

locality

Communities ambitious for change



Social media
toolkit






An overview of the social media landscape

NOW
MYSTERIOUS
FRUSTRATING
OLD
YOUNG
BREATHING

SOCIAL MEDIA IS LIVING

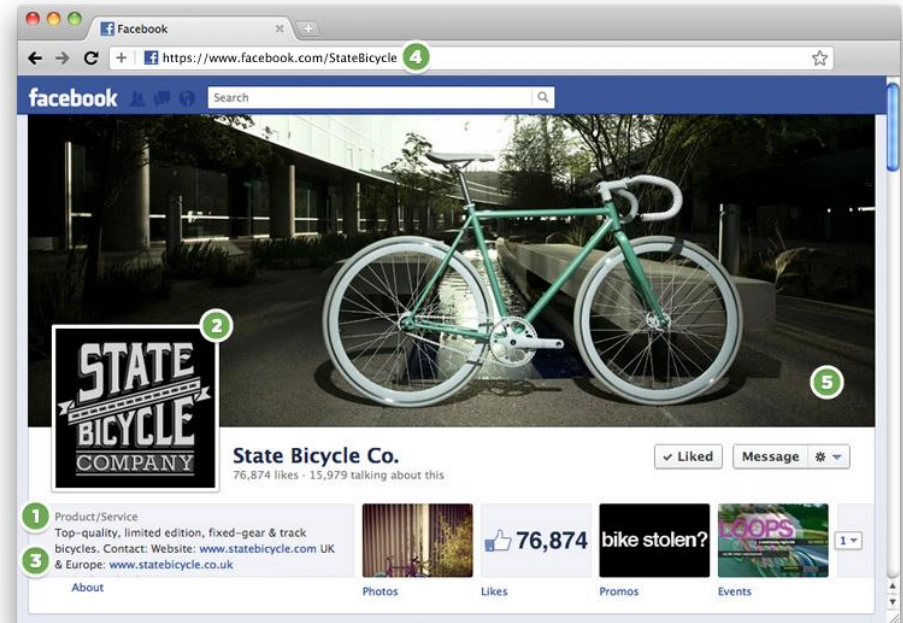


Facebook facts

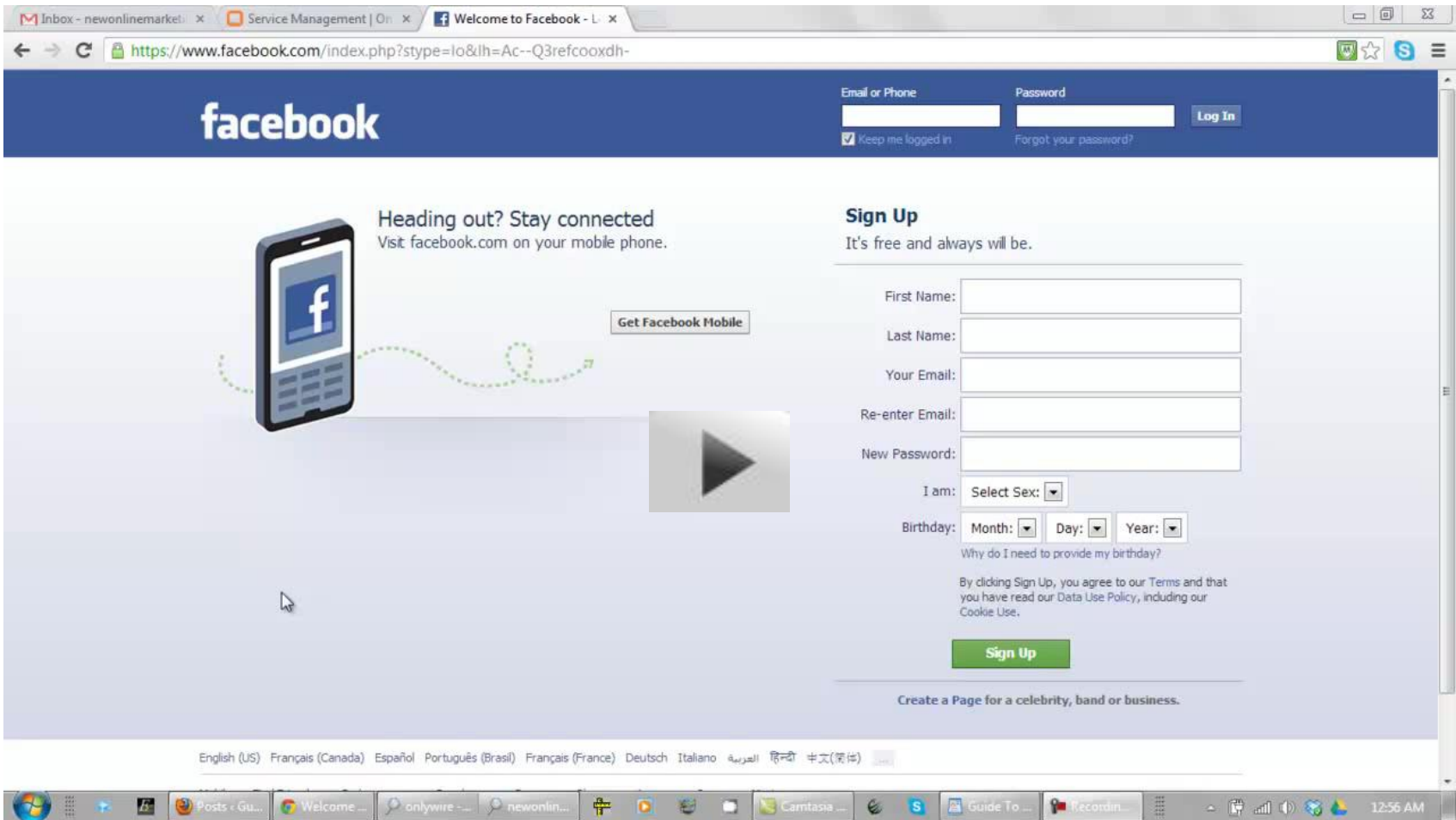
-  Monthly active users were 1.06 billion as of December 2012 (an increase of 25% from previous year)
-  Daily active users were 618 million on average for December 2012 (an increase of 28% from previous year)
-  Mobile phone and tablet monthly active users were 680 million as of December 2012 (increase of 57% year-on-year)
-  Mobile daily active users exceeded web users for the first time in the fourth quarter of 2012
-  Read more at <http://www.jeffbullas.com/2013/02/06/10-of-the-latest-facts-figures-and-statistics-about-facebook/#Oy8xhqv6u0MoUuTf.99>

Facebook profile setup

1. Choose a category and a page name that represents your business
2. Pick a logo or another image that people associate with your business to use as a profile picture
3. Write a sentence about your business so people understand what you do
4. Set a memorable web address for your page that you can use on marketing material to promote your presence on Facebook
5. Choose a cover photo that represents your brand and showcases your product or service. It's the first thing people will see when they visit your page



Facebook profile setup video tutorial




The screenshot shows the Facebook homepage in a web browser. The browser's address bar displays the URL: <https://www.facebook.com/index.php?stype=lo&lh=Ac--Q3refcooxdh->. The page features the Facebook logo on the left and a login section on the right. The login section includes fields for "Email or Phone" and "Password", a "Log In" button, and a checked "Keep me logged in" option. Below the login section is a "Sign Up" section with the text "It's free and always will be." and a "Sign Up" button. The sign-up form includes fields for "First Name", "Last Name", "Your Email", "Re-enter Email", and "New Password". It also has dropdown menus for "I am" (with "Select Sex" as the current selection), "Month", "Day", and "Year" for the birthday. A note below the birthday fields reads: "Why do I need to provide my birthday? By clicking Sign Up, you agree to our Terms and that you have read our Data Use Policy, including our Cookie Use." At the bottom of the page, there is a link to "Create a Page for a celebrity, band or business." and a language selection bar with options like "English (US)", "Français (Canada)", "Español", "Português (Brasil)", "Français (France)", "Deutsch", "Italiano", "العربية", "हिन्दी", and "中文(简体)". The Windows taskbar at the bottom shows several open applications, including "Posts & Gu...", "Welcome...", "onlywire...", "newonlin...", "Carnasia...", and "Recordin...", along with the system clock showing "12:56 AM".


facebook

Email or Phone Password

Keep me logged in [Forgot your password?](#)

Heading out? Stay connected
Visit facebook.com on your mobile phone.

 [Get Facebook Mobile](#)



Sign Up
It's free and always will be.

First Name:

Last Name:

Your Email:

Re-enter Email:

New Password:

I am:

Birthday: Month: Day: Year:

Why do I need to provide my birthday?
By clicking Sign Up, you agree to our Terms and that you have read our Data Use Policy, including our Cookie Use.








[Create a Page for a celebrity, band or business.](#)

English (US) Français (Canada) Español Português (Brasil) Français (France) Deutsch Italiano العربية हिन्दी 中文(简体)

12:56 AM

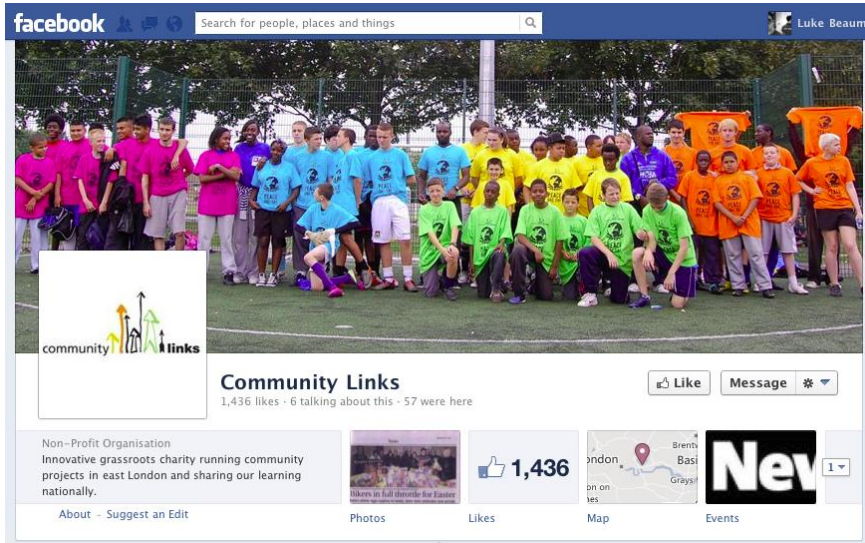


Facebook top tips

-  Use your Facebook page to give users an idea of what your organisation is about in real life
-  Post updates on a regular basis
-  Post about events, fundraisers, meetings and other activities
-  Include media rich content pictures and videos
-  Ask your fans to 'Like' and 'Share' your content so that friends in their networks can also find out about your organisation
-  Ask open ended questions, use Facebook as a tool for interaction and communication
-  Don't be afraid to reply to people, it's called 'social' media for a reason



Charities doing it right on Facebook



Community Links have used their cover photo to create maximum impact using a bright picture containing lots of people



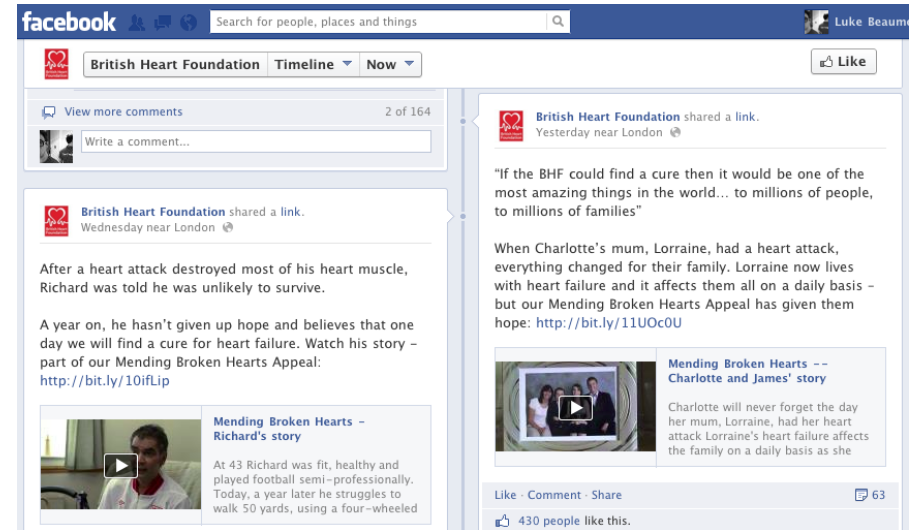
Oxford house are utilising the tabs below the cover images so that people can buy tickets to their event without leaving Facebook



Charities doing it right on Facebook



British Heart Foundation use both their profile image and cover photo to convey who they are and the work they do. It is clear for any one looking at this profile what they are working towards



On British Heart Foundation's page they are posting a range of multimedia including video content which supports the message they are trying to communicate to people








Charities doing it right on Facebook

The screenshot shows the Facebook interface for the 'Headingley HEART' page. At the top, there's a search bar and the user's name 'Luke Beaumont'. The page header includes the Facebook logo, the name 'Headingley HEART', and navigation options for 'Timeline' and 'Now'. A 'Liked' button is visible in the top right.

The main content area is divided into two columns. The left column shows a post from 'Headingley HEART' dated 7 February with the text 'My tummy is rumbling already.....'. Below this is an event post for 'Foodie Thursdays - Fish & Chips. 28th Feb.' scheduled for 28 February at 06:30 in Leeds. The event image shows a neon sign that says 'FISH & CHIPS'. The right column shows two event posts. The top one is 'Jazz at HEART Jam Session. Friday 1st March.' scheduled for 1 March at 19:30 in Leeds, with an image of a neon sign that says 'jazz at heart'. The bottom one is another 'Foodie Thursdays - Fish & Chips. 28th Feb.' event, identical to the one in the left column.




Headingley Heart community centre are using their Facebook page to great effect to advertise all the up and coming events they have on offer.

Twitter facts





-  50% of Twitter users are using the social network via mobile devices (source: [Microsoft tag](#))
-  19.34% of marketers have generated leads using Twitter (source: [Digital Buzz Blog](#))
-  62% of Twitter users are in the age group 18 - 34
-  Twitter has 140 million active users and sees 340 million tweets per day
-  55% of Twitter users are female

Twitter profile setup

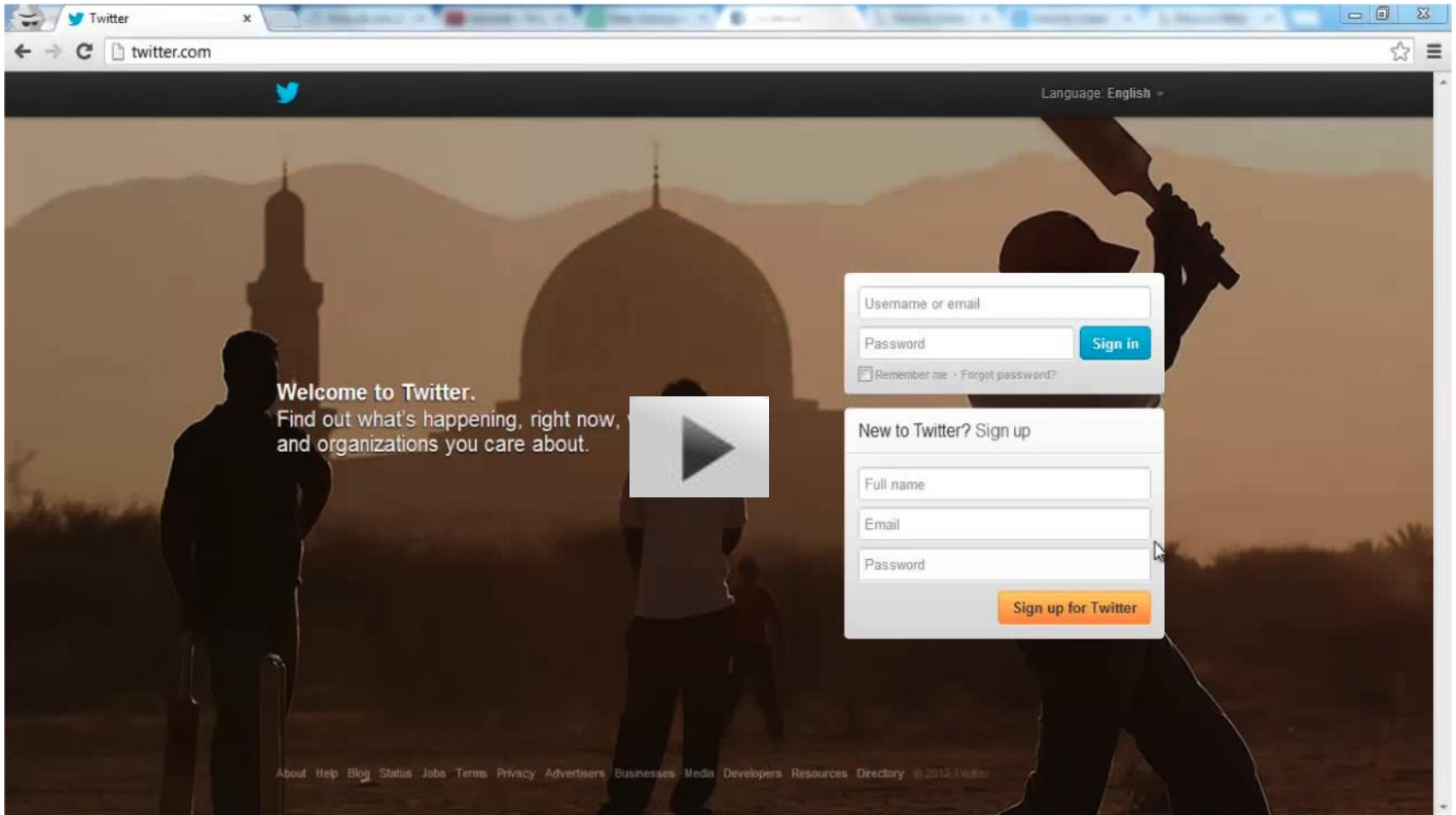
To create an account:

-  Go to <https://twitter.com/signup> enter your full name, email address, and a password. Then click **Sign up for Twitter**
-  On the next page, you can select a **username** (usernames are unique identifiers on Twitter) – type your own or choose one Twitter has suggested. They'll tell you if the username you want is available
-  Click **Create my account**. You may be asked to complete a Captcha. Twitter will send a **confirmation email** to the address you entered on sign up, click the link in that email to confirm your email address and account

Tips for picking a username:

-  Your **username** is the name your followers use when sending replies, mentions and direct messages
-  It will also form the URL of your Twitter profile page
-  You can [change your username](#) in your account settings at any time, as long as the new username is not already in use
-  Usernames **must be fewer than 15 characters** in length and cannot contain 'admin' or 'Twitter', in order to avoid brand confusion

Twitter profile setup video tutorial



The image shows a screenshot of the Twitter website's login and sign-up interface. The browser's address bar shows "twitter.com". The page features a large background image of silhouettes of people in front of a mosque at sunset. A central play button icon indicates a video tutorial. The login form includes fields for "Username or email" and "Password", a "Sign in" button, and a "Remember me" checkbox. The sign-up form includes fields for "Full name", "Email", and "Password", and a "Sign up for Twitter" button. The footer contains links for "About", "Help", "Blog", "Status", "Jobs", "Terms", "Privacy", "Advertisers", "Businesses", "Media", "Developers", "Resources", and "Directory", along with the copyright notice "© 2012 Twitter".

Welcome to Twitter.
Find out what's happening, right now,
and organizations you care about.

Language: English

Username or email

Password [Sign in](#)

Remember me · [Forgot password?](#)

New to Twitter? Sign up

Full name

Email






Password

[Sign up for Twitter](#)

[About](#) [Help](#) [Blog](#) [Status](#) [Jobs](#) [Terms](#) [Privacy](#) [Advertisers](#) [Businesses](#) [Media](#) [Developers](#) [Resources](#) [Directory](#) © 2012 Twitter



Twitter top tips

-  Use your Twitter page to publish mini updates about your organisation's activities and news
-  Post a mixture of updates about your organisation and more general conversational tweets
-  Post updates on a regular basis (at least once or twice a day)
-  Post about events, fundraisers, meetings and other activities
-  Re-tweet others who are posting about interesting things



Charities doing it right on Twitter



Oxford House @oxhse

8 May

More @ChelseaFringe at Oxford House.3Saturdays / 3Workshops.Collour Collective. From the silkworm to modern textiles pic.twitter.com/zD3NOPbRq1
[View photo](#)



Oxford House @oxhse

8 May

Forget about Fergy. THE news story has to be sad death of Ray Harryhausen. As a child those skeletons were scary. youtube.com/watch?v=pF_Fi7...
[View media](#)



Community Links @Comm_Links

8 May

Our CEO Geraldine Blake defines community as "group of people that I share values, activities, hopes & dreams with" bit.ly/12g0C3W
[View summary](#)



Community Links @Comm_Links

8 May

We'll be holding community events at Unity Kitchen, 1st café on Queen Elizabeth National Pk run by @camdensociety bit.ly/16Y8L2z
[Expand](#)

Oxford House are using Twitter to link out to other media types. In this example they are linking to both pictures and video

Community Links are tweeting about news written by their C.E.O this will help drive traffic to the article. They are also tweeting about an up and coming event to help raise awareness of the event



Charities doing it right on Twitter



Macmillan Cancer @macmillancancer

8 May

Want to gain experience in a dynamic Digital Marketing team? We are seeking a volunteer to support us in London:

volunteering.macmillan.org.uk/Opportunity/De...

Expand

Macmillan are tweeting company news and letting people know about a job opening within their company



RNIB @RNIB

9 May

@6of6s we do indeed! Here's all the details: bit.ly/vArBkc

[View conversation](#)

In this example RNIB are replying to someone's question and signposting them to an article with more detail. This is an example of how Twitter can be used for customer service



Ciarán O' Driscoll @bearaboi

10 May

Since the service started in 1997 the Casletownbere @RNLI crew has launched 223 times, rescued 288 people and saved 30 lives.

#RNLI

Retweeted by RNLI

Expand

In this example RNLI have re-tweeted a positive tweet that someone else has written about them. Re-tweeting positive mentions acts as a mini testimonial

Get started on social media - extend your networks and influence!



**Coming soon -
A guide to LinkedIn and YouTube**