



Social media for  
community groups

CAG Project, Oxfordshire



# Social media stats

2.8 billion active users on some social media platform



## Facebook

- Most popular - 2 billion monthly users
- 66% of users return more than once a day
- Ages 18-49
- 100 million hours of video content watched on Facebook daily



## Twitter

- 328m users monthly
- Mostly 18-29 year olds



## YouTube

- 1.5 billion users



## Instagram

- Fastest growing network
- 700 m users monthly
- Younger audience: 90% of Instagram users are under 35
- 51% of users log in daily



# Facebook

## Group or page?



**Facebook Page** – public profile of organisation where you can broadcast posts

- Always public
- Anyone can become a fan and ‘like’ your page

**Facebook Group** – where supporters and members can interact with each other. Not necessarily a place to broadcast the same content.

- For small group communication
- People can talk to each other
- Often formed around a common interest or hobby





# Tips for Facebook

- Post **1-2 times** a day
- Interact with followers and engage with people – comment on and ‘like’ posts
- ‘Like’ other pages/organisations/groups as your page to see what they’re doing and share content

## Events

- List all upcoming events on Facebook
- Share them in posts
- Invite followers





# Tips for Twitter

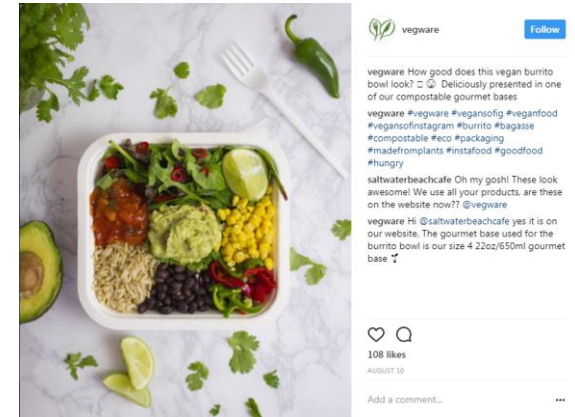
- Post **4-16** times a day - Twitter is an incredibly busy place – need to shout more than Facebook to be heard!
- Tweets with images receive 18% more clicks
- Re-tweet and share other people's content
- Mention others in posts using @
- Use relevant/original hashtags
- Include links and videos





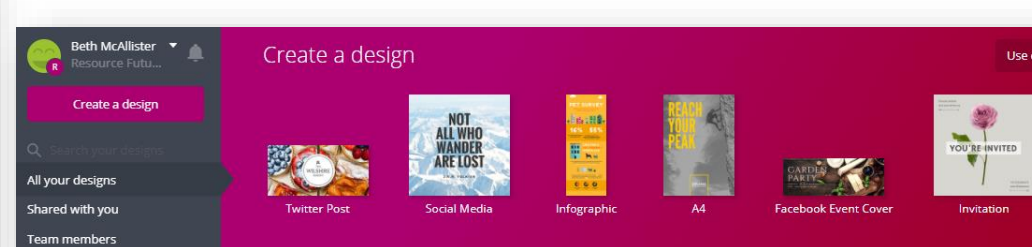
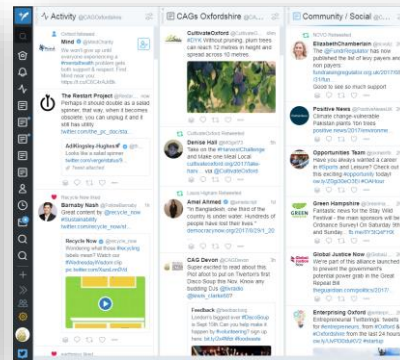
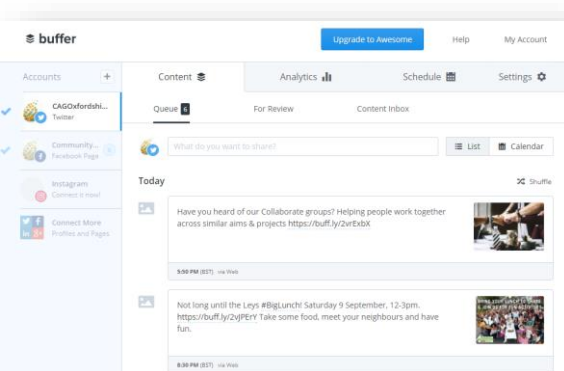
# Tips for Instagram

- Post regularly, but doesn't need to be every day
- Post a mix of fun images and organisational images
- Connect to your Facebook account
- Follow people from your other social media accounts
- Use popular and relevant hashtags
- Engage with other people by liking their content
- Use Instagram video
- Show behind the scenes stuff, e.g. setting up for event
- Post images that are engaging and interesting



# Tools for social media

- Buffer to help schedule
- Tweetdeck or Hootsuite to organise content and schedule
- Canva to create images
- Piktochart to create infographics and images







# Think about Content

- Be yourself when writing!
- Be clear and concise in your messages
- If producing video, think about image quality and sound
- Images, make sure you always have permission to use them
- You are a community group with a purpose, post about what you're passionate about!







# Ideas for content

- ✓ Events
- ✓ Recruiting new volunteers
- ✓ Campaigns
- ✓ Interesting news article
- ✓ Supporting other groups events and activities
- ✓ Achievements & successes e.g. awards won
- ✓ Ideas for future projects





## Top Tips

**Post a range of content and mix it up!**

- Text
- Links – to your own website but also other sites
- Video
- Images

Also,

- See what other people post to get a feel for the site
- **Share content and interact with other people!**





# Monitoring and getting better

**Use monitoring and analytic sites to see what posts do well and resonate with your audience**

- Twitter analytics
- Facebooks Insights



# The CAG Project

General guides to get you going:

[How to set up a Facebook Group](#)

[How to set up a Facebook Page](#)

[How to set up a Twitter profile](#)

[How to set up Instagram profile](#)

Other useful resources:

<http://locality.org.uk/resources/social-media-toolkit-twitter-facebook/>

<https://mycommunity.org.uk/resources/my-community-guide-social-media/>

<http://www.communitybarnet.org.uk/pages/social-media-for-voluntary-sector-organisations.html>

<https://blog.hubspot.com/marketing/state-of-social-media-demographics>

<https://hootsuite.com/en-gb/resources>

