



# Social Media

Did you know that about 66% of the UK population are active on social media? Now more than ever it's really important that your cause is using as many digital channels as possible to help communicate with supporters

It's also a powerful tool to help promote your lottery. Perhaps the greatest value of social media is your ability to;

- Engage with your community
- Promote fundraising activities - for free
- Increase your brand awareness
- Direct more people to your website
- Show a more personal side to allow you to connect with supporters



It's important that you choose the social networks that best fit your strategy and the goals you want to achieve on social media. You don't have to be on them all—just the ones that matter to you and your audience.

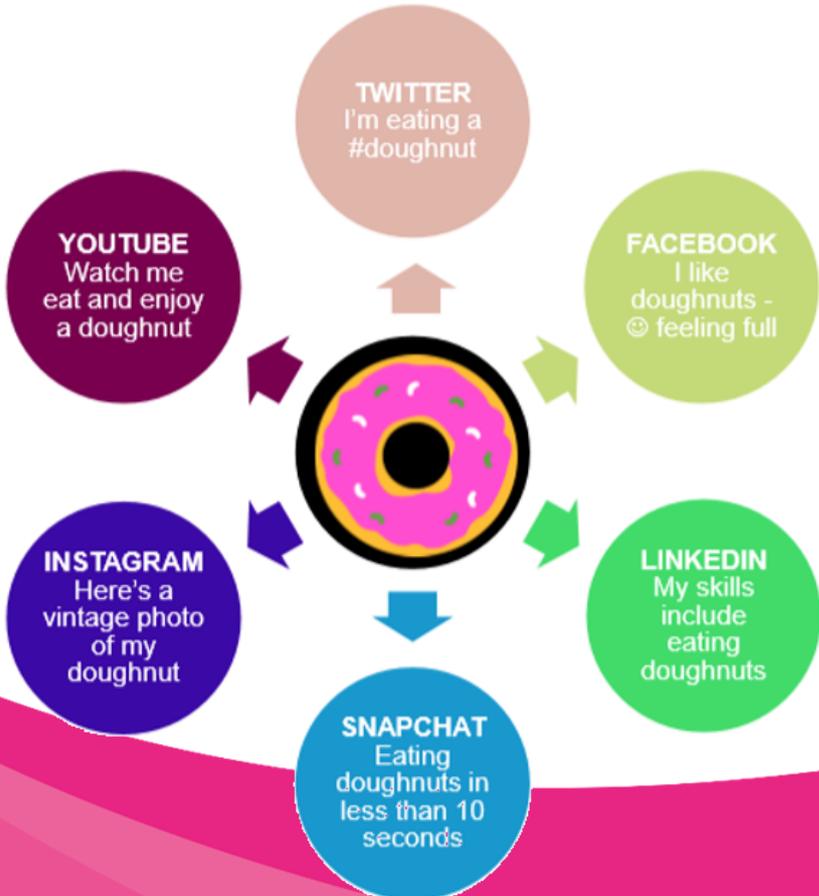
Here are some key decisions;

**Time** – How much time can you devote to a social network?

**Resources** – Who and what do you have work with? Visual social networks like Instagram require images and photos. Social networks like LinkedIn emphasize quality content. Do you have the resources to create what's needed?

**Audience** – Which social network has the right demographics?

**Still not sure? This overview using doughnuts should help!**





## How often to post

It's a great question. There are many guides and suggestions available but in reality, there is no magic formula. What works for one brand, doesn't work for another. Instead, try to focus on:

### Posting consistency and not frequency.

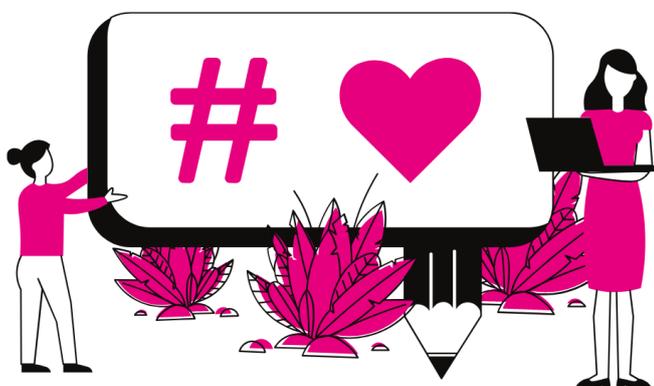
Make sure you give yourself enough time to generate to content. Your audience will know that when they do come to your profiles, they'll be receiving relevant and great quality posts.

### Content quality is more important than content quantity

The only thing worse than not posting anything at all is posting poor quality content that doesn't resonate with your audience. The more relevant and timely your content is, the more value and engagement you can generate.

### Setting a goal for what you want to achieve

Without having an objective for social media, you won't know if your posts are successful or not!



## Facebook

Facebook is one of the largest social networking sites with over 35 million users in the UK. It's a social sharing networking site used to share photographs, stories & videos. Facebook is an effective tool for promoting material to a dedicated and loyal online community who follow your page.

### Here are our top five Facebook tips:

1. Use the 80/20 rule: You should post 80% non-promotional material that helps your audience plus 20% promotional material marketing your products or cause. It's best to use lots of different types of content, such as news articles, asking questions and sharing relevant content from other pages
2. Use creative images or video with every post—you'll get a lot more engagement! There are lots of free tools available to help with graphics, like Canva or Powtoon
3. Connect with your audience and build relationships. Be genuine, honest and clear. This will lead to people becoming more likely to support your cause in the long run. Make sure you reply to comments and most importantly direct messages so supporters feel listened to.
4. Tag other pages (like the lottery!) if you mention them in your post. This will get their attention and hopefully encourage them to share your content
5. Say thank you! People like to be thanked publically so make sure you thank supporters for their generosity and continued support.



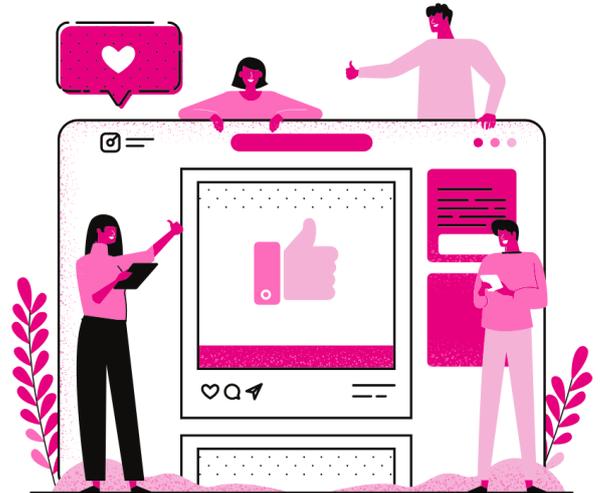
## Twitter

Twitter is a micro-blogging platform, used to share quick, live updates with a character limit of 140. There are 13 million UK users with close to a billion users worldwide. About 90% of interactions consist of link clicks so it's important to get one in!

You can post a lot more frequently on twitter but as with Facebook, it should always be quality over quantity.

Here are our top five Twitter tips:

1. Schedule your tweets. This will allow you to post content during key times, even if you are away. It will also help manage your time and resources. The best way to do this is via a free third party app like Tweetdeck or Hootsuite.
2. You don't have a lot of characters to keep it clear and concise! Put a link to your website or news article for the reader to find more information.
3. Use a relevant hashtag (but don't go too crazy!). Hashtags help people find relevant content about things they are interested in
4. Tag other pages (like the lottery!) if you mention them in your post. This will get their attention and hopefully encourage them to share your content
5. Include an image or video with your post to help grab attention.



**Don't forget to look in the communication section of the resources hub for additional social media assets and templates for you to use.**