



Social Media Toolkit



It's what we do



Contents

Hello and welcome to your Co-op Social Media Toolkit!

Whether you're a total social novice, tweeting pro or somewhere in between, we hope that this toolkit will give you the confidence to understand the benefits of building an engaged social media community when sharing updates about yourself and Co-op.

What this guide covers:

- Each of the social media platforms and what makes them different
- Best practice for sharing on Social Media
- How to build an engaged network
- How to capture great content

If you have any questions, then please reach out to the Co-op Social Media Team at social@coop.co.uk



Policies to be aware of

There are 2 crucial policies to be aware of if you plan on using social media to talk about work:

Social media policy

This is a set of guidelines and principles that are designed to help protect both you and our brand when you're sharing on social media.

Please familiarise yourself with the policy before sharing anything on social media. You can see the full policy [here](#).

Our social media accounts policy

This policy means that we do not allow the creation of any unauthorised social media accounts for a store, depot, area, region, Funeralcare home, or any other part of our business:

Creating any social media accounts, whether branded or non-branded, for a food store, area, region, department, depot or Funeralcare home without the Co-op Social Media Team's express consent is prohibited. The only social media Accounts which are affiliated with Co-op that are permitted are ones which have been granted, or can be accessed, by the Co-op social media Team. All other accounts are in breach of this social media policy.

You can see a full copy of this policy [here](#).



If you have any questions, then please reach out to the Co-op social media Team at social@coop.co.uk

1. Our social media principles



Our social media principles

Why should I use social media?

More than 2/3 of the UK population are on social media and 96% are active monthly users

Social media is a powerful tool that can help to build online communities of people who have things in common. Whether this is your network of friends on Facebook or a group with a shared passion, social media gives us the chance to connect with people from all around the world!

What do brands use social media for?

We've built an online community of people who have something in common; they care about Co-op! So, our role as a Social Media Team is to share updates about things they care about. Whether this is about local causes, updates about campaigns from across all our businesses, or content to inspire, we're constantly looking for ways to engage with our audience.

What should I use social media for?

You should not be setting up an account for the area of the business in which you work, whether Co-op branded or not. Instead, you should be using social media to share YOUR story, as a Co-op colleague. People are 10x more likely to trust a message on social media when it comes from a person, not a brand, so we rely on our colleagues to be our **"Co-op Influencers"** and be real-life advocates for our brand.

Great things colleagues can share include:

- Fundraising
- Pride
- Things you're proud of
- Congratulating other colleagues
- Content from Social Hub

Colleagues should not be sharing:

- Corporate or sales messages (unless coming from Social Hub)
- Images of other people without permission
- Posts that may reflect poorly on our brand, as per the Social Media Policy



Social Hub

What is Social Hub?

Social Hub is your one-stop-shop for Co-op social media content.

Social Hub is available to Co-op colleagues across the business and allows you to log in and share content to your personal social media profile in exchange for points. And points = prizes.

Log in here:

coop.co.uk/socialhub


Check out our step-by-step user guide [here](#)

! TIP

Starting out on social media can be daunting. So start small. Like other people's posts. Feel more confident? Leave a positive comment. Share other people's content if it's relevant.

Starting out by just engaging with others is a good way to build confidence.

And remember the more you engage with others, the quicker you'll build a community who will engage with your content when you start sharing



The screenshot shows the Social Hub website. At the top, there's a header with the Co-op logo and the text 'Social Hub'. Below the header is a large image of three smiling people (two men and one woman). Overlaid on the bottom of this image are two buttons: 'Join' and 'Login'. Below the image, there are two columns of text. The left column is titled 'Need help?' and contains a link to the FAQs and help pages. The right column is titled 'Why join' and describes the benefits of sharing content, including earning points for a prize draw and winning prizes like a £50 straight on to your Co-op Membership Card. At the bottom left, there is a small logo for 'Powered by Sprinklr'.

Social Hub

Join **Login**

Need help?
Check out our FAQs and help pages here:
<https://blog.coop.co.uk/social-hub/>

Why join
Share Co-op content to your social media profiles in exchange for points. Earn enough points to enter our prize draw each month and you could win some amazing prizes, including £50 straight on to your Co-op Membership Card!

Powered by Sprinklr



Facebook

What makes Facebook special?

Facebook is one of the most popular social media platforms, with almost 45 million users in the UK alone.

Since it launched, the way Facebook sits amongst its competitors has shifted. Facebook is now the place users go to:

- See updates from their friends and families
- Access news articles on topics they are interested in from pages they follow
- Be part of Facebook groups, whether these are community groups sharing information about their local area, or groups created for topics they're interested in

What makes Facebook great

- Facebook has a big audience with community groups already set up ready to hear your news
- The power is in people-to-people connections - you can join groups and engage with others in your community
- You can share lots of different content: text, web links, photos or videos
- Privacy settings are your friend - get to know them so you feel confident with what you're sharing and knowing who it will be seen by

How to share on Facebook

There are two ways you can share things on Facebook:

1. On your profile page where, depending on your privacy settings, your post will only be seen by people you are directly connected with (i.e. your Facebook friends)
2. In Facebook community groups, where your update will be seen by anyone in those groups

Your Facebook Bio

You can add a short Bio of 101 characters to your Facebook page. Use this space to describe who you are and a bit about you.

Note - this Bio will be publicly visible.

Your Facebook profile

You need to set up a Facebook profile, not a Facebook page.
Pages go against our Social Media Policy and will be removed.

! FACT

Facebook pages only have a very small reach of 1% of those who like your page, meaning you need money to advertise and grow a Facebook page.

The best way to reach new communities is via groups.

GLOSSARY OF TERMS:

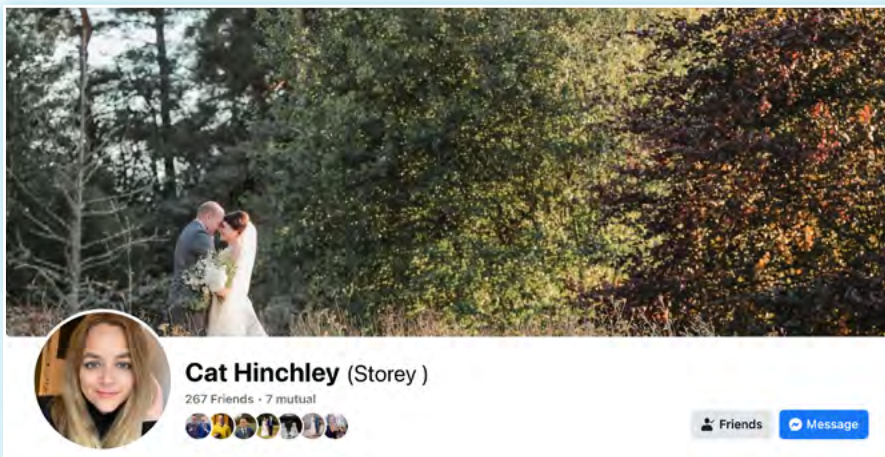
News feed - This is what you see when you log in and shows posts and updates from the pages, groups or people you are connected to

Facebook groups - These are communities built within the platform. They can be open (meaning anyone can join) or private (meaning you need to be given permission to join)

Facebook page - These are what brands use to communicate their updates - like a Facebook profile for businesses

Profile page - This is your little piece of Facebook, where you can add your own profile picture, cover image and share updates

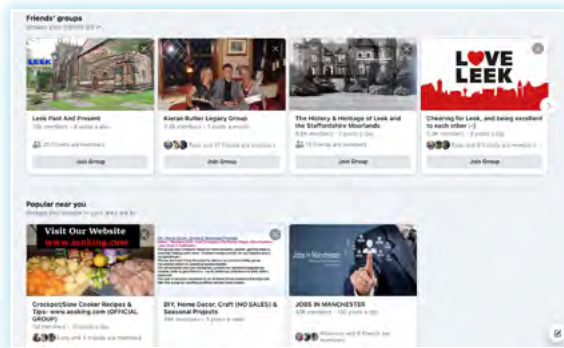
Facebook friends - These are other people who you know and are connected with, meaning you give them permission to see all of your profile and updates



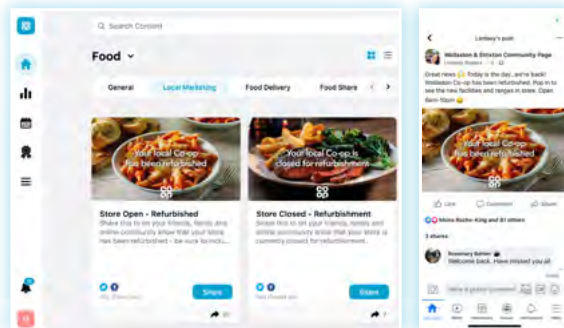
Tip for Member Pioneers, Stores and Funeralcare Homes: Facebook groups

How to use Facebook community groups

Facebook community groups are the perfect place to share updates about your Store/Funeralcare Home. Since you will be posting from your personal profile (not a branded account), your posts should be permitted by the page admins, unlike brand pages which are sometimes not allowed to post in these groups. However, we would always advise you check the group rules before posting anything.



There are loads of Facebook groups for you to get involved in ran by people in your community



Here's an example of a colleague sharing a post from Social Hub in a local community group announcing their store is re-opening. Look at how great the response is!

Check out the advice below from a colleague who shared a post from Social Hub:

Introduce yourself to the community - if you have never posted in the group before, why not do a post introducing yourself? Let people know who you are, your role and ask for people's thoughts on a specific topic to get some open, honest feedback.

Store managers could also share the YSYS link and store code to invite feedback.

Sharing posts from Social Hub

If you haven't heard of Social Hub, it's your one-stop-shop for pre-approved social media content, produced by the Co-op Social Media Team. There's content for a variety of topics, including product launches and campaigns, store services, delivery, Click&Collect plus much more.

Find out more here: coop.co.uk/SocialHub

Take a look at the Local Marketing section under Food to find a range of posts that you can share to help promote your store in community groups.

Sharing your own posts

Hosting an event? Running a raffle? Bring your event to the forefront of everyone's minds by sharing photos! Just make sure you have permission from anyone who appears in the photo.

Facebook FAQs

Can I set up a separate Facebook profile for work?

We would not advise you do this as you risk one of the accounts being closed by Facebook at any point. Facebook's policy is one Facebook profile per person.

If you do decide to create a second profile you can do so by using a second email address to minimise the risk, but the risk is yours to take.

I don't want to use my personal Facebook profile for work?

Facebook might not be the best platform for you - try using Twitter or Instagram.

I will use it, but will everyone be able to see my personal updates?

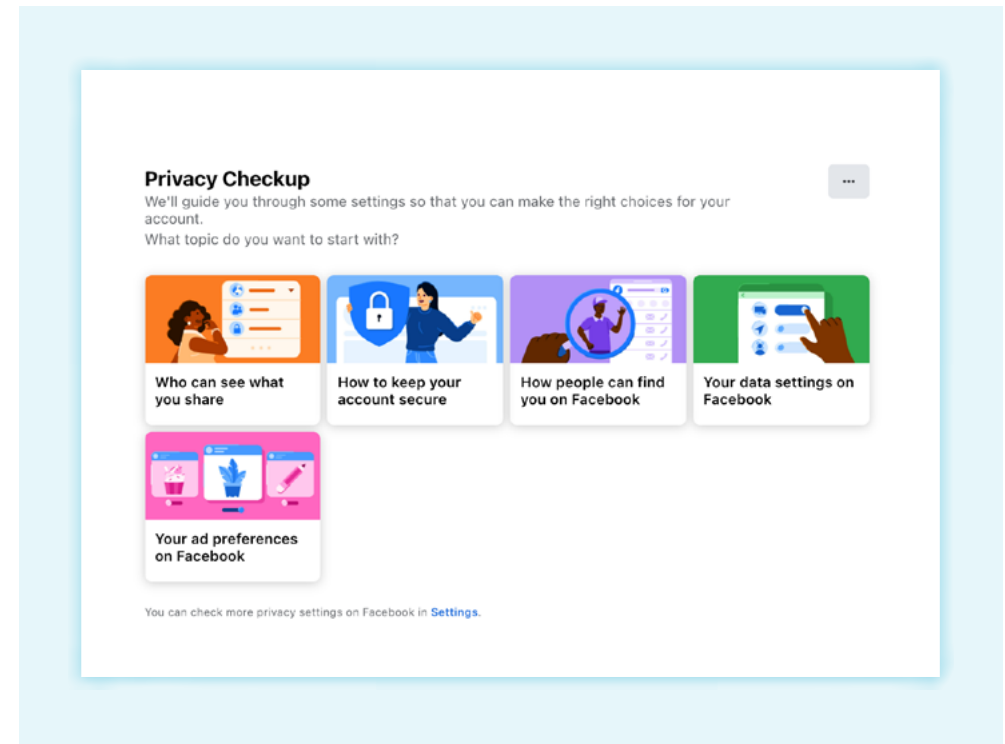
This is where Facebook's privacy tools can help. You can limit the visibility of most of the information on your profile. Plus you can choose who you share updates with among your friends list.

Go to:

"Settings & Privacy" >

"Privacy Shortcuts" >

"Review a few important privacy settings"
to do a privacy check and update your settings.





Twitter

What makes Twitter special?

Twitter is an incredibly fast-growing social media platform - in 2020 alone they saw an increase of 27% in users across the globe!

Twitter offers a great way to connect with both colleagues and other people in your community, as well as charities and local organisations. For example, a vast majority of our local causes will use Twitter to connect with their supporters and share updates with us about the funds raised for them.

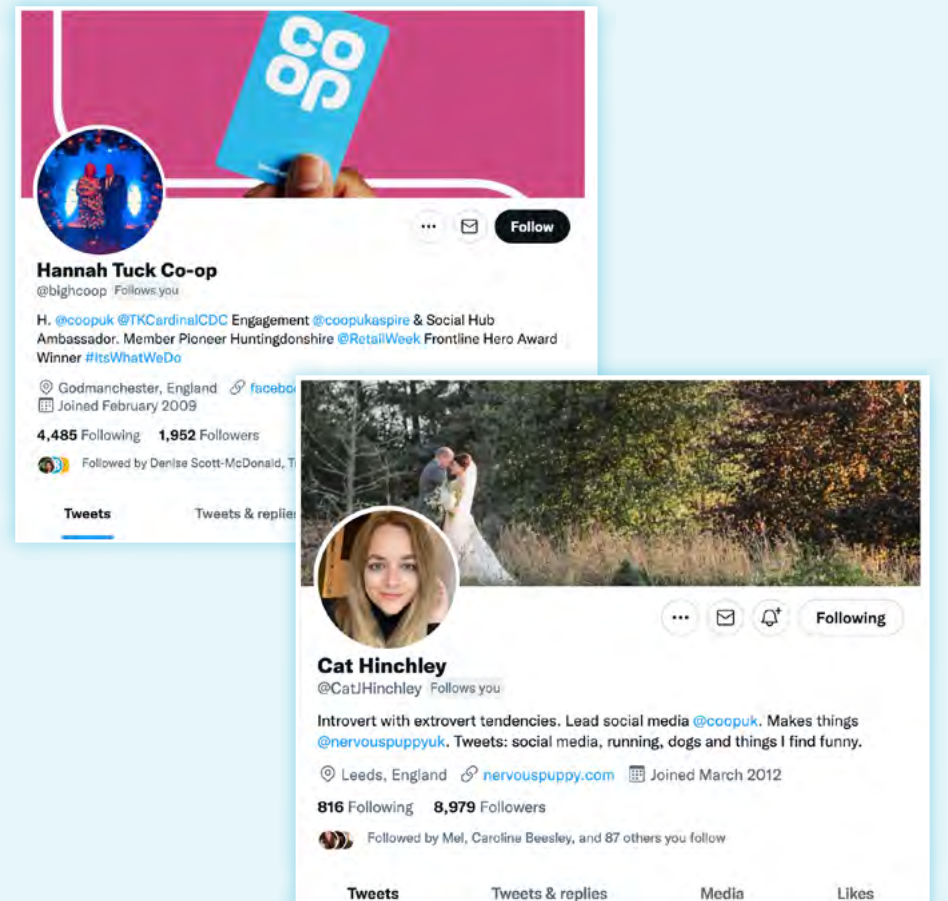
- Twitter is an open and a collaborative platform. Once you build a community there, you'll learn a lot and reach many people
- You have to keep it short and sweet with the 280 character limit
- There is already a big community of Co-operators on there to follow and learn from
- This is where news breaks - people like to talk about what is happening right now



Setting up your Twitter profile

As per our policy, your Twitter page needs to belong to YOU, not any part of our business; you can set up a separate work profile if you wish. Here are some top tips to make it the perfect profile:

- Use an image as your profile picture to show that you're a real person
- Make your Twitter handle (the part that comes after the '@' symbol) your name or a way that people can identify that you're a person
- Use your bio to tell people a little more about you, your role in Co-op, your interests or the kind of tweets you'll be sharing



How to build an engaged following on Twitter

- The more active you are on Twitter, sharing posts about things that your following find interesting or relevant the better engaged your audience will be.
- One of the ways you can start to build a community is by using hashtags, but don't think that using these is absolutely necessary. Think about the last viral tweet you saw - did it have any hashtags in?
- Twitter is able to search tweets based on keywords, not just hashtags, so as long as you're including relevant words then people will find your tweets.

What to share

- Community stories & local causes - **#ItsWhatWeDo**
- Own brand products you've enjoyed
- Team events & personal achievements - **#BeingCoop**
- Volunteering efforts - **#BeingCoop**
- If you're voting in our - **#CoopAGM**
- Celebrating Pride - **#PrideInCoop**
- Members' Council - **#CoopNMC**
- Things happening in your community using location-based hashtags - **#Manchester**, **#Didsbury**

TOP TIP: If using hashtags, make sure you capitalise the first letter of each word. This helps those who use a screen reader understand what you're trying to say: **#ItsWhatWeDo** not **#itswhatwedo**

Tag accounts where relevant, including:

[@coopuk](#), [@CoopFuneralcare](#) and [@CoopUkInsurance](#) - Co-op accounts

Accounts from your community, such as local causes, councils or your local Member Pioneer

Charity partners such as [@mind](#) and [@SAMHtweets](#)

! TIPS

Twitter is about what is happening now - so make your content about what you're working on, what's coming up and what was recently successful.

Use Social Hub to help find some quick-win content for you to share about Co-op.

It may feel like a lot of work, but once you start to build up a network of followers who engage with your content, it will be worth it!

Glossary of Terms

GLOSSARY OF TERMS:

Tweet – Messages with a maximum character limit of 280, which are shared to those who follow you and can be seen when people visit your Twitter page.

Retweet – If you see a Tweet from another account, you can 'retweet' it, meaning you share it to your page to be seen by your followers and people who visit your page. A great quick-win for content.

Quote retweet – This is the same as a retweet, except you add a little bit of text to accompany the original tweet, either to add something or share your own views.

Feed – This is the first thing you see when you log in to Twitter. New posts from your followers are placed in your feed.

Followers – These are the people who have followed your handle and can see your updates in their feed. You do not have to follow them in order for them to become your follower.

Following – These are the people you follow so you can see their updates in your feed. They do not have to follow you for you to be able to follow them.

Trends – The most commonly used hashtags at that present time are considered trends. They can also be made to pull from a specific location.

Hashtag – These help you find conversations to get involved in, such as **#ItsWhatWeDo**

Handle – This is your “username” on Twitter that appears with an '@' symbol in front of it e.g. [@coopuk](#)

Favourite – This functions just as a Facebook “like” does. You can also use this tool to “save” tweets by viewing your favourites.

Mention – The act of including someone’s handle in your tweet. That person will then get a notification that they’ve been mentioned.

Direct message – This is the only way to talk to someone on Twitter privately. You can create these by either starting your tweet with “DM” or going to someone’s profile and using the “message” function.

TIP

If you’re tweeting another account, ensure you do not start your tweet with an '@' symbol – either word the tweet differently or include a ‘.’ before it. Failing to do this indicates to Twitter that you only want to speak to that account so it won't show your tweet to all your followers.



Instagram

What makes Instagram special?

Similarly to Twitter, your success on Instagram will depend on how engaged a following you have and how you utilise hashtags to get people to find your account.

Remember, if you set up an Instagram account, this cannot be an account that is associated with your Store / Funeralcare Home, etc. It needs to be an account that is to share your own work updates and is identifiable as a person.

- This photo and video-based platform makes sharing easy as you just need one kind of content.
- Instagram stories are a fun way to share your day/event/plans. These videos and photos exist for 24 hours and are very successful on the platform.

! TIP

Create highlights to keep your stories available to see at any time. Find this option on your profile page.

- You can follow hashtags relating to your area or interests so can easily build a community.
- If you're feeling creative, why not create a reel - this is a full-screen video and is a great way to help other people who don't follow you find your content.



Setting up your Instagram profile

Like Twitter, creating an account that shows you as a real person with a range of interests is key. Your profile needs to look like a real person and not be affiliated with any part of the Co-op business outside of your role. For example, you can share that you're a store manager, but the page needs to be identifiable as you, not a specific store.

- Use an image as your profile picture to show that you're a real person
- Make your username (the part that comes after the '@' symbol) your name or a way that people can identify that you're a person
- Use your bio to tell people a little more about you, your role in Co-op, your interests or the kind of Instagram content you'll be sharing



GLOSSARY OF TERMS:

Grid - Your 'grid' is the space where all of your photos you upload appear. It's also known as your profile.

Feed - This is what you will see when you log in and shows you posts from the accounts you follow.

Geotagging - This is placing a location against an image. On Instagram, you can tag a location of any kind, be it local, national, regional or specific to a business address.

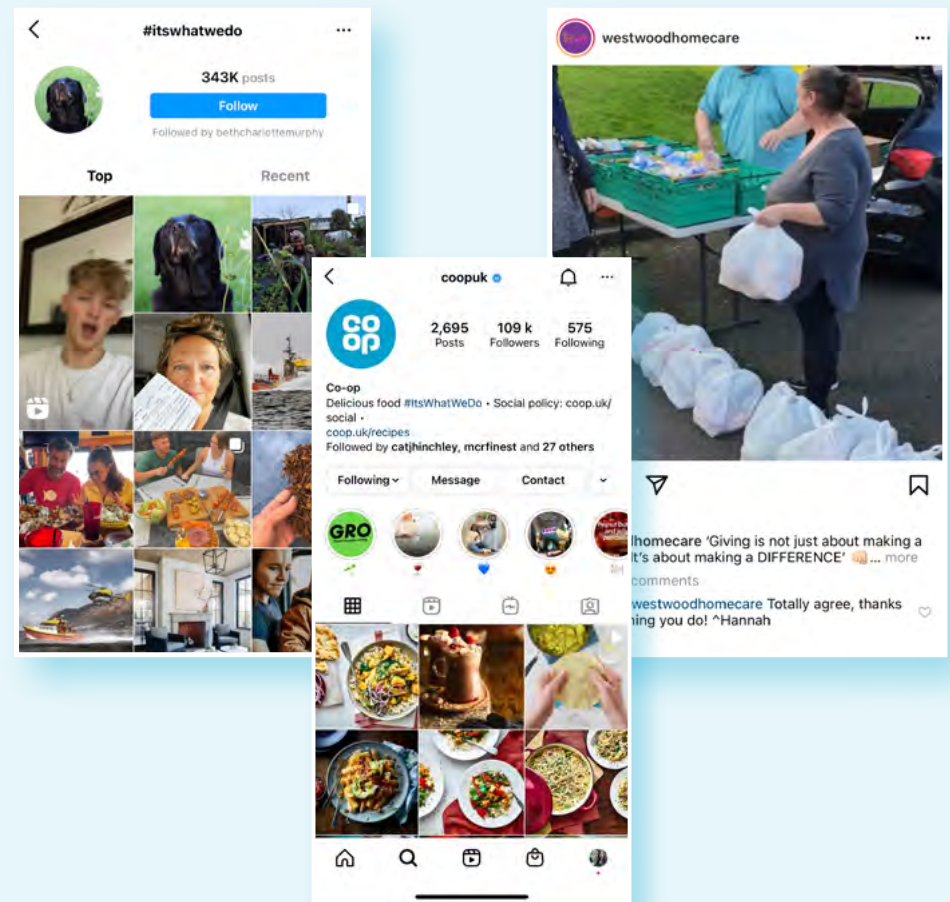
Story - Your Instagram story is a 24-hour live feed of images or videos that are considered more casual, on-the-go and frequent compared to your grid photos.

Reels - These are short, 15 or 30-second videos. Reels offer a set of editing tools that allow users to create engaging and fun video footage.

Explore - Tap here to see the posts that Instagram thinks you might be interested in, which is a great way of discovering new accounts to follow.

What to share on Instagram

- Share photos and videos on Instagram and tag the location – this will help people from your local area to find you and start to follow you.
- Use location-based hashtags on Twitter and Instagram such as **#Didsbury**
- Share and create photos and videos of your local area
- Share your Co-op news and events
- Use hashtags and location tagging to expand your reach
- Do not include links in your captions – users cannot click these. You can include a link in your bio if you like, or encourage people to take an alternative action from seeing your post
- Make your content stand out – you need images that will look good and stop people scrolling – you'll find some tips on how to do this at the end of this guide





LinkedIn

What makes LinkedIn special?

LinkedIn is different from other social media platforms because it's specifically designed for professional networking. Users mainly go to LinkedIn to showcase their job experience and professional thoughts.

LinkedIn is a great place to build your professional brand:

- LinkedIn is like Facebook in that it's built on connections between individuals
- LinkedIn is great for building connections with other people doing a job like you
- It's a useful platform to learn more about your industry and be inspired by others
- The best way to build connections is via groups

GLOSSARY OF TERMS:

Feed - Where you see posts from your connections, including posts that they may have reacted to or shared themselves.

Groups - Communities where people with similar interests can meet, network, discuss relevant topics, promote events, give advice and share job opportunities.

Articles - Long-form, in-depth content that may be distributed to your LinkedIn connections and beyond.

Hashtags - These essentially create archives of searchable content (usually based on brand, topic or a particular item of news) for users.

Messages - LinkedIn Messaging allows you to communicate with other LinkedIn members that you're connected to.

InMail - An InMail is simply an email that can be sent to anyone on LinkedIn Messaging, whether they're in your network or not. In fact, LinkedIn actually states that InMails are 30% more effective than using regular emails.

1st degree connections - People you are directly connected to (friends).

2nd degree connections - People connected to your 1st degree connections that you are not yet connected with (friends of friends).

Update - Status updates and content that you post.

Profile - Similar to a CV, you add information about you and your job history.

Company page - A place for businesses to include information and create updates about their business and their industry.

Mention - Just like Facebook and Twitter, you can mention others in your LinkedIn updates.

Setting up your LinkedIn profile

- Like Facebook, you should be setting up a profile not a page
- LinkedIn is like Facebook in that people-to-people interaction is where the value is (unless you've got an advertising budget)
- The best way to reach new communities

Setting up your LinkedIn profile

- Add a professional and up-to-date profile picture
- Add a background image (this could be a Co-op branded image or something important to you)
- Add a summary, which should:
 - Express your mission, motivation, skills and achievements
 - Tell the story of our Co-op
- Add featured content - this can be links, posts or media (this could include Co-op blogs)
- Make your headline stand out (this doesn't need to be your title and should showcase your area of expertise/achievements/personality)



How to grow and engage your network on LinkedIn

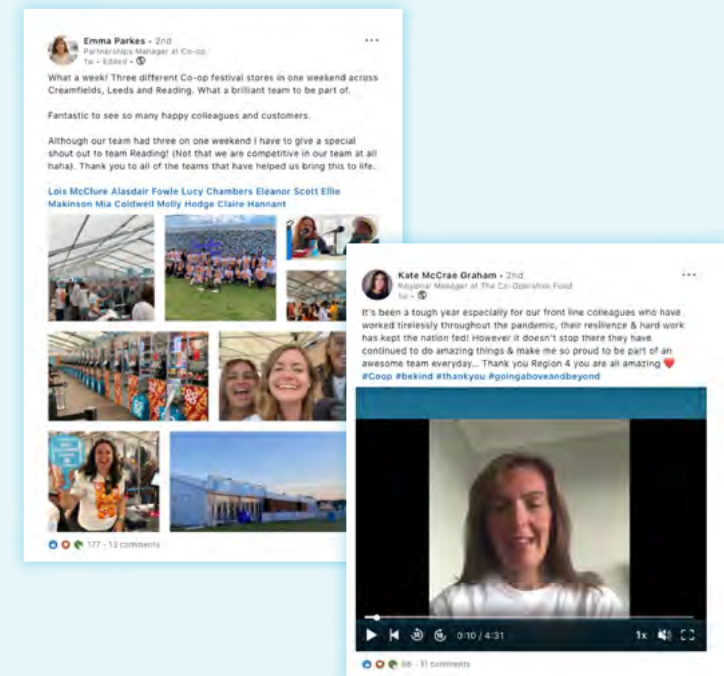
- Share updates on your feed to your connections
- Join groups and engage with others there

Types of content to share:

- Industry news
- Exciting projects you're working on
- Learnings and advice
- Celebrate your own and other colleague achievements
- Celebrate awareness days (e.g. mental health awareness)
- Try to start conversations (social algorithms favour content that drives conversation)

! TIP

- Always look to grow your network which will, in turn, extend the reach of your content.
- Connect to Co-op colleagues (get into the habit of following up new meetings with connection requests).
- Connect with other thought leaders in the industry.
- Engage with your network by adding reactions, opinions, experiences and congratulations on their content.
- Use and follow hashtags to join conversations that are trending or of importance to you.

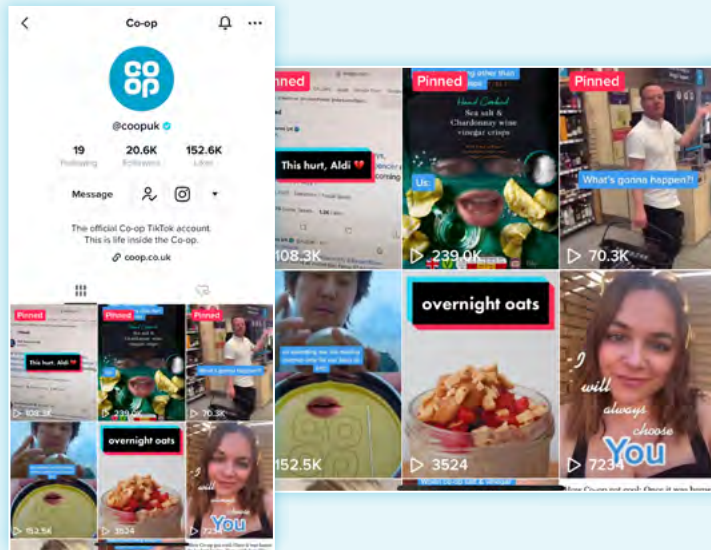




TikTok

What makes TikTok special?

- TikTok is currently the most popular app in the world.
- TikTok is a video-sharing entertainment-based social media platform where every user can be creative.
- You'll discover videos about anything and everything on TikTok: music, dance, comedy, skill-sharing, etc.
- TikTok's strength lies in trends. You can discover what everyone is talking about through the exploration of trends and trending hashtags.
- You can discover new content to engage with by using the 'For You' page. This is the most popular section of TikTok where users can discover new content that is served up by the TikTok algorithm.



GLOSSARY OF TERMS:

Profile - This is what you create about yourself that's unique to you. Your profile can be customised by adding a photo or a display name (this is separate to your username) and it's entirely up to you how much you want to personalise your profile.

Creators - TikTok users are known as creators because they contribute to shaping the immersive experiences of the community.

Fans - If you are enthusiastic about the content of another user, you can become a 'fan' and follow their profile to make sure you don't miss any of their activity!

Private messaging - With the private messaging function, you can talk to another user and privately exchange content. As with other parts of the app, you are in control over who gets to chat with you—and who doesn't. View these permissions under the privacy and security settings.

'For You' feed - This can be found from the home page and is the place where new videos are recommended to you based on the users, creators and videos you already like.

Duets - This is a feature that allows a creator to collaborate with another user's video note - this requires the user's permission.

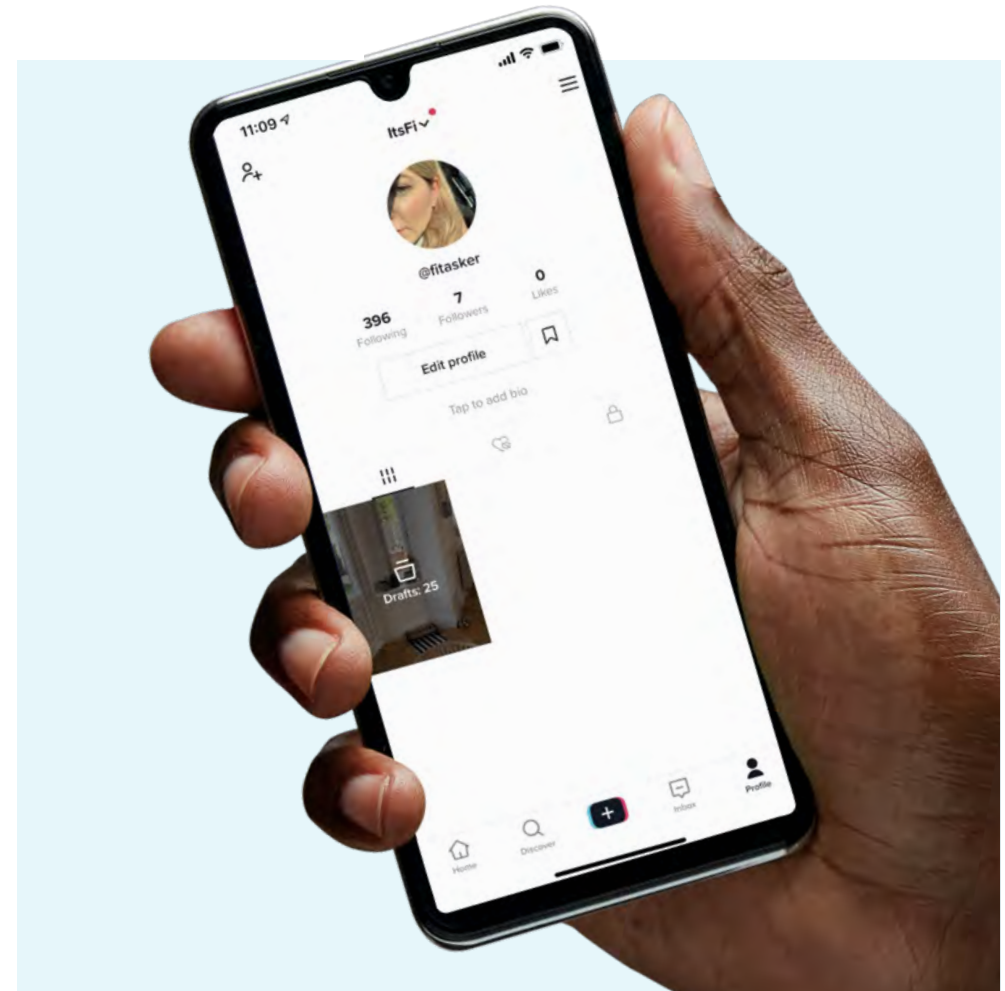
Reactions - This allows users to respond to videos showing how they feel about it - whether amazed, moved or entertained. This also requires the user's permission.

Setting up your TikTok profile

- Set up your profile as a creator, not a business. Business accounts are limited in terms of sounds they can use so being a creator will help you get the most out of the platform.
- Your profile needs to look like a real person and not be affiliated with any part of the Co-op business outside of your role. For example, you can share that you're a store manager, but the page needs to be identifiable as you, not a specific store.
- Use an image as your profile picture to show that you're a real person.
- Make your username (the part that comes after the '@' symbol) your name or a way that people can identify that you're a person.
- Use your bio to tell people a little more about you, your role in Co-op (if you wish), your interests or the kind of posts you'll be sharing.
- Need inspiration for making a video? Take a look at the 'discover' or 'For you' pages to see what content, sounds and hashtags are trending.

! TIP

Feeling creative? TikTok is the place to brush up on your video shooting and editing skills. You can only upload video content to your TikTok profile.








What to share on TikTok

- On TikTok, you can only share video content.
- Share video content that references key trends, sounds or hashtags to make your content more discoverable.
- If your content references the Co-op, feel free to tag [@coopuk](#) in your caption.
- Share your take on 'Life Inside the Co-op' - show us what you're getting up to in your role and news from your area of expertise.
- A great example of this is one of our colleagues at our festival store, capturing trending content from the on-site store:
<https://vm.tiktok.com/ZMRAK2dv5/>
- The reason this is a great example is because it's relevant to her role, it taps into a trending dance and also gives viewers a unique view of her role in a festival store.



Summary

	 Facebook	 Instagram	 Twitter	 LinkedIn	 TikTok
Name	Robert Owen	Robert Owen	Robert Owen OR Robert Owen (Member Pioneer)	Robert Owen	Robert Owen
Handle	No Handle	Robert Owen	Robert Owen	Robert Owen	Robert Owen
Bio	Yorkshire born and bred, living in Manchester. Member Pioneer for @coopuk . Love wine, drums and dogs	Member Pioneer @coopuk helping connect communities. I like dogs, wine & playing drums	Member Pioneer @coopuk helping connect communities in Manchester. I like dogs, wine and playing drums	Member Pioneer for Co-op in Stockport	Member Pioneer for @coopuk , sharing life inside Co-op
Best for sharing	Community updates into Facebook groups	Beautiful pictures relevant to your niche	Photos and videos that are relevant to your audience, things that are happening here and now	Updates about work that will be of interest to your professional network	Video content based on trends or topics of interest
Privacy	Closed	Open/Closed	Open	Closed	Open



Yammer

What makes Yammer special?

Yammer is a social networking tool that connects all Co-op colleagues from across the business.

You can join communities specific to your role, groups to help you stay up-to-date with Co-op news, or even a group where colleagues share photos of their pets!

What to share on Yammer:

- Exciting updates about your role
- Stories from your Business Unit
- Ask questions of your fellow colleagues
- Questions or IT issues to get help from the IT team





How to capture great content

How to capture great content

How to take a great photo:

- Clean your lens before taking a picture
- On your phone view, tap on your subject when taking the picture to focus the lens on the subject of your image
- Avoid using zoom – crop an image afterwards instead
- Don't get too close. Close-ups on a social media thread can feel slightly claustrophobic or overly intimate
- Take pictures from lots of different angles to give yourself different options
- Think about lighting. Shoot in natural light wherever possible, with the sun behind you rather than behind your subject
- Ensure you have permission to share if your photo has people in it



Advanced - storytelling through photography

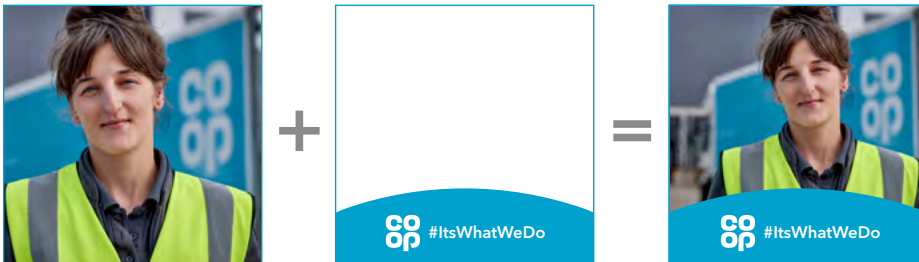
- Where possible try to create natural, candid photos where subjects aren't looking at the camera. This helps create a behind-the-scenes feel to images rather than posed shots
- Look out for unique views that you might get access to. Are you ever high up enough to see a funeral procession from above, for example?
- A common way to balance a photo is by using the rule of thirds (see below left) where the subject of your photo is positioned along one third of the frame rather than centred
- Look for clear space wherever possible. Busy backgrounds can distract from the subject
- A clear background also makes the subject stand out more
- Symmetry and repeated patterns make for interesting elements in a photo
- Reflections can also work well. For example: puddles on the floor or car mirrors
- Natural frames can also draw focus to your subject. Look out for arches or windows

I want to show my Co-op Pride

Amazing! We want you to, too!
That's why we have a Twibbon available.

This way you can show your face in your profile photo to build trust with others.

You can add this on Facebook and Twitter:



Add our twibbon: coop.uk/twibbon



What can I do with negative comments?

If it's directed towards you personally...

Your personal social media community is yours to manage, so please do what you feel comfortable doing. Our advice with personal negativity is to ignore and hide the comment. If the comments continue, use blocking functionalities.

If it's about Co-op...

- If you see a negative comment about Co-op and feel comfortable to engage, do so
- If you know the answer - for example, if it relates to the Local Community Fund - please share the information with the individual.
- If you are unable to answer the question or concern, please use the below as a guide. The Co-op Customer Care team will be able to help you with this. You can contact them on:

Facebook: www.facebook.com/coopuk

Twitter: [@coopuk](https://twitter.com/coopuk)

Online: www.coop.co.uk/contact-us



Connect with us!



It's what we do