

Stronger Steps to Getting Social

Social Media for Organisations,
Clubs and Community Groups



Meet The Presenter

Hi, I'm Tim

Current Role

Communications Advisor



Previous Roles

Social Media Officer

Social Media Manager

Producer (Radio/Podcast)

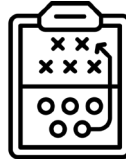
Host (Radio/Podcast)

A total of 13 years of content creating



The Game Plan

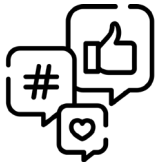
Tonight's
Plan



Let's break it down

The Game Plan

The Social
Landscape



- How much are we using social in 2022?
- What type of social media are we using?
- Which platforms reign supreme?

The Game Plan

The Social
Landscape



Where you
are now?



- Auditing your current socials
- Securing your socials
- Where to look for inspiration?

The Game Plan

The Social
Landscape



Where you
are now?



Where are
you heading?



- Developing clear and realistic goals
- Identifying your audience
- Becoming proactive

The Game Plan

The Social
Landscape



Where you
are now?



Where are
you heading?



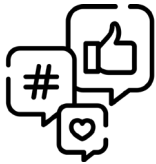
How will you
get there?



- Choosing your channels
- Creating your voice/look
- Creating and scheduling content

The Game Plan

The Social
Landscape



Where you
are now?



Where are
you heading?



How will you
get there?



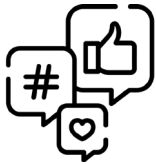
Let's get
making



- Putting everything together
- Running through an example
- Additional resources

The Game Plan

The Social
Landscape



Where you
are now?



Where are
you heading?



How will you
get there?



Let's get
making



- Questions
- Questions
- Questions

The Social Landscape



Social networks aren't
about websites.
They're about
experiences.

Mike DiLorenzo – NHL social media marketing director

The Social
Landscape



The Social Landscape

How does the world use social media?



Global Population



7.91
billion

Active Social Media Users



4.62
million

Average time on social
media each day



2 hrs
27 min

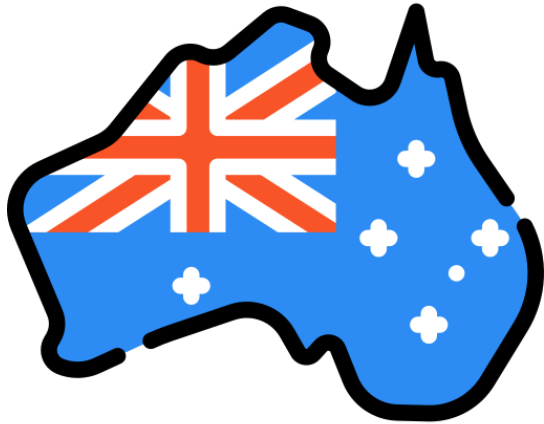
Average number of
platforms used



7.5
platforms

The Social Landscape

How does Australia use social media?



Australian Population



25.64
million

Active Social Media Users



20.50
million

Average time on social media each day



1 hrs
57 min

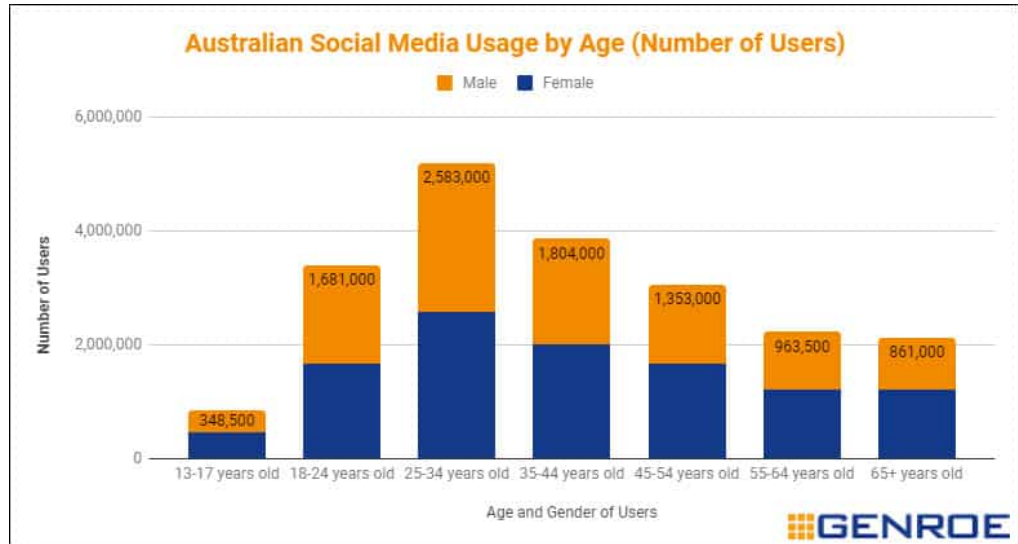
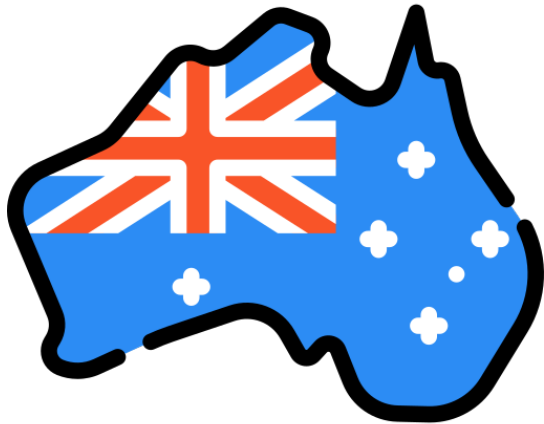
Average number of platforms used



6.1
platforms

The Social Landscape

How does Australia use social media?



Source

<https://www.genroe.com/blog/social-media-statistics-australia/13492>

The Social Landscape

Can you name them all?



The Social Landscape

Top 10 Platforms*



Facebook
2.9 billion



YouTube
2.2 billion



WhatsApp
2 billion



Instagram
2 billion



TikTok
1 billion



Snapchat
538 million



Pinterest
444 million



Reddit
430 million



LinkedIn
250 million



Twitter
217 million

Monthly Active Users

Source

<https://www.searchenginejournal.com/social-media/biggest-social-media-sites/#close>

The Social Landscape

This is just scratching the surface!

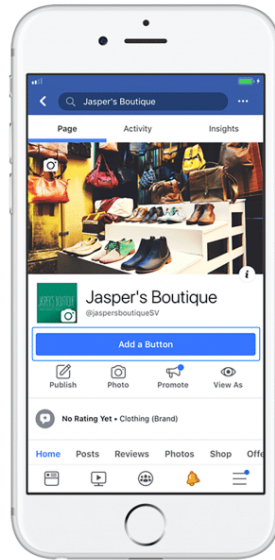


The Social Landscape

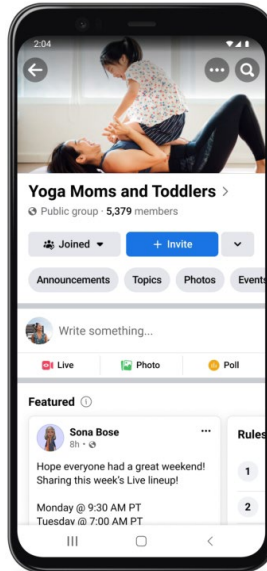
Platform Snapshot



Profile



Page

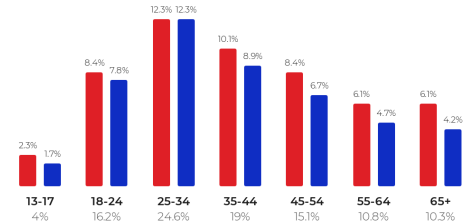


Group



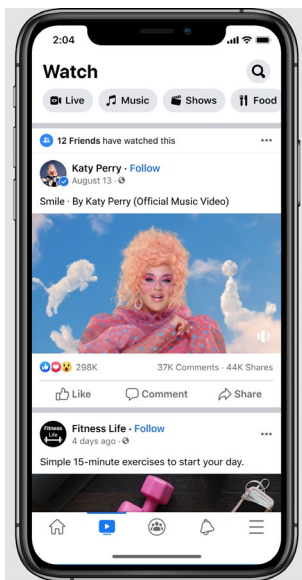
Facebook Audience Breakdown

53.7% women 46.3% men

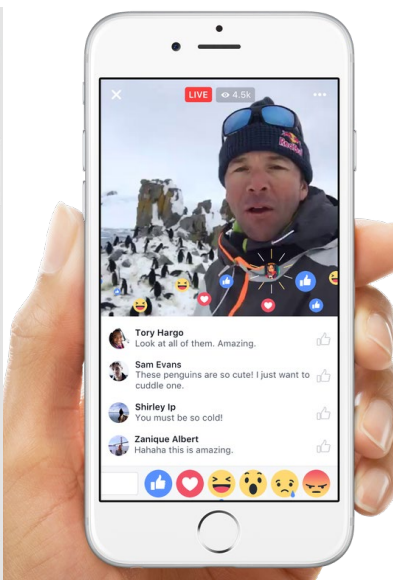


The Social Landscape

Platform Snapshot



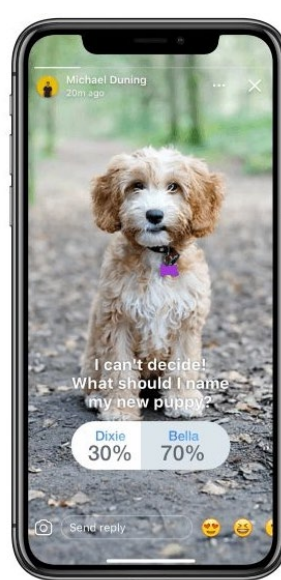
Feed posts
(Photos/Videos)



Live



Reels

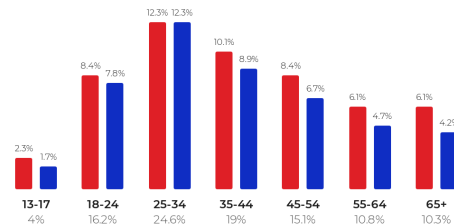


Stories



Facebook Audience Breakdown

♀ 53.7% women
♂ 46.3% men

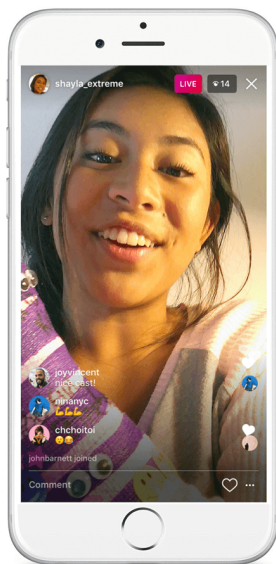


The Social Landscape

Platform Snapshot



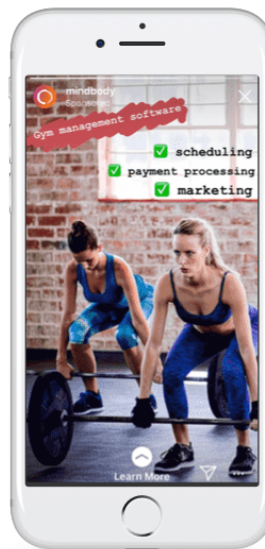
Feed posts
(Photos/Videos)



Live



Reels

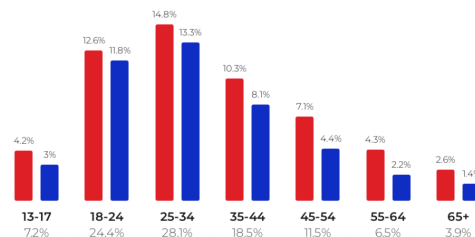


Stories



Instagram Audience Breakdown

♀ 55.8% women ♂ 44.2% men

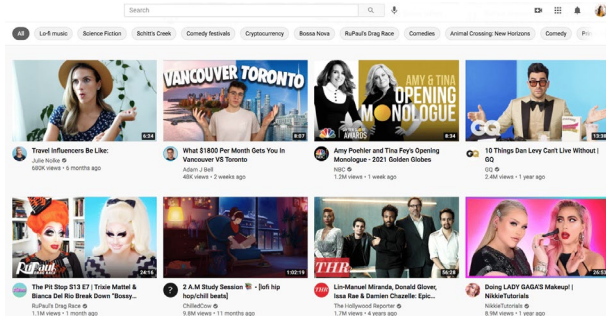


Source

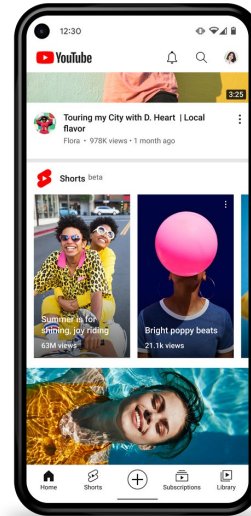
<https://napoleoncat.com/blog/instagram-users-in-australia/#:~:text=The%20majority%20of%20Instagram%20users,where%20women%20lead%20by%20310%2C000.>

The Social Landscape

Platform Snapshot



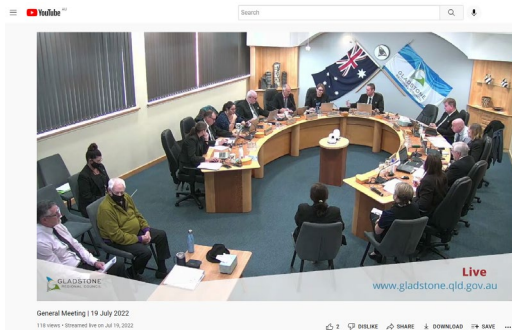
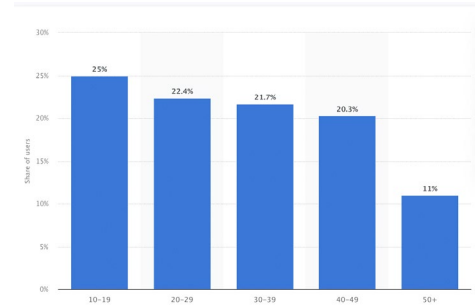
Video



Shorts



YouTube
Audience Breakdown



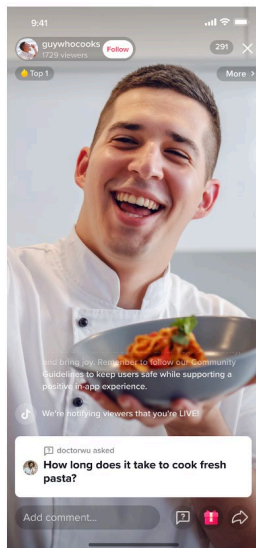
Live

The Social Landscape

Platform Snapshot



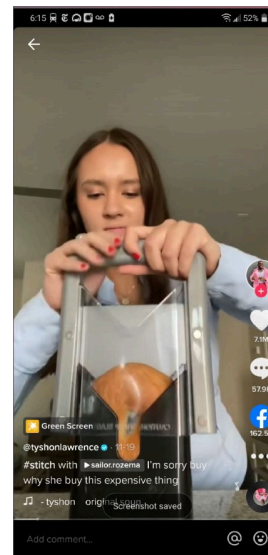
Video



Live



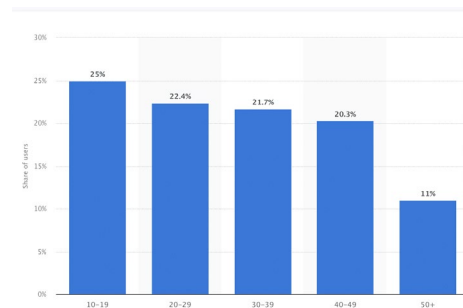
Duet



Stitch



TikTok
Audience Breakdown



Where are you now?



Social networks aren't
about websites.
They're about
experiences.

Mike DiLorenzo – NHL social media marketing director

Where you
are now?



Where are you now?

Social Media Audit



A Social Media Audit takes stock of the way that you use social media **right now**.

Maybe you've been doing things **well**.
Maybe there's areas you can **improve**.

Your audit is your **first step** to taking charge of your social media presence and taking it to the **next level**.

Where are you now?

Social Media Audit



List all your social media accounts

- Which platforms do you use?
- What is URL?



Record all your usernames and passwords

- Is an email link?
- When were passwords last changed?



Who has access?
Who is an admin?

- Are these linked to personal accounts?
- Are they still part of the group?
- Do they need access?

Where are you now?

Social Media Audit



How do your pages look?

- Is your logo right?
- Is your logo blurry?
- Are you missing any images?



Are your details correct?

- Name?
- Phone number?
- Address?
- Email?



Is your account complete?

- Bio/About
- Connect social accounts

Where are you now?

Social Media Audit



Performance

Where are you posting?

What types of content?

How often do you post?

Why were these shared?



Where do I look?

Facebook Insights

Instagram Insights

YouTube Creator Studio

Search 'Platform' and 'Analytics'

Where are you now?

Looking for inspiration?

Brisbane Broncos



Queensland Firebirds



Brisbane Roar



What are your competitors doing?

Where are you heading?



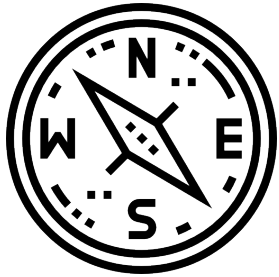
Random social media
tactic leads to random
results. You need a
strategy.

Stephanie Sammons – certified financial planner, investment advisor

Where are
you heading?



Where are you heading?



Goals will help define
success for you
but only if they're

SMART

goals

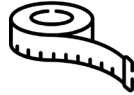
Where are you heading?

Specific



Where exactly do you want to see the improvement?

Measurable



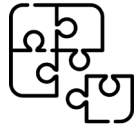
Can you measure this improvement? Is this metric being tracked?

Achievable



Is your goal realistic? Have you seen similar changes in the past?

Rlevant



Will this change contribute to your group?

Time-bound

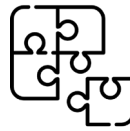
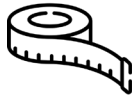


How long will you give yourself to reach this goal?

Where are you heading?

Is this a

SMART



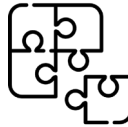
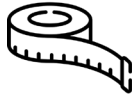
goal?

We want to see more people enjoying our content before the end of the season?

Where are you heading?

Is this a

~~S~~~~M~~~~A~~~~R~~~~T~~



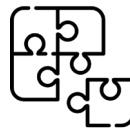
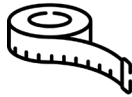
goal?

We want to see more people enjoying our content before the end of the season?

Where are you heading?

Here is a

SMART



goal!

We want to see a 10% increase in reach on our Facebook page over the next 6 months

Where are you heading?

Who is your
Target Audience?



Put yourself in the shoes of the
person you're talking to

- Where do they live?
- How do they spend their time?
- What do they do for a living?
- How much do they know about you/what you do?

Persona

Persona

Persona

Where are you heading?

Who is your
Target Audience?



Put yourself in the shoes of the
person you're talking to

- Age
- Background
- Occupation
- Family
- Interests
- Pain points

Persona

Persona

Persona

How will you get there?



Social media is just a
buzzword until you
come up with a **plan**.

Felicia Lin – podcast host

How will you
get there?



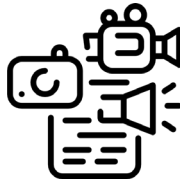
How will you get there?



Content Pillars

What your content will be *about*.

Content Pillars are the foundation of your content and set out the themes your content will take.



Types of Content

What *form* your content will take.

Different types are not locked to content pillars.



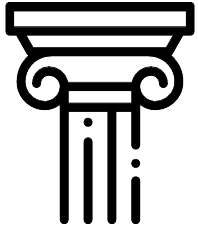
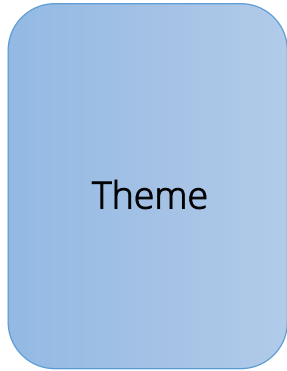
Content Voice

What your content will sound *like*.

A consistent voice will give your voice a personality even when you have multiple people posting.

How will you get there?

Content Pillars



How will you get there?

Content Pillars

Educate

Motivate

News

Community

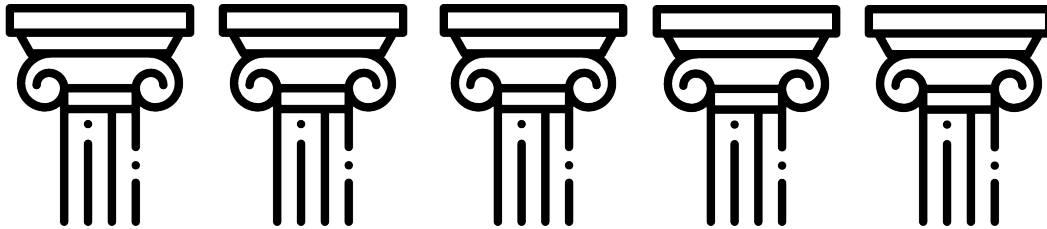
Promote

Inspire

Culture

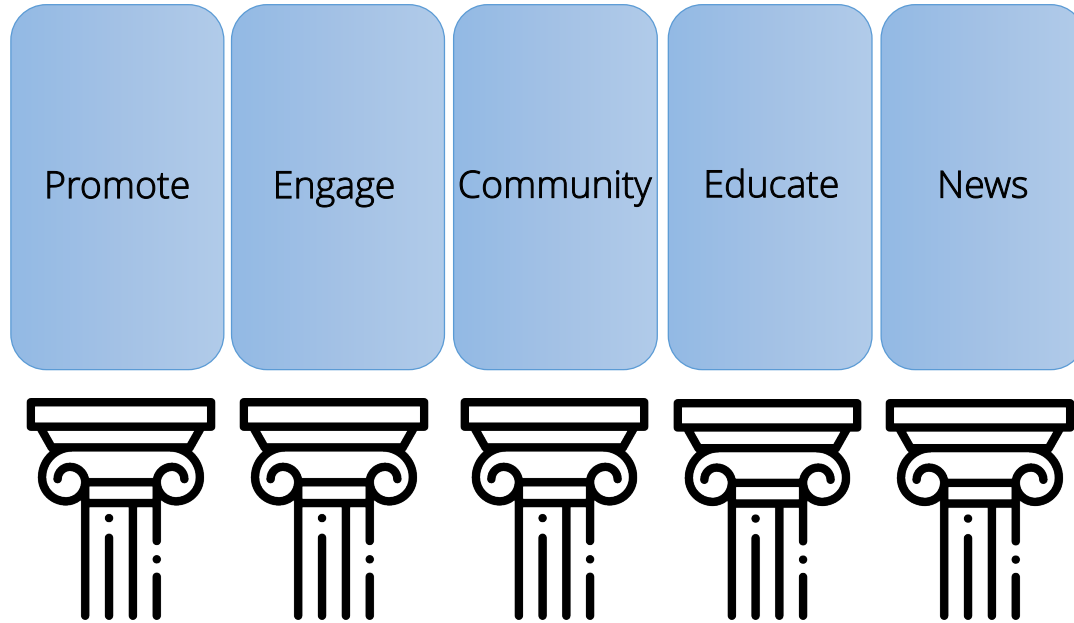
Engage

Highlight



How will you get there?

Content Pillars



How will you get there?

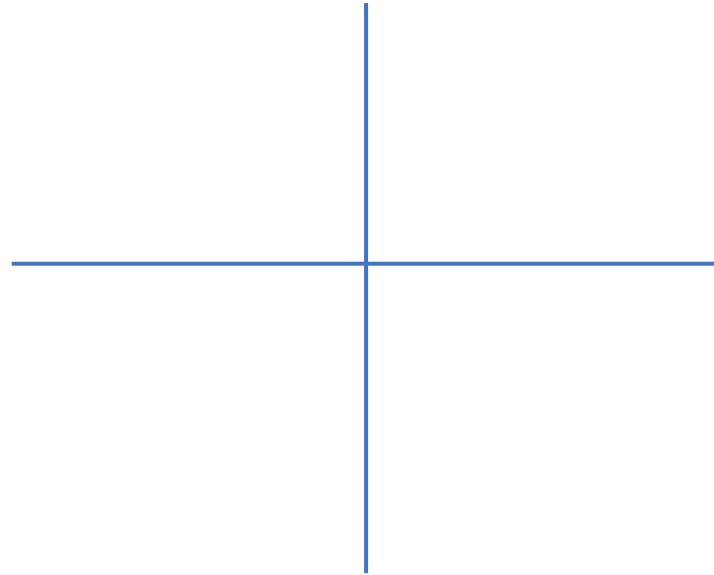
Content Types

Emotional

Rational

Low Effort

High Effort



How will you get there?

Social Media Scheduling

Planning and scheduling content is **essential!**

Having plan means you avoid the
'oh no I forgot to create a new post'
panic



Free VS Paid

Should I be using paid software?

NO!

Facebook/Instagram offer free
scheduling

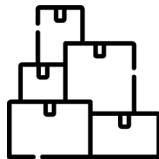
How will you get there?

Social Media Scheduling



Look at your calendar

- Do you have any regular events?
- Do you have any highlight events?



It's all about BULK

- Design content ahead of time
- Have fun with 'content days'



Plan 'organic' content

- Think about the images you'd like to capture
- Give people warning

Let's get making



Content is **fire**. Social media is **gasoline**.

Jay Baer - keynote speaker, MC, author, and entrepreneur

Let's get
making



Let's get making

Shopping List

The top five pieces of equipment to make stunning content






- ?
- ?
- ?
- ?
- ?



Let's get making

Shopping List

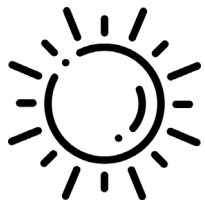
The top five pieces of equipment to make stunning content

-  Your phone
-  Another club member's phone
-  A player's phone
-  A spectator's phone
-  A volunteer's phone



Let's get making

Photo Basics



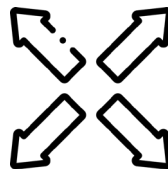
Lighting

Well lit
Sun behind



Location

Get close
Avoid zoom

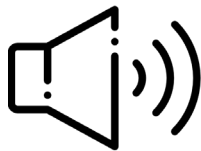


Orientation

Portrait/Landscape

Let's get making

Video Basics



Audio

Stay close
Avoid background
noise



Timing

Will someone
watch this?



Stability

Keep it steady
Tripod or stand?

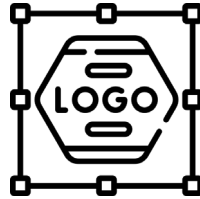
Let's get making

Graphic Basics



Colours

Choose 4 colours
Be consistent



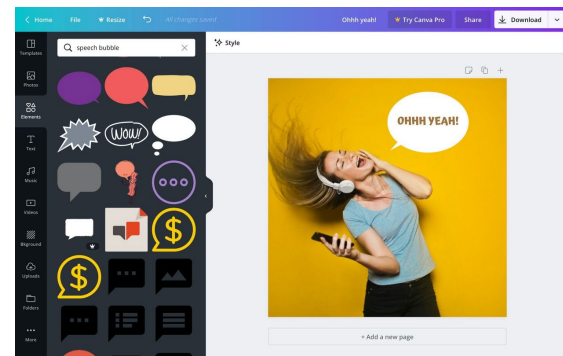
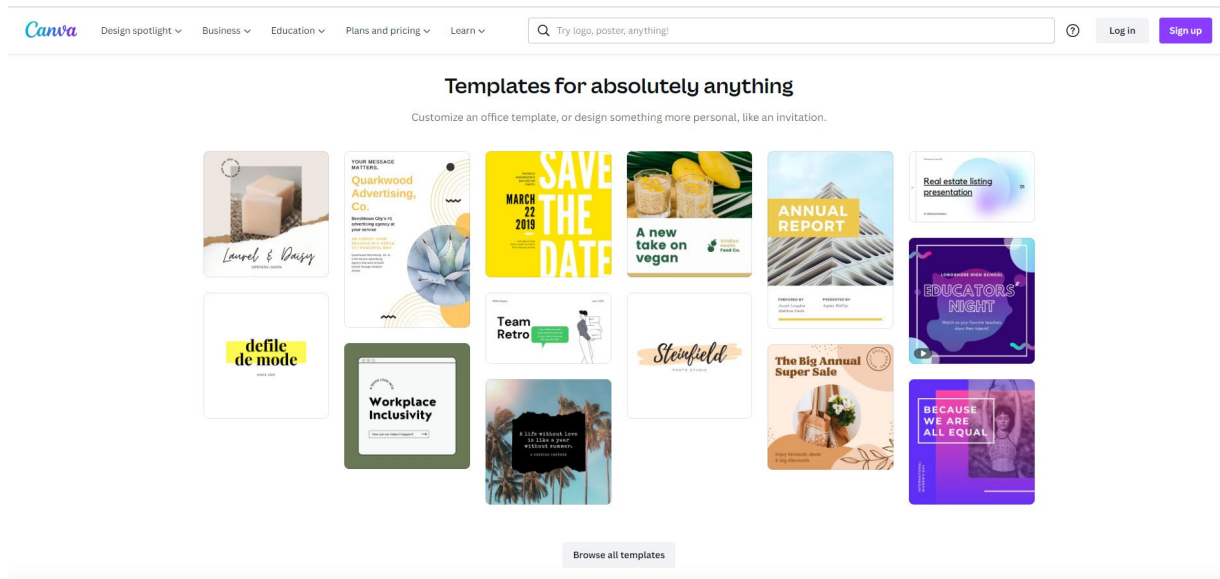
Logo

Does it look
professional?

Let's get making

Graphic Basics

www.canva.com



Example



Meet the **Port City Pillars**

A passionate group of Cabel Toss enthusiasts who meet regularly but now they're looking to grow.



There small group has grown slowly over time but they're looking for ways into increase members.



Example

Meet the **Port City Pillars**

Social Audit

Facebook Page

'Gladstone Cabel Toss'

- 150 followers
- Start for the social group to connect
- Rarely post, usually a group photo or notice about a meeting being cancelled. Group posts draw in dozens of 'likes'
- No logos, just random photos
- Two admin, Geoff (Club president) and Dan (former member)

Twitter

'Gladstone Cabel Toss'

- 2 followers
- Started by Dan to connect with the wider cabel toss community
- No posts in over 3 years, posts received no engagement
- No profile picture
- Two people with access, Geoff and Dan



Example

Meet the **Port City Pillars**

S.M.A.R.T. Goals

Goal 1) We are aiming to gain 50 new followers to the Facebook page in the next three months

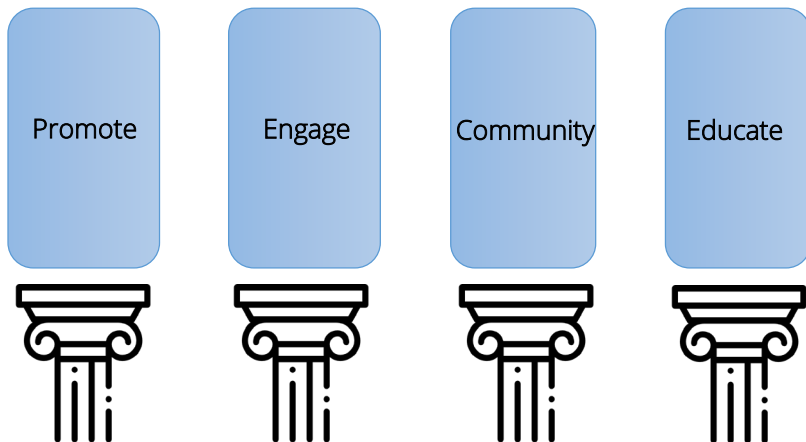
Goal 2) We are planning to increase our engagement (comments, likes, shares) by 25% in the next three months.



Example

Meet the **Port City Pillars**

Content Pillars



Example

Meet the **Port City Pillars**

Content Pillars

	Promote	Engage	Community	Educate
Off-Season	Volunteers Calls	Updates on Scotland Competitions	Meet the Pillars – video series	Did you know? Fun Facts
On-Season	Thursday Training Saturday Competition Day	‘Can we beat the Rocky Log Rollers?’	Shout out to volunteers	Tips to improve your skills



Stronger Steps to Getting Social

Social Media for Organisations,
Clubs and Community Groups

