



Top five social media tips for charities

Social media can be a great way to engage with followers and get them enthused about your work. And it needn't be time-consuming or expensive. A good social media strategy can work wonders in terms of getting people on board and excited about your campaign.

Here are our top five tips for social media success:

1. Take a strategic approach

As with anything, you'll get the most from it if you know what you're using it for. Think carefully about what you want to achieve and who you're targeting. Then consider the best ways to reach out to them. Make sure you have a clear idea of what success will look like at the outset, and how you'll measure the results.

2. Know your audience

With 80% of 18 to 24-year-olds and 73% of 25 to 34-year-olds using Facebook and Twitter respectively, these platforms are especially relevant to charities keen to engage with a younger generation of supporters. Older age groups may well appreciate an e-newsletter, so take the time to decide which channels are best suited to your audience.

3. Be social

Use social media to listen, engage and discuss 80% of the time, and make use of the remaining 20% to share your news and events. And while it's good to be prompt, it's better to be right, so always think before you tweet. Above all, have fun, interact! That's what social media is all about.

4. Create engaging content

In a media-saturated world, your content must stand out in order to make an impact. Be careful to ensure that all content is relevant to your activities so you can build thought leadership and enhance your reputation. Update your content regularly and make sure you stay on top of any key trends in your sector.

5. Invest time and effort

Social media can be cost-effective, but it's not free. It requires time and effort. Be prepared to invest fully to get the most out of it. Nominate a social media manager who'll be responsible for ensuring content is updated and comments are answered. Respond to any interactions quickly, particularly if they're negative. It's a good idea to plan how you'll respond to both positive and negative comments in advance.