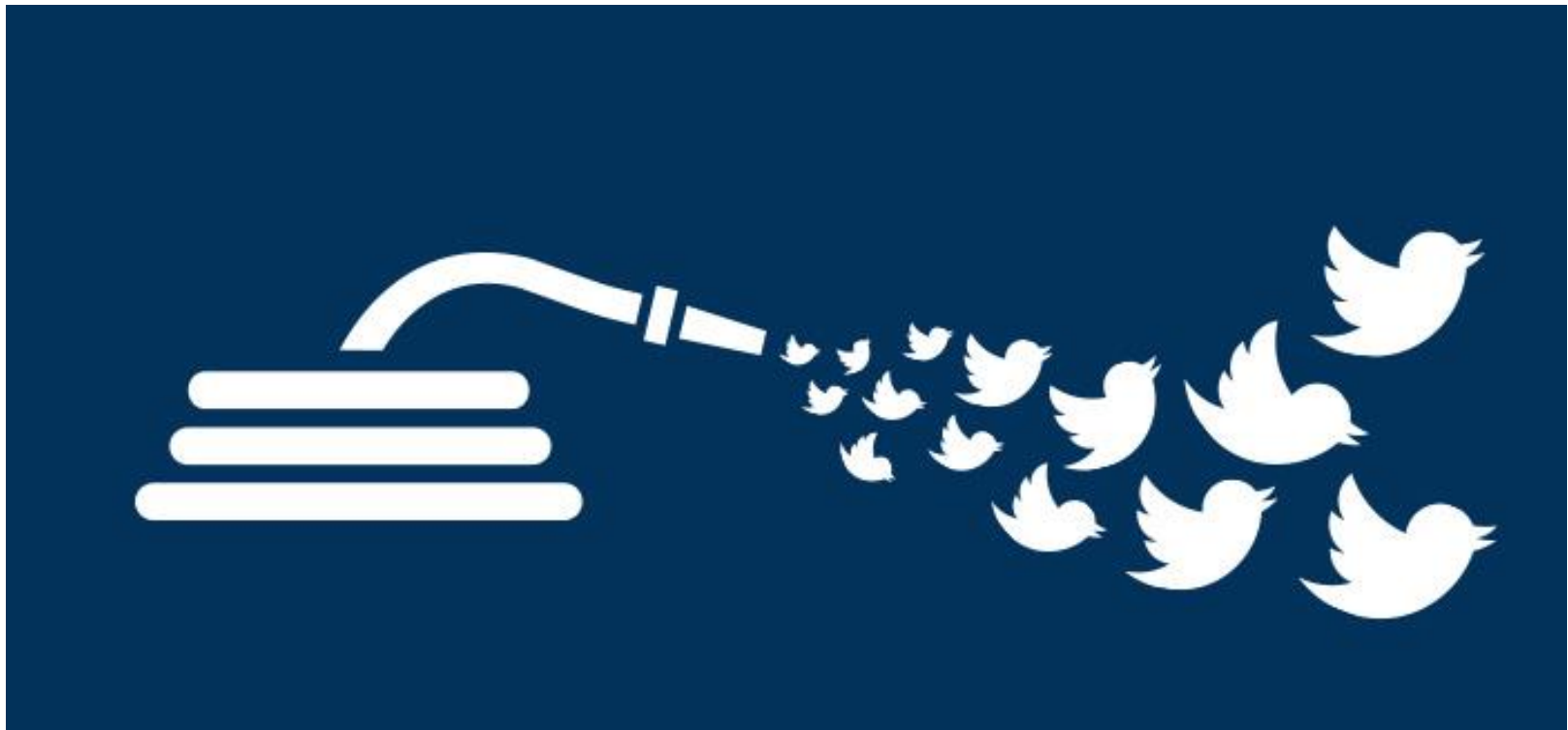
- Over 2.6 billion view
- Over 3,735,720 Subscribers
- Average views (approx.)
3million
- Highest rated Australian TV
show 2014 – ALF Grand Final
– 2.813m
- Estimated 2014 earnings
- \$5 million



Twitter



Twitter – should you use it?



Instagram



Instagram

Instagram

The screenshot shows the Instagram mobile app interface. At the top, there's a navigation bar with a home icon, the word "Instagram", and a "Log in" button. Below this is a grid of image thumbnails. The main content is a post from the user "australia". The post features a large, vibrant sunset photograph over the ocean with people in the foreground. To the right of the image is the post's text and a list of comments. The comments are from users like "balitrueliving", "patti_kool_hair", "nathaliara", "_saatabai", "chloemossman", and "nathanmiguell_". At the bottom of the post is a comment input field with a heart icon and a "Leave a comment..." placeholder.

australia
6 hours ago
Last night's #sunset at Surfers Point in @margaretriver... what more can we say other than wow! This renowned surf region in #westernaustralia is known for its world-class waves, and has over 75 excellent surf breaks spread over 130 kilometres of pristine coastline, from Cape Naturaliste to Cape Leeuwin. Photo: @discovermargaretriver

3blam, dragon64671, diana8akmatjanova and 35.2k others like this.

balitrueliving
Looks like to Bali 🇮🇩

patti_kool_hair
Too cool!

nathaliara
@mafernoriega

_saatabai
@nathanmiguell imagina fazer umas fotos , com esse lugar

chloemossman
@mathyde

nathanmiguell_
@_saatabai aah nam da nara kkkk

Leave a comment...

Pinterest

Pinterest

Pinterest

HOME NEW STUFF TOP 50 GIFT FINDER

HOME & LIFESTYLE FOOD & DRINK GADGETS NSFW CLOTHING & ACCESSORIES WRB PRINTS TOYS & GAMES BOOKS LAST CHANCE SHOW ME EVERYTHING

NEW **EXCLUSIVE** **NO.3 - TOP 50**

SMARTER COFFEE

THE WORLD'S FIRST WIFI COFFEE MACHINE

- ✓ Wake up and smell the coffee - literally
- ✓ Control your coffee machine with your smartphone or tablet
- ✓ Grind and brew fresh coffee beans automatically, on demand
- ✓ Adjust the strength to suit your own personal tastes
- ✓ Brew a single cup or 12 at once with the included Smart Carafe
- ✓ Won't charge you £5 per cup and spell your name wrong

£149.99
WITH FREE DELIVERY

PRE-ORDER Expected 28 May 2015
Email me when available

add to wishlist

DESCRIPTION

It's not just for all the hard-working baristas across the world; sadly your favourite hot drink heroes that brought us the iKettle have now become the world's first WiFi coffee machine.

Just like a French press, everything is controlled with a few gentle touches. This futuristic appliance makes delicious coffee straight from bean to cup in one fell swoop.

Whether "on demand", so whether you're sipping solo or getting a caffeine-deprived co-workers, you won't waste a single bean. With the Smarter Coffee you can brew a generous **12 cups at once** and there's even a social feature that lets you send and receive drink requests from other users. Genius.

Smarter Coffee not only gives you the option to decide how coarse your coffee is, it also lets you **choose the strength of your coffee** so that it's just what you need - pleasantly subtle as a light afternoon pick-me-up or a strong dose of effects of last night's reckless indulgences.

As a successor there's a **Welcome Home mode** so your cuppa is always ready for you the moment you step through the front door, and thanks to the **Wake Up mode** you can literally wake up and smell the coffee every, single, day.

Smarter Coffee is soon to be pride of place on kitchen counters, office desks and bedside tables everywhere - **mornings will never be the same again.**

1,189 128 4 189

Pinterest

The screenshot displays the Pinterest interface for the 'weddings' category. At the top, there are navigation tabs for various wedding topics: Ideas, Dresses, Invitations, Venues, Hairstyles, Photography, DIY, Rustic, Beach, Vintage, Favors, and Flowers. Below these are filters for 'All Pins', 'Your Pins', 'Pinners', and 'Boards'. The main content area features a grid of pins:

- Pin 1:** '19 Wedding Photos That Are Nothing Short Of Magical' from The Huffington Post. Description: 'Hanging string lights make you feel like you're in an enchanted forest'. Source: Getsy Reits Wed.
- Pin 2:** 'Elegant Bel Air Estate Wedding' from Style Me Pretty. Description: 'The lighting and decor at this wedding is crazy gorgeous! See more of the wedding here: www.StyleMePretty... Photography: DocuVita.com - Floral Design: BradAustin.com Event Design - SamanthaScottEven...'
- Pin 3:** '31 Impossibly Romantic Wedding Ideas' from BuzzFeed. Description: 'Have each guest write a date night idea on a popsicle stick for your "date night jar."'
- Pin 4:** '20 Spectacular Wedding Centerpiece Decor Ideas' from MODwedding. Description: '20 Spectacular #Wedding #Centerpiece Decor Ideas. To see more: www.modwedding.co... #weddingcenterpiece'
- Pin 5:** '24 DIY Decorations That Will Make Any Wedding Look Like A Million Bucks' from BuzzFeed. Description: 'Whether you're using candles or lanterns, it's easy to get innovative with lighting. 124 DIY Decorations That Will Make Any Wedding Look Like A Million Bucks'

A 'Wedding Planning Timeline' infographic is also visible, detailing tasks from 12 months before to 6 weeks before the wedding.

LinkedIn

LinkedIn  TM

LinkedIn

The screenshot shows a LinkedIn profile for David Perkins Nice. The page layout includes a top navigation bar with 'Home', 'Profile', 'Connections', 'Jobs', and 'Interests'. A search bar is located at the top right. The main content area features a post from David Perkins Nice with a comment box. Below this is a sponsored advertisement for 'Criterion Conferences' with the headline 'Win a FREE PASS - Evaluation & Evidence-based Policy Conference'. The ad includes a survey link and a brief description of the conference. Further down, there is a post by Sara Berry titled 'How My Twitter Following Went from 250 to 253 in Just One Week!', which includes a small image of a whale and a text-based post. Below Sara's post are several comments from other users, including Kim Herbst, Janet Henson-Webb, Wade Shepard, and Mitchell Blatt. The right-hand sidebar contains several sections: 'Business Services' with sponsored job listings from Devlin Alliance, Gruden, Cox Purtell, and M&T; 'Groups You May Like' featuring 'Australia Business and Professional Network', 'Social Media Today', and 'Australian New Media'; and 'Companies You May Want To Follow' listing various brands like Optus, Fenton, Globus, HTC, Mentor, and Recco. The footer of the page includes 'About | Feedback | Privacy & Terms' and the LinkedIn logo with '© 2015'.

Blog

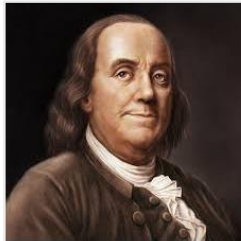


Blog

Why Benjamin Franklin Would Have Been Great At Social Media

25/2/2014

0 Comments



Benjamin Franklin was once quoted saying, "If you fail to plan, you plan to fail" and with the New Year underway, this is the perfect quote to remember when driving your social media engagement for 2014.

I often get asked by people attending the [Illawarra Digital Enterprise Program](#) how to USE social media. It seems easy to join a social media channel but once you complete the set-up, the next question is usually "now..... how do I use it?"

This is where Mr Franklin was right – you need a plan. Start by asking yourself some questions using the 5 W's as a guide.

 Like { 5

 Tweet { 2

0 Comments

[Read More](#)

And finally **WHY** – the most important question.

- Why are you planning to use social media?
- Will it be for communicating? Gathering feedback?



Call to Action

all the above?

Understanding this will help define your Who, What, When, Where and Why.

Once you write down your answers, visit the [Digital Business website](#) and attend an [Illawarra Digital Enterprise Program workshop](#) to understand and learn about the different social media channels and digital strategies.

Although your social media may not be as grand as one of Benjamin Franklin's inventions such as the Franklin Stove, the lightning rod or bifocal glasses, do what Benjamin did. Start with a plan.

- Leigh Jewiss

 Like { 5

 Tweet { 2

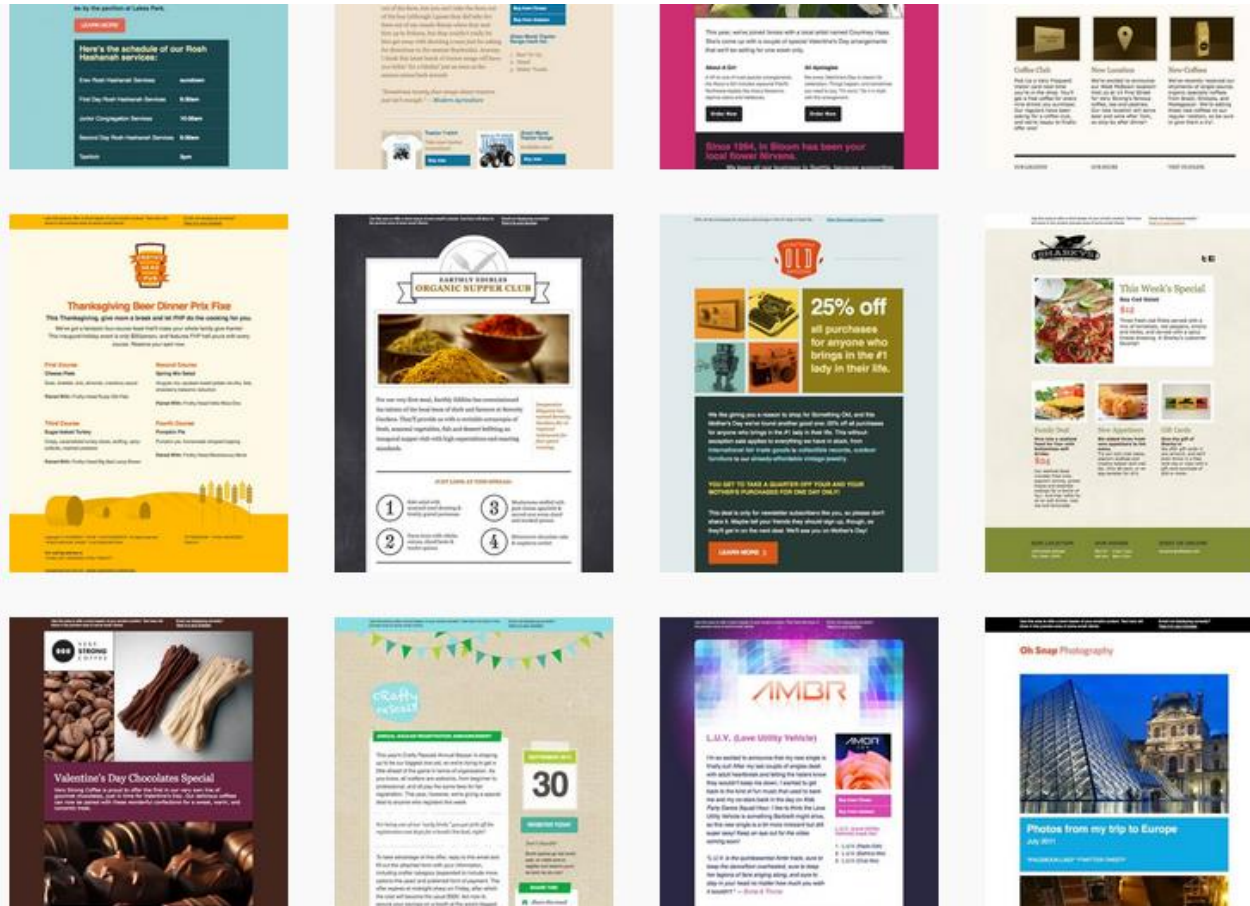
0 Comments

Newsletter



MailChimp

Newsletter



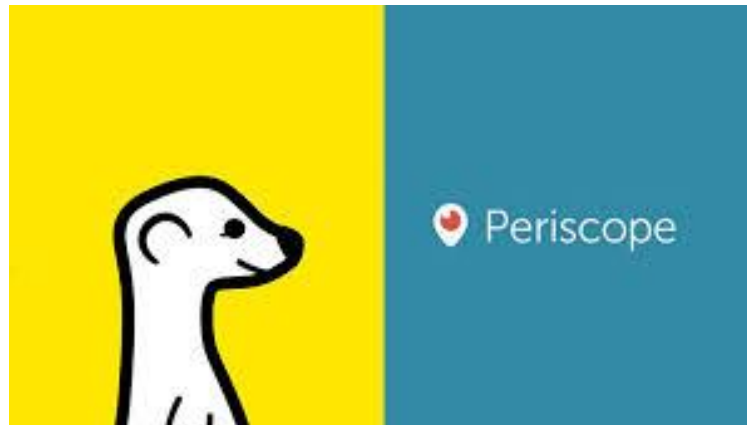
The others.....

Google+



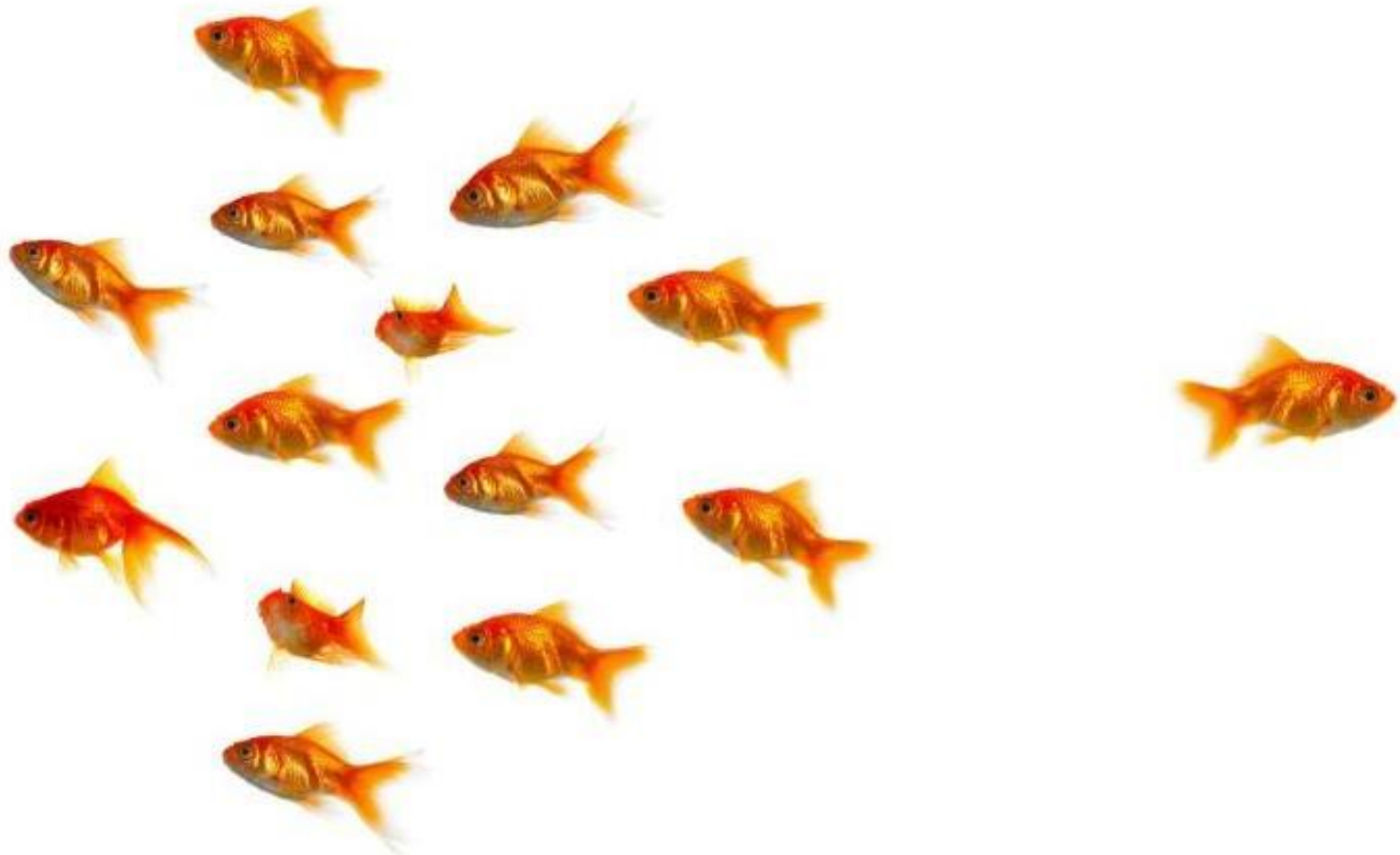
Vine

Quora

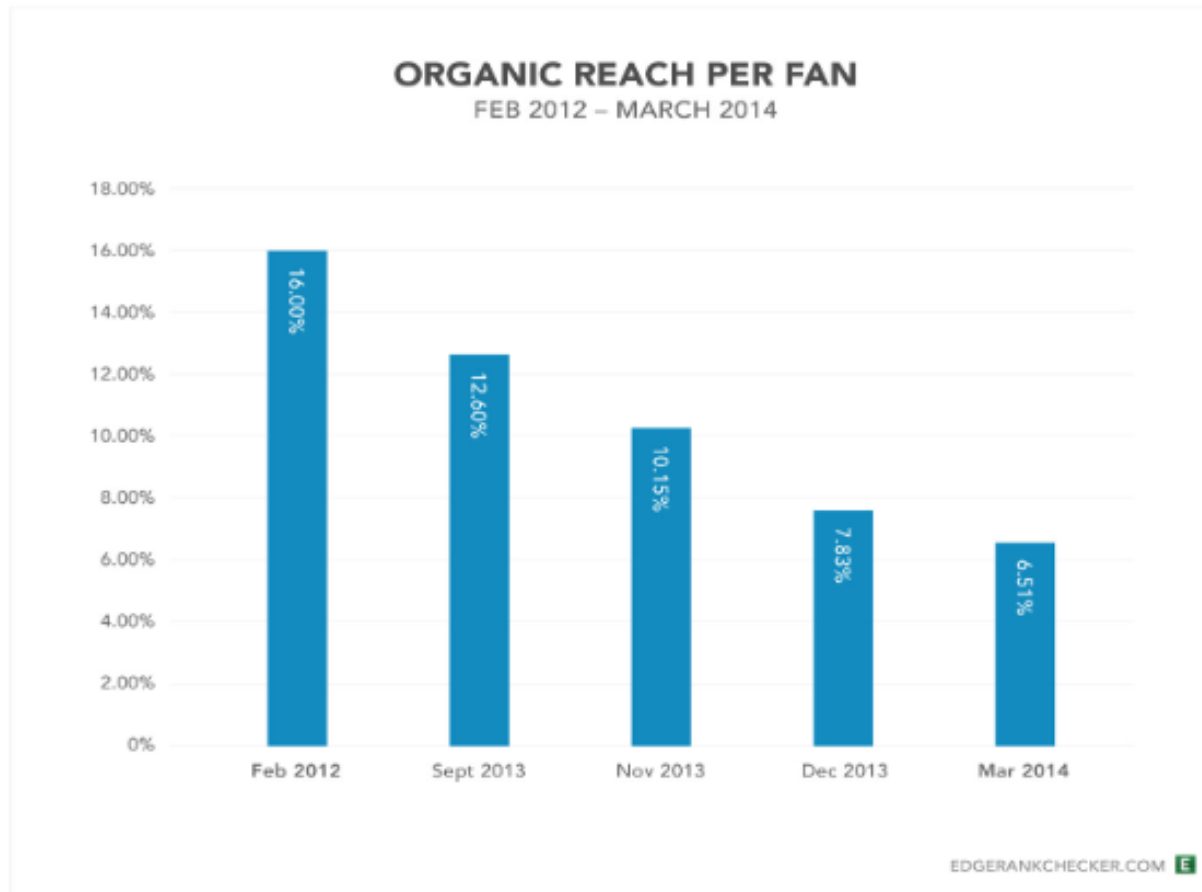


tumblr.

How to Get Notice on Social Media



The Decline in Reach

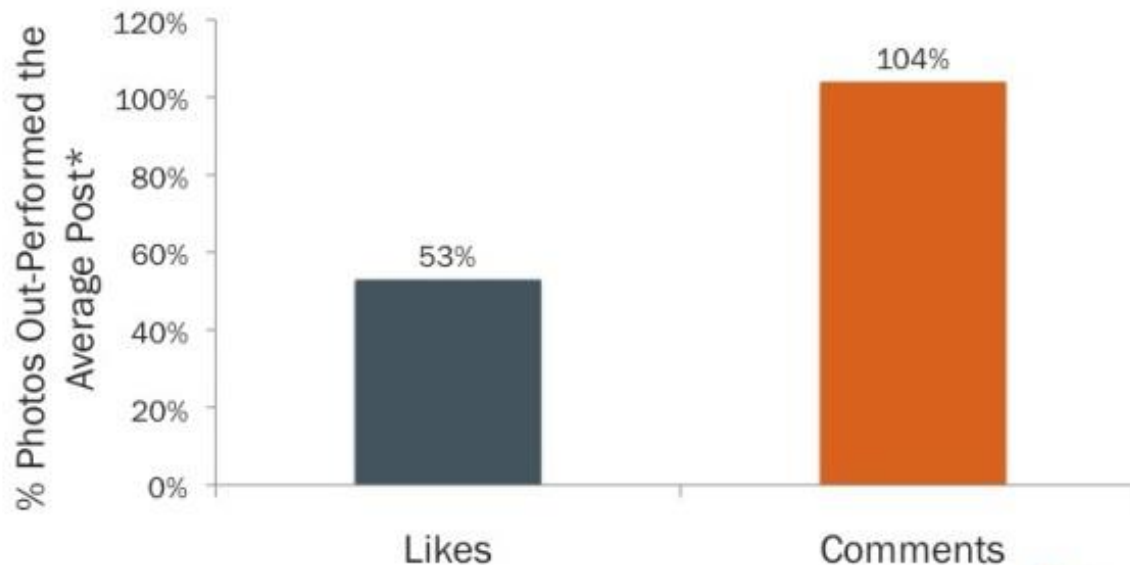


Guidelines



Fine Tuning the What & the Where

Facebook Photos Generate Higher Engagement Than the Average Post

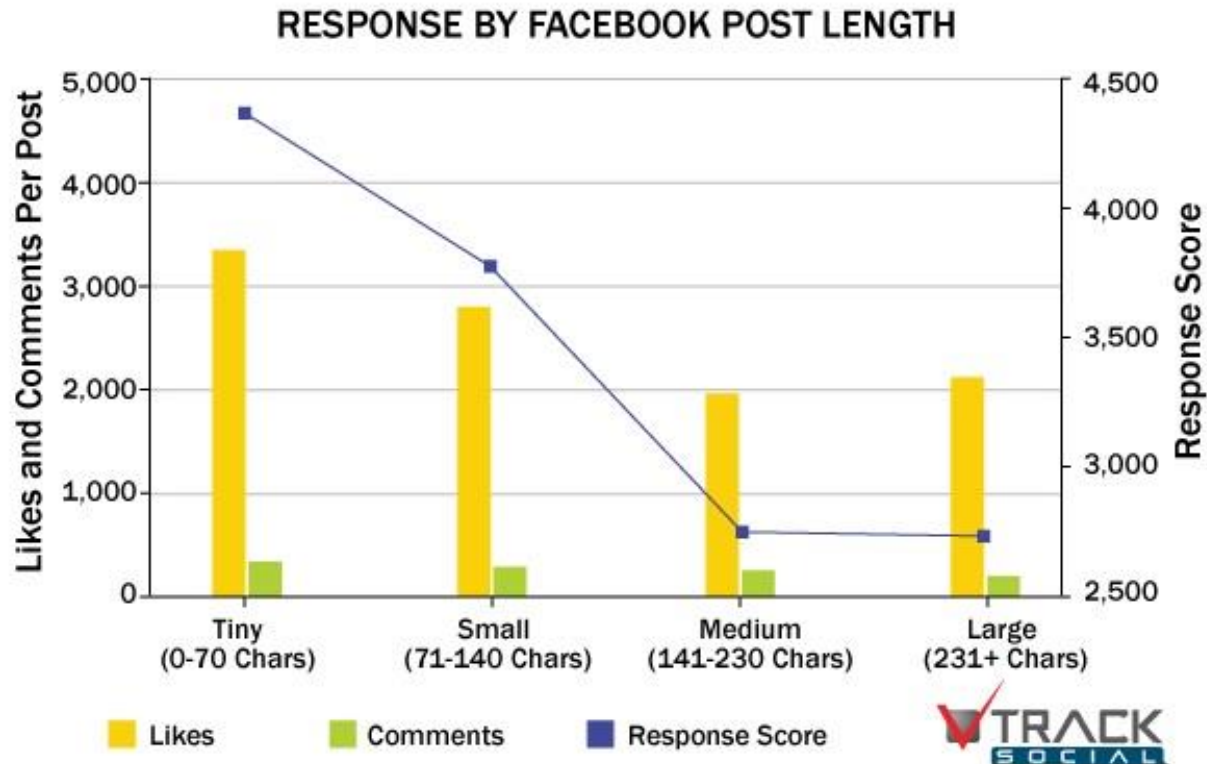


HubSpot Study of 1,545 B2B and B2C Companies
in October, 2012



*Average post includes performance of link, text, and photo posts.

Fine Tuning the What & the Where

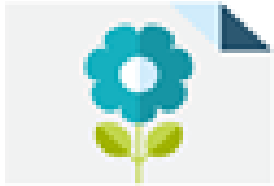


Fine Tuning the Engagement

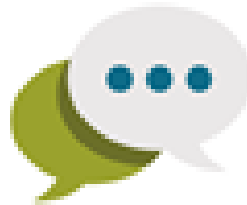
7 Ways to Ask a Question on Facebook



The NEW Rules



Post more **images** than text



Frequency:
Post daily, but at least 3 hours in between



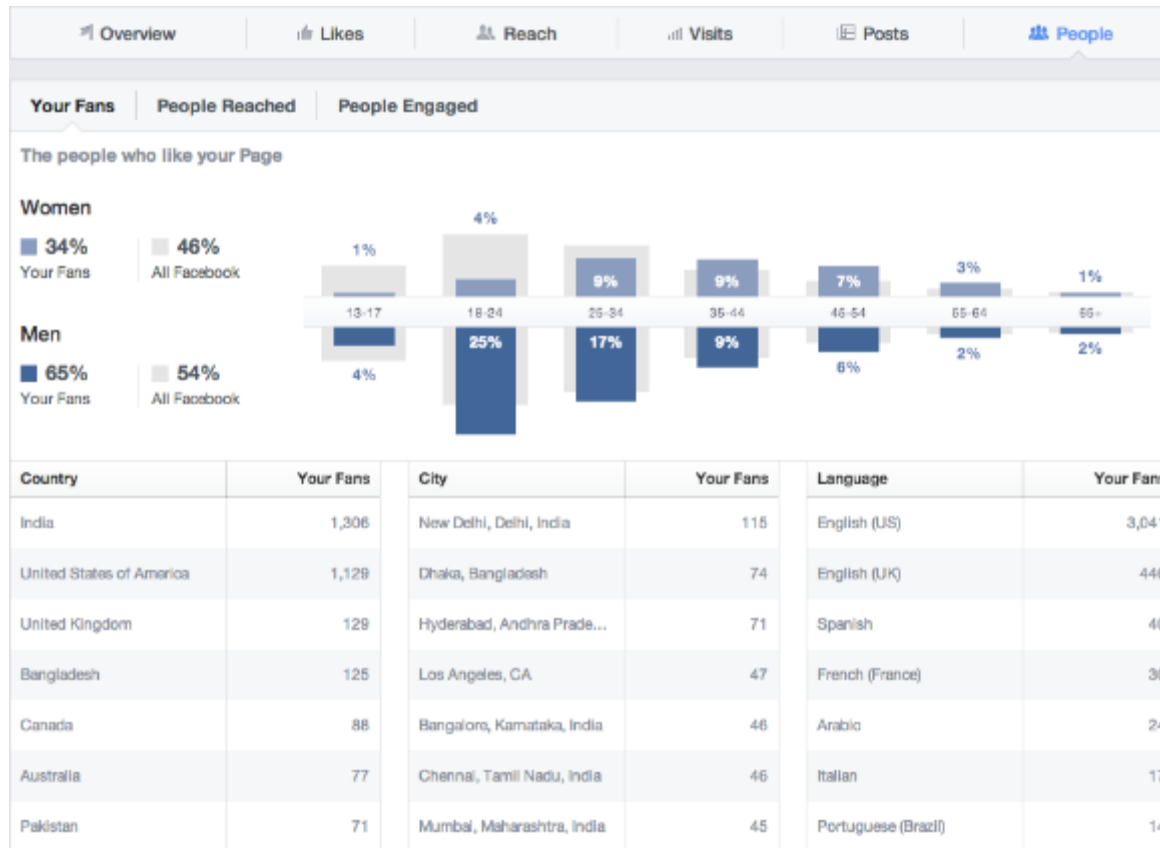
"Share" news articles instead of links

Creating the Perfect Facebook Post

A perfect Facebook post:

1. is a link
2. is visual
3. is brief—40 characters or fewer, if you can
4. gets published at non-peak times
5. follows other posts on a regular schedule
6. timely and newsworthy

Oh no! Were using the Back Up Slide



Scheduling the When

The screenshot shows the Facebook page for 'Regional Development Australia Illawarra'. The page has 246 likes and a 'Promote Your Page' button. A post by Leigh Jenkins, dated June 25, 2014, is visible. The post text reads: 'Following on from our last post about the powerful documentary Tender (showing 22nd July, 10.20pm - ABC1), the producers are also running a crowdfunding campaign to start a not for profit funeral service, including the fit out of a place. ... See More'. Below the text is a photo of hands resting on a white cloth. The post has 'Like', 'Comment', and 'Share' options. A red circle highlights the scheduling icon (a clock) in the bottom right corner of the post's interaction area.

This is a close-up of the Facebook scheduling interface. At the top, there are options for 'Status', 'Photo / Video', and 'Offer, Event +'. Below these is the text 'What have you been up to?' and the 'Regional Development Australia Illawarra' logo. A 'Schedule Post' dropdown menu is open, showing the date '6/23/2014' and the time 'UTC+10'. There is an 'Add a Time?' button next to the time. At the bottom, there are icons for a clock, location, and camera, along with 'Boost Post' and 'Schedule' buttons.

Be Aware of the WHEN

 **American Rifleman**
@NRA_Rifleman

Follow 

Good morning, shooters. Happy Friday!
Weekend plans?

Reply Retweet Favorite

28 RETWEETS 4 FAVORITES

9:20 AM - 20 Jul 12 via HootSuite · Embed this Tweet



& think about how it could go wrong



Be Aware of the message.....



Gap **@Gap** **Follow**

BE BRIGHT

All impacted by #Sandy, stay safe! We'll be doing lots of Gap.com shopping today. How about you? 4sq.com/QPVDT9

29/10/2012 14:32

A check-in at Frankenstorm Apocalypse - Hurricane Sandy

Other Great Outdoors in New York, NY

Foursquare @foursquare

Share Image



- At least 53 people died in New York as a result of the storm.
- Thousands of homes and an estimated 250,000 vehicles were destroyed during the storm.
- Economic losses across New York were estimated to be at least \$18 billion

Who has access to your Social Media?

The Joy of Tech™

by Nitrozac & Snaggy



Signs of the social networking times.

Who has access to your Social Media?



Consider these:

Social Media Policy/Playbook

- Employee Access
- Account Management
- Acceptable Use
- Conduct
- Content
- Security
- Legal Issues



CHECK OUT: <http://www.marketo.com/trust/social-media-policy.php>

Digital Strategy

What do you want to achieve?

If you don't know what you want, you can't decide what you need to do, and you won't know if you've been successful after you've done it.

Understand Your Purpose

- Understand Your Customers/Audience
- Create Your Goals/Outcomes
- Measure Your Results

Know Your Audience



Know Your Audience



Desus Nice ✓
@desusnice



Kanye has a great ear for talent. This Paul McCartney guy gonna be huge.

6:18 AM - 2 Jan 2015

↩️ ↻ 3,042 ★ 3,184



OVOJosh
@OVOJosh



I don't know who Paul McCartney is, but Kanye is going to give this man a career w/ this new song!!

↩️ ↻ ★ ⋮



:/
@CurvedDaily



who tf is paul mccartney?????!?! this is why i love kanye for shining light on unknown artists

↩️ ↻ ★ ⋮

Who is your customer?

Introducing the Customer Persona



Techie

Mike

25-34 single male
living with friends

Mike works as a graphic designer in a small agency and one day wants to run his own agency.

He's got an iPhone and a Vodafone 360 H1 by Samsung phone, one personal and one for work. He follows friends and key people in the design industry via Twitter, blogs, and RSS feeds. He uses his iPhone for work emails and his H1 for Facebook.

He uses Twitter to post updates about what he's up to with his project work as well as using it as a tool to find out what people are up to and to invite them to events. He uses Facebook to share personal photos and video and keeps a Tumblr blog to post interesting things he discovers and share them with his friends and followers.



Socialite

Zoë

18-33 single female
living with friends

Zoë is studying a Masters in International Development unsure of what the future lies ahead of her.

She is constantly using the Facebook app on her Vodafone 360 M1 by Samsung phone as well as on her PC to upload and tag photos and videos from places she's been to with her friends, as well as to find out and comment on who's been where at which club nights and parties.

She regularly texts and messages her friends to find out if they've heard about a new pop-up shop she heard about via a flyer, or one-off warehouse party started by friends of friends.



Cost-conscious

Geoff

35-49 married male
with young kids

Geoff works as a senior architect in a large practice, and has a wife and a young girl and 6-month baby boy. He thinks the time is right to start looking for a bigger home for his family.

Geoff uses his Vodafone 360 H1 to take photos and videos of prospective sites he visits. He purchased the H1 because of its ability to check email, surf the web, use apps, and take photos and video.

He loves the built-in camera and also uses this phone on holiday to take snaps of the family as it fits in his pocket and doesn't want to carry a large SLR around with him. He likes to upload his photos and video to Flickr and share them with his family and friends. He also creates photo books from his holidays snaps to give as gifts to his parents.

Sensis Social Media Report 2015

Social networking sites used	Male	Female	18-29	30-39	40-49	50-64	65+
Facebook	92%	93%	97%	93%	95%	87%	88%
LinkedIn	35%	21%	23%	34%	29%	33%	12%
Instagram	22%	29%	54%	21%	17%	12%	2%
Google+	21%	24%	20%	29%	27%	20%	16%
Twitter	23%	12%	20%	28%	16%	10%	4%
Pinterest	8%	25%	22%	18%	18%	14%	8%
Snapchat	14%	15%	38%	7%	9%	3%	-
Tumblr	6%	4%	14%	2%	2%	4%	-

Old Process



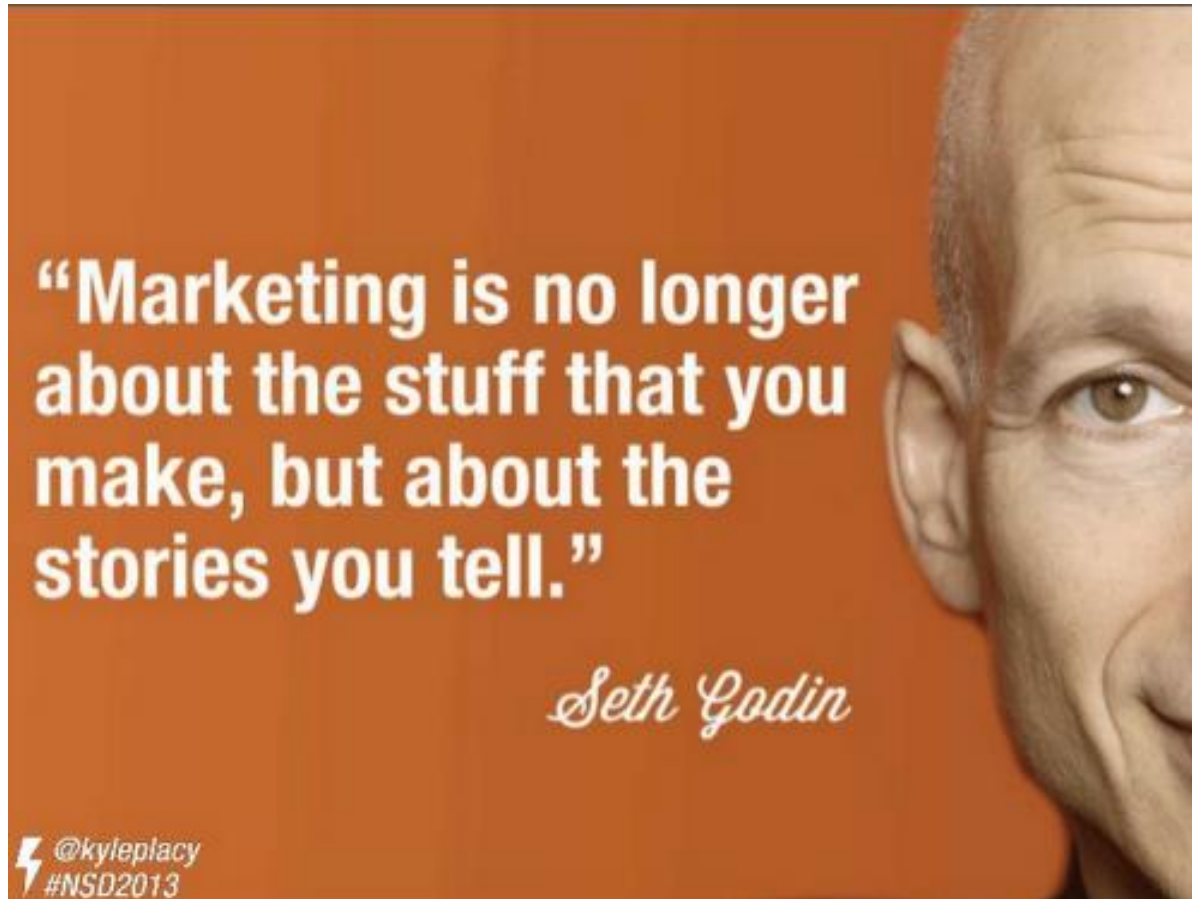
New Process



Understand Your Purpose

- Understand Your Customers/Audience
- Create Your Goals/Outcomes
- Measure Your Results

It's about the stories you tell

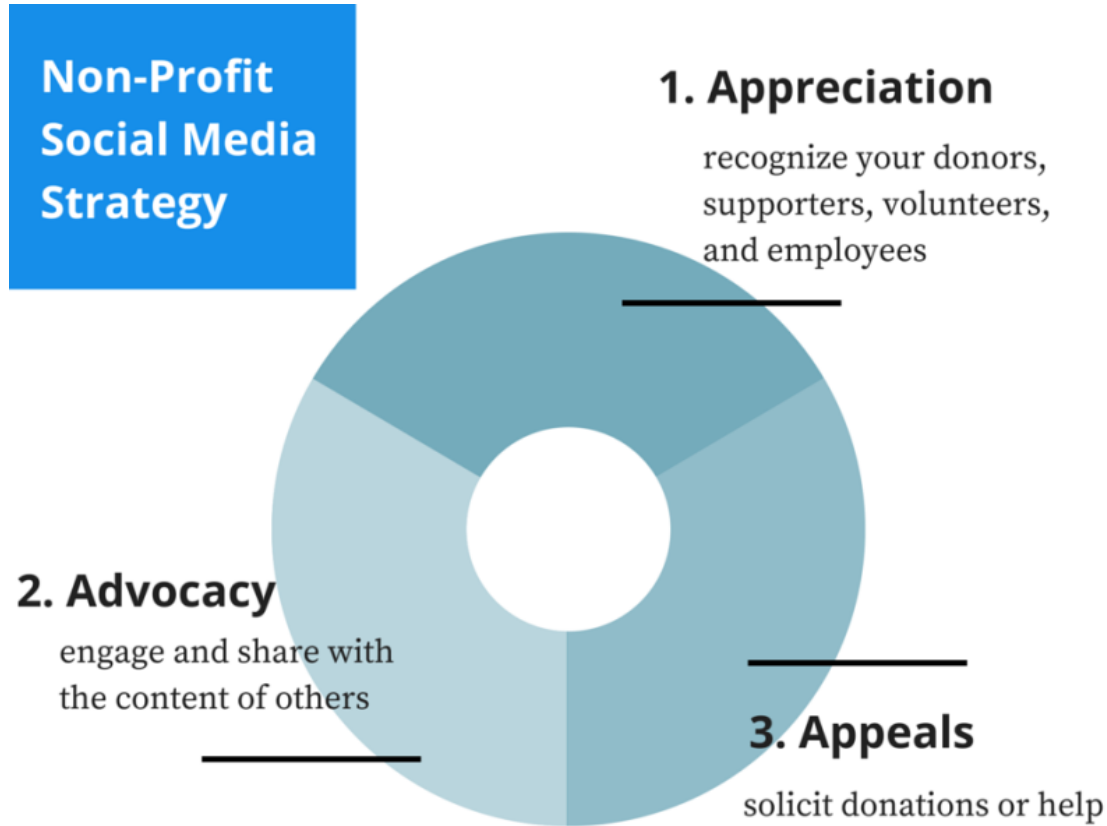


What is Content?

- Articles
- Books/eBooks
- Brochures/manuals
- Case Studies
- Information Guides
- Microsites/Web Pages
- Online Courses
- Podcasts/Videocasts
- Presentations
- Reference Guides
- Resource Libraries
- Videos
- Visual Content
- Webinars/Webcasts
- White Papers
- Product Data Sheets
- Workbooks
- Status Updates

Rule: Content should be able to communicate and engage with your customers

THE “THRESS A’s”



Digital Strategy Weekly Theme

Monday

- Behind the Scenes
- About Your NFP
- Inspiration
- Created by Leigh

Tuesday

- Services
- Description
- Testimonials
- Created by Sarah

Wednesday

- Donor of the week
- Volunteer of the week
- Success story
- Created by Natalie

Thursday

- Knowledge/Experience
- Related use
- Common issues
- Created by David

Friday

- Industry
- News
- Updates
- Created by Leigh

Purpose

- Create a better connection and relationship with the customer

Purpose

- Product/Service Awareness

Purpose

- Appreciation
- Acknowledgment
- Show outcomes

Purpose

- Build experience

Purpose

- Create content for customers to return

Delivery

- 1 x FB post
- 1 x Tweet
- 1 x Blog article

Delivery

- 1 x FB post promoting blog AM
- 1 x FB post on service
- 1 x Tweet - blog

Delivery

- 1 x YouTube video
- 1 x FB post promoting YT
- 1 x Twitter promoting YT
- 1 x Blog + photo

Delivery

- 1 x Tweet influencer re FB/web
- 1 x FB re org
- 1 x FB post – Did you know?

Delivery

- 1 x Tweet influencer re FB/web
- 1 x FB post – week in review
- 1 x news
- 1 x Friday Fun One

30 Day Challenge

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Take a picture of your workspace	Interview a staff member	Share Content from another site	Share some inspiration/quote	Share an event		
Ask a question	Post a about your services	Share an image	Promote your community	Post a Friday Fun One		
Promote your other social media channels	Promote/engage in advocates conversation	Share a story of a similar organisation globally				

7 Month Calendar

Jan	Feb	Mar	April	May	June	July
<ul style="list-style-type: none">- Event- New Years Resolutions	Strategic planning day outcomes	Community Feedback	Fundraiser Easter	Event	TAX Time	Volunteer Drive

Understand Your Purpose

- Understand Your Customers/Audience
- Create Your Goals/Outcomes
- **Measure Your Results**

Metrics 2 Measure

facebook

- Likes
- Reach
- Engagement

twitter 

- Followers
- Impressions
- Engagement
- Conversion

You Tube

- Views
- Subscribers

10 Tips for Understanding Social Media

1. It takes time and patience to build a Social Media audience – it does not happen overnight
2. Social Media is not free – it takes time and effort
3. Understand different channels have different audiences
4. Use social media for social proofing
5. Numbers don't matter – content is king!

Tips for Understanding Social Media

6. Update regularly, give me a reason to visit/follow you
7. Decide how public or private you want to be
8. A picture says a thousand words – be visual
9. Understand that Social Media is a channel for conversation – if you wouldn't say it/do it in real life, don't do it on Social Media
10. There is no such thing as temporary on Social Media

Things to do next.....

Goal Setting

Name the top five goals you want to achieve through using social media.

Break down each goal and how you are going to achieve them.

What tools and platform/s do you think are the most suitable to achieve your goals?

What training is needed?

How are you going to measure the success of your social media presences?

Things to do next - Support

- visit www.rdaillawarra.com.au/social
- [Go & Like – RDA Illawarra Facebook Page](#)
- [Go & Like - Illawarra Digital Facebook Page](#)
- Training Organisations such as....
 - [Illawarra Forum](#)
 - [Mayvin Training](#)
 - [ICT Illawarra \(ICTI\)](#)

www.rdaillawarra.com.au/social

Thank You

@LEIGHJEWISS

[AU.LINKEDIN.COM/IN/LEIGHJEWISS](https://au.linkedin.com/in/leighjewiss)

LEIGH@RDAILLAWARRA.COM.AU

