

# An Intro to Social Media Community Participation

**What does CAFOD do?**  
We are an international development charity and the Church in England and Wales.  
We reach out to...

**Family Fast Day**  
Eat simply this Lent and give what you save to support the work of local experts.

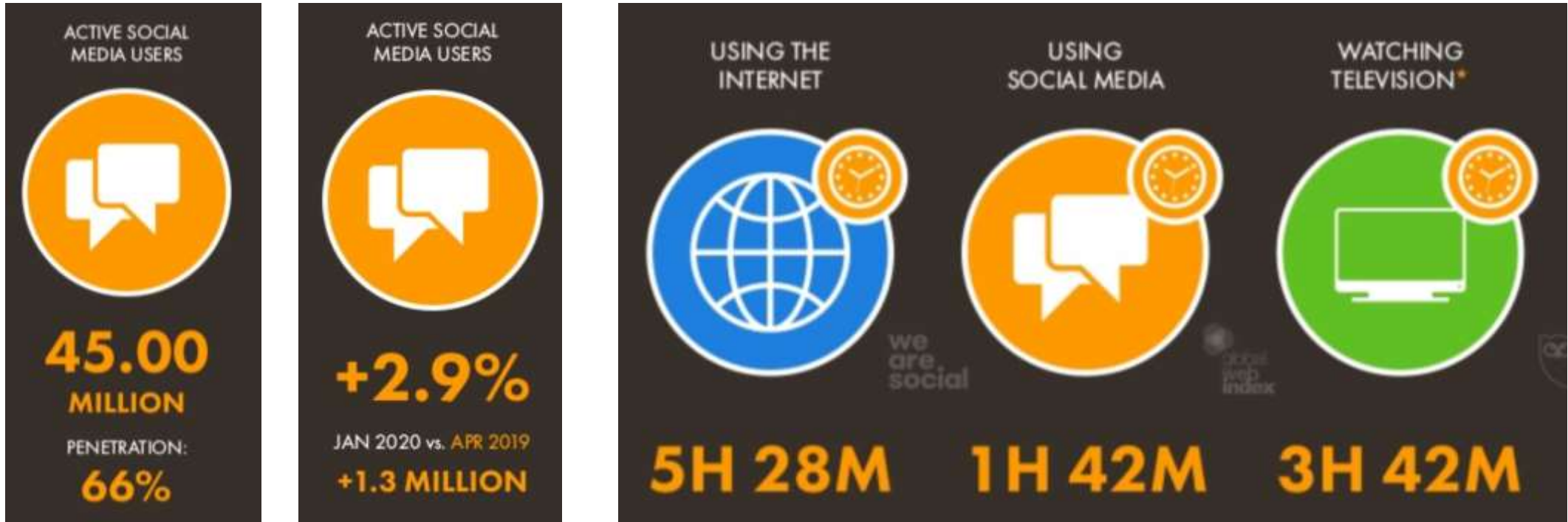
[How to get involved](#)

[Read about three local experts](#)

# **Why do we need to work on our social media presence?**

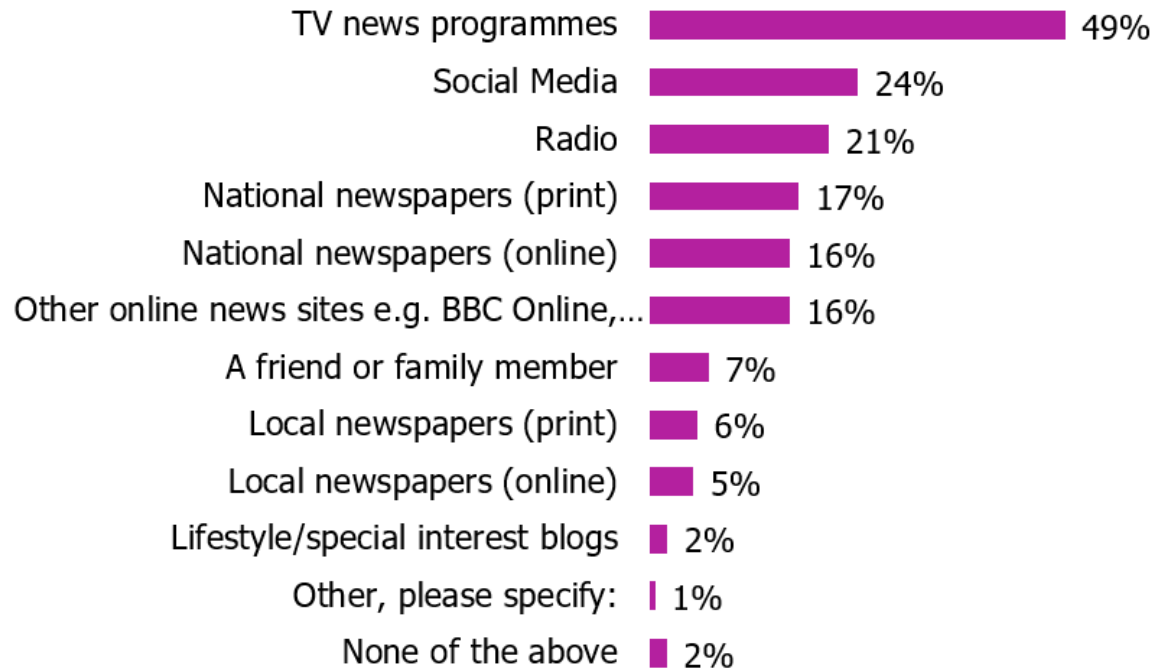
# Social media = unquestionably mainstream.

WeAreSocial / Hootsuite Jan 2020



Average daily time spent

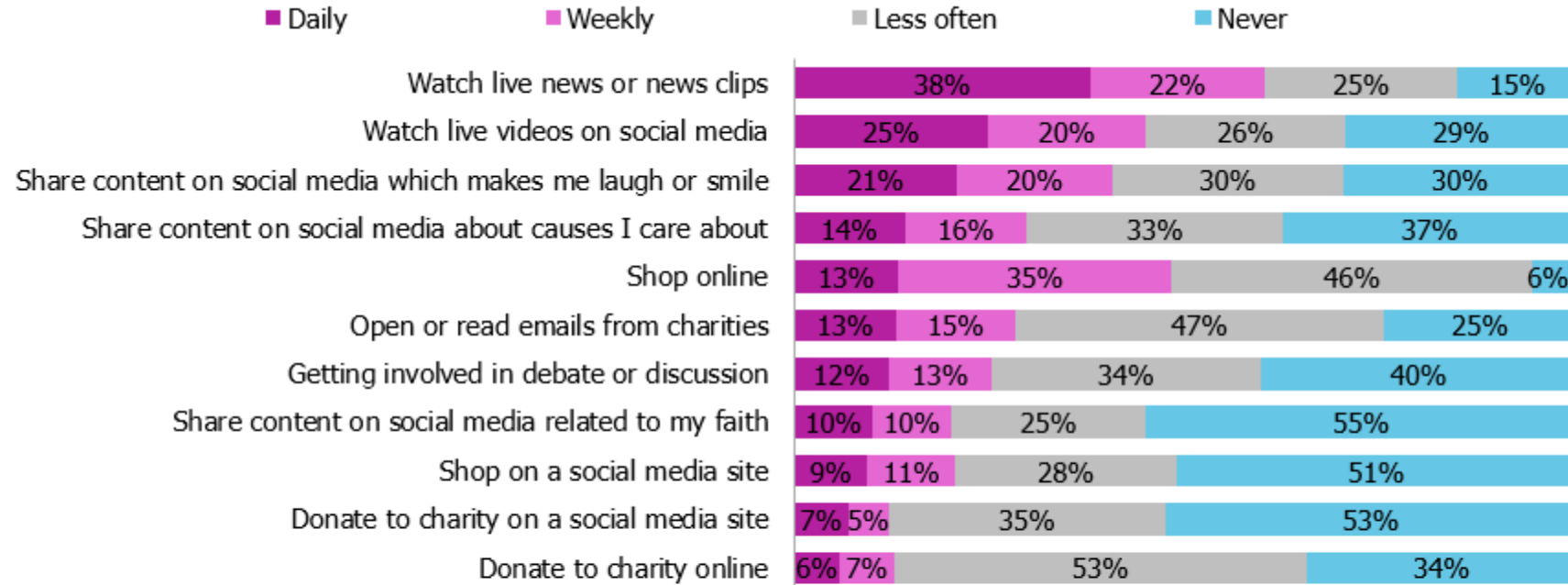
## Behaviour reflected in our own commissioned research



"Of the following sources, which would you say would be your primary source of news?"

Base: 1000 Catholics, 16+, England and Wales  
Source: Bespoke Survey, Feb 2020, nfpSynergy

# Behaviour reflected in our own commissioned research



"How regularly do you do any of the following online?"

Base: 1000 Catholics, 16+, England and Wales  
 Source: Bespoke Survey, Feb 2019, nfpSynergy

# Why do we need to work on our **regional** social media presence?

# Digital presence = physical presence.



It was wonderful to meet Bishop Declan Lang of [@cliftondiocese](#) and report that Catholic community of this Diocese are wonderful People of Hope to the people of [#OurCommonHome](#). Bishop Declan loved the Romero Cross - made and painted by hand in El Salvador.



All children joined together to celebrate the harvest. We wore our brightest clothes, raising funds for CAFOD's Harvest Appeal and we also filled loads of bags of produce for the local foodbank, with 'Caring Hands in the Vale'

[#eveshamschool](#) [#stmarysevesham](#)  
[#eveshamprimaryschool](#)



Lovely to spend the morning with the parish of All Saints Church, Lanchester and Fr O'connor. Thank you for your ongoing support of [@CAFOD](#) [@dioceseHN](#)



## **social media marketing**

**A form of digital marketing that  
utilises social networking platforms  
to increase brand exposure  
and cultivate relationships with an audience.**



**Supporters  
are already  
visiting us.**



**Social =  
mainstream**



**Proxy for  
physical  
presence.**





# How to use Twitter

# Writing a tweet

Write your tweet in this box up to 280 characters once you have finished make sure to click the tweet button.

Click on this box to add a picture or a video to your tweet.

Click on this box to add a GIF (moving picture) to your tweet.

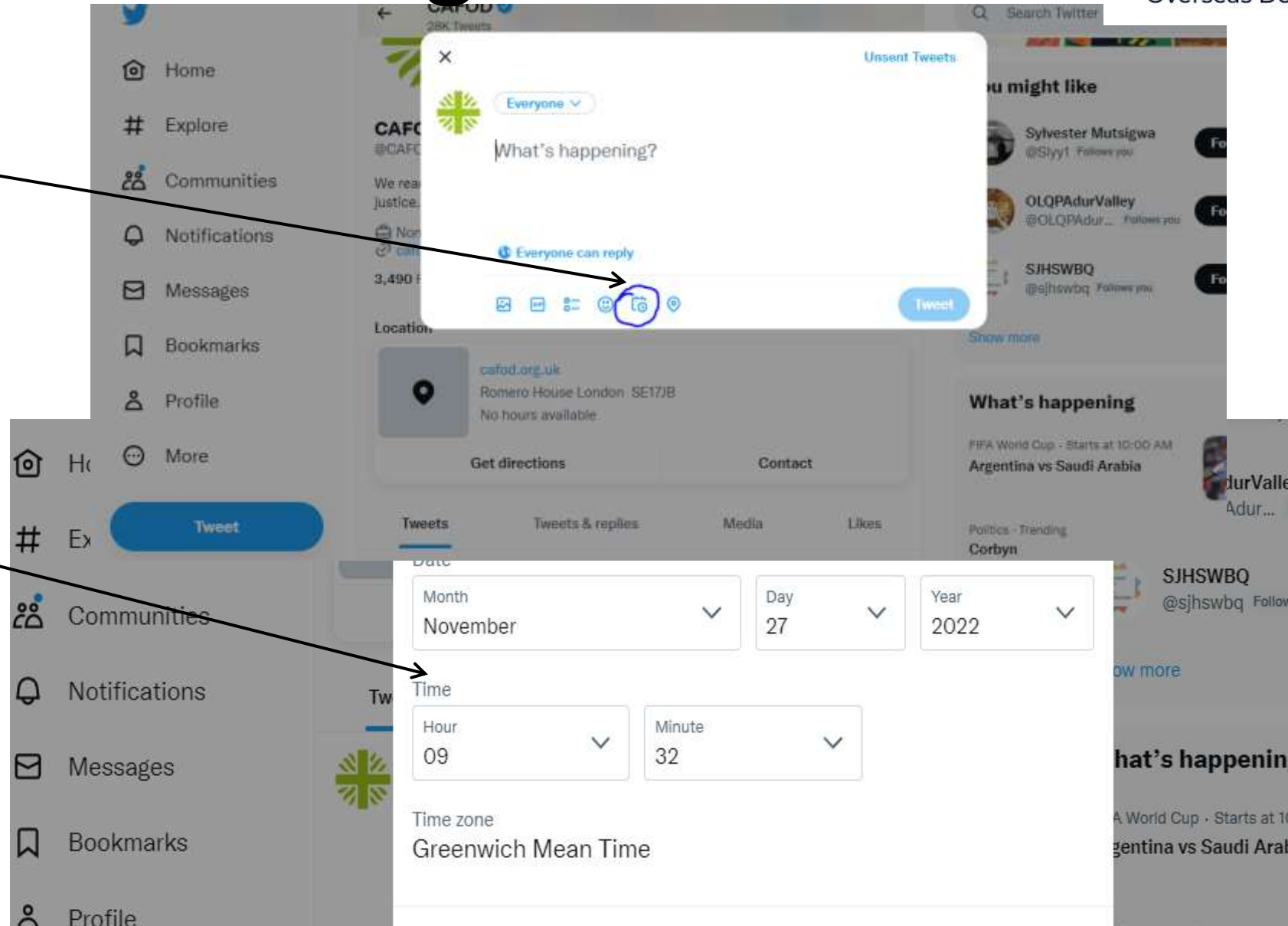
Click on this box to add an emoji (i.e. smiley face) to your tweet.

The image shows a screenshot of the Twitter home page. The main content area displays a tweet from CAFOD (@CAFOD) asking for hopes for the world. Below it is a tweet from Mr G R Potts DL (@NewmanRC\_Head) and a tweet from Google (@Google). The right sidebar shows trending topics like COVID-19, #StrongerAsOne, and #HarryandMeghan. Four callout boxes with arrows point to specific elements: the top box points to the text input area; the second box points to the image/video icon; the third box points to the GIF icon; and the fourth box points to the emoji icon. A 'Tweet' button is visible on the right side of the input area.

# Scheduling a tweet

To schedule a tweet rather than posting straight away, click this button.

Then you can select a date and time.



# Finding notifications

The image shows a screenshot of a Twitter notifications page. On the left, a vertical sidebar contains navigation icons: home, search, notifications (bell icon), messages, bookmarks, lists, profile, and a plus sign for more options. A text box on the far left, with a black border, contains the text: "If you click this button it will show you people who have looked at your page, or pages that you might be interested in. it will also show people who are interacting with your tweets." An arrow points from the text box to the bell icon in the sidebar. The main content area is titled "Notifications" and has two tabs: "All" (selected) and "Mentions". The notification list includes: "Mr Roberts followed you", "There was a login to your account @CAFODSouthWales from a new device on May 19, 2020. Review it now.", "ITV Wales News started a broadcast" with a link to a coronavirus briefing, "CAFOD and Susan Kambalu liked a photo from CAFOD Schools" with a quote from Pope Francis and a link to a CAFOD page, and "Recent Tweet from Cardinal Nichols". On the right side of the page, there is a search bar, a "What's happening" section with trending topics like "COVID-19 Tweets from UK authorities" and "#StrongerAsOne", and a "Who to follow" section.

If you click this button it will show you people who have looked at your page, or pages that you might be interested in. it will also show people who are interacting with your tweets.

# Finding mentions

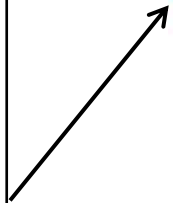
If you stay on the same page where notifications are, you will be able to click the button next to it where you can find all your mentions. A mention is where someone uses your name in their tweet. This could be to share something with you, or so you can show your support for an issue.

The screenshot shows the Twitter 'Notifications' page. The 'Mentions' tab is selected. A notification from 'St Francis Xavier's Catholic Church Hereford @SfxHer...' is visible, dated May 16. The tweet text reads: 'Reflections on that most precious resource #water from the Rev'd Canon Chris Pullin of @HFDCathedral. As we enter a week to celebrate the 5th anniv of #LaudatoSi we should all consider how we use the planet's precious resources @CAFODSouthWales @BelmontAbbeyUK @CatholicCardiff'. Below this, a tweet from 'Hereford Cathedral @HFDCathedral' is shown, dated May 16, titled 'Daily Reflection | Saturday 16 May'. The text of the reflection is: 'Today's reflection has been provided by The Revd Canon Chris Pullin and is illustrated with a photograph of a 13th-century holy water stoup at the cloister door, Basilica of Sant'Andrea, Vercelli'. A link is provided: 'Read online here >> herefordcathedral.org/daily-reflecti...'. Below the text is a photograph of a stone water stoup. At the bottom of the tweet, there is a dark blue banner with white text: 'We wash a lot these days, dear Lord, for safety and for health; the simple gift of water gives us cleansing and brings life. Blessed be the water of rain and sea and river! Blessed be the water flowing freely in our homes! Help us value it as sacred and keep it from pollution.'

The screenshot shows the 'What's happening' section of the Twitter interface. It features a search bar at the top. Below it, there are several trending topics and live updates. The first is 'COVID-19 - LIVE' with the sub-heading 'COVID-19 Tweets from UK authorities' and a small image of a blue container. The second is '#StrongerAsOne' with the sub-heading 'Meet eBay's small businesses' and 'Promoted by eBay.co.uk'. The third is another 'COVID-19 - LIVE' update with the sub-heading 'COVID-19: Medical experts warn the virus may be a constant threat for some time' and a small image of a person. Below these are two trending topics in the United Kingdom: 'RIP Jackie' and '#ThankYouRavi' with 3,362 tweets. A 'Show more' link is visible at the bottom of the trending topics section. The 'Who to follow' section is partially visible at the very bottom.

# Direct messages

If you click this icon you will be able to see people who have sent you a message and reply. You can also send messages to other people through this.



**Messages**

Search for people and groups

**Therese Warwick** @rosstree Apr 23  
You shared a Tweet

**TRVST** @TRVSTworld Jan 22  
Thanks for following! We're TRVST,...

**Simon Giarchi** @Simon\_Giarchi Jan 18  
Hi Simon, apologies for disturbing ...

**Catholic Education Servic...** Oct 24, 2019  
Catholic Education Service s...

**Catholic Education Service** @Oct 24, 2019  
Sent a link

**Elouise Hobbs** @elouise\_ho... Jun 24, 2019  
You shared a Tweet

**Elizabeth Westaway** @EWes... May 5, 2019

**You don't have a message selected**  
Choose one from your existing messages, or start a new one.

[New message](#)



# How to use Facebook

# Writing a post

Write your post in this box – no limitation on copy length but best to keep it clear and engaging.

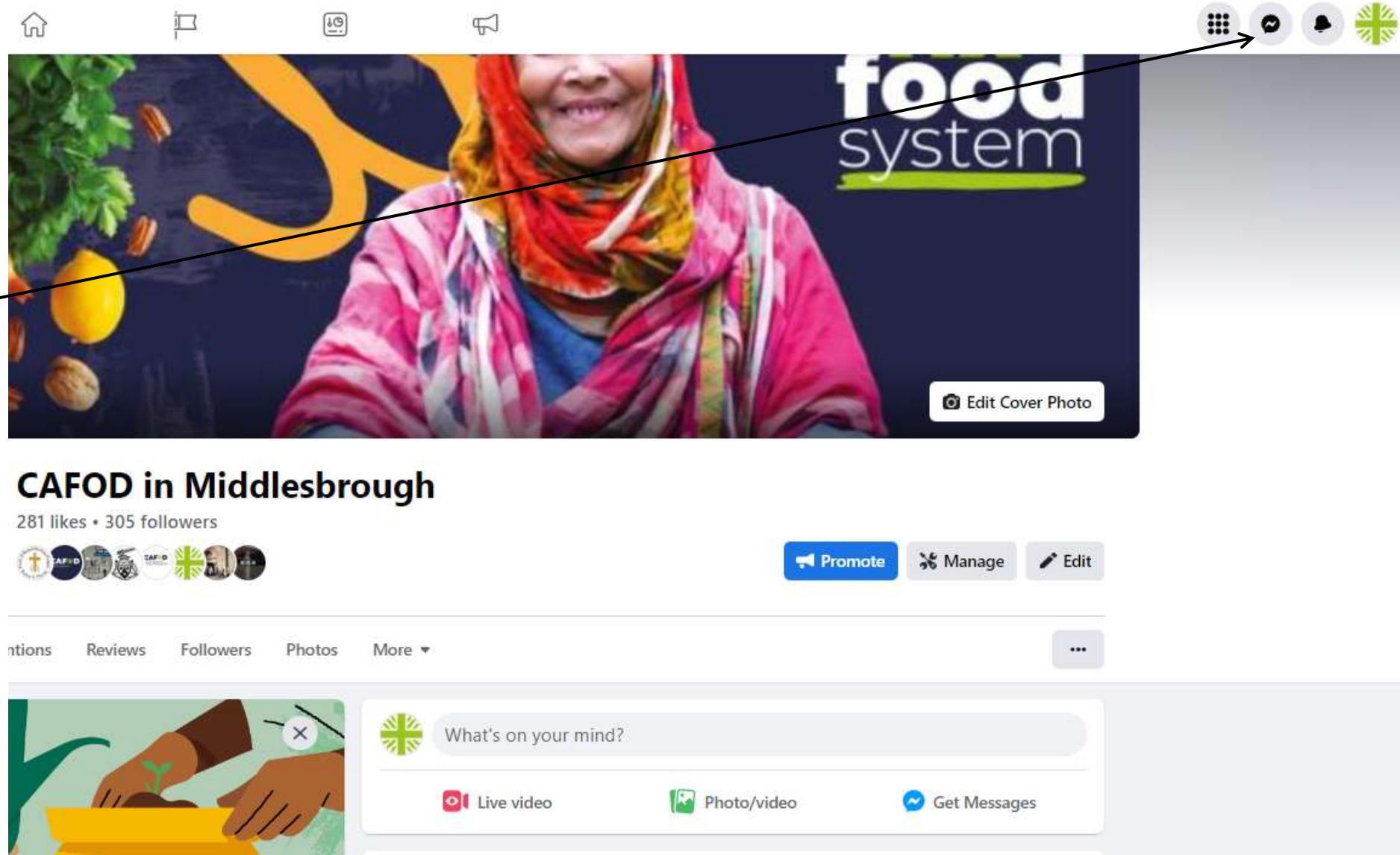
Click to add a photo or video to your post

The screenshot shows the Facebook profile page for 'CAFOD in Middlesbrough'. The profile picture is a green cross with leaf-like patterns. The page name is 'CAFOD in Middlesbrough' with 281 likes and 305 followers. Navigation tabs include Posts, About, Mentions, Reviews, Followers, Photos, and More. A 'What's on your mind?' text box is highlighted with an arrow from the 'Write your post' callout. Below it are options for 'Live video', 'Photo/video', and 'Get Messages'. A 'Continue' button is visible in a 'Complete your Page' notification. The 'Intro' section contains a welcome message and a link to the organization's blog. A post from 'CAFOD in Middlesbrough' is visible at the bottom, published by Carol Cross on 7 October at 16:05.



# Finding notifications and messages

If you click this button it will take you to a page with your messages, comments and notifications



# Finding notifications and messages

It will take you to this page, on here you can access:

Messages

Comments

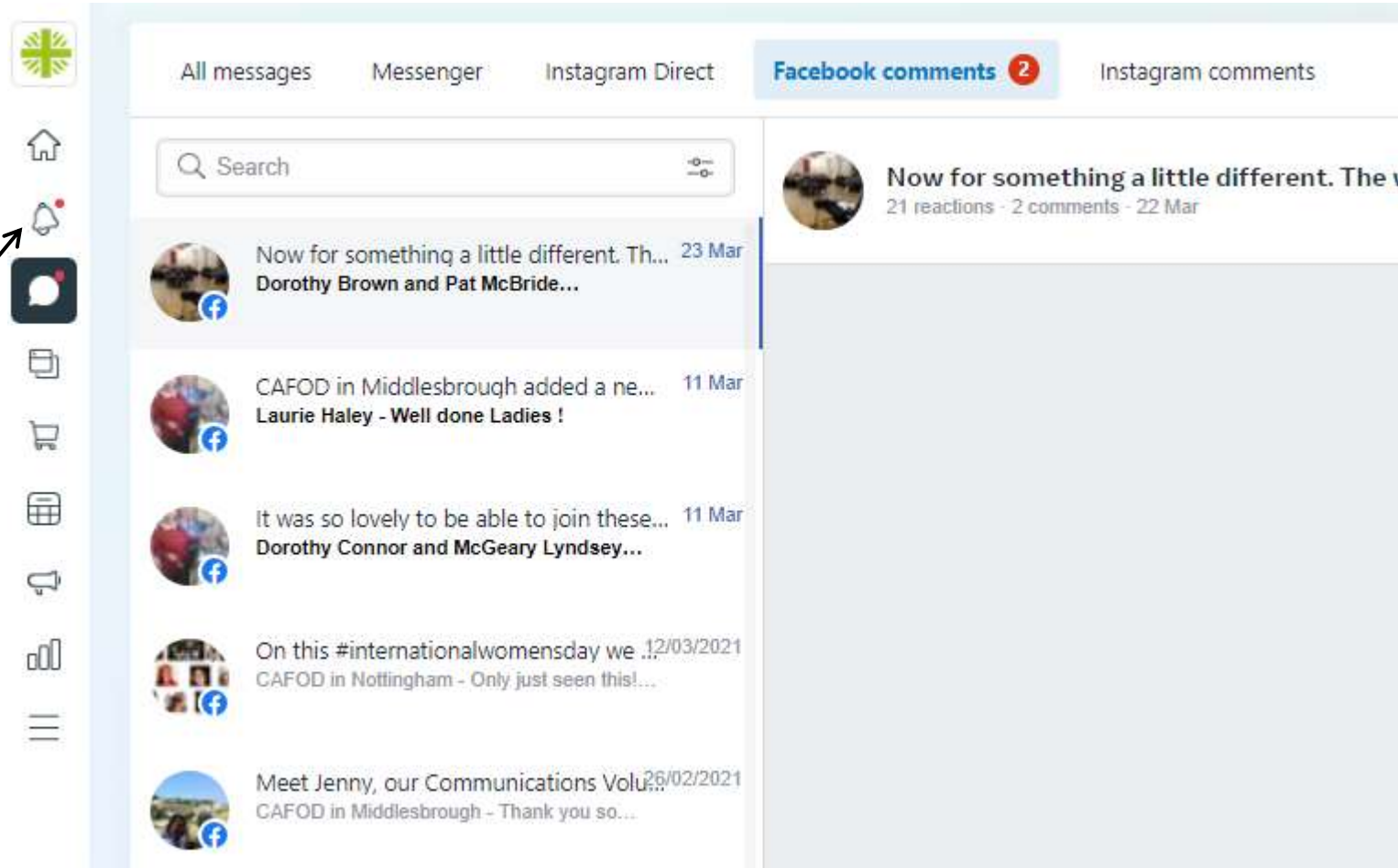
The screenshot shows the Facebook interface with navigation tabs at the top: "All messages", "Messenger", "Instagram Direct", "Facebook comments" (highlighted in blue with a red notification badge containing the number 3), and "Instagram comments". Below the tabs is a search bar. A list of notifications is displayed on the left side, with arrows pointing from the "Messages" and "Comments" text boxes to the notification items. The notifications include:

- Now for something a little different. Th... 23 Mar Dorothy Brown and Pat McBride...
- CAFOD in Middlesbrough added a ne... 11 Mar Laurie Haley - Well done Ladies !
- It was so lovely to be able to join these... 11 Mar Dorothy Connor and McGeary Lyndsey...
- On this #internationalwomensday we .12/03/2021 CAFOD in Nottingham - Only just seen this!...
- Meet Jenny, our Communications Volu... 26/02/2021 CAFOD in Middlesbrough - Thank you so...
- Carol Cross 05/02/2021 <https://cafodmiddlesbrough.wordpress.com/2...>
- Facebook Page post 03/02/2021

On the right side, a post is visible with the text: "Now for something a little different. The wonderful folks at Sacred Heart parish in I". Below the text are two images showing people sitting at tables in a room, likely a parish meeting or event. At the bottom right of the post, there are reaction icons (like, love, wow, haha, sad) and the number "21".

# Finding notifications and messages

Click this button  
to find your  
notifications and  
mentions



**How do we need to work  
on our regional social  
media presence?**

- We have this incredible resource with so many regional Twitter accounts, but right now they often look the same as the main @CAFOD Twitter account. If you're a CAFOD supporter, you might follow the main account anyway so our regional accounts need to offer something different.
- We know that through a strong social media presence, we can reach more people and potential volunteers who may be attracted to get involved when they see all the things we're up to in the area they live.
- Social media in the regions should reflect the unique particulars of that area and the people who are running the account. It would be like a mini diary, with images and updates on what you're working on

# What we're proposing

- Reduce the number of posts copied from the main @CAFOD account. Focus a few posts a week on what you're doing locally. Pictures and videos will help display that!
- Follow local community groups we're involved with (churches, schools, community groups) and engage with their posts – this could simply be liking a post or saying something like 'well done!'
- Put your own personality into the group.

# What this looks like:



CAFOD in Nottingham  
@CAFODNottingham

Thank you for a wonderful afternoon yesterday Sacred Heart in Loughborough!

We learnt about Emergencies like the Pakistan Floods, and what we can do to help.

Looking forward to hearing how your fundraising challenge gets on!

@sta\_cmat



**Thank you  
Sacred  
Heart!**



**EMERGENCY**  
Pakistan Floods Appeal



CAFOD in North Wales  
@CAFODNorthWales

Parish volunteer, Rhonda, gathered a group of crafty & creative parishioners to help prepare for next week's [#Harvest](#) Hooley fundraiser for [@CAFOD](#) in Holyhead.



Good luck with the event ladies, we can't wait to hear how it went! ❤️

Thank you so much for your support! 🙏



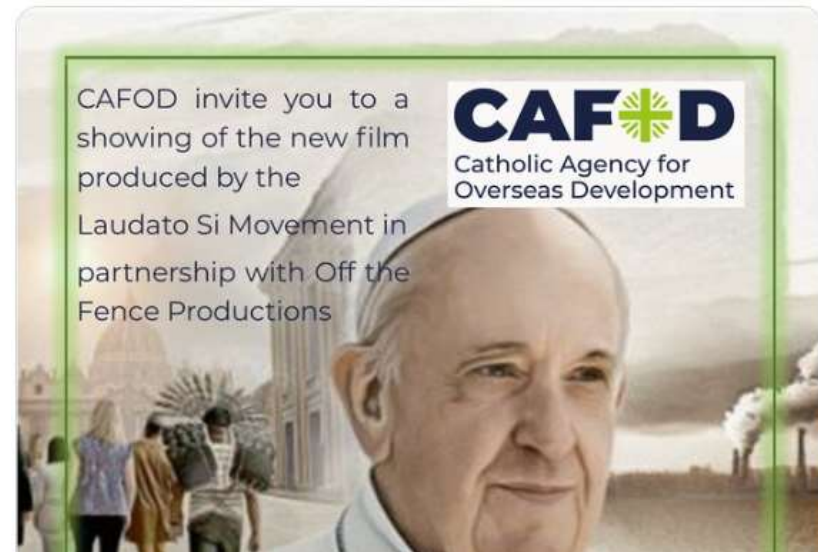
# What this looks like:



Over £200 was raised at the [#Harvest](#) fast day soup lunch 🍲 at St Edmund Campion Church in Bournemouth . Thank you so much to all those who came and to Donna who organised it 🙌👍. [#WorldFoodCrisis](#) [@PortsmouthRC](#) [@BishopEgan](#)



Join us on Tuesday 15th November at Our Lady of the Rosary in Buckley to watch the new film 'The Letter', as we walk in the footsteps of our sisters and brothers around the globe whose lives are affected by the [#climatecrisis](#). Register your attendance 📌 [eventbrite.co.uk/e/the-letter-a...](https://eventbrite.co.uk/e/the-letter-a...)





# What this looks like:



CAFOD in Hexham & Newcastle  
@CAFODHN

...

Quick trip down to Emmaus Village this morning to visit the [@ymteam](#) with excitement building for Advent



CAFOD in Brentwood  
@CAFODBrentwood

...

Pleasure to join parishioners from the Holy Name and Blessed Sacrament parishes in Chelmsford for a [#FixTheFoodSystem](#) activity. We heard an inspiring talk by Lopes from Mozambique (centre) about the struggles and challenges faced by farmers and food producers in his country.



# What this looks like:



A lovely evening was held @ Camberley & Bagshot Parish with @cafod Programme Officer Niamh Furey speaking about CAFOD's work in Afghanistan & how funds are used. Thank you Jo & Anne for organising the event, to Fr Paul & all. ❤️👐🙏  
[@ABDiocese](#)



How have we ended up with a Food System that is contributing to killing the planet and keeping millions in poverty?  
Parishioners from @SJHNMorecambe gathered to take part in @CAFOD's #FixTheFoodSystem campaign & take action 🌍👉  
[cafod.org.uk/Campaign/Fix-t...](https://cafod.org.uk/Campaign/Fix-t...)



# What this looks like:



CAFOD in Nottingham  
@CAFODNottingham

We love it when communities come together!

Parish 🍌 School ❤️

☀️ THANK YOU! ☀️

**Holy Rosary CVA** @HolyRosaryCVA · Oct 7  
@CAFOD FAMILY FAST DAY Lovely to welcome volunteers from @StJosephandStP1 to help our Chaplaincy team make soup to sell after school with produce from our allotment. £105.75 raised for @CAFODSchools #Harvest



CAFOD in Liverpool  
@CAFODLiverpool

Thanks for your kind invitation for @CAFODLiverpool school visiting team. A delight to be with you!  
@CAFOD @CAFODSchools

**St Thomas of Canterbury** @StThomasofC · Oct 18  
We were delighted to welcome Justine into school to talk to us about how we can help our global family #stcshcatholiclife #stcshlivesimply @CAFOD @CAFODLiverpool @CAFODSchools



CAFOD in Middlesbrough  
@CAFOD\_MBrough

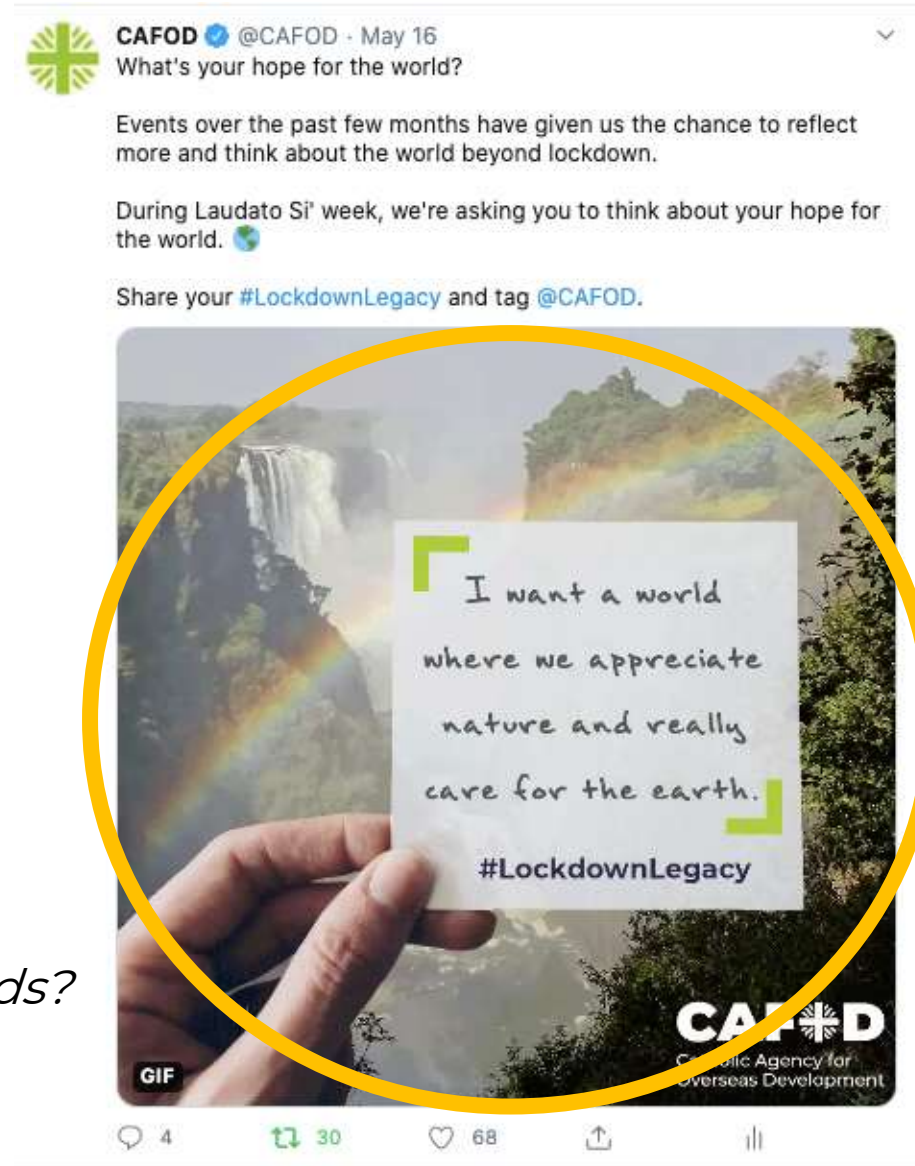
SS Leonard & Mary's church in Malton held a Harvest table to raise funds for @CAFOD. Thank you so much to all concerned with organising and supporting this event.

We are so grateful for your efforts!



# WHAT MAKES AN EFFECTIVE POST?

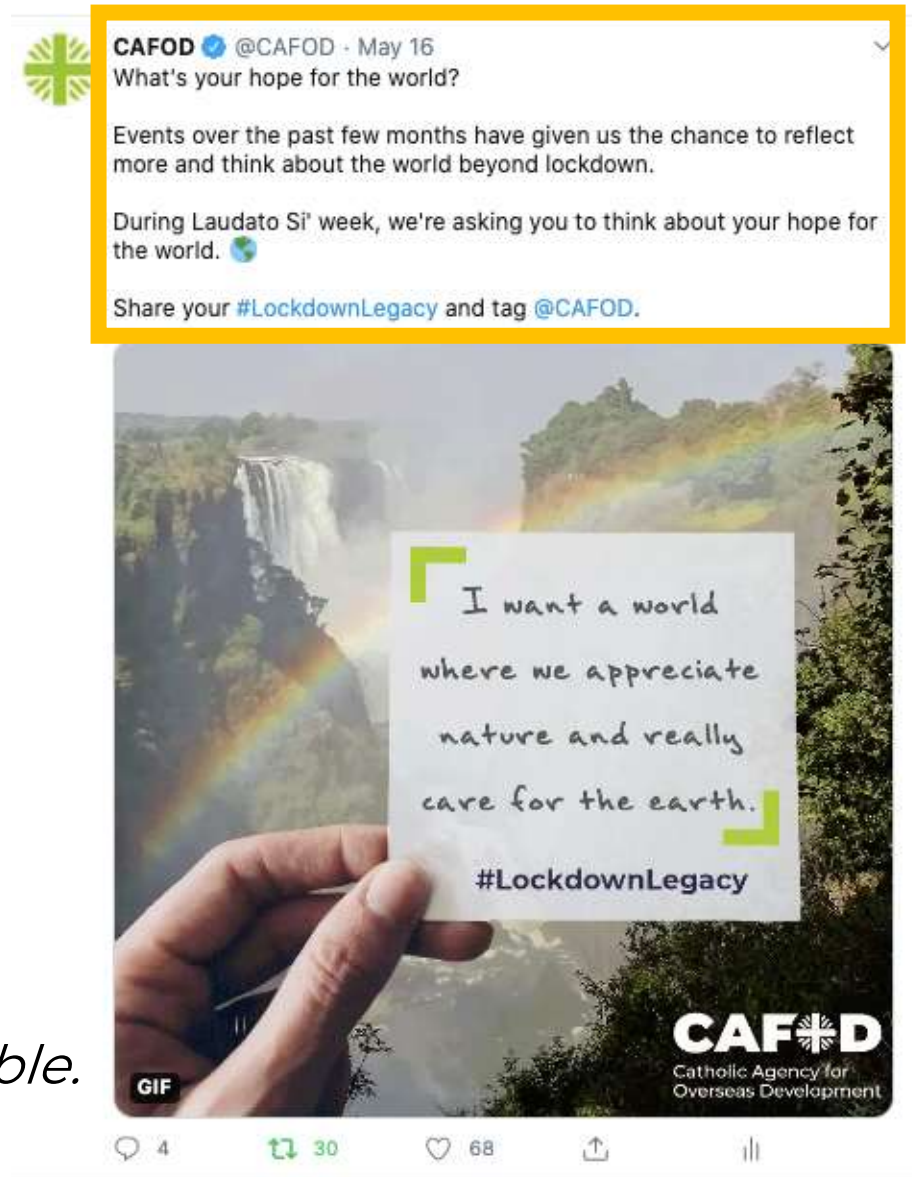
- **use videos and images**
  - be concise
  - use hashtags (don't overuse)
  - include action words (CTA)
  - ask questions/ use polls
  - embrace emojis
  - make use of threads
- 
- *Would you stop to look at a post with just words?*
  - *Increase engagement/ create connection*
  - *Always ask 'what image or video will I use?'*



# WHAT MAKES AN EFFECTIVE POST?

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- **be concise**
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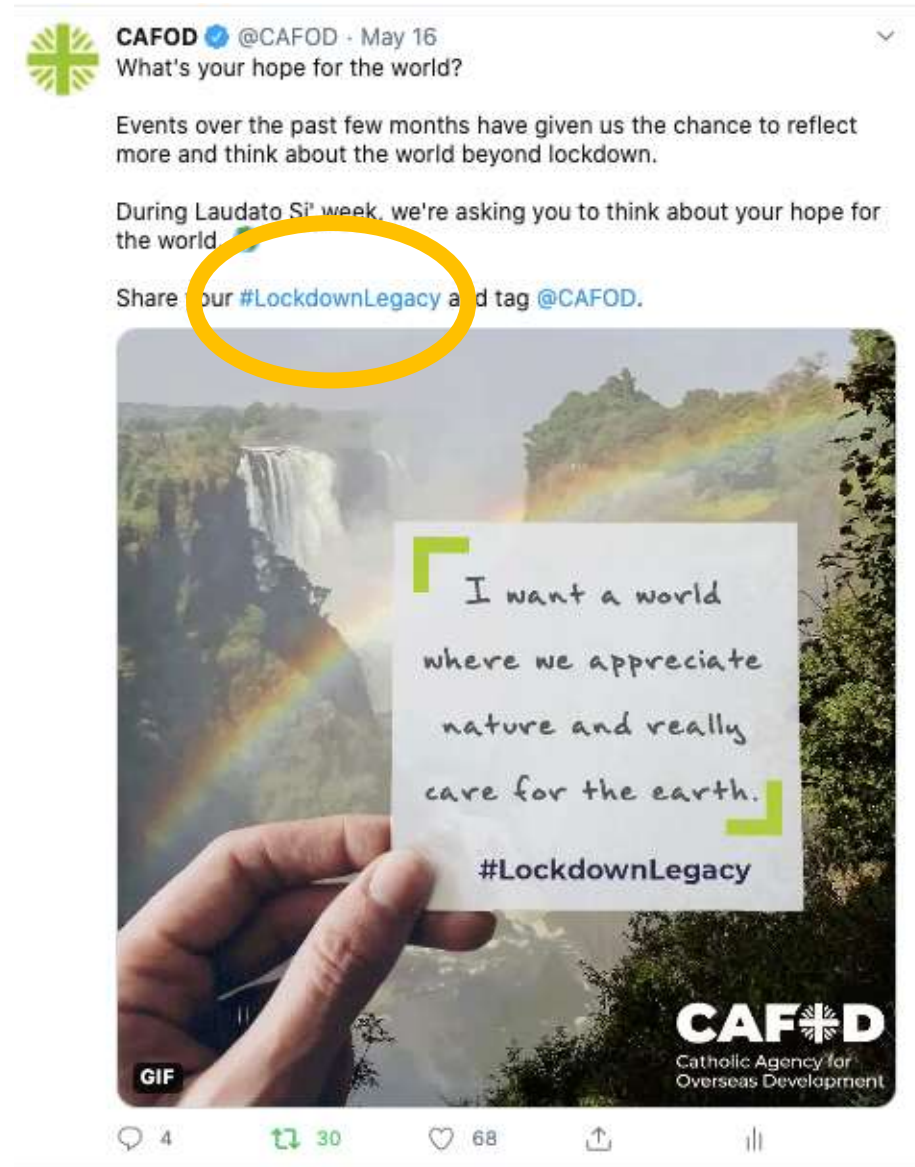
- *People flick through SM*
- *Get message across in as few words as possible.*
- *Avoid NGO language*



# WHAT MAKES AN EFFECTIVE POST?

- use videos and images
- be concise
- **use hashtags (don't overuse)**
- include action words (CTA)
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- embrace emojis
- make use of threads

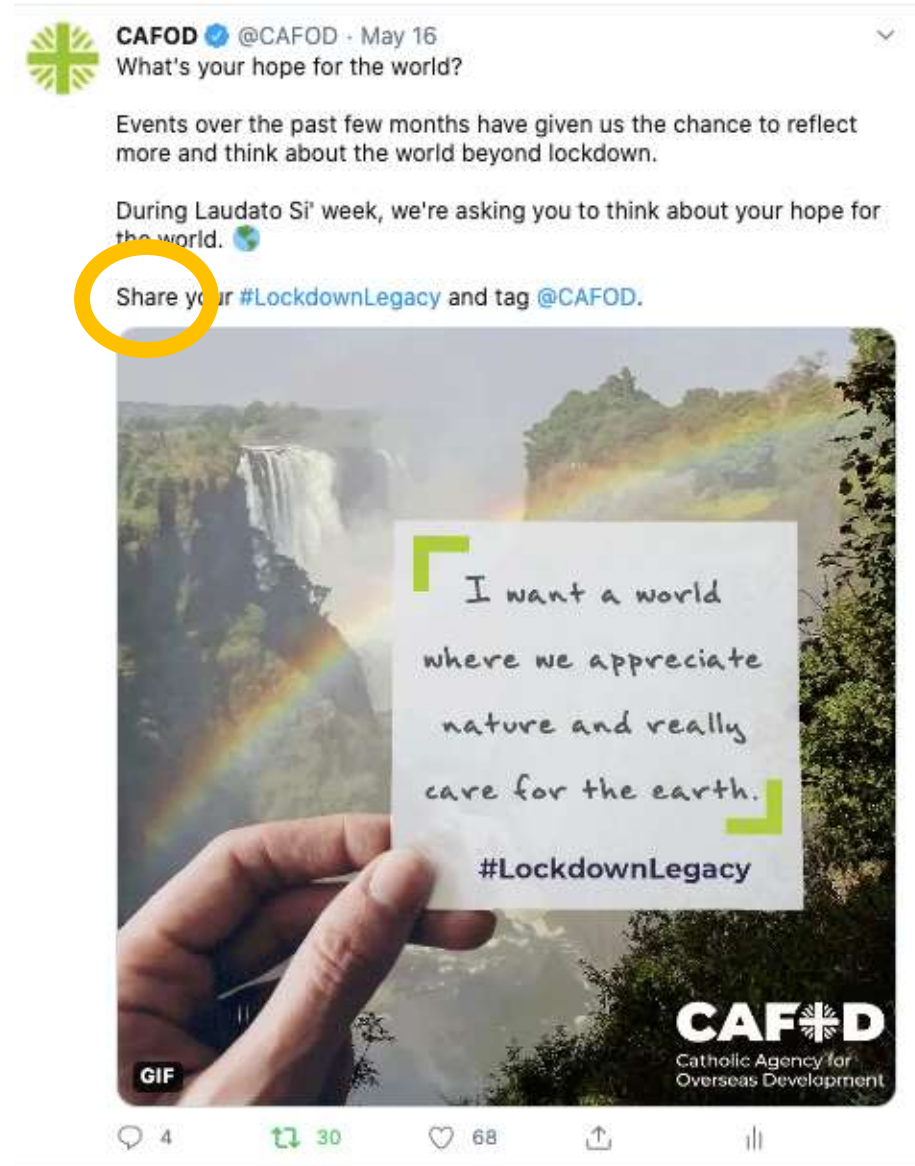
- *Categorise tweets/join the conversation*
- *Increase reach/engagement*
- *Only need one or two (more gets spammy)*



# WHAT MAKES AN EFFECTIVE POST?

- use videos and images
- be concise
- use hashtags (don't overuse)
- **include action words (CTA)**
- ask questions/ use polls
- embrace emojis
- make use of threads

*Click, tag, sign up...  
to direct follower to an action*



# WHAT MAKES AN EFFECTIVE POST?

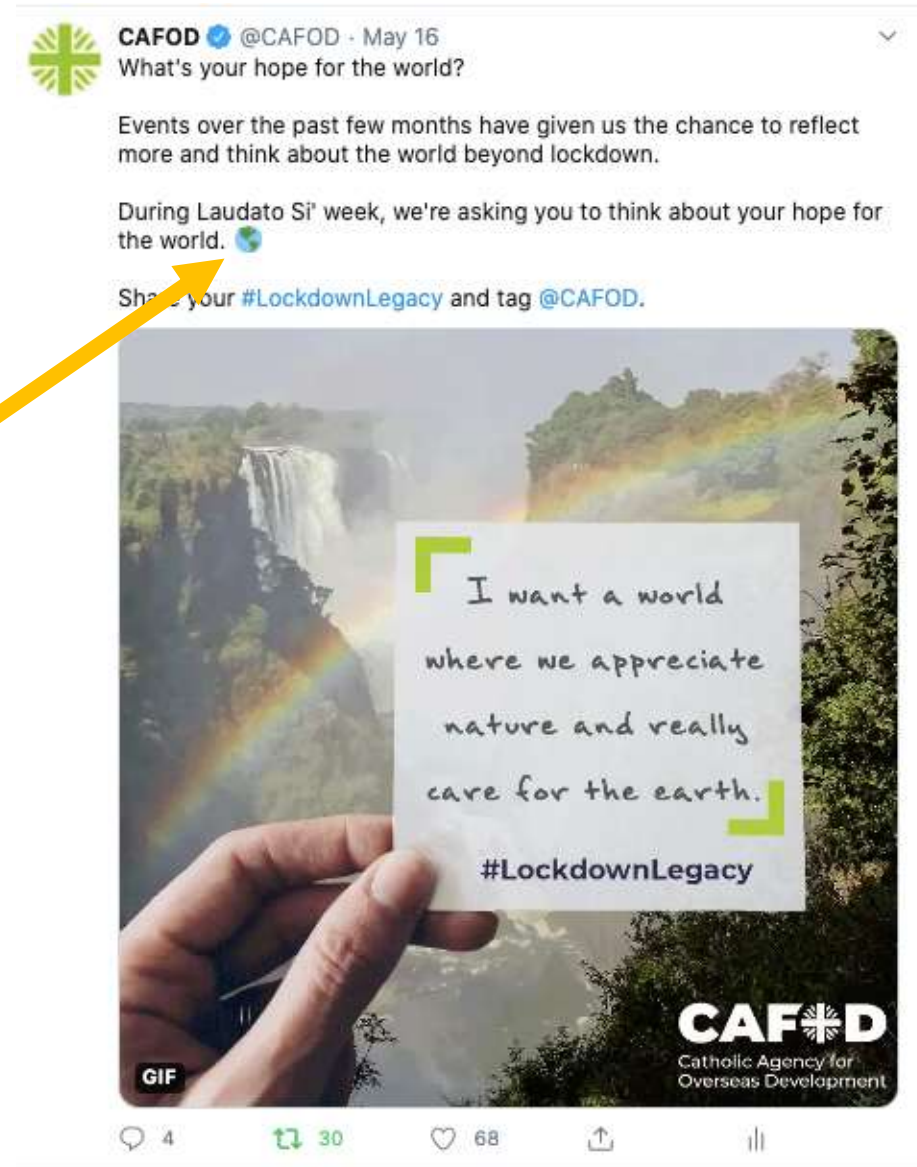
- use videos and images
- be concise
- use hashtags (don't overuse)
- include action words (CTA)
- ask questions/ use polls
- **embrace emojis**
- make use of threads

👁️ *catch the eye*

!! *add emphasis*

👤 *show personality*

👏 *increase engagement*





# WHAT MAKES AN EFFECTIVE POST?

- use videos and images
- be concise
- use hashtags (don't overuse)
- include action words (CTA)
- ask questions/ use polls
- embrace emojis
- **make use of threads**

*Good for longer form, reports,  
or sharing lots of stats.*

**CAFOD** @CAFOD · Apr 28  
When Ryan's grandad, Michael, passed away he wanted to do something special in his memory.  
Despite the lockdown, Ryan has been busy selling tickets for his Easter raffle. He's raised an incredible £862 for families living in poverty. 🙏

**CAFOD** @CAFOD · Apr 28  
"He was my best friend and someone who was very close to me, he would often talk to me about the charity and the amazing work it does helping people all over the world."  
Thank you so much Ryan and all your lovely family.  
What a beautiful tribute to Michael. ❤️

**CAFOD** @CAFOD · Apr 28  
For other ways of donating in memory of someone special visit

# CHECKLIST FOR CREATING POSTS

- use videos and images
- be concise
- use hashtags (don't overuse)
- include action words (CTA)
- ask questions/ use polls
- embrace emojis
- make use of threads

## *TOP TIP:*

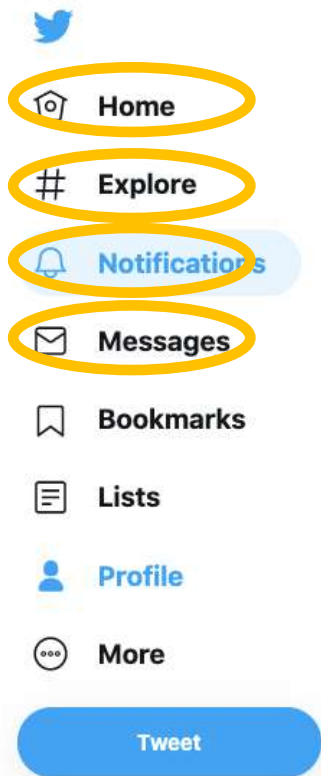
*always double check before posting  
(grammar, spelling, layout, messaging, jargon)*



**ENGAGEMENT**  **BUILD YOUR NETWORK**

# BEST PRACTICE

- **Regular** posts
- Talk **with** followers not at them
- Reply, like and RT **often**
- Monitor **notifications** and **trends**



# REPLY, LIKE AND RT OFTEN

You Retweeted

**Dermot O'Leary** @radioleary · May 12

Developing countries face devastation from #coronavirus and need all the help they can get. That's why I'm backing @CAFOD's Appeal - so people already living on the brink get the support we'd want our own families to receive. 🙏



Coronavirus Appeal | CAFOD  
Donate to CAFOD's Coronavirus Appeal. Our local experts need your support to continue protecting lives.  
[cafod.org.uk](https://cafod.org.uk)

4 replies 57 retweets 114 likes

**Gaynor Craggs** @CraggsGaynor · May 22

The penultimate run completed today. I'm so happy to see that the total has reached £260! Thank you so much! It would be wonderful if we could surpass that and raise as much money as we can for @CAFOD [justgiving.com/fundraising/my...](https://justgiving.com/fundraising/my...)



Google

Fri, 22 May, 17:54 - 18:12

**17 mins 13 secs**  
2.6 km 06'28" /km

Chart

Speed Elevation Cadence

**100%** £260 raised of £260 target by 24 supporters

2 replies 8 likes

**CAFOD** @CAFOD · May 22

Well done Gaynor and thank you so much! 🙏 Good luck for your final run

1 reply 1 like

# Regular sweeps

## WEEKLY

- Receive weekly posts from Comms team on Tuesday morning (should include all SM requests).
- Adapt, add your voice/ local context.
- Plan any other content e.g. local events, campaigns etc
- Check in with volunteers for content collection opportunities/social media ideas

## DAILY

- post content (ideally at least twice a day)
- reply, like and RT
- check main account for useful content (especially new things)
- check trends

## TIPS

- use tools to schedule content
- develop a regular routine to fit your ways of working

# Using social media to build relationships with diocesan communities

- Utilise when School Volunteers are visiting a school and tagging the schools in. Be ready to like/share any content the school puts out about the visit. Ask the school beforehand to take and share photos.
- Do similar if you know of events, talks or activity in parishes.
- Consider asking those responsible for social media in parishes if you're okay posting things to their FB page.
- Ask those responsible for social media in parishes, schools, the diocese or networks to post or share CAFOD content.
- Like the posts of other communities and retweet if relevant and suitable.
- Consider how you can recruit volunteers locally using social media.
- Don't forget to share our passion for our work as it helps our social media not appear dry.
- Also, as a Catholic organisation working with and within the Catholic Church, please share how our faith is linked to our work.

# TIPS FOR SOCIAL MEDIA FILMING AND PHOTOGRAPHY



- Filming/taking photos on your phone is fine
- For filming: Find a quiet space – audio is key, if possible we want as little background noise as possible.
- For filming: Get a steady shot – preferably place your phone/camera on an even surface.
  - Or ask someone to film you and keep it steady
- Ensure the shot has light – preferably somewhere bright with natural light.
- Don't zoom in, this loses quality in phones.
- Try to also film a few clips of your surroundings, if you are going somewhere film small bits of your journey



# A QUICK GUIDE TO COLLECTING CONTENT



- Ask for **permission** to interview/photograph everyone you speak to, and explain the context in which the content might be used (e.g. in CAFOD magazine, our website). Use the [consent form](#) before the interview and make sure the interviewee **understands** the form.
- Write down any responses **word-for-word** so we have a direct quote from the interviewee.
- Take a **range of photos**, including head shots and portraits from different angles, with family members, in context (e.g. in front of home), doing an activity, landscapes. You may need to take photos outside for better light. Horizontal (landscape) format is preferable.

# CONNECTING WITH CAFOD



 Facebook - [www.facebook.com/CAFOD](https://www.facebook.com/CAFOD)

 Twitter - [www.twitter.com/cafod](https://www.twitter.com/cafod)

 Instagram - [instagram.com/CAFOD](https://instagram.com/CAFOD)

 LinkedIn - [linkedin.com/company/CAFOD](https://linkedin.com/company/CAFOD)

 TikTok - [tiktok.com/@cafoduk](https://tiktok.com/@cafoduk)

 YouTube - [youtube.com/cafodtv](https://youtube.com/cafodtv)