Social media for community groups

CAG Project, Oxfordshire
Social media stats

**2.8 billion** active users on some social media platform

**Facebook**
- Most popular - 2 billion monthly users
- 66% of users return more than once a day
- Ages 18-49
- 100 million hours of video content watched on Facebook daily

**Twitter**
- 328m users monthly
- Mostly 18-29 year olds

**Instagram**
- Fastest growing network
- 700 m users monthly
- Younger audience: 90% of Instagram users are under 35
- 51% of users log in daily

**YouTube**
- 1.5 billion users
Facebook

Group or page?

**Facebook Page** – public profile of organisation where you can broadcast posts
- Always public
- Anyone can become a fan and ‘like’ your page

**Facebook Group** – where supporters and members can interact with each other. Not necessarily a place to broadcast the same content.
- For small group communication
- People can talk to each other
- Often formed around a common interest or hobby

Tips for Facebook

• Post **1-2 times** a day
• Interact with followers and engage with people – comment on and ‘like’ posts
• ‘Like’ other pages/organisations/groups as your page to see what they’re doing and share content

Events

• List all upcoming events on Facebook
• Share them in posts
• Invite followers
Tips for Twitter

- Post **4-16** times a day - Twitter is an incredibly busy place – need to shout more than Facebook to be heard!
- Tweets with images receive 18% more clicks
- Re-tweet and share other people’s content
- Mention others in posts using @
- Use relevant/original hashtags
- Include links and videos
Tips for Instagram

• Post regularly, but doesn’t need to be every day
• Post a mix of fun images and organisational images
• Connect to your Facebook account
• Follow people from your other social media accounts
• Use popular and relevant hashtags
• Engage with other people by liking their content
• Use Instagram video
• Show behind the scenes stuff, e.g. setting up for event
• Post images that are engaging and interesting

Resources: Instagram for business blog: https://business.instagram.com/blog/
Tools for social media

- **Buffer** to help schedule
- **Tweetdeck** or **Hootsuite** to organise content and schedule
- **Canva** to create images
- **Piktochart** to create infographics and images
Think about Content

• Be yourself when writing!
• Be clear and concise in your messages
• If producing video, think about image quality and sound
• Images, make sure you always have permission to use them
• You are a community group with a purpose, post about what you’re passionate about!
Ideas for content

✓ Events
✓ Recruiting new volunteers
✓ Campaigns
✓ Interesting news article
✓ Supporting other groups events and activities
✓ Achievements & successes e.g. awards won
✓ Ideas for future projects
Top Tips

Post a range of content and mix it up!

• Text
• Links – to your own website but also other sites
• Video
• Images

Also,
• See what other people post to get a feel for the site
• Share content and interact with other people!
Monitoring and getting better

Use monitoring and analytic sites to see what posts do well and resonate with your audience

- Twitter analytics
- Facebooks Insights
The CAG Project

General guides to get you going:

How to set up a Facebook Group
How to set up a Facebook Page
How to set up a Twitter profile
How to set up Instagram profile

Other useful resources:

http://locality.org.uk/resources/social-media-toolkit-twitter-facebook/
https://blog.hubspot.com/marketing/state-of-social-media-demographics
https://hootsuite.com/en-gb/resources