

Rural and Regional
BUSINESS EDUCATION COMMUNITY

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SOCIAL MEDIA Tips with Kerry Anderson

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Here are a few tips I've picked up over the years as a social media administrator for three not-for-profits. First, start by:

- Appointing three administrators to share the load of posting and monitoring and cover for absences.
- Agreeing on a social media policy (what is appropriate) and who will do what and when.

Then be ...

Consistent:

Post regularly - get everyone expecting your posts and don't let them down.

Monitor daily—to respond to comments and queries ensuring they are respectful.

Timing—post before, during and after a special event. Think about when your audience is most on social media and schedule your posts to occur at that time.

Schedule - work smart by spending an hour a week scheduling posts ahead (select schedule on Publish tab).

Content focused:

Relevant - to what your followers expect from your group or business.

Respectful - occasional light humor is great but avoid crude jokes and political or religious comments. Not everyone thinks the way you do!

Vary your content - rule of thumb is to alternate 3 posts: 1) about your organisation + 2) a member/event + 3) another relevant group or business or community event (and they might return the favour!)

Feature - members / customers achievements and testimonials. With their permission take a photo and testimonial at events / club days. Even better, record a mini video clip.

Share - postings of other relevant organisations/businesses. Acknowledge where sourced from and tag to broaden your reach.

Encourage interaction—invite comments by posing a question.

Concise:

Less is best - Craft your words to a minimum so the message is clear. Scrolling down isn't desirable so consider whether a blog is more appropriate and promote the link through social media.

Shorten long URL links - <http://ow.ly/url/shorten-url>

Catchy:

Lead with a stimulating word or title - ie. EXCITING news!

Use images - they catch people's attention far more than just text. Make sure they are good quality and used with permission (where people featured in photos or copyright attached to images sourced from the internet). Tag people in photos for broader reach.



Kerry Anderson conducts practical and engaging workshops for communities, not-for-profits and businesses across Australia. She is also available for one-on-one training & mentoring.
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Get to know your audience:

Use your page statistics (Insights) to learn which type of posts and when they are posted most appeal to your target audience. Don't be afraid to repost same information with new headers and at different times.

| Your 5 Most Recent Posts | | | | | | |
|--------------------------|--|------|-----------|-------|------------|-------------------|
| Published | Post | Type | Targeting | Reach | Engagement | Promote |
| 02/10/2016 9:48 am | HAVE you RSVP'd yet for this Friday? Looking forward to catching up | 📄 | 🌐 | 61 | 2 5 | Boost Post |
| 02/07/2016 10:34 am | BEHIND the scenes at Buda. Privileges of a volunteer. Don't you just! | 📄 | 🌐 | 61 | 8 9 | Boost Post |
| 02/01/2016 2:42 pm | ARE you a Buda volunteer? Coming up on Friday 12 February is our first | 📄 | 🌐 | 275 | 7 12 | Boost Post |
| 01/30/2016 9:21 am | WHILE the maids haven't been in for a while to set the fires and keep | 🔗 | 🌐 | 521 | 36 16 | Boost Post |
| 01/14/2016 1:41 pm | The Australian War Memorial Touring Exhibition 'Ben Quilty After Afgh | 📄 | 🌐 | 71 | 1 2 | Boost Post |

How often should you post to Social Media?

5 posts per day **PINTEREST**

3 posts per day **TWITTER**

3 posts per day **GOOGLE**

2 posts per day **FACEBOOK**

And, most important of all:



Buda Historic Home & Garden, Castlemaine, Vic
Published by Kerry Anderson [?] · January 30 at 9:21am · 🌐

WHILE the maids haven't been in for a while to set the fires and keep Buda nice and snug on cold days, we've been busy resolving an important problem. We hope you enjoy this interesting read.
<https://budacastlemaine.wordpress.com/.../new-technology-sol.../>

New technology solves heritage problem at Buda
VOLUNTEERS have the privilege of exploring behind the scenes at Buda Historic Home & Garden but none can say that they have spent two days in the ceilings ... unless you are Colin Tracey! Eightee...

Why was this posting successful?

- Humour in the text.
- Photo of people to catch attention.
- Link to full story on blog.

Social Media is a great low cost marketing tool for community organisations and businesses. Follow good practise and continue exploring and experimenting to learn how to do it better. Good luck!