Do you want to promote your women's organisation on social media?

An **introductory guide** to **social media marketing**

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Reasons to promote your charity:

- Engagement
- Recruitment
- Fundraising
- Awareness raising/campaigning - engaging politicians and key policy-makers
- Generating mainstream media attention
- Celebrity endorsements/influencer marketing

What do you want?

Can you say what you are, what you do and why us in less than 30 seconds?

All staff and trustees should be able to say in one sentence why you are the charity of choice and what you stand for.

The overall aim of marketing:

To raise the profile of your charity and raise the calibre of its reputation.

Main social media platforms:

LinkedIn

- Professional audience
- Increasingly popular for business use
- Useful for promotion of training, recruitment, blogs, campaigning

Twitter

- General audience
- Fast turnover and useful for responses
- Campaigning, engaging, conversations with stakeholders, fundraising, supporting supporters

Facebook

- General audience
- A cross between LinkedIn and Twitter in that content can be longer and aimed at an over 30s audience
- Can set up events, recruit, campaign

Instagram

- General audience
- Similar to Twitter, but slightly younger age range

TikTok

- Young audience
- Rapidly growing video-based platform

You may need to think about a different 'voice' or function for each platform.

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Social media tips

Set goals and intentions

Create a media plan – **set yourself clear targets**. Be realistic about your goals and your time constrains/capacity.

Who is your audience, what is your intention – what would you consider a 'success.'

Decide on your message

Think about a balance in your social media – be careful not to ask too much of your audience. **Prioritise types of content like this:**

1. Articles, chat, engagement – be part of the wider conversation.
2. Info on charity: stats, impact, training, case studies, quotes etc.
3. Help us (fundraising) – if you keep asking then people will stop listening.

Determine your 'voice'

Think about the 'voice' of your organisation – are you 'warm and fun' or 'professional and focused.' **Knowing your voice makes it easier** for you to create social media content and can also be part of your brand.

Define your visual brand

Try to create a consistent look with brand colours, fonts and logos so that people can easily recognise your organisation's social media content – this will also make you more memorable.

Establish a social media policy

This can be a few bullet points on the **tone, aims and identity** of your accounts. You may also want to create some standard responses to common questions and include some thoughts on how you will react if you get negative comments/complaints on social media.

This should also include a reminder about data protection and not sharing images without consent or sharing personal information.

Create a schedule and stick to it

Only set up social media if you are going to use it – it's better to use one platform well than have four left unattended. **Be realistic about your capacity** and decide on a schedule based on this - **quality over quantit**y.

If you know you can only manage one Instagram post per week, that's okay – pick a date and time for your weekly post and try to stick to it.

If you're able to post **several times a week**, you may like to allocate certain themes/types of posts to certain days like this:

- Mondays – Info posts
- Tuesdays – Training Posts
- Wednesdays – Campaigning Posts
- Thursdays – Client stories/Case studies
- Fridays – Fundraising Posts
- Weekends – News articles and events

If you're able to post **multiple times per da**y on Twitter, you could organise like this:

- 8am–10am: News responses
- 10am–12pm: Training
- 12pm–4pm: Promotion
- 4pm–6pm: Recruitment

There are many free scheduling tools that could help you stay on track:

- Later for Instagram, Twitter, Facebook and LinkedIn
- Facebook Creator Studio for Facebook and Instagram if you have a Facebook business 'page'
- Twitter for desktop and TweetDeck for Tweets
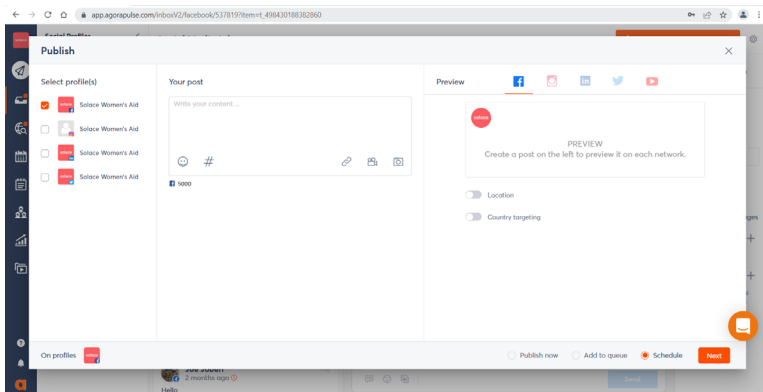
Image: Agorapulse screenshot

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Solace Women's Aid is a charity registered in England & Wales. Charity Number 1082450. Company Number 3376716.

Find hooks for your content

Use awareness days/special days as a hook for your message e.g. Solace's message on Valentine's Day to raise awareness about controlling behaviours.

Include these days on a **shared list/content calendar** (e.g. on Google Sheets) so you can plan ahead e.g. talking about gifting in the lead-up to Christmas and not just posting on the day.

Vary your visual content

People like images - they are more likely to stop for a good image or a video (keep them short – under 20 seconds). **There are free design packages** such as Canva that are simple to use and effective in creating infographics, dynamic images and videos.
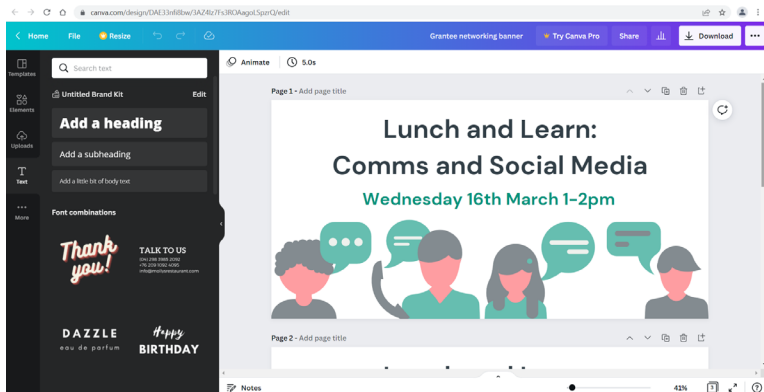

Image: Canva screenshot

Don't be afraid to reuse and recycle content

Unfortunately, people move on quickly and won't remember everything you post. You can create **a bank of stock posts** about your organisation and how people can access support and share these periodically.

Engage with your audience

Respond to questions and feedback whether positive or negative and take this on board. See what content people like and engage with, **get to know your audience** and what works and what is less successful. Tag accounts using '@' when relevant.

Try using polls – most of the platforms create these easily for you and it is good way to get people's attention.

Use these polls to discover information that is useful for your organisation such as 'Do you know how to access Lasting Powers of Attorney?' You can then do an info post on 'How to…' in response.
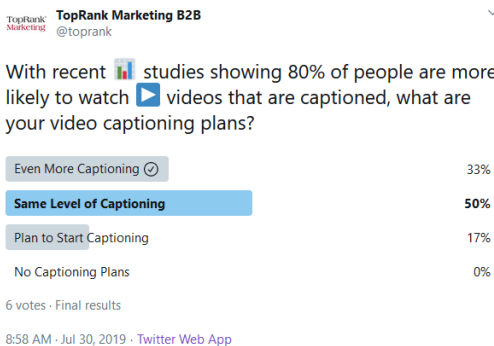

Image: Twitter screenshot

Monitor your engagement

Identify what your best performing posts have in common and post more of the same style. This could be as simple as looking at the number of likes, or looking at detailed analytics via 'Insights' on your Instagram business page.

Image: Agorapulse screenshot

Got some tips to contribute? Get in touch.

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