

Cycle and Stride for Active Lives Leaders' project Social media fundamentals



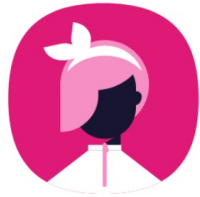
What's the story?

1. Why are you on social?
2. Which networks to use, for what, and when
3. How to reach as many people as possible
4. How to reach the right people
5. **Exercise:** identifying your audiences and how to reach them
6. Creating great posts
7. Practicalities – editing and posting
8. Did it work? Making sense of the numbers

Why are you on social?

Short answer: it's where the people are

Time spent on social media, per day



Gen Z

Born
1997-2003

3 hours



Millennials

Born
1983-1996

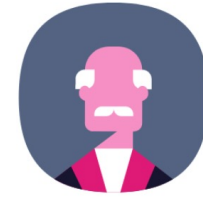
2.5 hours



Gen X

Born
1964-1982

1.5 hours



Boomers

Born
1955-1963

1 hour

Why are YOU on social?

This can be a major time investment, so it's worth understanding what you want to get out of it.

- Drumming up interest in events and activities
- Finding funding and PR opportunities
- Finding and managing volunteers
- Other?

Where should you focus your efforts?

Each social network is good at different things, with different people on each network for different reasons, so let's look at the options...

**Which networks to use,
for what and when**

So many networks, so little time

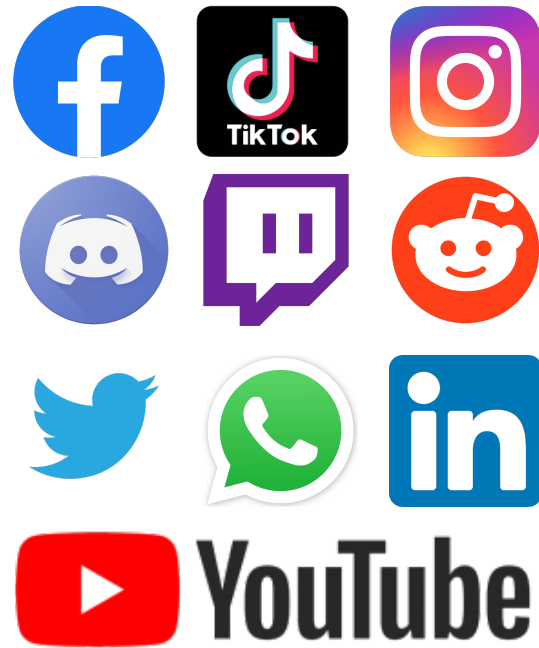
Each one appeals to a
different set of people.

Where should I invest my
effort and why?



Gmail

So. Many. Networks. Which are for you?



We'll start with the big 3



Instagram



Highly aspirational – has a strong ‘living your best life’ vibe.
Tied with Tik-tok for supremacy with the under 30s

Use for:

- Drumming up interest in events etc.

Pro:

- Great for reaching the under 30s

Con:

- It’s hard to link to events or website
- There are no tools for organising events or groups

Tips:

- Instagram messenger is the main chat channel for most teenagers – work out how you’ll handle DMs
- It skews female: 57/43 gender split. Young men may prefer other channels
- Linking out to things on the web is a pain. <https://linktr.ee> makes that slightly less of a pain as you can link multiple things from your profile.

Tik Tok



Was the new kid on the block, but as big as Instagram now. Yet, hard to build followings on as it's quite impersonal.

Use for:

- Drumming up interest in events etc.

Pro:

- Great for reaching the under 30s. The audience is here, just hard to reach

Con:

- It's hard to link to events or websites
- There are no tools for events or groups

Things to ponder:

- How will you get into people's feeds? The algorithm is harder to 'hack' than other networks
- Trends female 61-39%, like Instagram, young males may prefer other channels
- Heavily video-focused. Can take time to craft posts and is it's own thing: things you put out on other channels will feel odd on TikTok

Facebook



A huge, sprawling, network. It has the best tools for organising people, but also plenty of issues.

Use for:

- Organising groups and events.
- Reaching the over 30's, parents, teachers and other 'authority figures'

Pro:

- Has great tools for organising events, groups and volunteers

Con:

- Not great for reaching young people

Things to ponder:

- People under 25 view it as 'for old people'. They may have an account. They may not use it much.
- Know how you will deal with trolls. Short version: don't feed the trolls. Be courteous, non-specific, don't engage.
- Block people and remove their comments if they are persistently offensive.

The oddities



YouTube



YouTube



More like TV than any other channel, don't try to build a community here unless you are regularly posting a lot of high quality content.

Use for:

- Training content, explainers, longer pieces and website videos.

Pro:

- Has great tools for organising events, groups and volunteers

Con:

- Not much use for drumming up interest in events and not much sense of community.

LinkedIn



Do you need to be on LinkedIn?

Probably, yes, yet for entirely different reasons than other channels

Use for:

- Networking with companies, PR, funding networks and volunteers

Pro:

- People like being seen to support community organisations.

Con:

- Sales people 'reaching out' can be annoying

Things to ponder:

- It's very personal – it takes time to build your community page's network. It's worth it, however.
- You'll need a community/business page rather than using your own profile. These are easy to set up

Niche channels



Twitter



Way more niche than you might think. Snapchat has more daily users, but Twitter is prominent for news and politics.

Use for:

- Journalist outreach, recruiting volunteers. Local politicians and authority figures are also generally on here.

Pro:

- Good for interactions with ‘authority’

Con:

- Limited reach
- Can be political. ‘Twitter is for activists’

Things to ponder:

- Older demographic than most consumer channels. Just 25% of users are under 25
- Beware of the trolls. The most ill-tempered channel. Don’t engage
- Block people and remove their comments if they are persistently offensive.

Reddit, Discord and Twitch



If your main audience is young and male, they can be hard to reach elsewhere. We're not going to cover these in detail, yet worth looking into if you need to reach this audience.

Use for/pro:

- Reaching some young male audiences, geeks and gamers especially

Pro:

- Has interest communities you sometimes can't reach any other way.

Con:

- Sometimes toxic, get under the skin of the channel before you venture forth.

Things to ponder:

- These channels work very differently from the 'conventional' social channels that you are used to. Research time is strongly recommended.
- There tend to be strong communities around certain topics, with their own rules and etiquette. Take the time to research what works, what doesn't and what brings out the trolls.

And finally - WhatsApp



Is it a social network? Yes, kind of, but far less public than others. It's not a PR/publicity channel which is why it feels odd to talk about here.

Use for/pro:

- Co-ordinate lots of regular users.

Pro:

- It's easy, quick and free to organise

Con:

- Private discussions should be actively managed to stay on topic and courteous.
- You can find yourself a member of too many groups! Stay on top of your groups.

Things to ponder:

- Invite people to groups via a link and advise them that their phone number will be visible to the group.

What to use for what

Drumming up interest in younger audiences



Niche networks

Networking, PR, journalist outreach, campaigning, fundraising



Drumming up interest in older audiences, manage groups, events



Managing volunteers and activities



Longer content, explainers



**How to reach as many
people as possible**

Growing your reach on social media

The social networks host far more content than anyone can ever see.

So, how do the networks decide what to show, to whom?

On most networks, there's a simple formula for how to get the most attention for your posts.

So, how can you 'hack the algorithm'?

Hacking the algorithm



Hacking the algorithm

1. Maximising sharing and engagement
2. Influencers
3. Twitter
4. TikTok
5. Other networks

Engagement and sharing

On many networks, there's a simple formula for how to get the most attention for your posts.

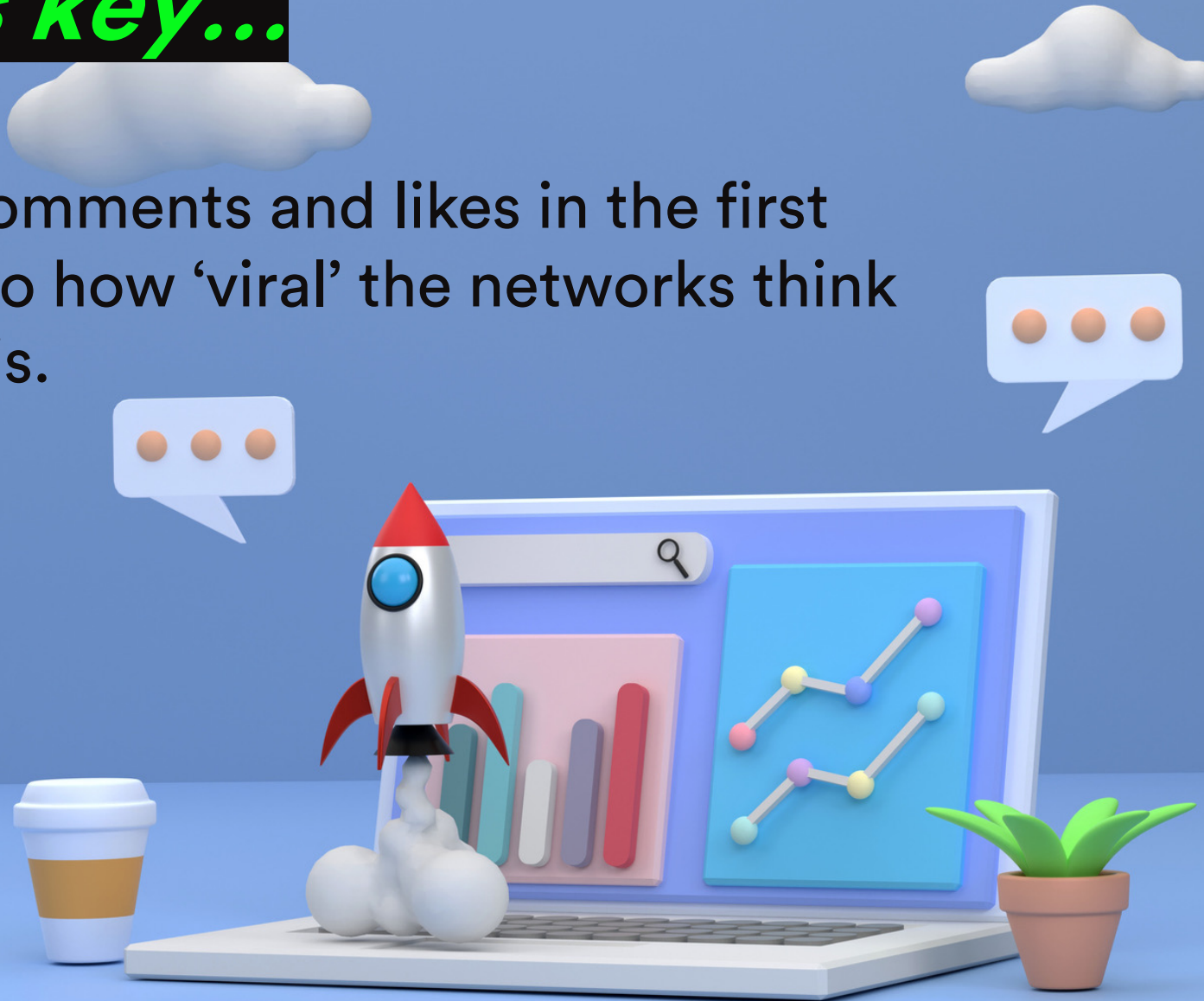
Shares, comments and likes are social media rocket fuel on these networks.

Shares are worth most, then comments, then likes



Speed is key...

The shares, comments and likes in the first hour are key to how 'viral' the networks think your content is.





Build sharing networks

Build a WhatsApp group of friends, family, volunteers and anyone you can reasonably rope into the 'cause'.

Whenever you post, share the links into your WhatsApp group and ask people to share.



Tip: this is easiest to do from a laptop, so log into your networks on the web and copy and paste those links into the sharing group on <https://web.whatsapp.com/>

Facebook makes this hard. So, if you can't find the link to posts: clicking on the timestamp of the post usually brings it up.



Solemother

26 February at 17:26 · 🌐



Find relevant Facebook groups

Find Local and special interest groups on Facebook, join them, note their rules on posting. Then, once you've posted, share the post with them.

Local groups:

e.g. in my area “Tod chat ‘n’ that” has over 10,000 members.

Special interest groups:

e.g. WalkRideGM has over 1,300 members



Influencers

Not all influencers look like this. No matter how they look, anyone with more than a few thousand followers can have an outsized effect on how many people see your posts.

So, how can you get their help to spread the word?



Find your influencers

Spend a few hours searching out key people (mayors, councillors, MP's, teachers, local public figures, philanthropic businesspeople, cycling and walking enthusiasts etc. etc.) who might be open to sharing your posts.

Approach them on social media (or in person), follow them, ask them to follow you, and from time to time ask them to share or co-create publicity posts. Many will be happy to.



Follow and follow-back

Review your followers and follow back relevant people.

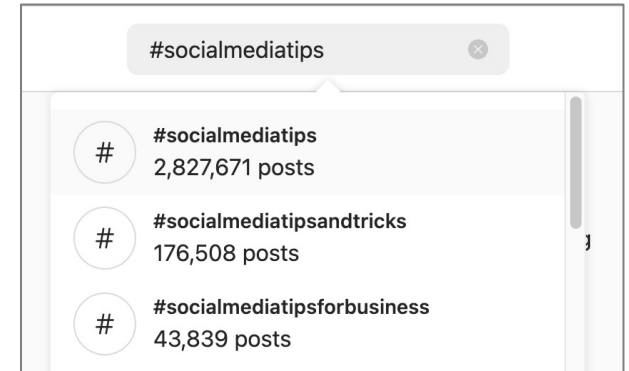
Most networks encourage this and are more likely to suggest to others that they follow you.



#Hashtags

Some networks rely heavily on hashtags to help people find relevant content.

- Find some organisations like yours and check out which hashtags they use on their posts. Then try them yourself
- Search Instagram for these hashtags. Look through popular posts for relevant related hashtags.
- There are also dedicated hashtag research tools, yet these often cost money and are tricky to use.



#Hashtags – don't go mad

Don't overdo it or use the same hashtags repeatedly. 10 is about the maximum. Experiment, see which tags work best for you.

The networks will think you are spamming and reduce your how many people see posts.

The example across uses 30 – way too many unless you know exactly what you are doing.



How much is too much?

Posting more than once a day on most networks will tend to get you lower reach.

Each post has a 'life' of about 24-48 hours.

Yes, you can run the same post a few times on consecutive days, but try to vary it a little or the networks think you are spamming.

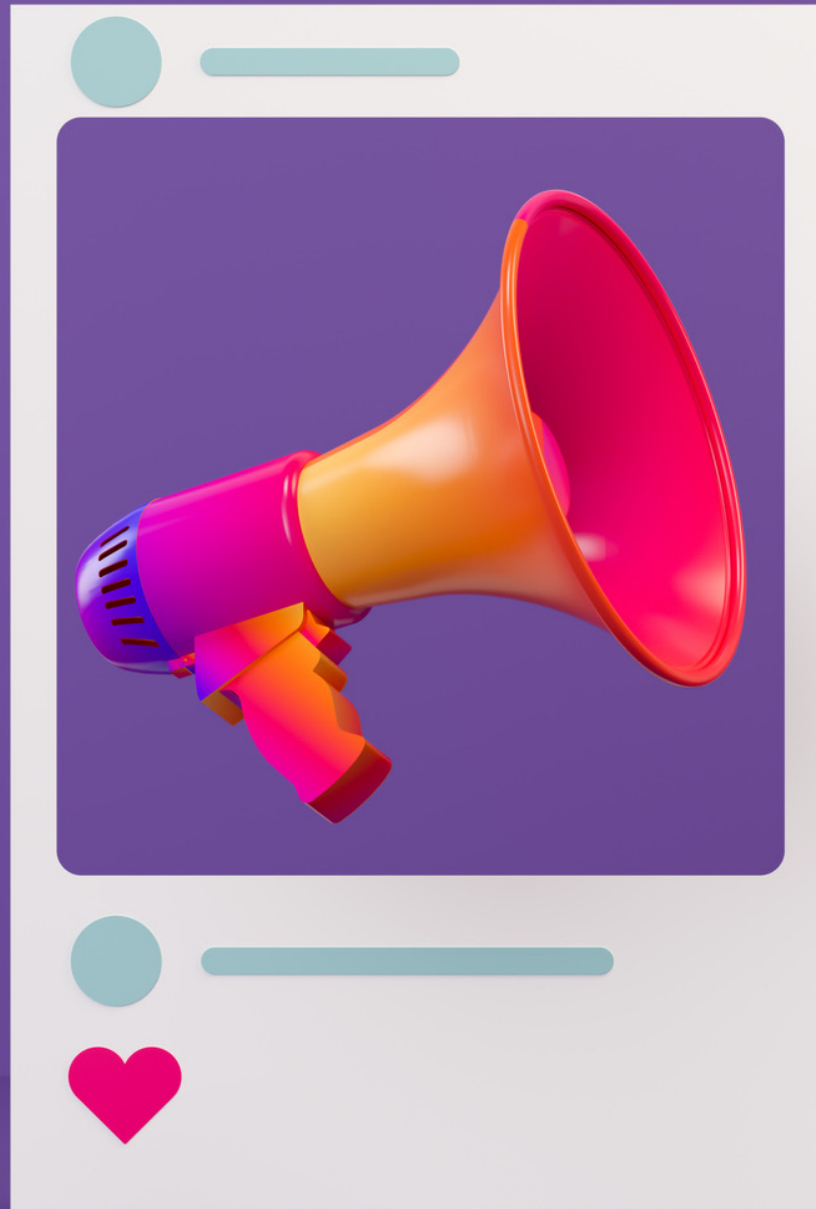
Twitter rewards you for 'just showing up'. Prolific tweeters get more reach than people who just tweet occasionally.



Summary

The more people who share, comment on and react to your content, the more widely your posts will be distributed.

So, do everything you can to get people to share, comment on and react to your posts.



Reaching the right people

Who do you need to reach?

So, far we've talked about reaching as many people as possible. But are they the right people?

There's no point in having a million followers if you run a youth cycling project in Manchester and they are all 4x4 enthusiasts who live on the Indian subcontinent.

Who do you need to reach?

You need to reach the right people, in the right way, to grow your community.

How do we work out who the right people are?

Identify your 'who'

Who do you need to reach?

- Kids?
- Teachers?
- Parents?
- Funders?
- Prospective volunteers?
- People who don't speak English?
- All of the above?



Identify your 'who'

Take some time to list out the different types of people you need to engage in order to grow your community.

Then, against each audience, jot down a bit more about them, as a group.

Identify your 'who' – basic info

We typically start with 'objective' things:

- Age range
- Education level
- Income
- Ethnic/religious groups (where relevant)
- Location
- What tech. they use
- Attitude to social media and preferred channels

Next: speaking their language



Good morrow to you, Sir



'Sup blud?

Speaking their language

For each audience, think about:

- Who are their peers, idols, enemies?
- What gets them excited?
- What are their big turn-offs?
- How do they talk?
- Where do they hang-out on social?

Facebook groups, Instagram, TikTok hashtag communities, local non-English speaking communities?

We call this their ‘informational style’.

A thumbnail sketch of each audience

Finally, we pull all this together into a thumbnail sketch, a profile of who they are.

Remember: you can have multiple thumbnails for a given audience, but try not to have too many. This is an aide memoire, a help when creating posts for them on social

E.g. It may be that teenage boys and girls have different thumbnails, or it may not.

Example profile: Teen gym prospect

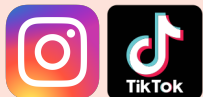


Key stats:

Secondary to adult gym prospect in revenue priority. Important for long-term revenue by getting into the fitness habit.

Age:
13-15 years-old

Channels:



Interests:

Movie lovers, Fashion, Beauty, Tech, Music, Green living (source: Google Analytics).

Money

Comes from parents/family. – only 19% have a part-time job and most don't have a bank account

Tech:

82% Android.reflecting lower income.

Social media:

Members of multiple sites – almost all use social media. YouTube (77%) and Instagram (63%) most popular. Sources: Ofcom, Statista

Wants:

- A simple, well-presented way to understand your offer, where your gyms are and how to get started.
- Relevant appeals without 'trying too hard' – 'flek and fam' would grate when coming from us.
- A "social hub" for teenagers, where they spend hours socialising with like-minded friends whilst sculpting the desirable body" (Kantar)
- Parents are likely paying – make it easy for them.



Wider insight

It's important to recognise the strong aspirational influence of social: "Social media is the central motivation behind the GenZ demographic's obsession with fitness" (Kantar)

However, we still need to avoid 'Gymtimidation'. So, reflect that aspiration whilst also being inclusive and encouraging healthy fitness.

But I don't know some of this!

When in doubt: ask

Try and ask a few people to get insight from a variety of people.

And search them out on social media.

Get a real feel for how these people talk and interact.

I have my thumbnails, now what?

Then build your channel strategy for each audience.
That sounds super high-falutin'. What it means is:

Who do I appeal to, where, in what way?

e.g. Local Teachers

Local Facebook groups, Facebook page followers, email lists, PR outreach to local journalists on Twitter.

Big picture: Focus on educational and social benefits and practicalities of how to get their kids involved.

Day-to-day: publicise events and activities to get more sign-ups

Kids: reaching the under 13s

In theory, they shouldn't be on social at all.

Most networks have a minimum age rule of 13.

Yet, many are present from age 11 or even earlier.

Be mindful that explicitly appealing to the under 13s may be in breach of T&Cs, so be aware of this and don't do it.

**Exercise: your audiences and
how to reach them**

Exercise – build an audience

Who do you need to reach?

- Kids?
- Teachers?
- Parents?
- Funders?
- Prospective volunteers?
- People who don't speak English?
- Other?

Jot them all down

Pick a one audience and think:

- Who are their peers, idols, enemies?
- What gets them excited?
- What are their big turn-offs?
- How do they talk?
- Where do they hang-out on social?

Jot that down too.

Exercise – what's your channel strategy?

Put it all together:

- Where can I reach these people?
- What do I say and how do I say it?

e.g. Local Teachers

Local Facebook groups, Facebook page followers, email list.

PR outreach to local journalists on Twitter.

Big picture: Focus on educational, social benefits and practicalities of how to get their kids involved.

Day-to-day: publicise events and activities to get more sign-ups

**Putting it into practice:
Creating great posts**

Before you leap in and start creating...

We'll look at the mechanics of creating posts...

But before we do, some tips what makes a good social posting style...

Be distinctive

The average person scrolls through 300 feet of posts a day. That's the height of the statue of liberty.

Develop a distinctive style and stand out.



Be emotional



Like



Love



Haha



Yay



Wow



Sad



Angry

Social media rewards fast emotion not slow thinking.

Focus on people, not things.

Keep it simple, instantly recognisable and **be real** 100

People can spot emotional fakery a mile off.

Be consistent

For each audience, pick:

- Colours
- Fonts
- Writing style
- Image/video style

(e.g. preferred Instagram filter etc.)

And then be emotionally consistent within that style.

Emotional consistency

That doesn't mean you have to slavishly follow a given style. As long as the tone is consistent.

Have fun.

Use memes, bounce off culture and current events, and swim in the social stream. Just be mindful of how your audience will receive it.



Get help to develop a style

Rope in a friendly designer, show them your audiences and channel plan, along with the kind of things you need to say and get them to create example posts in Canva (spoiler alert) that you can then work with them to develop a style.

Don't know any designers?

Try Fiverr or Upwork for cheap, good, design*

* <https://www.fiverr.com/> or <https://www.upwork.com>

**Managing the practicalities:
creating and publishing posts.**

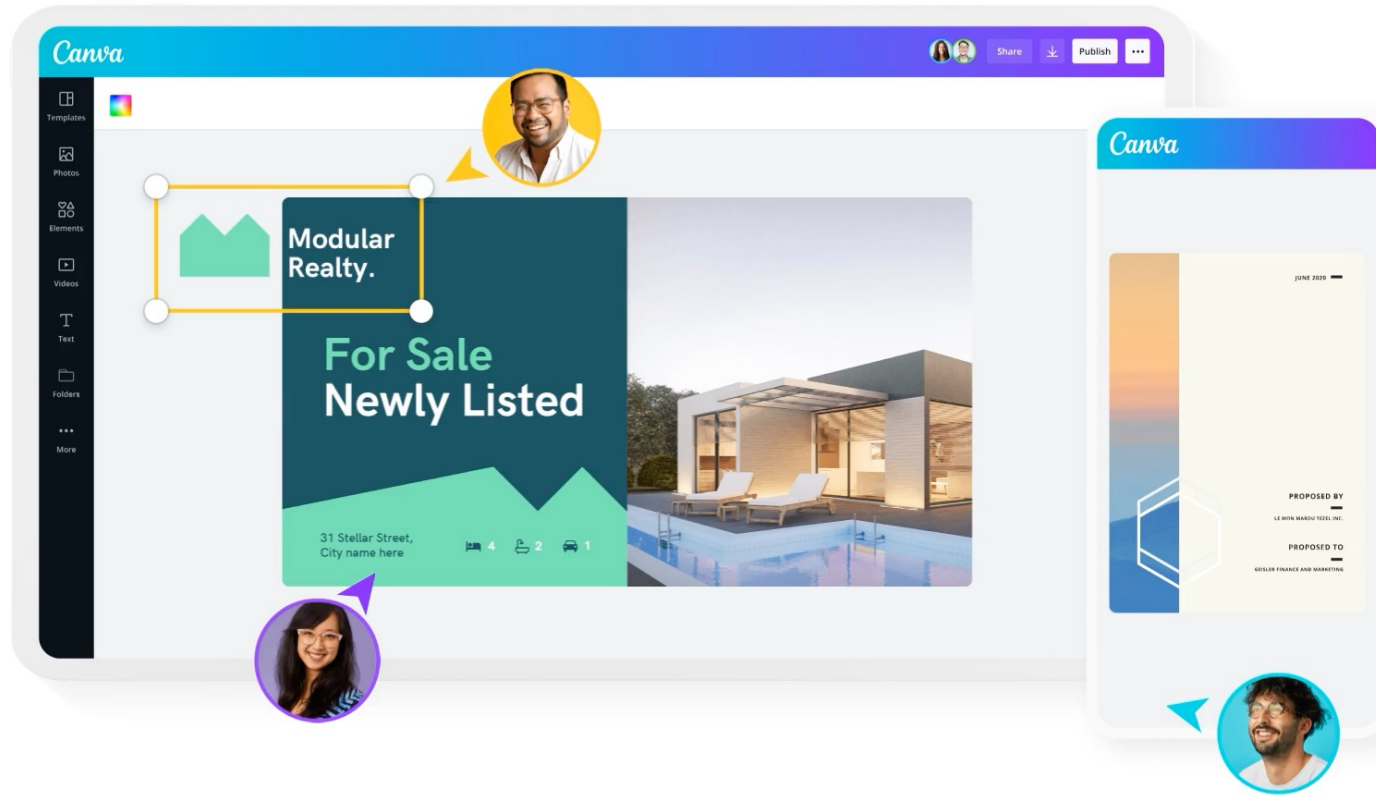
There are only so many hours in a day

And you actually want to do community stuff rather than post to social media all day every day.

So, how can you make it easier to:

1. Create the posts
2. Send them out

Canva. Free, fast, fun



Canva

Canva helps you pick the right sizes, shapes and layouts for each kind of social post, has video editing tools and generally makes life 900% easier than using complicated tools like Photoshop.

You can connect it to all your social media accounts and publish direct to your social feeds.
(except TikTok: you need to do that from the app)

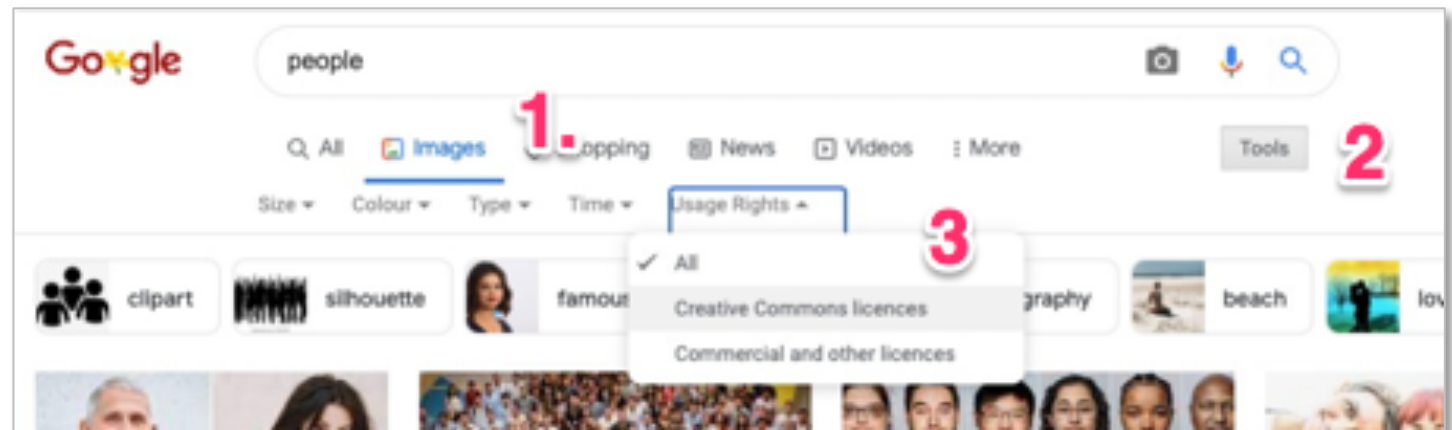
Free visual resources

The best visuals are always ones of real people doing real things. Yet, sometimes you just need good pics of general ‘stuff’. Don’t use copyright images taken from the web: that could get you into (costly) trouble.

Instead, use these:

- [ImgFlip.com](https://imgflip.com) – meme maker tools
- [Unsplash.com](https://unsplash.com) – free*, good quality image bank
- Free* ‘Creative commons’ images on Google image search

* Free, if you credit the photographer somewhere in your post



**Did it work? Making
sense of the numbers**

Making sense of the numbers

Are you winning?

Sometimes it's hard to tell.

Social media throws so many numbers at you, knowing what's really going on is difficult.

We'll show you the main ones, yet always stay focused on 'business outcomes' i.e.

The only number that ultimately means anything is the number of people you help.

First, some definitions

Followers:

Largely meaningless, even as a guide to how many people your posts will reach. I've run pages with a few hundred followers and crafted posts that reach 20k+ people. Sharing and engagement on posts is far more important in determining how far your post will travel.

Reach:

Very simply, how many people your post has reached.

Impressions:

How many times your post has appeared. Different from reach because some people see your posts several times. Reach is the more meaningful number.

Engagement:

How many people liked, commented and shared your post. Posts with high engagement will normally have far higher reach, so you can use this number to learn what's working with your audience.

And then... Video views

What counts as a 'view'?

YouTube – 30s

Instagram and Facebook – 3s

LinkedIn and Twitter – 2s

TikTok – as soon as the post appears on screen

Basically: the number is meaningless EXCEPT on TikTok, where it does the same job as impressions on other channels. Thanks for confusing things, chaps.

Where to find them

Helpfully, this is stupidly hard and completely different on each network. And sometimes they only appear if you have the right kind of account. So, we'll start with an easy one.

Twitter:

Go to <https://analytics.twitter.com> when logged in on the web

LinkedIn:

You'll need a business page for your community group and publish from there. From the admin view of that page, you'll see the 'analytics' link in the dropdown below and right of the logo

Where to find them

TikTok:

You'll need to convert your account to a business/pro account (no cost). Then, it will magically appear in the app: Then hover over your profile picture in the top right. Select 'View Analytics'

Instagram:

Only available for business accounts. Look for 'insights' on your profile page of the app.

Facebook:

Only available through <https://business.facebook.com/insights> unless you are happy viewing them on a post-by-post basis. You'll have to create a business account. If you connect your Instagram account to this business account you can then view both Insta and Facebook analytics together.

What does good look like?

There's no 'magic number' answer to this question.

Test and learn is key: what you really need to do is compare your posts with each other.

If one post reaches 500 people and another 5,000 for the same audience, then look at the post that reached 5,000 people and try to figure out what the special sauce was that made people like it. Then do more of that.

How to compare like with like

Each channel and audience will behave differently.

So, when you are looking at post analytics for clues as to what works best for you, keep in mind:

- Always be aware of which audiences you are comparing.
- How did other posts for this audience perform?
- Is one channel persistently outperforming another for the same audience?
- What are the business goals for that post (raising awareness, raising funding, finding volunteers etc.)

Did it succeed in that? If it did, nothing else matters!

STOP! TOO MUCH DETAIL!



Can you not just sum this all up on a single slide?

Single slide summary

Analytics are useful, but complicated. Here's what's key:

Are you reaching more people as more time goes by?

Yes? Great. See if you can tell from the numbers what people are responding to. Do more of that.

Are your posts driving the outcomes you want?

Yes? Great. Keep going.

No? Try something different.

Questions?

Session feedback

Please take a minute or two to feedback on tonight's session.

<https://form.jotform.com/220413442620037>

Thank you!