

The Social Media Toolkit: Publicising through Social Media; how and why you should.

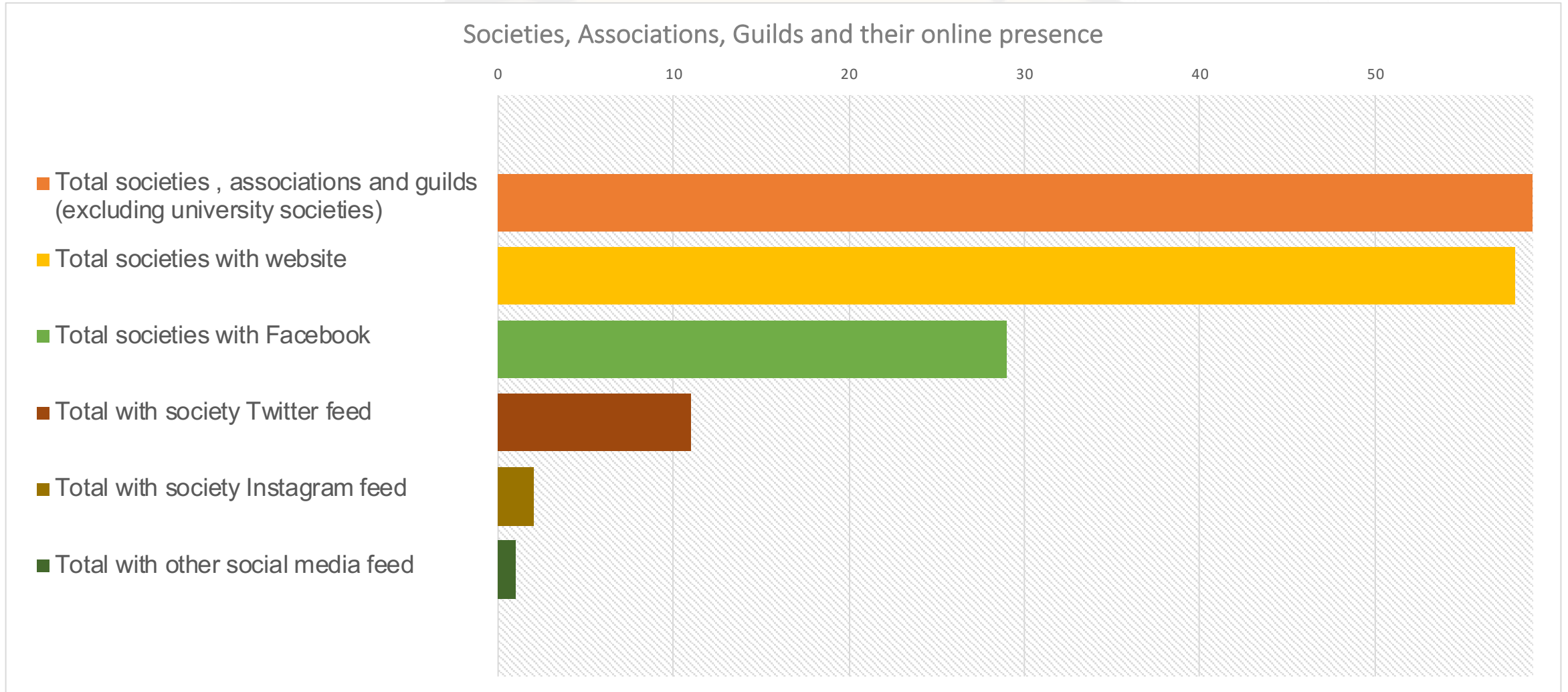
What is Social Media?

- Social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration. Websites and applications dedicated to forums, microblogging, social networking, social bookmarking, social curation, and wikis are among the different types of social media. (WhatIs.com)

And how is it used?

- Communication:- Blogs, Social Networks (Twitter, Facebook etc)
- Collaboration:- Share or edit online (Google Docs, DropBox, Wikipedia)
- Reviews and Opinion:- Specialist sites (Trustpilot; Reevoo)
- Brand Monitoring:- Summarises what's being said online – mainly corporate
- Entertainment:- Social gaming (Farmville, World of Warcraft)
- Media Sharing:- (YouTube; Spotify, Pinterest)

How are bell ringers using it?

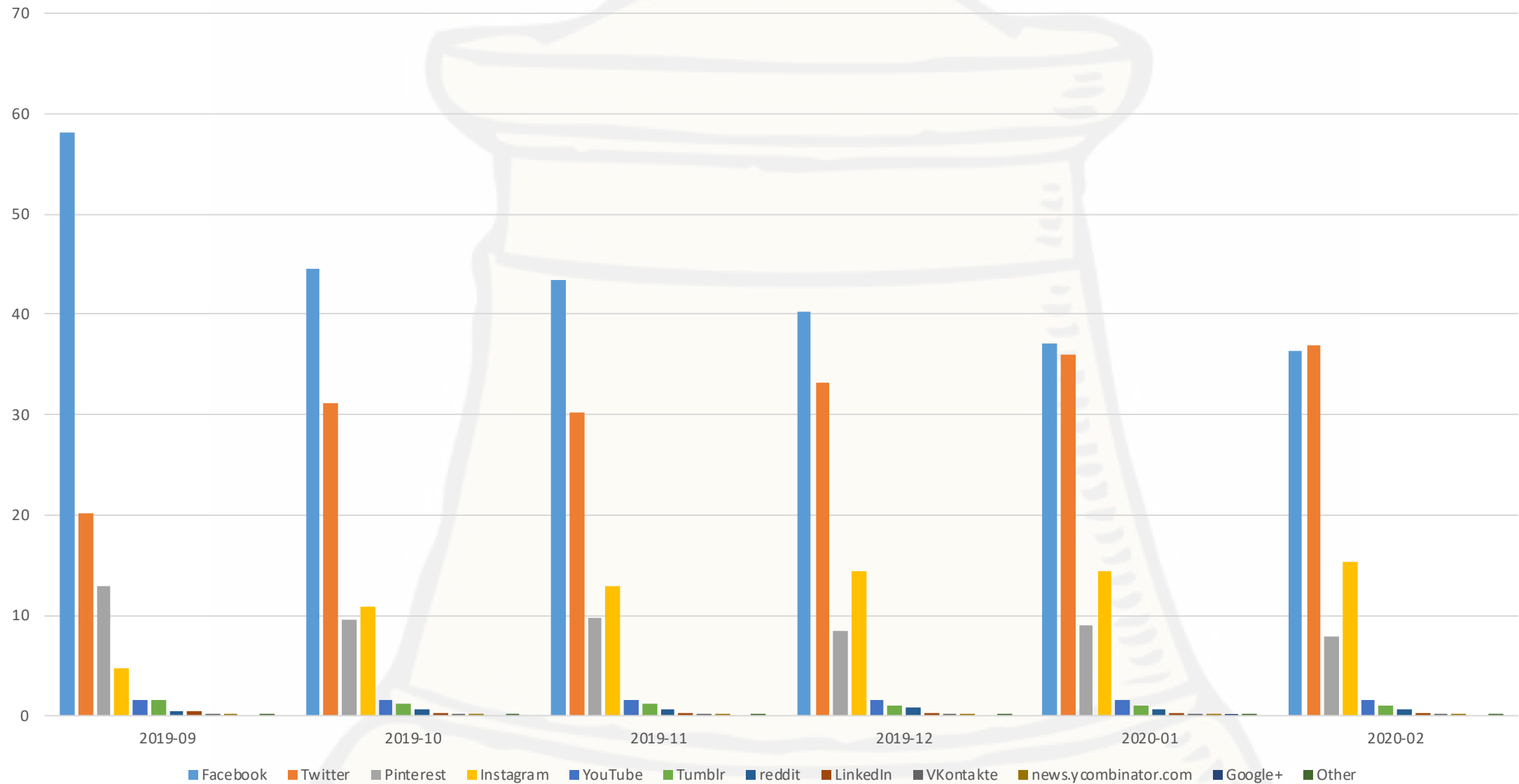


Why use it to promote bell ringing?

- 67% of UK population are active Social Media Users (Jan 2019)
- 40 million UK residents have a Facebook account (pop 66.8 million)
- 71% of UK adults (+13) can be reached through Facebook
- 24 million Instagrammers
- 13.6 million Twitterers
- Snapchat most popular with under 25's
- TikTok up and coming (short-form videos)

Social Media traffic in the United Kingdom (UK)

Social Media Visits Sept 19 - Feb 20



Growing market

- By 2022 active social network users are projected to be 42.8m people
- Under 35's; 90-96% have a social media profile
- 12-15 yr olds: 72% use Facebook, 62% use Snapchat
- Over 45 the usage of social media drops with each decade.

- If you want to raise awareness and interest then you need to be using social media in some form

Why do you want to publicise?

- Before you jump into Social Media know what you want to achieve
 - Are you looking for new recruits?
 - Sharing updates to the community?
 - Advising when you're ringing the bells?
 - Publicising an event?
 - Just saying hello to the world!

Figure out who your audience is....

- Over 50's?
 - Under 25's?
 - Men?
 - Women?
-
- Be clear on why you're targeting a particular age range.
 - Decide on the age you want to target and then pick the appropriate Social Media platform
 - Look online at usage of the platform. Information on demographic use is easily available
 - Statista, StatCounter

... and what you're going to say...

- 'Hello world'



..as well as how to say it.

- Do you have articles you want to share
- Are you happy sending out short updates
- Do you prefer sending pictures
- Various social media platforms have different strengths

Which to use?

- Facebook –

- Pros:

- easy to set up, easy to administer, admin access can be shared to other members on Facebook

- Cons

- Need to have a profile first to be able to use it fully, can be complicated

- Twitter –

- Pros:

- Easy to set up, limited personal info required

- Cons

- Limited length of message, have to check regularly and tweet regularly to get peoples' interest

- Instagram –

- Pros –

- easy to set up

- Cons -

- Primarily picture based which can make it hard to use. Needs regular updates

- Snapchat

- Pros -

- Picture based, short, candid 'in the moment' shots. Aimed at a young audience

- Cons –

- Picture based, snaps disappear after 24 hours, very hard to market through

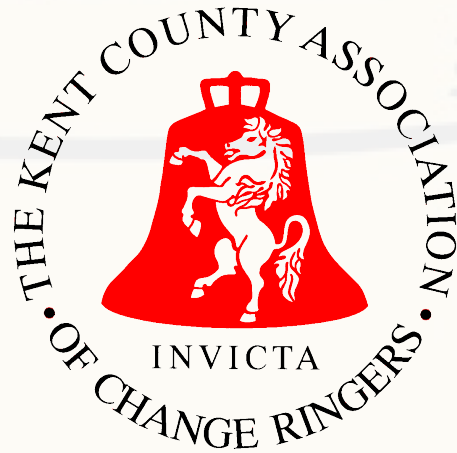
Using Facebook

- Do you have a Facebook profile?
 - Page or Group
- Pics for profile& posts
- Posts can be as long or as short as you want. Scheduled for a time or posted instantly
- Tell people about it!

- Pages – can decide to run Facebook ads. They cost but can be very specifically targeted.

Using Twitter

- Set up a new Profile
- Again profile pics are a must
Keep it simple



- Tools available for multiple accounts and scheduling

Tweeting...

- Is easy. 280 chars makes your message short
- You can target specific people – ie @bbcessex
- Can have pics
- Always use a # (hashtag)

- Find people to follow, other bellringers, local community groups. Share their tweets, respond to them (they'll probably follow you back) and they are more likely to share tweets that you put out
- Advertising possible but expensive

Using Instagram

- Create a profile
- Its ALL about the pics. Or short video
- Can only post via the app, simply click the plus sign. Use a pic you've already got or take a new one.
- Again – ads available

Snapchat

- Easy to set up account
- Snaps last for 24 hours only. So you have to plan if you're thinking of doing a promotion
- Not easy to find people to follow or get people following you. Cross promote on other social media platforms

Multi-platform approach

- Facebook, Twitter and Instagram can be linked
 - Handy for saving time
 - Not handy if you're wanting to use different language
 - Not necessarily handy if more than one of you posts

Multi-user approach

- More than one Admin on Facebook?
- More than one Twitterer?
- Need agreement on how it will be used
 - Tone of voice eg: positive, friendly, energetic
 - No 'jargon'
 - Who will check, how often, who will respond

Other platforms

- YouTube...
 - Second biggest Social Media platform
- LinkedIn
 - Primarily aimed at business users...
- There are others – small. Reddit, Pinterest, Tumblr

Tips to use Social Media effectively

- Social Media is a conversation -
 - You need to engage followers. It's not just for broadcasting information.
- Be active and responsive –
 - Keep social media presence up to date & respond to followers..
- Be personal and authentic –
 - people would rather converse with a person than a brand, so let that personality come out!
- Encourage sharing –
 - You want people to share what you put out so lead by example. Share links to content that they will find interesting or is similar to your own.
- Get others involved –
 - If more than of you uses Social Media then your reach is **much** greater.
- If you have a passion for bell-ringing it will come through in what you say on social media

BE PREPARED!

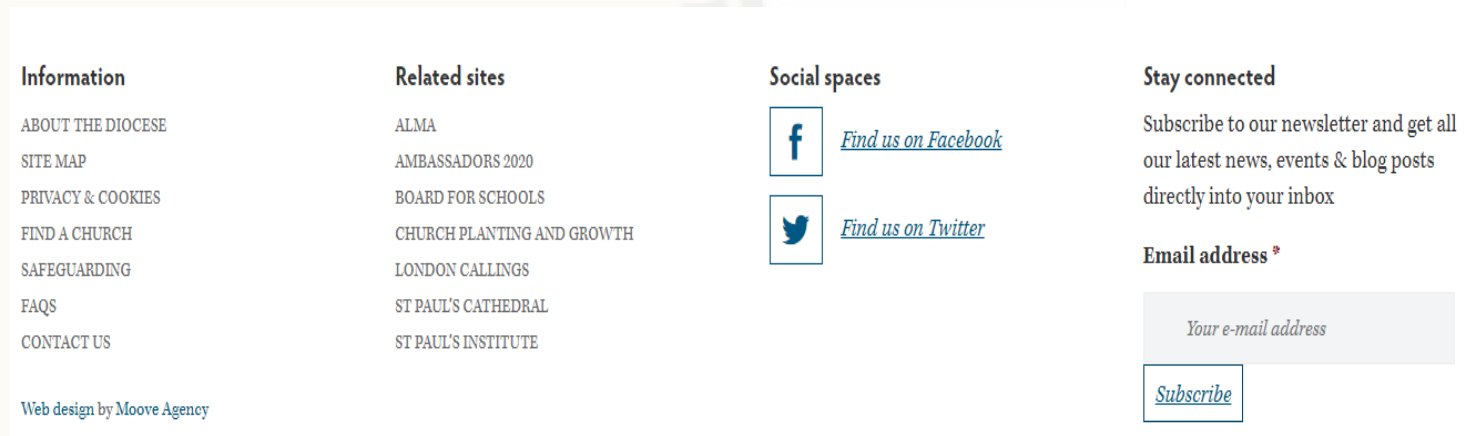
- Create a word document at home save on an online drive ie Microsoft one drive/google drive
- Access when you're out an about
- Save phone battery/data
- Result- instant updates, immediate reaction, picked up in real time

WHY?

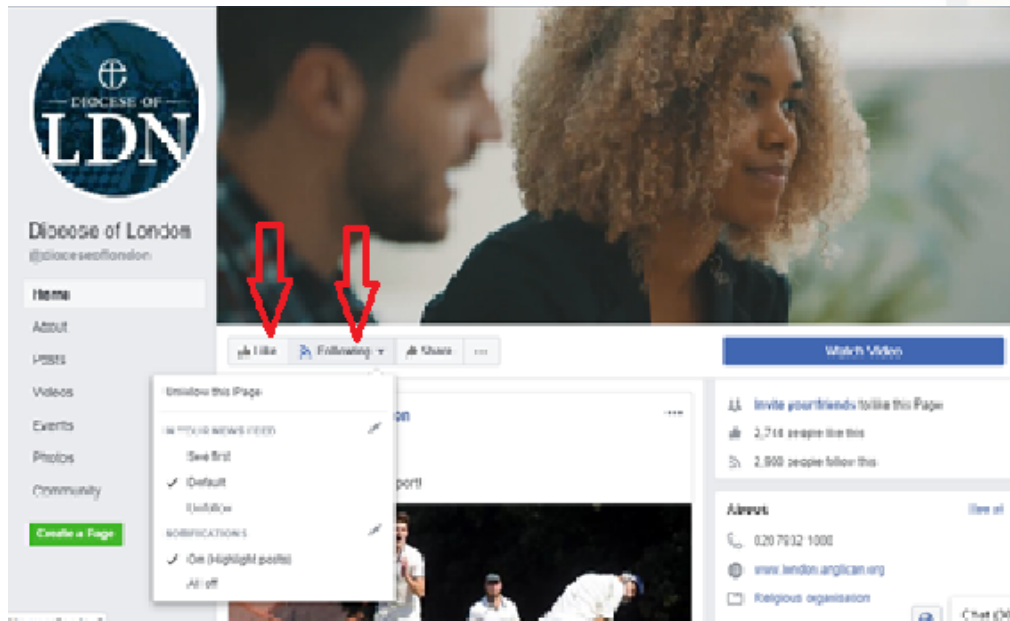
- Promote an event/share photos
- Generate interest in what interests you
- Direct traffic to your tower/association/social media feeds
- Increase your followers
- Improve partnerships

Locate website
take a screenshot, saves you looking again later...

Where's their social media? Scroll down...

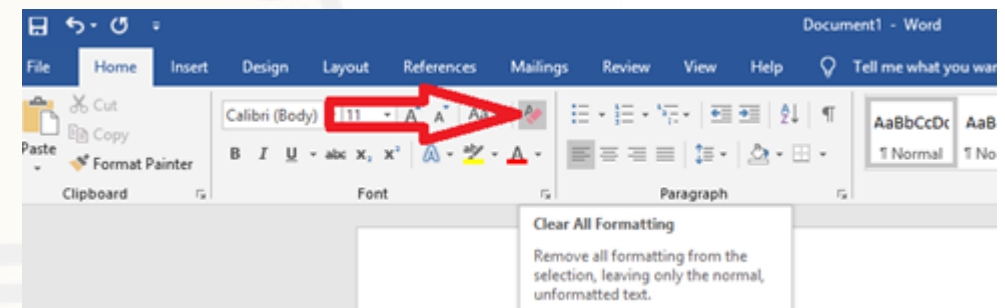


Choose to follow, and/or like



look for the name to tag in facebook posts [@dioceseoflondon](https://www.facebook.com/dioceseoflondon)

To clear formatting if you cut and past a name into your word doc, click on:



sharing a facebook posts

- Clicking on the timestamp of a facebook page post will take you to just that post, with a permanent URL that you can copy and paste.
- If it's too long go to <https://bitly.com/> to shorten it, copy, paste

DAVID ZIGGY GREENE of Private Eye visits Docklands Ringers #sceneandheard reportage



Sharing is caring

Options:

- Retweet
- Copy link to tweet
- Like
- Mention others
- Tag photos



Bell Social
@bellsocialmedia

Social media rocks folks-@SaHreports contacted @DocksRingers on twitter, went along to see what #bellringing is all about, talked to ringers, even had a go! Result: @PrivateEyeNews #sceneandheard report #illustration #ink #drawing #journalism #art #bells [twitter.com/SaHreports/sta...](https://twitter.com/SaHreports/status/1234567890)



Docklands Ringers @DocksRingers · Mar 1

Plain Bob Doubles at St Mary's #Rotherhithe tonight. A first for @PiersMyers. Earns his Level 4 Learning The Ropes. @RingingTeachers Here are the band recreating part of the fabulous cartoon from @SaHreports. Buy a copy davidziggygreene.bigcartel.com/product/bell-r...



So...now you've joined the Social Media circus

It's time to get the graphics to work for you.

- CCOs (Creative Commons) Images free of copyright and cost.
 - Pixabay, Unsplash, Free Range, Flickr, Burst, Wikimedia, Pexels, Dreamstime, Love this pic and Google Images.
- GIFs (Graphic Interchange Format) Uploaded videos, cut into short pieces and sped up or slowed down for effect.
 - Giphy.com, EZGIF.COM (popular and easy to use), imgflip.com (pro capabilities & watermarked), gifmaker.me, makeagif.com (popular and easy to use), on your phone !!! In gallery settings.
- MEMES (Abbreviation of the Greek word 'mimeme' meaning something imitated).
 - SO many out there incl, makeameme.org, memedroid.com, mememaker.net, imgflip.com (pro & watermarked) , getstencil.com (pro options, subscription) canva.com (pro again, subscription)
- For video side by sides there's Kapwing.com & making bits of your photos move there is the pixaloop phone app.



Now you know where to look, here are some rules

- Double check your spelling and grammar.
- If sharing or referencing content double check for fake news.
- Use fact checking sites like snopes.com and fullfact.org.
- Be nice, be upbeat and sunny or if you have to be serious end on a good note. For a more representative SM use, use any corporate voice, font and colour that has been agreed.
- Twitter is more informal in its approach than Facebook and can be posted to more often.... 10 times more often!!!
- For engagement on Twitter the best times to tweet are between 12:00 and 13:00 and (less so) 16:00 and 18:00.
- Facebook's best times are Thursdays and Fridays 13:00-15:00 and 13:00- 16:00 on the weekends.

Know the age of your target audience.

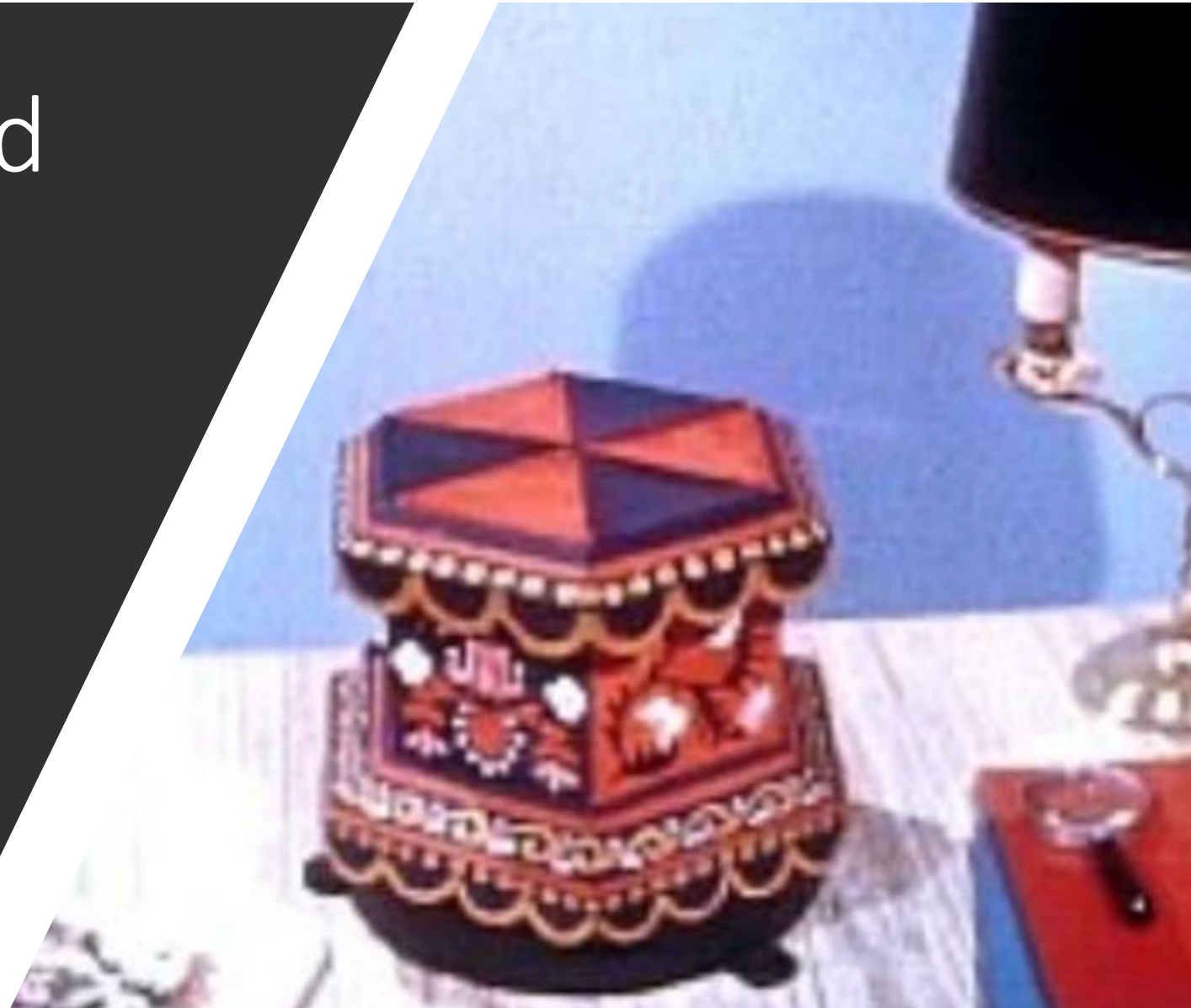
- Do you know what the second picture is? Then you are the target age.



Can you guess the caption?

The Ringing World National Youth Contest

If you can remember this,
you might not be eligible
to apply.



THANK YOU FOR JOINING US.

