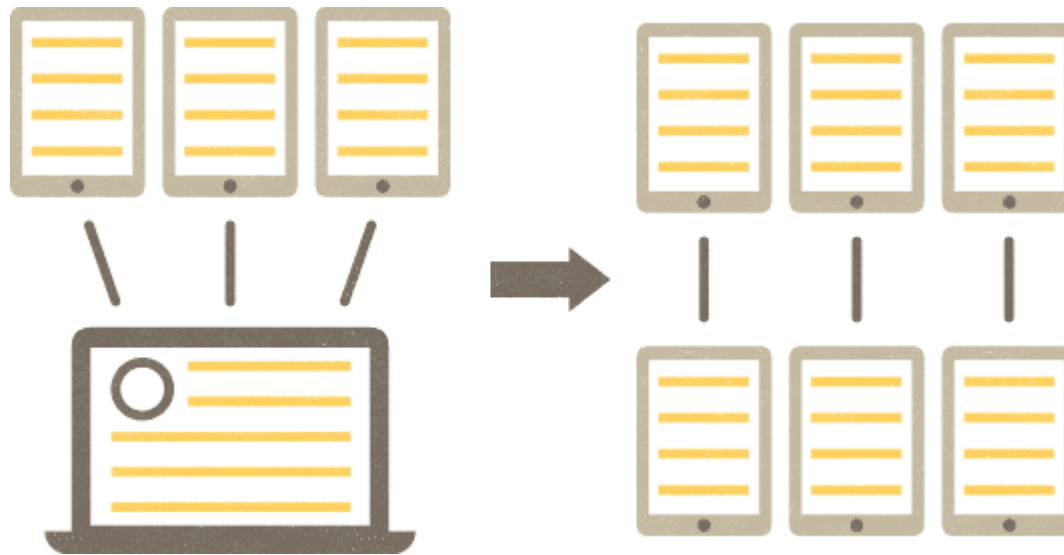


Using social media

What is it and what is it good for?



So many different platforms...

Facebook

Twitter

Youtube

Blogging

Pinterest

Instagram

Mailchimp

Forums

Snapchat



Strategy

- What do you want to achieve?
 - More members
 - People taking action
 - Influence decision makers
 - Highlight problems
 - Link with other groups or people
 - Drive traffic to your website
 - Publicise an event
 - Media opportunities
- **Not “I want to tell people about X”**





Twitter

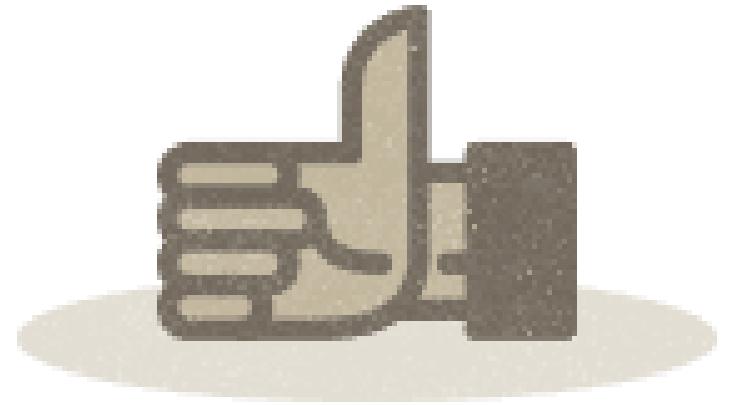
- What is Twitter?
- Your profile
- Who to follow
- How to get followers
- What to say
- When to say it
- Managing your account
- Using twitter to influence
- Dos and Don'ts





Facebook

- News Feed
- You are not in control!
- Page (pinning and highlighting)
- Group
- Events
- Content
- When to post
- Dos and don'ts, but mostly don'ts





Cross-promotion

- Be 'findable'
- Keep profile names the same
- Link between platforms
- Unique value proposition



QUESTIONS??