



# Southcoast Connects

# Social Media Toolkit

for Natural Resource Management Community Groups

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Prepared by:  
Open Copy  
Web: [www.opencopy.com.au](http://www.opencopy.com.au)

Prepared for:  
South Coast NRM  
88 Stead Road  
Albany WA 6330  
Phone: 08 9845 8537  
Web: [www.southcoastnrm.com.au](http://www.southcoastnrm.com.au)

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natural resource  
management program



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## Southcoast Connects

This suite of tutorials, templates,  
and suggested tools, has been  
designed for environmental groups  
and associations, in  
South Coast Regional WA

**Connect with your  
community online to  
achieve your objectives  
on ground**

# Social Media Toolkit

for Natural Resource Management Community Groups

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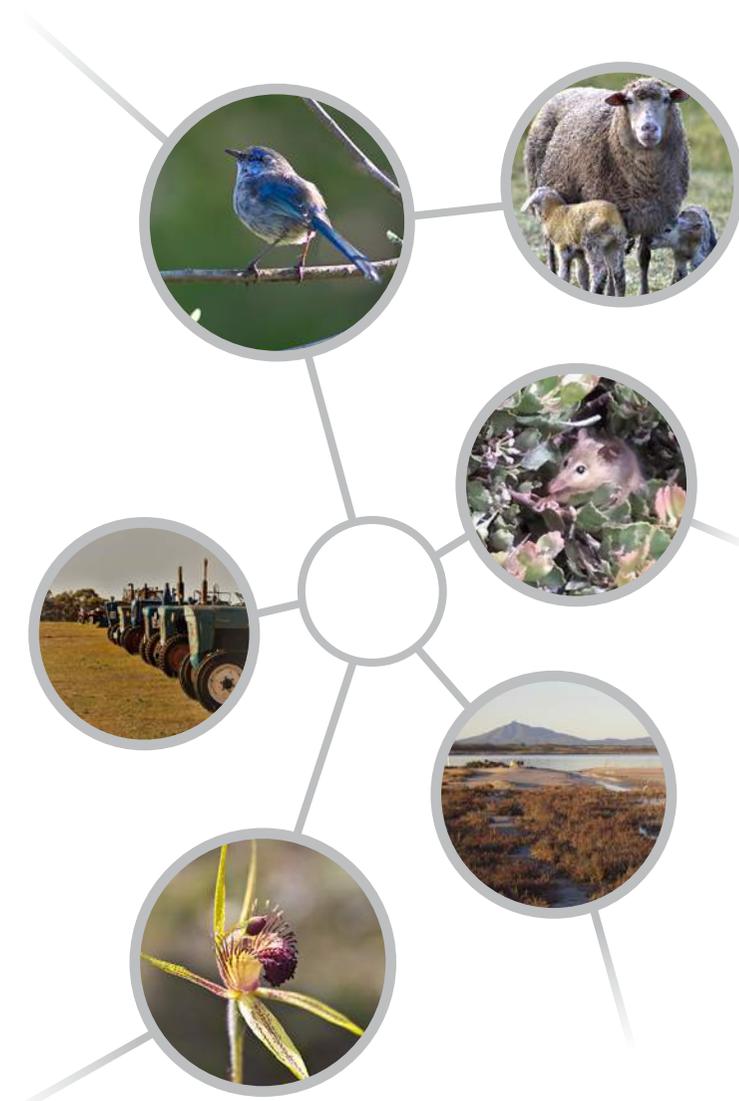
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# Introduction

## Purpose of this toolkit

The purpose of this toolkit is to help your group to use social media, more effectively and efficiently, to engage, inform and enlist the support of your wider community.

Through summaries, checklists, templates and tutorials, the following chapters aim to assist you in developing infrastructure, strategies and processes, in order to launch, or improve upon, your social media promotions.

## Get efficient and effective

### Get strategic and gain better results

Efficiency is key because your group's primary focus, time and energy, is trained on your on-ground activities. However, connecting with your community of supporters, in an effective way, is also a key component. Navigating the shifting sands of the online space can be confusing and overwhelming. A well prepared and solid strategy can help you to feel more empowered and to gain better results.

### Select the best platforms and tools to suit your needs

Social Media Platforms such as Facebook, Twitter and YouTube, for example, offer free and easy access to portals through which you can present your group's identity, story and campaigns to an audience. A huge number of tools and applications are available to help you manage and streamline your web presence. This toolkit seeks to present the benefits and pitfalls of a selection of these tools, to assist you in creating your own set of tools, best suited to your objectives and capacities.

### Create content to connect with and engage your community

In raising awareness and gaining support with natural resource management projects it is vital to focus on accessing and growing an audience. In order to connect with this audience, we need to produce quality, engaging and useful content that will inspire people to become involved. This toolkit offers insights, tips and tricks and case studies aimed at guiding and improving your approach to producing good and effective content.

### A landscape of opportunity

Today, 2.62 billion people around the world are estimated to be using social media (Fig. 01). In Australia, 59% of internet users engage in online networking at least once per day. This represents a huge opportunity for groups to access and interact with their community. We hope this toolkit will help your group to achieve successful results, online.

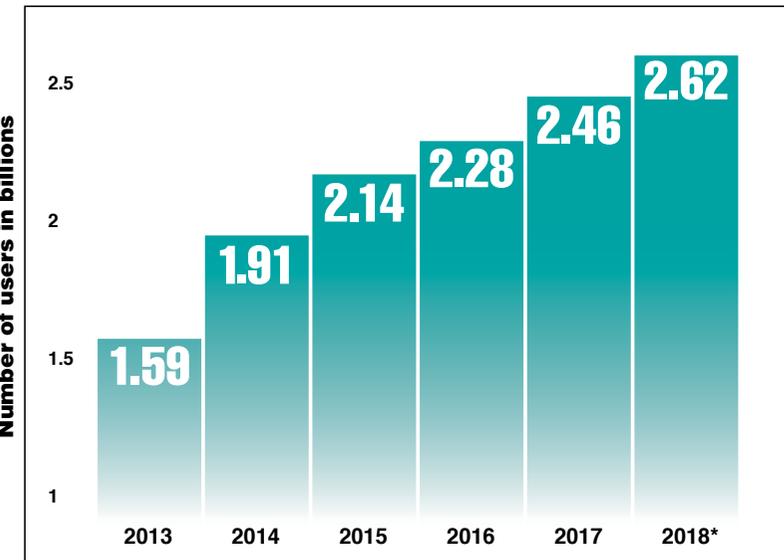


**"It has taken a decade for NGOs to learn how to use social networks effectively for branding and advocacy. Fundraising has been a challenge, but demographic changes and donor insights indicate that social networks are on track to become very powerful fundraising tools."**

Heather Mansfield, Founder of the Global NGO Tech Report, 2018 review.

▼ Fig. 01

**Number of social network users worldwide from 2013 to 2018 (in billions)**



Source: eMarketer  
© Statista 2018

Additional information  
Worldwide: eMarketer; 2010 to 2017

# Strategy Overview



## A strategic approach is essential

Using social media to promote an organisation or business is very different to using it for personal or recreational purposes. Your personal profiles and activity don't require a strategic approach. However, without a strategic approach to your professional use of social media, you could be putting your organisation at reputational or legal risk. (See Focus on Policy). You could also be wasting valuable time, which could otherwise be put directly into your off-line, on-ground objectives.

### Your Brand

This is the public identity of your organisation. You can present your brand through images, colours, graphic elements, speech and text. Brand recognition and consistency is important, so people can get to know and trust your brand. Your online activity should reflect your brand purpose, objectives, values, competencies and concerns. It can also be helpful to consider your brand's persona or personality.

**Go to – Strategy Healthcheck - Web Presence and Brand Strategy**, page 28 - to read more.

### Your Aims

Aims are the basis of strategy. Strategy = a plan of action to achieve a goal. As an organisation you have a core purpose and long term organisational goals. It is helpful to break your goals down into individual action plans or campaigns. It is important that your goals are recorded and that you check that your campaign goals are in alignment with your core values. This is particularly important online, because you will be traceable and visible online. Incoherence of objectives can create mistrust. Online – our aim is generally to raise awareness about our campaigns, and get people to sign-up, join, and support.

### Your Audience

It is important to know your ideal audience. Look to your brand purpose and values to begin to define and target your audience. You want to find like minded people to support you. However, you may like to 'convert' people to your campaign or cause, by raising awareness and increasing understanding. Your Alpha-Audience is very important. These are the people who share your objectives. By collaborating, you can share and promote content and messages online, helping that content to reach a wider audience. Your Alpha-Audience could be your team mates and/ or the people that your association helps and serves through your on-ground activities. Also look to the other associations that you collaborate or compete with to reach common goals.

## Road Mapping

Road Mapping is a technique for strategically planning, reviewing and reporting on your social media journey.



▲ An overview of how to approach your Social Media Strategy or Road Mapping journey. Social Media promotion is a process.

# Strategy Overview

## Social Networking and Calls to Action

Social media is a digital forum for networking. We post, comment and share content, which communicates who we are and what we are about. We also present Calls to Action, such as, Sign-up for our newsletter, membership or events, Follow us for updates, or Visit our website.

### Reach & Convert your audience

The benefit of social media is it allows us to reach a wider audience, more quickly, cheaply and efficiently than we could using traditional media. However, in order for your audience to support your campaign, you need them to perform an action. They need to show or offer support, by participating in your campaigns, through engagement, sign-ups, or donations of money, effort or time. We call this positive form of engagement - 'Conversion'.

### Reach

#### Platform – Online Social Media Spaces



Find out how to choose the right platform for your aims and for your target audience: Go to **Focus on Platform:** Pages 10-14



For tips on tools and applications, to become more efficient and effective on these platforms: Go to **Focus on Tools:** Pages 15-18

#### Content – Sharable stories, ideas, information

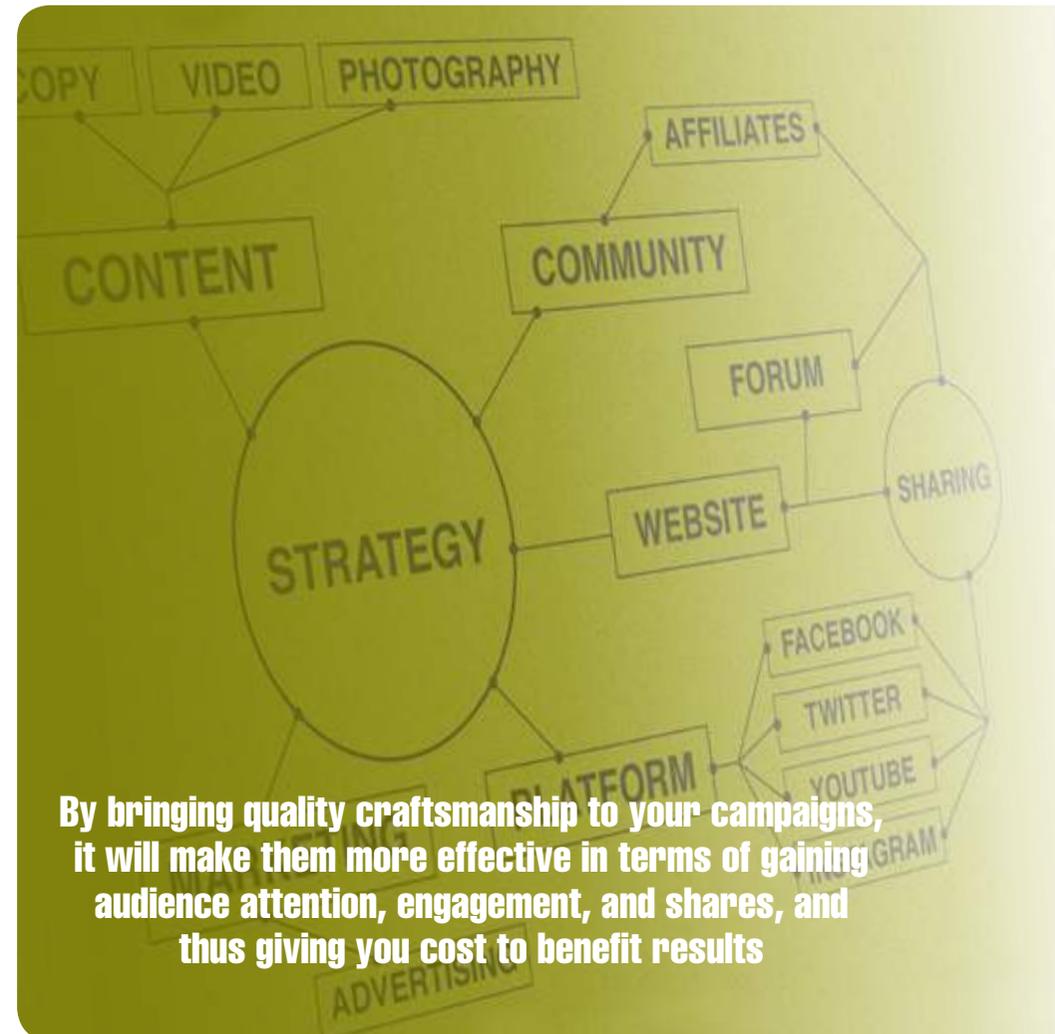
Without content you cannot network on a social media platform. 'Web content' includes images, written messages, podcasts and video. You must have a content strategy. You can curate content, i.e share other people's content, and/or create your own original content. Your content should reflect the purpose, values and personality of your brand. Go to **Focus on Content** to find out more: Pages 19-25.

#### Hero content = more shares and more REACH

Hero content is very popular or useful content that your audience is inspired to "share". This is a great way to have your content seen by new audiences.

### Conversion

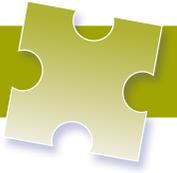
'Conversion' is an essential target for your strategy, if your time and effort online is to be worthwhile. You can go viral and reach an audience of millions, but without attention to conversion, the publicity will not help to make your social media networking more effective or sustainable. As well as Hero content you need Hub and Maintenance (sometimes called "Hygiene") content. Read on....



**By bringing quality craftsmanship to your campaigns, it will make them more effective in terms of gaining audience attention, engagement, and shares, and thus giving you cost to benefit results**



See **References for templates on social media policy and planning:** Page 46



## 3 types of content: Hero, Hub and Maintenance

### Hero content

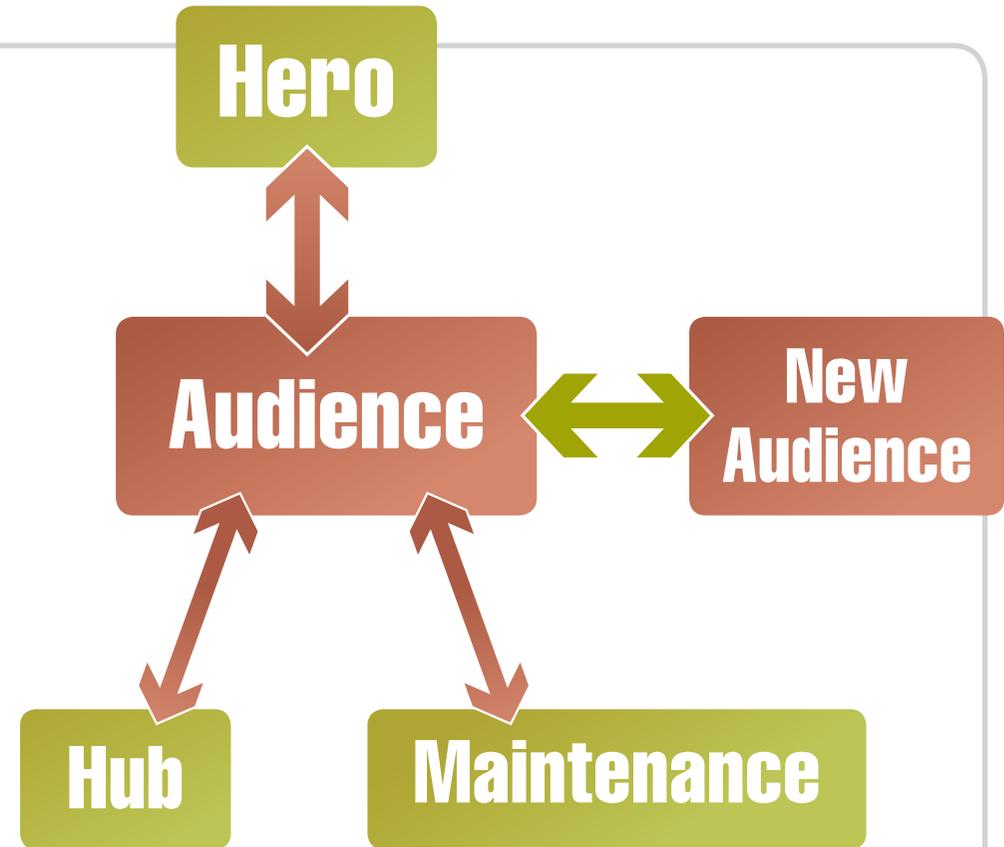
Content that people will want to share. People share content because it is entertaining, or because it is very useful, or just because it has 'wow-factor'. When we share content we are endorsing the content, so your audience will only share content that they are happy to identify with. You want to have Hero content on your branded social media Pages, but more importantly you want your Hero content to be shared to personal profiles and group forums.

### Hub content

Content on your social media branded pages, and/or on your website, which explains your purpose, competencies and experience. It is less likely that people will want to share your Hub content because it is essentially the content that markets and promotes your brand. People don't really want to spread 'advertising' content, but they will share your Hub content if they are huge fans, or your Alpha Audience. They may also share direct to someone they know who really needs the services you offer.

### Maintenance content

Content that you use to maintain your web presence, give some extra information about your brand, and to tell your brand's story. You might release this content periodically over time, like a newsletter, as a way of telling Google and your target audience, 'Hi we are still here'. You can also do this by sharing, or giving a shout-out to your Alpha-Audience, or other people and groups in your sector. This is a good way to network and gain goodwill. Cross pollinating ideas and information is an important part of effective networking. You never know, you may publish maintenance content and it might go 'hero'. Or the other way around.



### Keep all 3 types of content healthy and updated for good conversion.

If you publish content and by accident or design people love and share it, you could attain new audience members. If these people really like your hero content and want to hear more from or about you, then they may well go looking for your maintenance and hub content. If you have not kept your hub and maintenance content up to date and healthy, then these new 'fans' may not bother to stay in touch, sign-up, recommend or search for you again.

## Campaign Circle: Find, Engage, Interact & Review

Divide your social media activity into Campaigns. Campaigns help you to concentrate energy and focus. Also by Road Mapping a series of campaigns you have logical break points to review your reach, engagement and conversion.

These 'Analytics' help you to better plan your next campaign. You may need to tweak or change your strategy. For more on Using Analytics **go to Tutorial 2**: Pages 30-31.

A campaign can be focused on generating and promoting content designed to be HUB, HERO or MAINTENANCE Content, or all three. However, for a campaign to be successful, all three types should be reasonably represented, updated and connected via links.

For example, if you are planning a large investment of time and/or money to create a valuable and useful video for YouTube, which you hope may be shared and gain you new audiences, consider making some cheaper and quicker videos, so that if the viewer wants to find out more about you, they can.

Also consider links to other social media platforms and your website. Make links visible so that you can guide interested new audience members through an online journey, which will give them plenty of opportunity to get to know and trust you.

Also give Calls to Action.

Calls to Action give the audience member an opportunity to sign-up, participate and stay in touch. By setting calls to action you also provide an opportunity to gain engagements that are measurable, so you can evaluate your campaign's success, and take learnings and insights into the planning stage of your subsequent campaign.



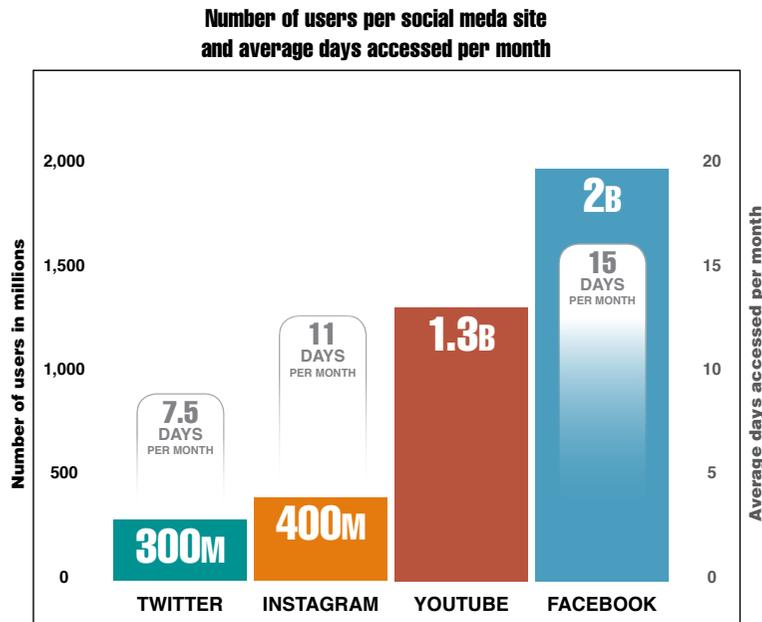
**Go to Tutorial 2 for more on Using Analytics:** Pages 30-31

# Focus on Platform



## Which social media platform is best for you?

Facebook, YouTube, Instagram and Twitter are the world's biggest social media platforms. With huge international audiences, ever increasing functionality, and no sign up fees, it is very difficult for individuals, groups and businesses alike, to resist the pull of the Big Four.



Source: ComScore and Forrester's Audience Data 2015

▲ Fig. 02: Social media use in 2015.

Fig. 02 shows the usage of the world's top four social media platforms. Facebook is the long reigning giant. Despite an emerging forest of competitors (hundreds at the last count) the 2 billion strong community is still a long way ahead of its nearest competitor platform, YouTube.

However, with pending class actions regarding privacy violations, and a loss of 2.5 million members last year, we are all waiting with bated breath to see if the big blue giant will fall.

Such are the shifting sands of the online. How do we decide which platform to be on? When and how will we know to switch? Should we spread ourselves over multiple platforms? And if so how many and which to choose?

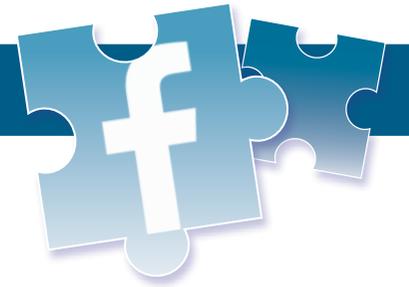
In order to try to answer some of these questions, this section of your toolkit will try to give an overview of the general anatomy, benefits and pitfalls, of each of the Big Four, plus an overview of some of the smaller but still applicable social media networks.

## Platform Overview

	<b>Facebook</b>	<b>11</b>
	<b>Youtube</b>	<b>12</b>
	<b>Instagram</b>	<b>13</b>
	<b>Twitter</b>	<b>14</b>



# Focus on Platform: Facebook



2 billion users



## Facebook is good for community building

Facebook is a particularly good platform for building meaningful community connections. In fact, Facebook has stated that their algorithm is being constantly upgraded to better recognised Meaningful Social Interactions (MSIs). Facebook is increasingly penalising promotional content, unless it is either paid advertising, or delivering high value to the audience.

**93%** of NGOs worldwide

use a Facebook Page

**30%** use a Facebook Group

**58%** use Facebook Messenger

NGO Tech Report 2018

## Facebook demographic

Over recent years, the channel has become increasingly appealing to baby boomers, with around 41% of individuals between 65-74 years-old logging on with a Facebook account. This is great news for Facebook-ers who are looking to market to retirees. Although some youngsters are shunning Facebook, 90% of social media users are still interacting on this platform. It is very likely your target audience are here.

Facebook is a particularly good platform for finding and building relationships with local audiences. So when you are looking for local people to come together and collaborate on local landcare projects, Facebook could be your best option.

**“As we roll this out, you’ll see less public content like posts from businesses, brands, and media. And the public content you see more will be held to the same standard - it should encourage meaningful interactions between people. The changes won’t affect ads and will likely hurt businesses that want to reach followers without paying to advertise.”**

Mark Zuckerberg, January 2018, on algorithm changes made at Facebook to increase “Meaningful Social Interactions”.

## Facebook challenges

Facebook is changing the way it displays content, making it harder for Pages to have their content displayed. They are trying to make it necessary for Pages to invest in paid advertising.

However, you can reach wider audiences with or without paid advertising, if you create great content that people want to share on their personal profiles and via Facebook Groups.



**Go to Focus on Content - Alpha-Audience: Page 20**

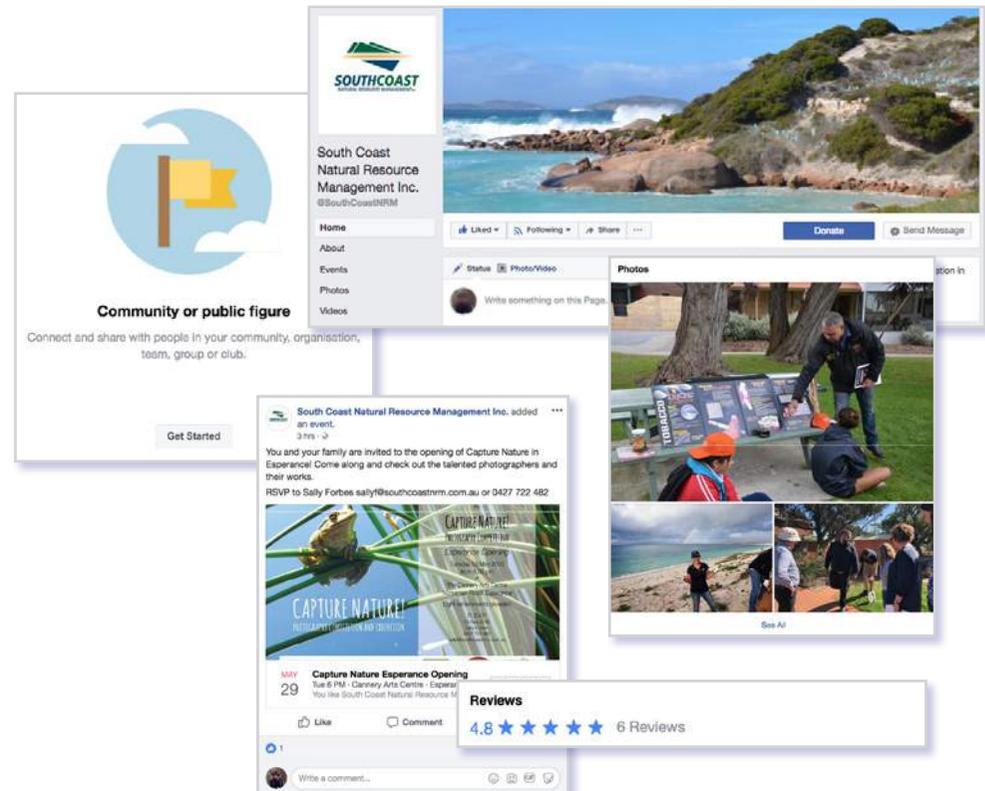
## Lost in the crowd?

Another issue to consider with Facebook is that the weight of traffic and activity also make this option problematic. Think of a big busy city. Easy to get lost in the crowd? Many businesses and organisations are looking to smaller, newer or more niche platforms, as a way to reach audience in an environment that is less saturated with content. Another way around this is to use Groups, which allows you to target niche interest groups. If you want your Business Page to stand out in the crowd, then you could consider paid advertising and post boosting as part of your strategy.

## Using Facebook



**For Facebook Paid Boosting & Ads: Go to Tutorial 3.4: Pages 37-38**



# Focus on Platform: YouTube

1.3 billion users



77% of NGOs worldwide

**Create your own channel with video content to tell your story in an effective and engaging way**

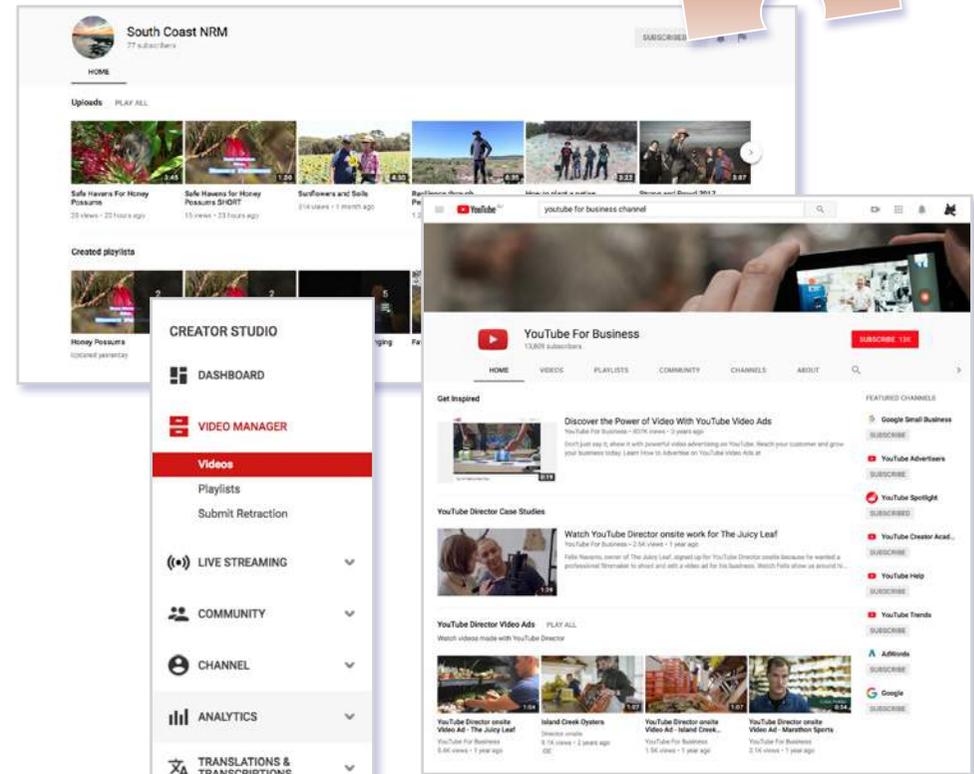
5 billion YouTube videos are watched every single day. People go on YouTube for entertainment and education, and also to find and research products and services.

The YouTube for Business Channel has 13k subscribers and is a great place to visit for video tutorials on all aspects of YouTube for promotional purposes. They also provide playlists of videos and suggested channels on the same topic.

YouTube Impact Lab has 67 k subscribers and focuses on content, tips, tricks and tool sharing for not-for-profit organisations. Organisations can register with The Impact Lab for free or subsidised access to Google and YouTube advertising and the G suite of tools, which includes Donate Now buttons which can be embedded in your video.

**use a Youtube Channel**

NGO Tech Report 2018



**“These videos do not have to be expensive to produce. It is more important to be authentic and engaging.**

**The Community Action Partnership, a small US charity, posted a humorous video of its executive director lip-syncing to promote its annual fundraiser.**

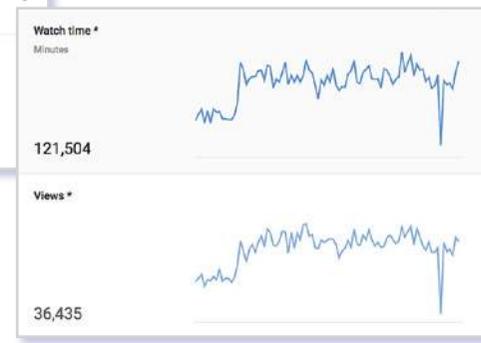
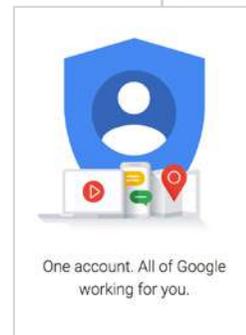
**The video, created on an iPhone, went viral with over 10 million views.”**

NGO Tech Report 2018:

## You don't need to outlay a huge investment to make an impact on YouTube

Many people are put off by the challenge of creating a video that will be effective, engage their target audience and get return on investment. Just a couple or even one quality, original video can make having a channel on YouTube worthwhile. You can then easily embed the video on your website, and/or share on other social media platforms.

Having some other basic content on your channel will help encourage visitors to stick around and return. This could be more basic videos or Live videos, that can be quick and cheap to produce but authentically show what your group is about. It can also be the curation of other people's videos through your Playlist or Featured Channels. Curating video content in this way can help you to service the informational needs of your target audience. Also it can be a good way to build relationships with key performers or influencers within your field.



# Focus on Platform: Instagram



400 million users



50% of NGOs worldwide

**Instagram is a great way to showcase your work on the ground**

**use a Branded Instagram Profile**

NGO Tech Report 2018

Instagram was only released in 2010, so the fact it is so rapidly reached the no. 3 top spot seems to indicate the developers are onto something.

The fact this is a mobile-exclusive platform seems to have great appeal to the users who are able to easily and quickly edit and post their photos on the run. Instagram can be a great way to give an immediacy and authenticity to showcasing your on-ground activities.

Instagram is owned by Facebook, and will link with your personal profile timeline as a default. You can change this in settings to a Facebook Business Page of your choice. This will give you the option with each post to share simultaneously with your Facebook audience. You can also link with Twitter and/or Tumblr.

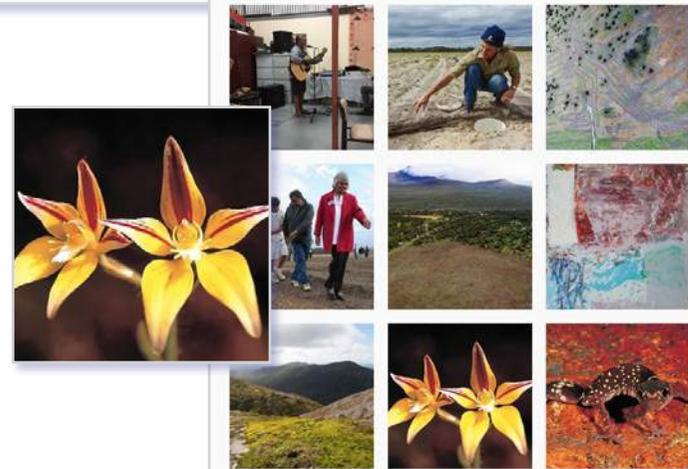
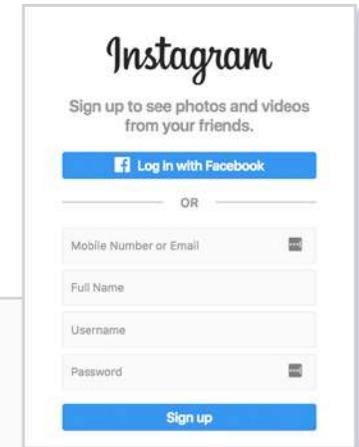
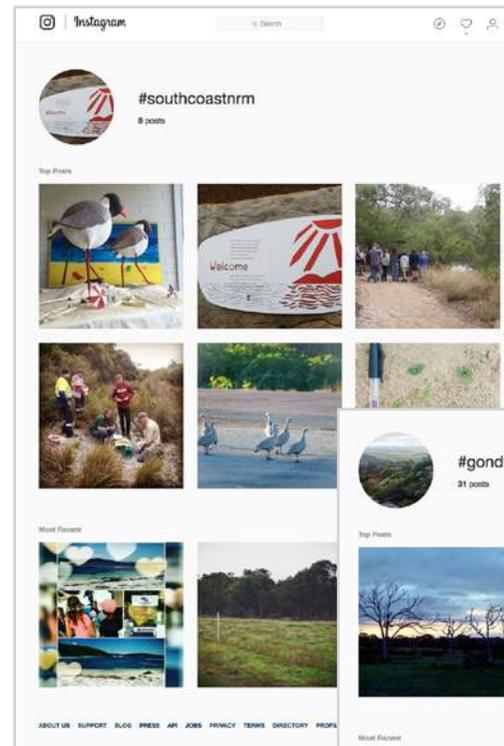
## Instagram demographic

Instagram is attracting younger audiences with the majority of users currently aged under 30. It is proving very popular with marketers who say it is the superior platform for garnering engagement. People respond to visuals and to design, and the Instagram interface is more attractive than Facebook, more user-friendly and more visually engaging.

## Limitations of Instagram

Posts cannot include links to your website. This is how Instagram have minimized spam. However, if your strategy is to promote pages on your website then this is very limiting.

Instagram wasn't designed for written messaging or for two way conversations. You can add a caption for each image but the text is small and cuts to behind a 'more' button after about ten words. Text can be laid over images 'meme-style' but this needs to be done off platform, with a graphic design tool, and then the image uploaded to your library.



Go to Focus on Tools/Graphic Design: Page 16

# Focus on Platform: Twitter

300 million users



77% of NGOs worldwide

Twitter is a great platform for professional networking and news updates

Twitter is a great platform for networking with professionals in your sector or people who are just passionate about your field.

It is also a place where people go to discover new people, businesses and associations, as opposed to Facebook which is more a platform for sharing news and experiences with family and friends.

Customer Insights for Twitter have shown that an average of 25% of users purchase from a business that they discover and follow on Twitter.

Participating in Twitter Chats and hashtags is a great way to increase followers, build online reputation and boost Twitter lead generation. And if you have the resources, Twitter Ads can also help to build your audience.

## Twitter Demographic

Twitter demographics show 23% of its users are between 30-49 years old, while 36% are between the ages of 18 and 29. 83% of the world's leaders are on Twitter. Journalists, politicians and celebrities all frequently use it too. This means that Twitter is often the place to find trending news.

**“You can buy attention (advertising). You can beg for attention from the media (PR). You can bug people one at a time to get attention (sales).**

**Or you can earn attention by creating something interesting and valuable and then publishing it online for free.”**

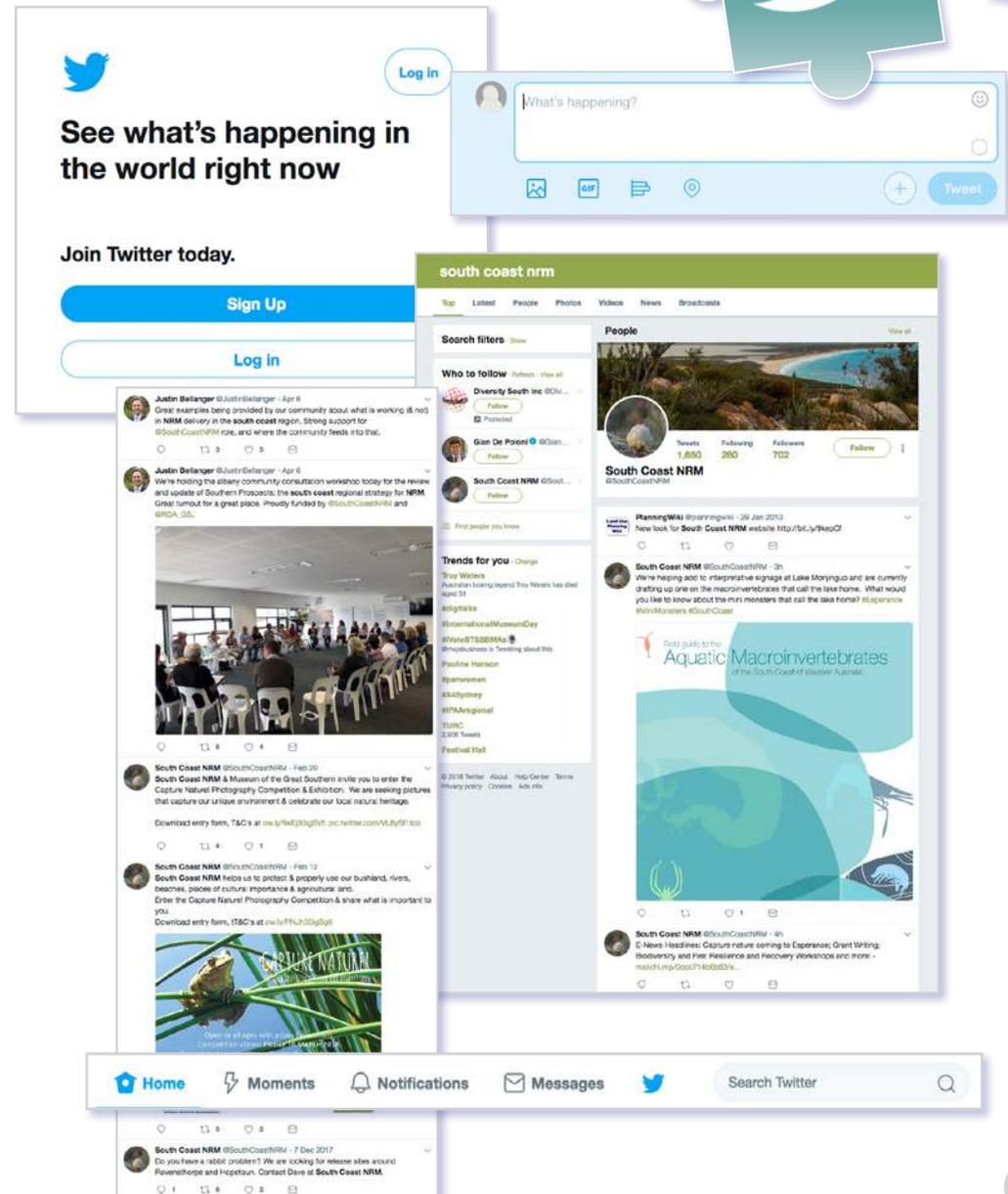
David Meerman Scott,  
Best-Selling Author & Speaker

use a Twitter Profile

NGO Tech Report 2018

## Limitations of Twitter

Posts (tweets) are restricted to 280 characters, but you can add links, images, gifs and polls to each tweet. In the profile section, you have 160 characters to pitch your organisation. The Twitter stream moves fast, which puts some people off, but other people prefer that. It isn't as useful as Facebook for finding and connecting with community and consolidating story.



# Focus on Tools



## Third-Party Dashboards (SMMT)

A third-party dashboard, is also known as a Social Media Management Tool or System (SMMT/SMMS). You sign-up, enter your login details for your social media profiles, and then view and operate those profiles from the one dashboard.

Hootsuite is the leading system, though there are many similar alternatives, such as SproutSocial, Tweetdeck, Buffer, Social Defender, and more.

With over 15 million subscribers, Hootsuite Dashboard has a large and ever expanding range of functions, and has been the most prominent SMMS since it's launch in 2008.

This section will review the benefits and pitfalls of Hootsuite, in order to help you decide if it would be a useful addition to your toolkit.



### The main advantages of an SMMT, such as Hootsuite, are that it allows you to:

- Set and schedule multiple posts for a later time and date\*
- Publish and post one post across multiple platforms\*\*
- View multiple social media streams, at once.\*\*\*

### However, it is important to note...

\*Facebook and Twitter now have publishing tools to allow multiple posts to be scheduled.

\*\*Instagram allows you to post simultaneously to Facebook, Twitter and Tumblr.

\*\*\*You can achieve an overview of all your platforms and profiles by having multiple browsers open at once. This method has the added advantage of allowing you to freely navigate around the platform you are posting in. A third-party dashboard limits this mobility.

## Should your group be using a third-party dashboard, such as Hootsuite?

SMMTs can deliver efficiency gains for businesses assailed with time critical messages and mentions on social media.

If you are not getting that kind of engagement, then an SMMT may not be an effective tool for you. On the other hand, the increased posting capability you can gain from an SMMT may, potentially, help you to grow your audience.

**More posts = More exposure = More opportunities to win new followers.**

**Is Hootsuite is for you? Here is a summary of pros and cons to consider:**

Hootsuite	Pros	Cons
<b>Cost</b>	Free versions and free trials on paid plans are available for most dashboards.	Free versions can be very limited. Paid plans range from \$25 to \$600 per month. The cost has gone up over time and could increase anytime. Functions that you become used to using can sometimes disappear into a higher price bracket.
<b>Functionality</b>	Automation can save time: Posts can be drafted ahead of time and scheduled to be posted at a future date and time.	Using a third-party tool for publishing posts, rather than the platform direct, can limit or distort your functionality.
<b>Changes</b>	3rd Party dashboards often upgrade their functionality and are constantly adding new features.	Social Media Platforms also update functionality, so you need to keep abreast of the changes on your 2nd and 3rd party systems in order to assess the return on investment your SMMS is providing.
<b>Connection</b>	Automating posts can help you to post more often, which could help to grow your audience.	Cross-Platform Posting and scheduled posts can create a disconnect from your audience and from the conversations happening online, and this can in turn impact on your levels of audience engagement.
<b>Analytics</b> Hootsuite	Hootsuite provides very good analytics reports, plus functionality for customising your own reports.	There are some basic reports for free, but the detailed reports can be very expensive. Distortions can arise in your reporting because of a lack of integration between platforms and tools.



**Go to Tutorial 3: Publishing Tools – Scheduling Posts with Facebook:** Page 32



**Go to Tutorial 4: Using Hootsuite:** Page 41



## Useful tools for successful social media

### Find the tools that work for you

There are a huge amount of tools and applications available online today.

There is no 'one tool box suits all' solution. A lot depends on your own specific objectives, pain points and preferences. However, the list below aims to give an overview of some useful and/or popular tools, with a brief description to help you decide which tool might suit you.

**This section presents a list of online services, applications and tools available for:**

*Stock Images*

*Graphic Design*

*Photo Editing*

*Video Editing*

*Video Hosting*

*Project Management, Research & Collaboration*

## Stock Images



### iStock Photo

Pay-per-image licensing library. Ranging from \$10 to \$50 per image there are millions of images to search. Be aware of the size of the image that you 'buy' for website use. You only need an image that is 72ppi (dpi) and no bigger than 2000 pixels wide.



### Pixabay - free images

Over 1.4 million royalty free stock photos and videos shared by the community. Great search functionality and signup required. Just be aware of using images that are recognisable as not being Australian.



### Google Images

This is a great way to find images for reference and inspiration. By using the advanced search option, you can filter your search for only images that are freely licensed to use, share and modify. Just go to Settings/Advanced Search/...and scroll down to the final option which is 'Usage Rights'.

## Graphic Design



### Adobe Creative Cloud

This suite of image editing and graphic design applications is available on subscription, from Photoshop at about \$15 per month, to In Design at \$28 per month, and a fuller suite for \$50-100 per month. There is also a lot of orientation and training involved in using the apps effectively. Adobe CC would make sense for an organisation with a dedicated creative producing very regular content.



### Adobe Charity License

Adobe Charity offers special licensing rates to registered Non-profits, for their Creative Cloud Suite applications, including Photoshop and Indesign. The quote is offered on qualification.



### Canva

A free online graphic design package that allows you to create design and communication assets that are eye-catching and effective. There is a library of images and design elements to choose from, plus you can add your own images, which you can then edit and graphically treat. It is quick and easy to learn and use. You can pay a small fee for images or upgrade to a professional account, but you can also create lots of great artwork for absolutely free. Canva has been a game changer for content producers with small budgets.





## Photo/Video Editing



### Pixlr.com - free online photo editor

Photoshop style image editing for free - online. This is an incredibly powerful tool and offers one of the best free tools around for resizing images.



### Preview – for Mac only

Simple image editing application. Markup your image with text or shapes. Similar to Skitch but Mac specific.



### iMovie - video editing

As the name suggests this is an Apple Mac specific application that comes free with all Mac computers. A simple interface with easy to understand editing tools makes this a great tool for cropping and adding your logo to videos.

The Windows Version Movie Maker was discontinued in 2017 and replaced with Story Remix which is part of Microsoft Photos.



### Adobe, Premiere Pro CC

Video production and editing. Available from around \$28 per month. This is this part of the Adobe Creative Suite and is available for Mac or PC.

## Video Hosting



### Vimeo - video hosting

Free video hosting and serving with no ads. Premium accounts offer more uploads per month and marketing and analytics tools. Very user-friendly interface and easy to understand embedding options for your website.



### YouTube - video hosting

Free video hosting and serving. If the videos you are uploading are yours there is the option to set no ads to display at the start and during your video. Telling YouTube to not show 'Suggested Videos' at the end of a clip is more technical and a reason why some people prefer to use Vimeo than Youtube.



### Upload video to Facebook Video Uploads

It is very easy to upload your videos directly to Facebook via Photo section or directly through a post. Videos uploaded directly to Facebook, rather than linked to via another hosting platform such as Vimeo or Youtube is a popular option because as the video appears in your audience newsfeed it will automatically start playing.



### Twitter Video Uploads

Videos are limited to 2 minutes and 20 seconds. As you follow the prompts from the upload, you will be given an opportunity to trim a video that is too long.



### Video Live Apps

Live video apps are available through Facebook, Twitter, Youtube (and Periscope)

Things to consider include which interface you prefer, where are your target audience, how do you want them to interact with you, and how will you save the broadcast and embed the replay?



## Project Management, Research & Collaboration



### Trello for project management

Flexible management application. Offers free accounts with paid accounts allowing for 'power-ups' that enable extra functionality; calendars, dropbox integration etc. This is a great platform for collaborating. You can invite other members to join and their dashboard will be configured the same as yours.



### Instapaper for 'saving' good references online.

Instapaper offers a free browser plugin / extension that, with a single click, index and save a version of a webpage to your online Instapaper account. You can then view saved content via a phone / tablet app or your account via a browser. Great search functionality allows you to find older content in your saved articles or pages. Using the social function you can share your finds with friends or with a wider audience.



### Skitch

Take a screenshot and mark it up. Very simple image editor that offers text, line and shape options to 'draw' on your photos. Fantastic for communicating changes on graphics designs and marking places and routes on maps.



### DropBox

Free up to 5GB and reasonably priced after that, DropBox is great for storing larger files or folders that you can share with team members or just copy a unique link to send to someone to download. Another feature of DropBox is the ability to upload videos directly to Vimeo - this is a lot faster and more reliable than using the default, browser interface in Vimeo.



### Zoom - video meetings and screen sharing.

Free account available. Setup a meeting, send a link and share your screen. This does require the downloading of the Zoom application to your computer.



### Google Alerts

Quickly and easily set up 'keyword phrases' and receive an email when new, relevant content is indexed by Google. A very simple content aggregator.



### LastPass - free (and premium) password manager.

Generate, save and share passwords securely. This is critically important and should be made compulsory across all organisations. If you don't use a password manager then, at the very least, never use the same password twice and if you have to share a password, send it by text message - not email.



### Google Analytics

Starting an account with a Gmail associated email address and adding a 'snippet' of code to your website template gives you visibility on what platforms your visitors have come from, what path they take through your website and what pages they left from. You can dive very deep with this tool - the hardest part is not getting lost!



### Bit.ly

Share links to your audience and see how many people clicked on it. You can also edit the shortened links to be released to your content / name.



### Mailchimp

Mailchimp is a fast and easy tool to create great looking newsletters. In order to keep compliant and to keep out of spam folders, Mailchimp offers advice, prompts and tools to verify and track your recipient's opt-in communications. This is done through providing unsubscribe buttons, and also sign-up, or double opt-in forms.

Mailchimp offers clear and comprehensive analytics on your email open rates and click-throughs.



# Focus on Content



## Content that converts

Associations and community groups invest in social media activity as a way of converting people to their campaign, cause or project. By raising awareness of an issue, and sharing information and insights about that topic, non-profit groups are able to get other people to take an interest in their concerns.

Images inspire interest and memorability, but words are needed to tell the fuller story and to explain the significance of the issue. Words used strategically can be persuasive.

### WEB COPY

WORDS used strategically to make the intended audience think, feel or act in a certain way.

### CALL TO ACTION

A request to the audience to perform a specified action.

CLICK HERE →

READ MORE >

CHECK AVAILABILITY ✓

CONTACT US

SEE OUR SERVICES

Sign Up

VIEW GALLERY →

DONATE +

When writing and designing your content, always have your Call to Action in mind.

### FIRST POINT OF CONTACT

#### See our post and stop scrolling

Take a moment to read our post  
• Click 'Read More'

#### Interact with our post

Like • Respond • Comment • Share

#### Find out more

Follow us on Social Media  
• Sign up for our newsletter • See further links

#### Support us

Stay in touch • Donate • Come along to an event

#### Join us

Become a Member • Join our team  
• Become a Brand Ambassador

## The Conversion Filter

Conversion is a process. If the audience member is interested in your issue, inspired to find out more and become more involved, then they will move progressively through a communication funnel towards becoming a committed and supportive member of your community.

Very few people will travel all the way along the funnel to the core objective of conversion, which is to get people to commit to and support your project or cause. So in order to increase "membership" we need to increase the size of the audience exposed to your first point of contact.

WE NEED TO GROW OUR REACH

## Content that moves

### Grow your audience

You can send out direct invitations to people you know or find on social media, asking them to follow you on your branded social media platforms.

Originally the purpose of this strategy was to generate a notification alert for these followers, and to appear in their newsfeeds, when you publish a post on your branded platform. However, in the last few years, social media channels have become so crowded with people and pages posting content, that very few people who follow you will receive a notification or see you in their newsfeed.

### Grow your reach

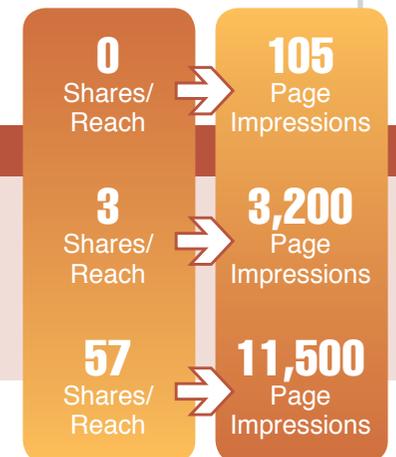
In order to cut through the noise and traffic of social media, it is more important than ever to win likes, comments and shares. This will help you to grow your reach. The more engagement you gain (likes, comments, shares) the more likely you are to appear not only in the newsfeed of your followers, but also in the newsfeeds of their followers and friends.

In particular, "Shares" will help you achieve wider audience reach.

## MORE SHARES = MORE REACH

### Case Study:

A study of Facebook posts published by SouthCoast NRM showed a clear correlation between Shares and Reach.



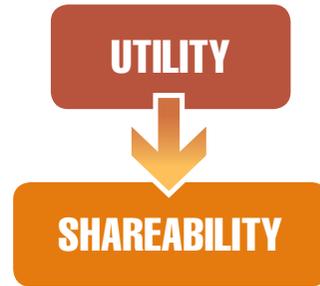
# Focus on Content

## Content that is valuable

### How do we create content that people will want to Share?

Studies over time have shown that people are more likely to share content that is useful. "Utility" content solves a problem or pain point for the audience.

'Life hacks', tips and tricks, and how-tos are the most popular and frequently shared types of content.



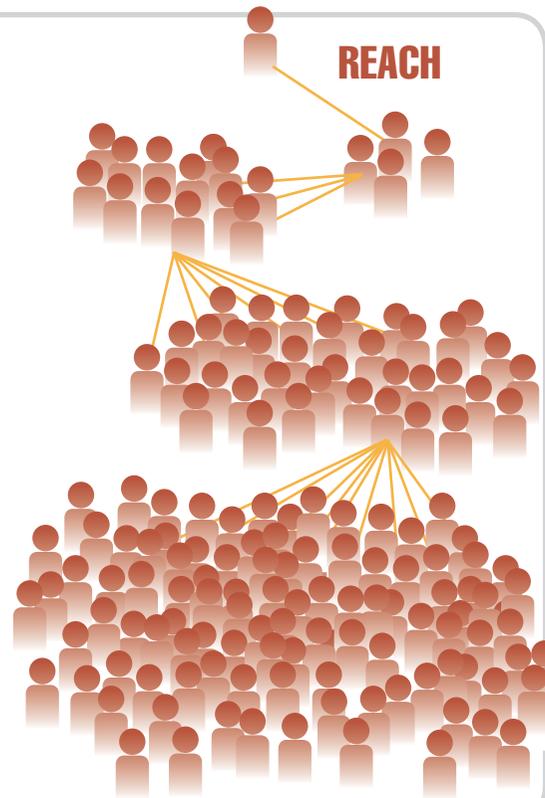
## Create content that has shareability built in

Another important factor involved in gaining shares and therefore reach is an old fashioned but still relevant technique – called "Networking".

Networking with your Alpha Audience or Key People is a technique to help you ignite or promote your content. Network with the people who are aligned with your campaign objectives, through a shared vision or shared values.

Build this networking into your content by adding tags – hashtags and category tagging for topics and people – across all social media platforms.

Alpha Audience	Definition	Tag
<b>Campaign Partners</b>	Accounts, Pages, Groups and People engaged in your campaign topic.	Use #hashtags or tag @username people or groups you know are interested in this topic.
<b>Brand Ambassadors</b>	Individuals or groups with a special or reciprocal interest in helping you achieve the objectives of your organisation.	Tag @username, or private message people who want to help promote your organisation's aims: friends, project partners or team members.



## 8 GREAT TIPS for creating Shareable Content

- 1 Create numbered lists. Useful tips, checklists and Step by Steps are popular.
- 2 Use an engaging image: people like people, a person making eye contact works well.
- 3 People like to pass on good vibes. Aim for positive, inspiring, surprising or poignant.
- 4 Create something entertaining. Use humour and charisma. A quirky image or quip.
- 5 Invite engagement, ask a question or ask for help, opinions or ideas.
- 6 Cultivate your own 'unique'. Let people know how and why you are unique.
- 7 Good use of colour and design creates trust and positive feelings.
- 8 Time imperative. Give reasons to prioritise focus on this issue today.

# Focus on Content: Case Studies

## Best practice principles & achieving higher reach

In this section we have identified the need for gaining engagement and shares in order for your content to move around social media. Content that moves will appear on more newsfeeds, and therefore gain more reach.

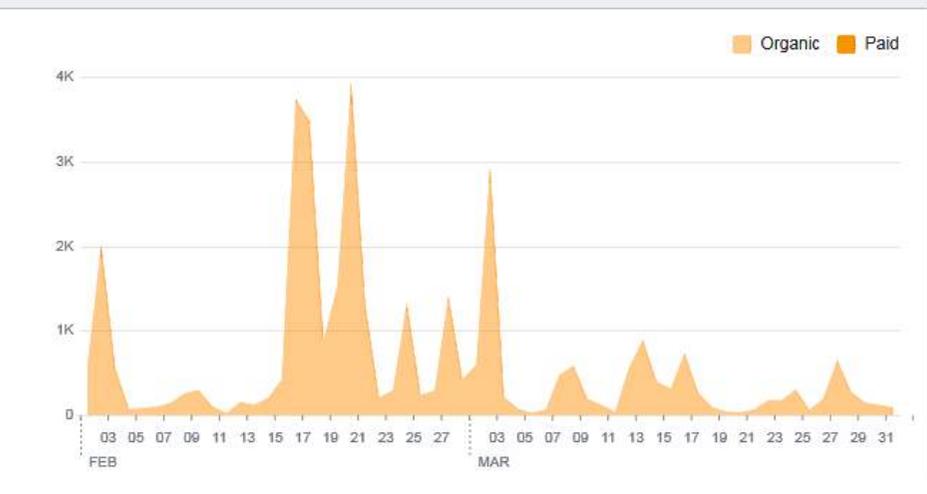
The more reach you attain the more you can grow your audience. The more you grow your audience the more opportunity you have to convert audience members into members or supporters of your campaign.



A review of South Coast NRM Facebook activity, February to March, 2017, shows us the degree to which engagement (clicks, likes, shares) impacts on the reach attained. This data is accessed through Facebook Insights, the tool provided by Facebook to allow you to measure and track your impact and success online.

### Post Reach

The number of people who had any posts from your Page enter their screen.



▲ Facebook Post Reach Analytics for February-March, 2017.

 **Go to Tutorial 2 for more on Using Analytics:** Pages 30-31

Published	Post	Type	Targeting	Reach	Engagement	Promote
20/02/2017 10:40	Interested in finding out more about a Churchill Fellowship?? The West Australian Churchill Fellows'	Text	Global	130	0 1	Boost Post
20/02/2017 07:29	Things are looking great for the activity at Bob's Lake Cranbrook on Wednesday!	Image	Global	184	11 5	Boost Post
19/02/2017 07:00	Join us on the beach in Albany! See what's in the southern sea with our Salty Summer team at What	Image	Global	335	4 3	Boost Post
17/02/2017 18:01	In Albany & heading to the beach? Find our Salty Summer team at Whalers Cove ready to showcas	Image	Global	1.2K	51 27	Boost Post
16/02/2017 15:27	IMPORTANT NOTICE Following the significant rainfall the South Coast has received in the past few	Image	Global	11.5K	2K 357	Boost Post
16/02/2017 10:52	South Coast Natural Resource Management Inc. s hared Ravensthorpe Agricultural Initiative Network	Text	Global	139	13 2	Boost Post
16/02/2017 09:00	Small grants are now available to boost the skills of your NRM community group! For all the details g	Text	Global	105	3 0	Boost Post
15/02/2017 10:10	Michelle Joyce and Chris Spurr conducted interviews for the Albany office's new Aboriginal School R	Image	Global	393	10 3	Boost Post
15/02/2017 11:30	Even the feral animals have been forced to find higher ground during the recent floods.	Image	Global	338	05 5	Boost Post

▲ A sample of Facebook Analytics for several days in February, 2017.

**On the following pages we take a closer look at the best performing posts for engagement and reach.**

# Focus on Content: Case Studies

## Example One

**Useful Content  
is a clear WINNER**  
90% better performance  
than other types of posts

Likes:	52
Comments:	6
Shares:	57
Reach:	11.5K

**February 16, 2017**

**Topic: 5 Steps to Reduce Spread of Dieback**

### Best Practice Review:

- 1: People love lists. 5 Steps - is an easy and digestible how-to. People want to be useful so they like to share useful content.
- 2: Important campaign - people want to be useful. They want to help support important campaigns and causes.
- 3: Good photo - close ups are good. Action shots are good. A photo relating strongly to the topic is good.
- 4: Includes link to more info – this adds more real and perceived value and trust. People like to share valuable and trustworthy content.
- 5: Time Limit - people are spurred into action by an authentic time limit. In this case 'act now' because the recent rainfall has increased the risk of the disease spreading.
- 6: Emotion factor – "Every Step counts so keep your clean" gives a strong and inspiring feeling that we can all participate in the solution.

These success factors have won the post 57 Shares, which has boosted the post to a Reach of 11,500 page impressions.

That is 90% more reach than the next best performing post.

**South Coast Natural Resource Management Inc.**  
February 16, 2017 · 🌐

**IMPORTANT NOTICE**

Following the significant rainfall the South Coast has received in the past few weeks, conditions are perfect for the spread of the deadly plant disease Phytophthora Dieback (Dieback). Dieback is caused by a microscopic organism of the Phytophthora species which lives in the soil and plant roots. It likes warm, moist conditions and can be easily spread when infested soil is picked up and moved. You can imagine with our current muddy soils, vehicles, bikes or walking could easily spread it.

We can ALL spread it but....

There are SIMPLE steps WE CAN ALL take to reduce the risk of spread.

How?

- Ask yourself do I really need to go along that bush track? or, to help do my bit for the bush can it wait till dry soil conditions?
- If you are entering bushland areas or traveling in between follow the Clean on entry and Clean on exit principles.
- Stay on established roads and tracks.
- You can check out the known positive Phytophthora sp. sample points on the free on-line mapping tool DIDMS at [www.dieback.net.au](http://www.dieback.net.au)
- Check DPaW or your local council about suitable areas for your activity and recent road closures.

Every step counts, so keep yours clean.

👍 Like    💬 Comment    ➦ Share

52    Top Comments ▾

# Focus on Content: Case Studies

## Example Two

Tagging relevant topics and groups helps win shares and reach

Likes:	10
Comments:	0
Shares:	3
Reach:	3.2K

March 1, 2017

Topic: Albany Farms to Become Fish Friendly with New Project

### Best Practice Review:

With just 3 Shares this post did 70% better than the next best performing post.

It is an important topic, with links to more information and an attractive image. However, the successful reach of this post (3,200 Page Impressions) is down to the good use of link strategy, through the use of TAGGING.

The post links to category tag “Fish Friendly” and also tags campaign partners Recfishwest and OzFish Unlimited.

Recfishwest has a Facebook audience of 7,390 followers. They were notified of their tag in the post and then Shared it. Other Shares came from Western Angler Magazine, 8.6 K followers. Tim’s Tackle Plus, 10 k followers.

Tagging relevant groups - “Campaign Partners” can help boost your Shares and your Reach. The bigger the audience of your Campaign Partner (or Share Hero) ...the bigger the boost.

The image shows a screenshot of a Facebook post from South Coast Natural Resource Management Inc. The post features a landscape photo of a farm at sunrise. The engagement metrics are: Liked (10), Following (0), and Create Fundraiser (+). The post text reads: "Albany Farms to Become Fish Friendly With New Project! Local farmers will demonstrate better practices to protect fish and fish habitats in rivers and creeks, in a new project centred on Oyster Harbour. The project is a continuation of Fish Friendly Farms, a successful program from the Eastern States, which will be delivered in partnership between South Coast Natural Resource Management, Recfishwest and OzFish Unlimited. Check out the link for more information. <http://southcoastnrm.com.au/.../albany-farms-to-become-fish-f...>" Below the text is a preview of the linked article with the title "Albany Farms to Become Fish Friendly With New Project" and a brief description. The bottom of the screenshot shows the Like, Comment, and Share buttons.

# Focus on Content: Case Studies

## Example Three

Hosting events is a great way to connect with your community

Likes: 4

Comments: 4

Shares: 7

Reach: 1.2K

February 17, 2017

Topic: Salty Summer Activities

### Best Practice Review:

- 1: Well pitched to the target audience, parents and carers of school age children.
- 2: A well designed shareable Jpeg poster giving concise information about the event.
- 3: Utility - the event is addressing a customer pain point, how to entertain the kids in school holidays.
- 4: Unique - the solution Beach Aquarium Activity is unique and reflects an NRM core competency, which is coastal and marine care. So this gives a strong trust factor.
- 5: Good text - a 'feel good' campaign title - 'Salty Summer'. "Find our shelter on the beach". People like precise and direct instructions.

Share Heroes – One member shared with local toy library group, which is a well targeted audience group. For gaining success with the ultimate objective, for example attendance to events, quality of reach is as important as quantity.

**South Coast Natural Resource Management Inc.**  
February 17, 2017 · 🌐

In Albany & heading to the beach? Find our Salty Summer team at Whalers Cove ready to showcase some of the marine life in a touch pool presentation at 11am Sunday 19th Feb.

**SALTY SUMMER ACTIVITIES!**  
**Touch Pools**  
at Whalers Cove, Vancouver Peninsula,  
ALBANY  
Sun 19<sup>th</sup> February, 11am-12

with the Young Naturalists Club from the Museum of the Great Southern

Find our shelter on the beach!

All events are **FREE**.  
For enquiries, phone Liz on 9845 8546 or 0422 625 717.  
**Please Note - Participants MUST wear hat, sunscreen, shoes and bring drinking water. All children MUST be accompanied by a parent or guardian.**

Like Comment Share

4

7 Shares

# Focus on Content: Case Studies

## Conclusion

Use Best Practice Principles to create effective and share-friendly content

Reach and convert supporters for your campaign

For the period reviewed:

Stand out posts – Reach Range - 1.2K – 11.5K

Lesser performing posts – Reach Range - 63 – 398

Consistently the Likes, Comments, and Shares corresponded with the Reach obtained.

In the case of each published post the number of shares corresponded to the reach, as we would expect. The number of comments and likes also tend to correspond. Many of the lesser performing posts contain similar best practice elements to that of the 'stand-out' posts. However, what this review shows is that best practice principles do seem to be a starting point for posts that are likely to be shared.

### Summary of Best Practice Principles found in this review

- 1: **Use engaging imagery and design:** Present information in a user-friendly and attractive way.
- 2: **Good use of text:** Use clear and compelling text. Direct instructions are good. Be friendly, clear and concise.
- 3: **Emotional connection:** tune into the emotional or sensory feelings that are relevant to the post
- 4: **Campaign partners:** Tag relevant campaign topics and people or groups you know will be interested in this topic.
- 5: **Indicate the need for priority:** if this is important or timely – let the audience know.
- 6: **Be your unique self:** Stay true to your personality and your area of competency
- 7: **Use links to more information:** Be a useful resource for others.



# Focus on Policy



## Social Media Policy

It is important to have a well considered and comprehensive social media policy, tailored to the needs and considerations of your community group.

An effective social media policy can help protect you and your team from the pitfalls of online publicity:

- **Protect your group and individual members from litigation threats and risks.**
- **Protect your community group from reputational damage.**
- **Protect the privacy rights of your association and its members**
- **Provide usage rights protection for your intellectual property, including copyright.**

Allow you and your team to participate in social media with confidence and assurance.

**When drafting of your Social Media Policy, there are 3 main points to consider, regarding the safeguarding of your rights and the rights of others:**

<b>Reputation</b>	Everyone has a legal right to protection from defamation, vilification and slander.
<b>Privacy</b>	There are policies and protocols in place to protect an individual's right to privacy and confidentiality.
<b>Copyright</b>	IP (Intellectual Property) laws exist in order to encourage innovation and creation.



## Reputation INFRINGEMENT

**Definition – the publishing of:**

- **Negative Comments**
- **Defamation or slander**
- **Inappropriate or offensive content**  
e.g. racism, sexism, profanity or hate speech.

### ACCUSED OF REPUTATION INFRINGEMENT

If the accusation is unfounded or unfair you may be able to negotiate online.

If there is any substance to the accusation, consider taking down the offending material asap. Ideally with a letter of apology and/or explanation.

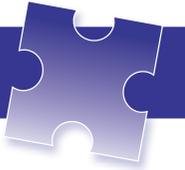
If you do not respond appropriately you are putting yourself at risk of legal action.

### SUBJECTED TO REPUTATION INFRINGEMENT

If the negative comments online can be responded to on the comment stream, then this is a good idea. This could be an opportunity to clarify a general misconception about your group.

If your reputation is being damaged or defamed, or if the comment and response conversation has turned toxic, consider deleting the post. If it is not your platform and you can not delete the content, send a cease and desist notice, to the relevant person, requesting the content item be removed.

If your request is not met promptly or to your satisfaction, or if the publisher of the defamatory content persists, you may wish to seek legal advice, and/or send a report to the platform Help Centre.



## Privacy INFRINGEMENT

Definition – the publishing of:

- Sensitive or private information about people, without permission: this could include, name, home address, contacts, or other personal details.
- Identifiable images of people without obtaining written permission or release.
- Confidential information about your group's internal processes, business partners, suppliers, finances, trade secrets, etc.

### ACCUSED OF PRIVACY INFRINGEMENT

Delete or amend the content as soon as possible.

Send a correspondence to the aggrieved party, with an apology, explanation, and assurance the indiscretion has been dealt with.

Take steps to ensure the privacy breach will not reoccur.

Where necessary employ better orientation, training and processes to safeguard confidentiality and privacy.

### SUBJECTED TO PRIVACY INFRINGEMENT

Immediately source the relevant contact person to report the breach. If the report is not responded to and acted upon promptly, send a cease and desist notice, and advise the relevant authority.

Seek legal advice.



## Copyright INFRINGEMENT

Definition – the publishing of:

- Images or content assets, which you do not own the copyright or licensing rights for:
- This may include, photos, videos, graphics, podcasts, or written materials.

### ACCUSED OF COPYRIGHT INFRINGEMENT

You may in some cases be able to negotiate to continue to use the material under copyright if you agree to pay a fee or give accreditation.

If the holder of the copyright does not agree to this, you must be willing to take down the material asap. A letter of apology and/or explanation would be a good idea.

If you do not respond in an appropriate and timely manner you are putting yourself at risk of legal action.

### SUBJECTED TO COPYRIGHT INFRINGEMENT

This copyright issue could be negotiated on a public forum or via private message. Just let them know you are aware they are using your proprietary content. This could be an opportunity to win attribution or payment for your content.

Alternatively, or as a next step, you can send them a cease and desist notice.

If they do not immediately take down, or pay the negotiated price for, this piece of proprietary content you may seek legal advice.



Go to Tutorial 5 for more on Creating Policy: Pages 42-45

# Tutorial 1: Health Check



## Health Checks for your Strategy

Use these Health Check Lists to review the capability and resilience of your current social media strategy and infrastructure. Where you get a tick, give yourselves a pat on the back. If this tick box isn't getting results for you now, then don't worry, it soon will be when other elements fall into place. Where you get a cross or query, consider focusing on this element, either as a performance indicator for all your campaigns, or as a primary focus for an individual campaign. Use the **Strategy Overview** in this Toolkit as a guide.

### Health Check 01: Web Presence Strategy

A good strategic approach to your social media activity is to use your platforms and your posts to link to and direct audience members back to your online hub, ideally your website. This is a sustainable and effective strategy, with purpose and direction, and the capacity to build over time.

- ✓ Do you have a website that adequately showcases and promotes your organisation appropriately, to community members and supporters?
- ✓ Do you have adequate access to the backend of your website, a dashboard where yourself or a developer can easily make necessary updates and changes?
- ✓ Does your website have a blogging section for news and articles that shows visitors you are updating regularly and providing useful and valuable content to your community?
- ✓ Do your web pages have strong calls to action? Do you have donation or sign up or contact us pages that your home page and other landing pages link back to?
- ✓ Is your website discoverable via Google to people who are searching for you? Do you have a strategy and process for maintaining a Google-friendly presence, in terms of Google Places listing, alt tags, and providing non-duplicated quality and industry-relevant content?
- ✓ Do you have a strategy to drive traffic (visitors) to your website using social media, and incorporating links?
- ✓ Do you have other calls to online action visible in your offline marketing and community outreach events?

## Health Check 02: Brand Strategy

- ✓ **Graphics:**  
Do you have brand colours, a logo, and graphics that cohesively represent your brand? Are these branding assets used across your online and offline marketing platforms?
- ✓ **Approved Statements:**  
Do you have an easily accessible bank of approved brand statements? Inclusive but not limited to the following: A Mission or Purpose Statement, Values Statement, Vision Statement, Capability Statements, Value Proposition Statements (VPS = how do you meet the community's needs?) 5 Core Marketing Messages identified for your Brand, 5 Core Marketing Messages identified for each individual campaign.
- ✓ **Connectivity:**  
Are you regularly using social media to identify and keep informed about and communicate with a) your brand competitors and ambassadors, their interests and activities, b) your target audience, their interests and concerns? c) Trending interests, issues and events relevant for your sector – your specific sector (e.g. protection of Honey Possums) and the wider sector (e.g. protection of biodiversity/environment).
- ✓ **Hero Brand:**  
Not all Brands are created equal. Some brands evoke more fidelity and association pride than others. Do you do good work in the community? If so are you using digital media to tell your story? Trust, transparency, reciprocity, solving problems and adding value are the proven characteristics for brands that do well on social media. Are you embracing and cultivating these values? Do these values align with your organisation's core values? Are you, or could you be a Hero Brand?

# Tutorial 1: Health Check



## Health Check 03 : Content Strategy

### Part One – Defining your commitment to producing content

- ✓ **Commitment:**  
What is your organisation's commitment to being a content producer?
- ✓ **Source:**  
Are you going to create new original content, or curate other peoples content?  
\*Note - Both strategies can win new audiences and return on investment for your group.
- ✓ **Activities:**  
Are your on-ground activities interesting and useful for your target audience to find out about?
- ✓ **Expertise:**  
Do you have insights and expertise that you could share through your content that could be useful to others?
- ✓ **On mission:**  
Is awareness and inspiration building, through storytelling and information sharing, going to be beneficial to your core mission?
- ✓ **Time:**  
What time/resource commitment can you give to your production of content?
- ✓ **Competencies:**  
What unique competencies or clever ideas can your team come up with to win and engage an audience?
- ✓ **Focus:**  
To be effective, which stage are you going to focus on for your next campaign?



Go to Tutorial 6 for more on creating your own Editorial Guidelines: Page 45

### Part Two – Building capacity and confidence for content production

- ✓ Do you have strategic documentation that you and your team can refer to in order to plan, map and stay on track with your long term and medium term social media goals?
- ✓ Do you have editorial, style and communication guides that ensure you and your team can represent your group's branded web presence, with ease, cohesion and confidence?
- ✓ Do you have a sound understanding of the audience you are targeting, and of how to target them effectively?
- ✓ Do you have a social media campaign or series of campaigns planned for the future, bound to a defined time period, with an intermediate goal and a targeted audience?
- ✓ Do you have a publishing schedule and a calendar which shows your intended campaigns with milestones, plus other events and commitments arising in that time frame?
- ✓ Are you engaged in online conversations around your content topic?

#### What content production capabilities do you have or can you source?

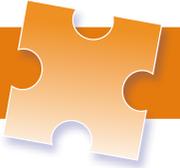
Photos, images, infographics, video creation and editing, live video (good option for low video production competency)...article writing, tips and tricks. Curation and commentary on other people's content?

#### What calls to action do you want to promote online?

Sign ups to your mailing list, or a mailing list for another group doing good work in your sector? Your Donation Pages? Donation pages of other groups affiliated to your mission?

\*Note- Calls to Action are very good core objectives to build a content campaign around. However, even if the call-to-action isn't the core objective of your campaign, it can still be a good and valuable way to provide audience interactivity, and a feeling of empowerment over the situation you may be alluding to. For example, if you are raising awareness about an issue of environmental degradation, such as ocean pollution, it might be important to give concerned audience members the opportunity to make a positive contribution to the solution, such as sign up for a newsletter from a local Plastic-Free group.

# Tutorial 2: Using Analytics



## Use Analytics to review your success

See below for an outline of the different types of analytics tools available.

### Website Analytics

Integrated: If your website is built on a platform such as Shopify or Wix.

Third-party: Google Analytics (there are other solutions but Google Analytics is free, full featured and the industry leader. The Google Analytics account provides you with a small snippet of code that is inserted into the HTML of every page of your website.

### Social Platform Analytics

#### Facebook

Integrated. The analytics provided by Facebook for business page include clicks on posts, shares and reactions.

Third-party: Hootsuite, <https://sociograph.io/landing.html>, <https://simplymeasured.com/>

#### Twitter

Integrated: Login to your Twitter account and turn analytics on under your setting. Simple analytics that are broken down by month.

Third-party: Hootsuite, Buffer and Re-tweets, engagement and your follower metrics including location and demographics.

#### Instagram

Integrated. Through the Instagram Business Profile.

Third-party: There are free and paid analytics applications for Instagram. Simple metrics can be tracked and viewed using <https://www.socialbakers.com/free-tools/tracker/> or <https://unionmetrics.com/free-tools/instagram-account-checkup/>.

Analytics recorded from activity on your website and social channels can give you valuable insights into what is working and what may be broken - but the real value in these metrics is being able to measure your ROI.

### Return On Investment

Your Return on Investment (ROI) metric can be calibrated on your time spent generating content, money invested in advertising or even the engagement activity of your follower.

Most people only have a certain amount of attention they can give to your platform and optimising what you are 'giving' them for this attention is vital.

Thinking about your website as the primary hub of your marketing and communication efforts gives you a platform where you can record a baseline measure of your visitors' actions whilst there.

**Common metrics you would look at on a website in a single period (for example a month) are:**

**Number of visitors**

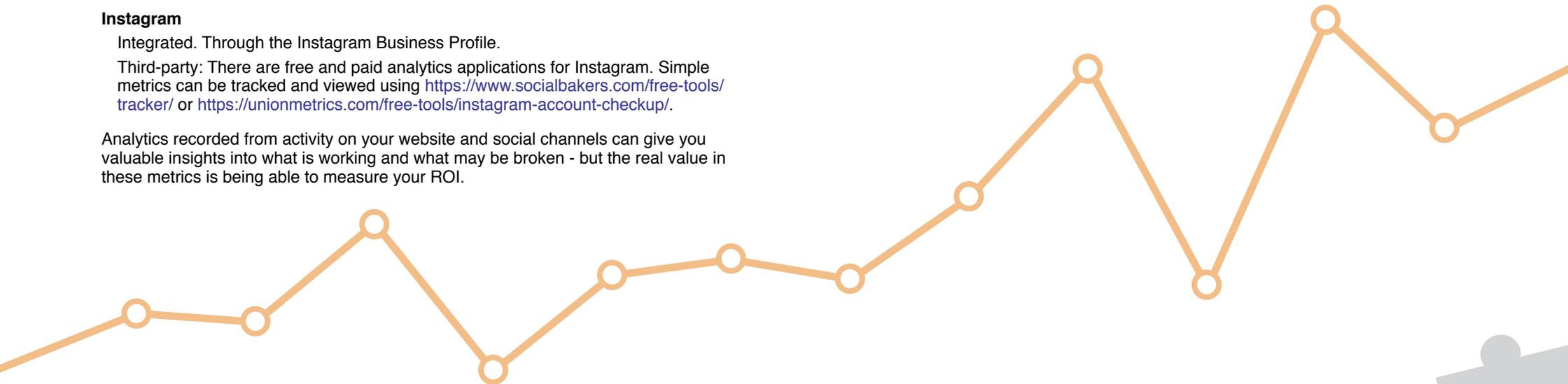
**Number of unique page views**

**Pages visited - from most popular to least**

**Acquisition - the platform your user came from to land at your website**

**User Flow - landing page to exit page through your website.**

From the above metrics you will be able to identify what content on your site is being found, consumed and what links are being followed. If a page / post / article / gallery / video is being visited more than the others this is a good indication that this content can be used as a template for future content.



# Tutorial 2: Using Analytics



## Analytics for social networking activity

Similar to your website analytics, metrics derived from your social platforms can give you insights into what efforts are working.

Facebook is constantly developing the metrics that it offers to its Business Manager users with insights and follower metrics.

You can also extend the usability of these metrics using the Facebook Pixel.

## Facebook Pixel

In the same way that Google Analytics gives you a small snippet of code to install on every page of your website, Facebook gives you a “Pixel” to add to the HTML of your web pages.

This “Pixel” allows Facebook Analytics to track users from Facebook when they have left the Facebook platform and navigated to your website. Clearly this gives another dimension of metrics that you can use to assess your social media activity’s effectiveness. Posting on Facebook with a link to your website to ask people to donate / signup / buy etc can now be tracked so you know what is working and where your subscribers, customers or patrons are coming from.

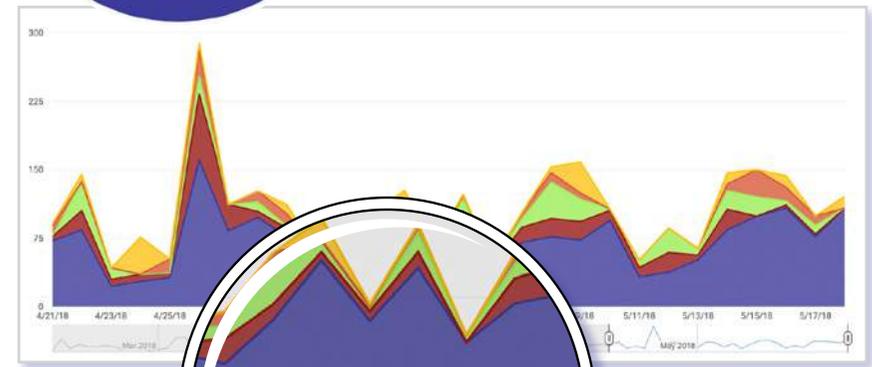
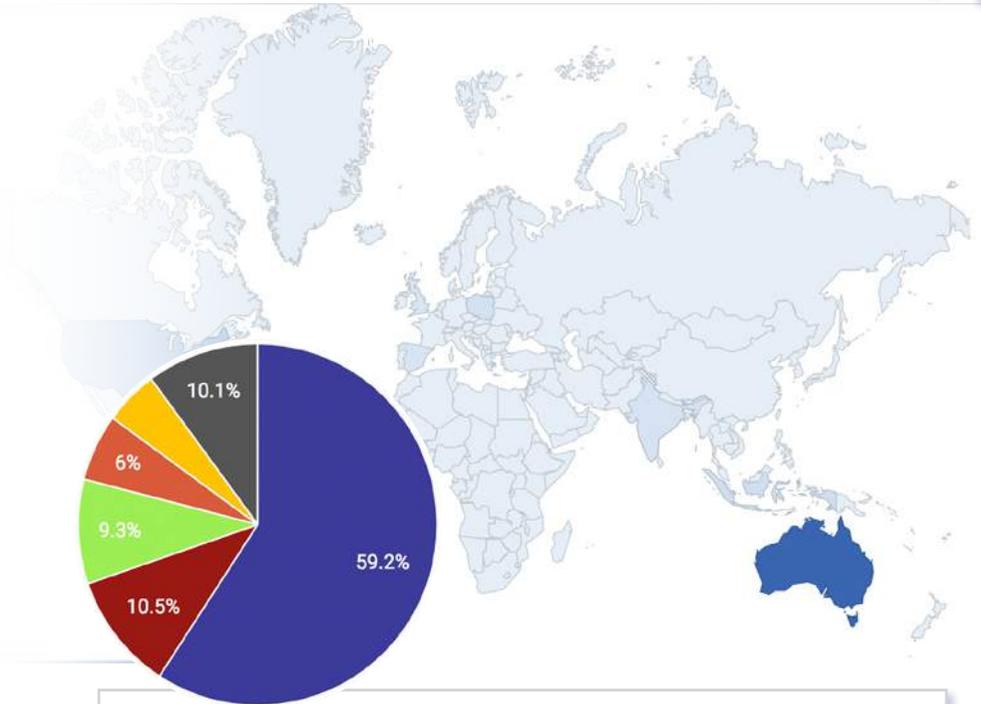
## Analytics for advertising

The clearest ROI to track is money. Pay a dollar and make a dollar. If you go north or south of that equation it’s not hard to see in your analytics.

Google offers fantastic analytics for ecommerce including goal setting and clear ROI indicators. You can set the snippet code up to report on the value of individual sales and directly compare this to the amount of money you spent on Adwords to get this sale.

Facebook also has detailed analytics when you spend money advertising with them. Both these platforms report on reach, clicks, conversion rates and engagement but beyond that you can generate audience and customer reports and re-target visitors who looked but didn’t buy.

Assessing the analytics for indications of the success or struggles in your efforts can be as complicated as you want to make it. Often looking at your profile page will give you a clear indication of the engagement of the posts that you have published and therefore what is working. Beyond this, be aware that a metric you need to keep in mind when calculating your ROI is your time, and you may be better off having an overview of your visitors, listening to what they have to say, and spending your time generating fantastic content for them.

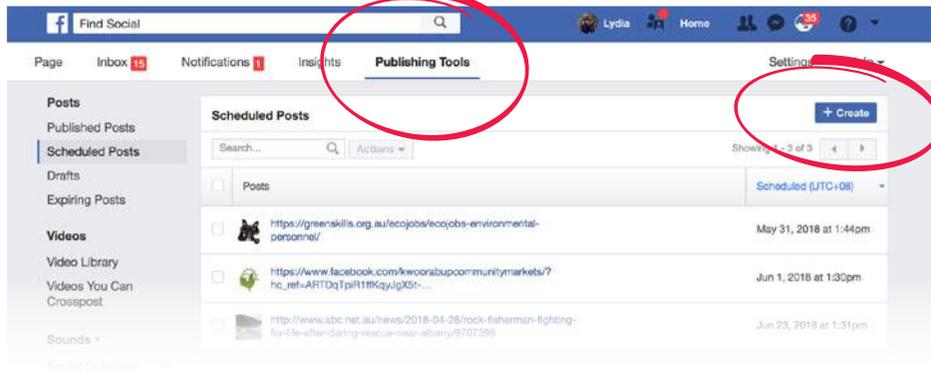


# Tutorial 3: Using Facebook

## Tutorial 3.1: Publishing Tools

Facebook offers a suite of publishing functions for individual posts. You can access from the Publishing Tools area, or directly from the Publishers Box, which appears at the top of your Timeline.

### Publishing Tools Area:



This is a dashboard where you can create drafts to review with your team before publishing. Also you can schedule drafts to be published at a set time/date in the future.

Click the +Create button and your Publisher Box will appear.

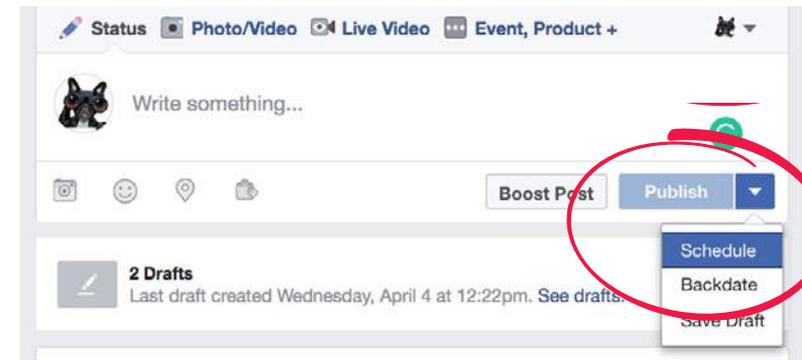
### Publisher Box:



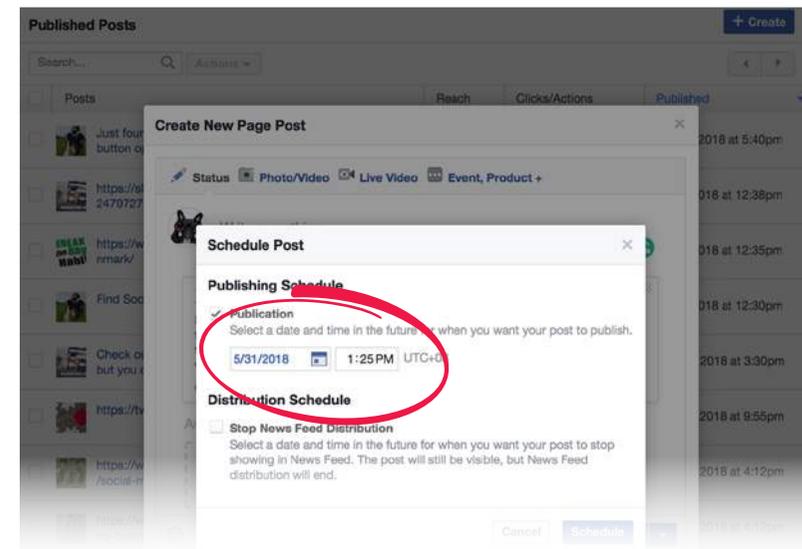
The Scheduling function is a great way to better organise your publishing activities into blocks of time that suit you, and works in with the other commitments that you have.

### Scheduling Posts

Just create your post as usual and then click the blue Publish Button dropdown arrow and click on the Schedule Option.

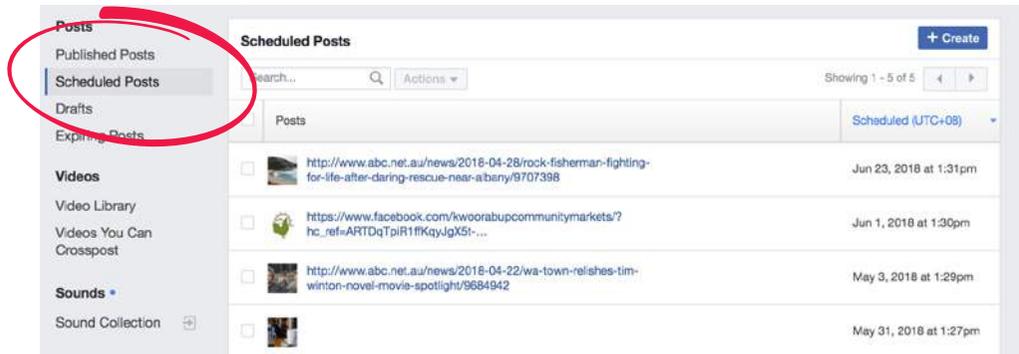


Just click on the time/calendar boxes to indicate your preferred date/time



# Tutorial 3: Using Facebook

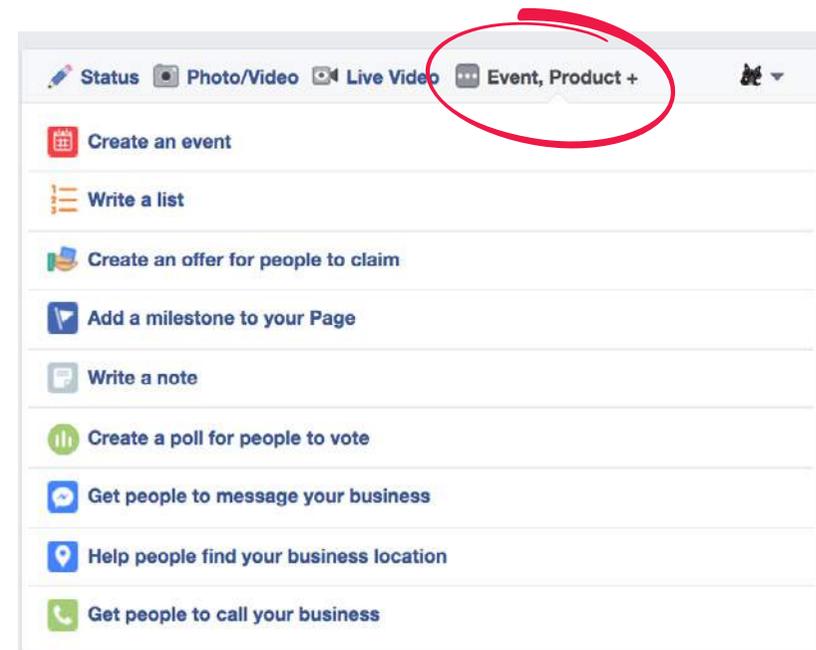
Go to Publishing Tools dashboard section to view upcoming scheduled posts. The schedule can be cancelled or changed from here.



Other options available from the Publishing Tools section or direct from the status update section, include:

- Posting videos and photos
- Slide shows
- Create a directions button, call now or message button in your post
- Create an offer with a promo number
- Create a note – good for putting more info in a post
- Create an opinion poll

Click “Event, Product +” option for this drop down



A range of image and movie files can be uploaded to Facebook Profiles, but Word docs and pdfs can only be uploaded to Facebook Groups



# Tutorial 3: Using Facebook

## Tutorial 3.2: Create a Facebook photo album

There are a number of reasons why you will need to create a photo album on your Facebook Business Page. Firstly, photo albums can be used to market your page and product or service to your target audience.

Ideally your followers will view the albums contents and learn more about your brand and core business. It is the perfect opportunity to showcase an event or new product and to follow up afterwards.

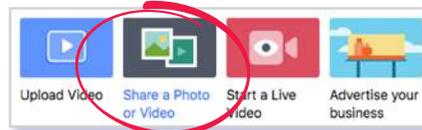
Albums can also help page admins keep content organised, relevant and up to date. This is useful on Business Pages when more than one person often manages or updates posts.

There are a few ways to create a photo album on a Facebook business page.

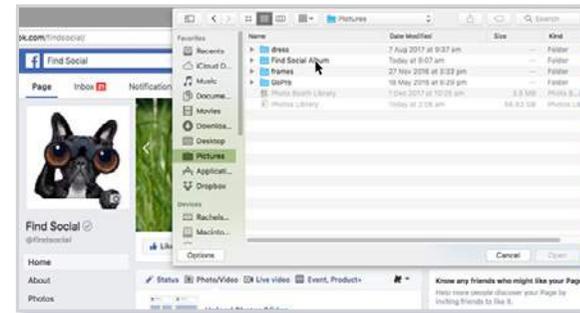
This Tutorial will show you two examples of how an album can be created and how to customise an album cover.

### Example 1: Via your Publishing Box

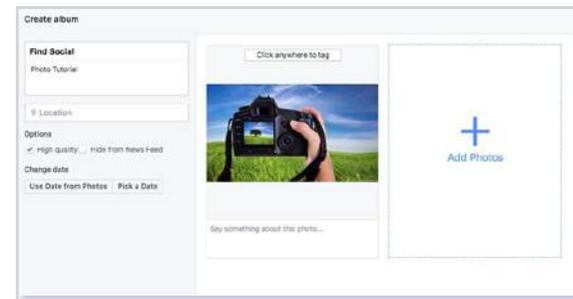
**1** Click the **Photos App** box below your Cover photo. **Share a photo or Video** OR click the **Photo/Video** tab in the publish toolbar.



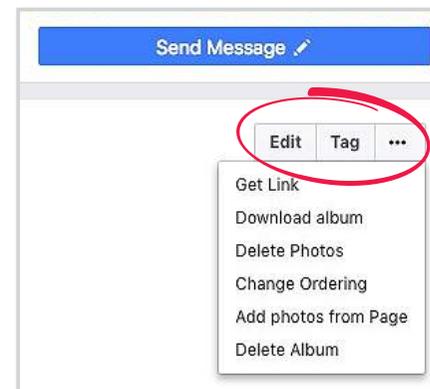
**2** A dialog box will appear with a number of functions. Select **Create Photo Album**



**3** Locate the required files or folders from your computer to upload.



**4** Once you have selected files to upload you can edit the album. Options include edit album title, date and location. You can also tag people or add descriptions or comment on individual images. You can choose to hide the album from your Newsfeed until you are ready to post the album.



**5** At the top right of the screen are the tabs **Edit**, **Tag** and **...** Hover over the **three dots** for more advanced options such as changing the order of photos within the album, downloading the album or you can get a link to the album to embed on other sites such as your web page or other social media sites.

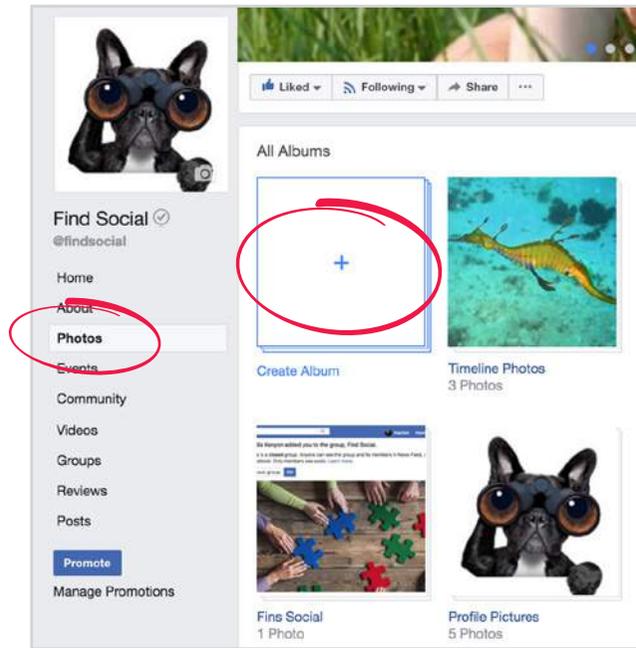
You can now post your album to your Page.

# Tutorial 3: Using Facebook

## Example 2: Via the Page Menu, left of screen

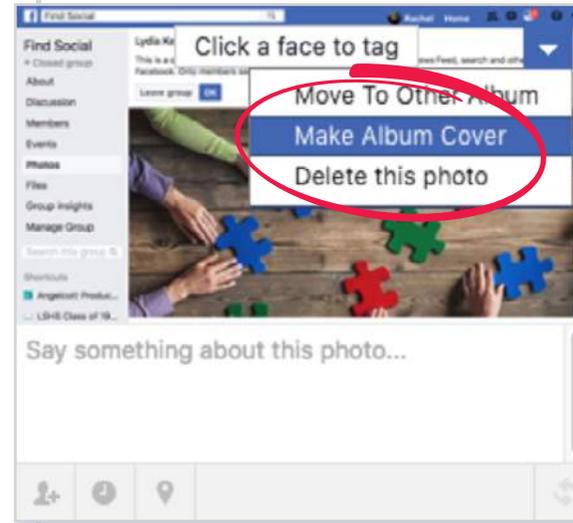
Click the **Photos** option from the list on the left side of the page.

On the new page that appears, click the **+ Create Album** and see prompts to upload your photos or video.



## Customise a Cover

You can customise an **Album Cover** to highlight the contents of your new album.



**1** On your Page, click the Photo tab and select the Album tab at the bottom of the screen.

**2** Click Edit Album. All the images in the album will be visible.

**3** Hover over the image you want to designate as the Album Cover.

**4** When a small drop-down arrow appears in the top-right corner of the image, click and choose Make Album Cover.

**You have successfully created and edited a photo album.**

**Photo albums can be used to market your page and product or service to your target audience**

# Tutorial 3: Using Facebook

## Tutorial 3.3: Create a Facebook Event

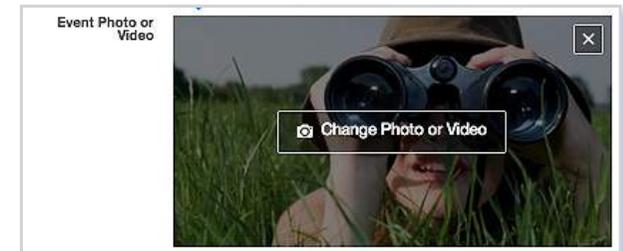
An event is a wonderful opportunity to bring members together in a shared purpose or celebration, or to reach out to the wider community; increase awareness and recruit new members. Events can be used to launch a new campaign, designed to foster both offline and online engagement. A Facebook Event Page is a quick and easy way to announce and manage queries in the lead up to the big day.

### Create Event Page

**1** There are numerous buttons that allow you to create an event. Choose **Events** from the left side menu or **Event, Product+** from the publishing toolbar.

**2** Enter information in the required fields including basic info, Event name, location, frequency, date and time and details about the event. Tickets can be sold for your event and be linked to ticketing websites such as Eventbrite. You can also choose co-hosts and whether the guest list will be displayed. There are options about who can post to the event too.

**3** Choose a display photo or video to advertise the event.



Starts 15/5/2018 22:00 UTC+08

When you create an event on Facebook the Pages, Groups and Events Policies apply.

Boost Event Save Draft Publish

Boost Event Save Draft Publish

Get More People to Your Events

Let people know what you have coming up. Create an event on Facebook.

Create Event

**4** Once you have created the event hit the blue **Publish** button in the bottom right hand corner to send it to your newsfeed.

You can also boost and promote the event like other advertising posts on Facebook. This is a paid option.

# Tutorial 3: Using Facebook

## Tutorial 3.4: Facebook Paid Advertising & Boosting

Facebook makes revenue as an advertising platform, so it is little surprise that Business Pages are finding it increasingly hard to win audiences.

Facebook's algorithm is prioritising Pages who pay for advertising. So if you want to grow your reach on Facebook, it is worth considering paid advertising as part of your strategy.



### Are Facebook Boosts and Ads expensive?

This is dependent on your campaign objectives and your return on investment. For example, if you have a margin of 20% on selling a \$80K car, spending 1% per sale on Facebook makes good business sense, however, if you are wanting people to donate money and it costs you \$2 to get \$1 worth of donations then you are certainly not attaining return on investment.

**There are two ways to publish adverts on this platform.**

### Boosting a post

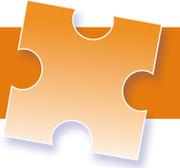
Pros	Cons
Easy to do from your timeline.	Less granular control over targeting and conversion objectives.
No need for a Business Manager account.	Very general analytics reporting.
You can put your advertising spend behind content that has proven engagement.	Expensive

### Ad Campaign

Pros	Cons
Better targeting though custom audiences and demographic filtering.	Complicated setup of campaigns, ad groups and ads
More options for campaign targets.	Steep learning curve when using custom and lookalike audiences.
The ability to 'share' audiences with other organisations.	Expensive
Better metrics / analytics.	



# Tutorial 3: Using Facebook



## To Boost a Post.

Find the post you want to boost.

Click the blue **Boost Post** button on the post.

Select the audience you'd like to reach (may select multiple), or click **Create New Audience**. If you click Create New Audience, you'll have the option to create an audience based on traits like age, location, interests and more.

Click the dropdown below **Total Budget** to select a budget for your boosted post. You can select a pre-filled budget or click **Choose Your Own** and type in a custom budget.

Choose a duration option, or type in a **Custom End Date** next to **Run this Ad** until.

Select your preferred payment option. If there are no payment options available for your account, you'll be prompted to add one after clicking Boost.

Click **Boost**.

## To check on the results of your boosting:

Click **Insights** near the top-left corner of your business Page.

In the left-hand menu, click **Posts**.

In the **All Posts Published** section, find the post you'd like to edit, and click the button that corresponds with your post in the **Promote** column.

In the **Overview** section, scroll to see insights on how your boost post performed.

The insights you'll see may include some of the following metrics:

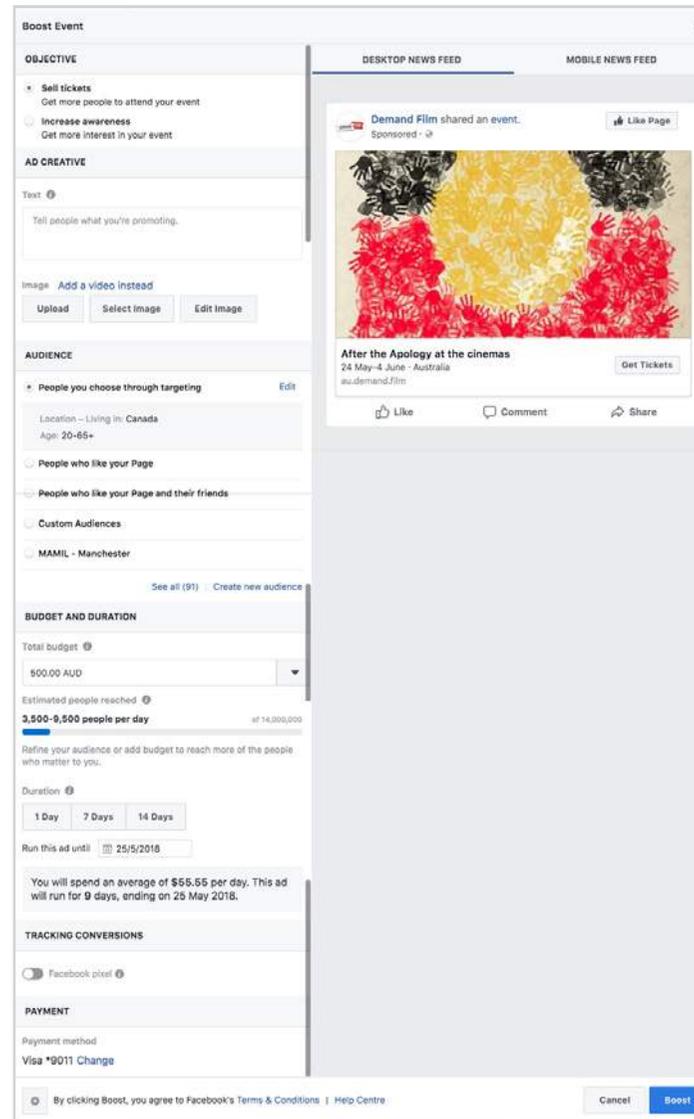
- The number of people reached

- The number of engagements

- A breakdown of engagement metrics by action taken (ex, Comments, Shares, Video Views)

- Demographic breakdowns by age, gender and location

You'll also see your **Total Spend**. This is the total amount you spent to boost the post. You can compare this number to the number of people reached and the number of engagements to get a better idea of how your boost performed in relation to your budget.



◀ Facebook's Boost Post interface.

+ Create New Promotion		
34,261 People reached	25,281 Video Views	\$280.70 Spent out of \$500...
<a href="#">View Results</a>		
54,151 People reached	10,905 Post engagements	\$514.22 Spent out of \$700...
<a href="#">View Results</a>		
4,755 People reached	19 Purchases	\$20.00 Per day
<a href="#">View Results</a>		
2 People reached	-- Post engagements	\$0.03 Spent out of \$56.00
<a href="#">View Results</a>		
13,823 People reached	388 Link clicks	\$200.00 Spent out of \$200...
<a href="#">View Results</a>		
10,944 People reached	8,954 Video Views	\$200.00 Spent out of \$200...
<a href="#">View Results</a>		
2,479 People reached	94 Link clicks	\$27.00 Spent out of \$27.00
<a href="#">View Results</a>		
10,030 People reached	381 Link clicks	\$150.00 Spent out of \$150...
<a href="#">View Results</a>		
10,500 People reached	845 Post engagements	\$250.00 Spent out of \$250...
<a href="#">View Results</a>		

▶ Facebook's Boost Post Overview.

# Tutorial 4: Using Hootsuite

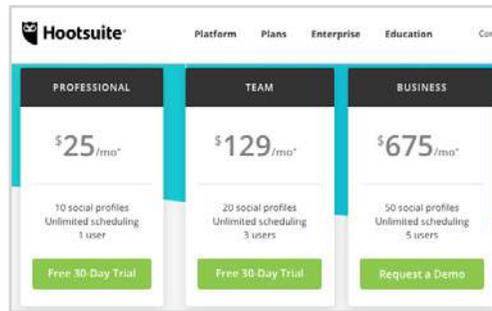
## About Hootsuite

Hootsuite is a Social Media Management System (SMMS).

Otherwise known as a Third-Party Dashboard, Hootsuite enables you to view your newsfeed, inbox, notifications, and post history, all from one dashboard display, without actually visiting your social media platforms.

You can add most of the major platforms.

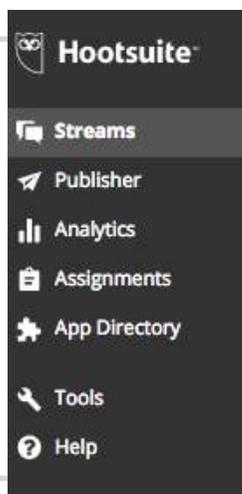
You need to give authorisation for Hootsuite to access your accounts, and you need to enter your login details and password for each of the platforms you wish to enter.



▲ Hootsuite offers a free version that has limited functionality and allows for 3 social profiles to be added. Paid plans options for 2018 are shown above.



Add your Social Media Profiles, Pages or Groups from any of the available platforms



## The Hootsuite Dashboard

The Hootsuite Dashboard Menu is shown on the left. From here you can navigate to your:

**Streams:** view your posts, newsfeed, notifications, mentions, comments, etc.

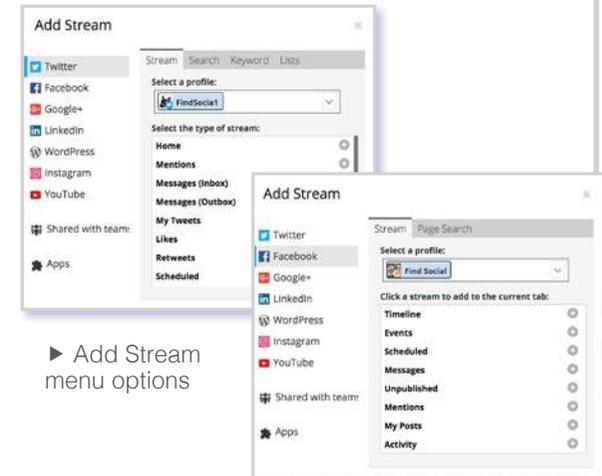
**Publisher:** create, schedule and publish a post.

**Analytics:** view engagement and reach on each network and create custom reports

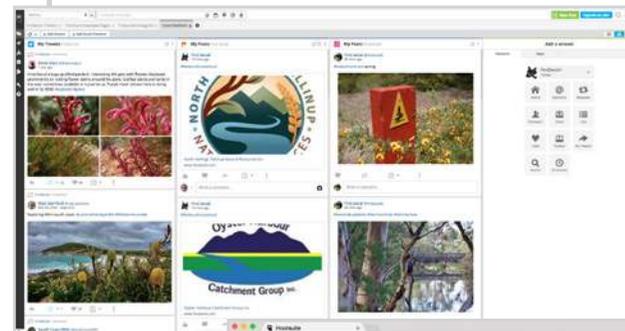
## Streams

### Add Stream

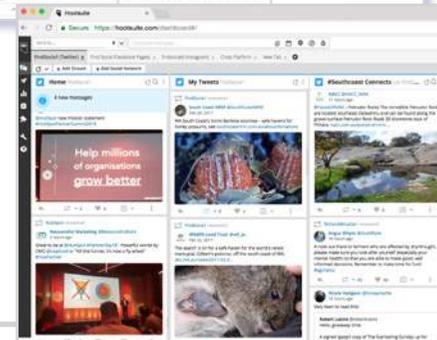
A Stream shows a feed from a social media Page or section, from one of your accounts. This could be a feed from your Message Inbox/Outbox, Twitter List, Facebook Group, Comments, Mentions etc.



► Add Stream menu options



▲ Fig. 03



► Fig. 04

### Add Tabs

A Tab is a page display that you can customise with the Streams of your choice, placed side by side.

Fig. 03 shows a Tab which displays the Find Social My Post/Tweets Streams for Twitter, Facebook and Instagram Accounts.

Fig. 04 shows a Tab which displays the Find Social Streams for Twitter only. Showing Home newsfeed, My Tweets (and retweets) and Twitter List – South Coast Connects.

# Tutorial 4: Using Hootsuite

## Publisher

The Hootsuite Publisher Tool allows you to post cross-platform, i.e. to more than one profile at once. It also facilitates the creation of drafts for review and for scheduling for a later time and date.

Click here to select the Network Pages or Groups you want to publish a post to.

Create your post here.

Add a link or image.

The screenshot shows the Hootsuite Publisher interface. On the left, a sidebar lists network pages like FindSocial1, Find Social, and findsocial16. The main area contains a form with a search bar for profiles, a text input field for the post content, and an 'Add link...' button. Below the text field is a section for uploading YouTube videos and a large dashed box for dragging photos or videos. At the bottom, there are 'Clear', 'Save', and 'Schedule' buttons. A red circle highlights the 'Schedule' button. To the right, a scheduling calendar for May 2018 is shown, with a date picker set to 2018-05-15 at 10:00 AM. A red arrow points from the 'Schedule' button to the calendar.

## Analytics

You can make custom reports. The Overview reports are free but the more detailed reports, such as Facebook Insights are only for paid accounts.

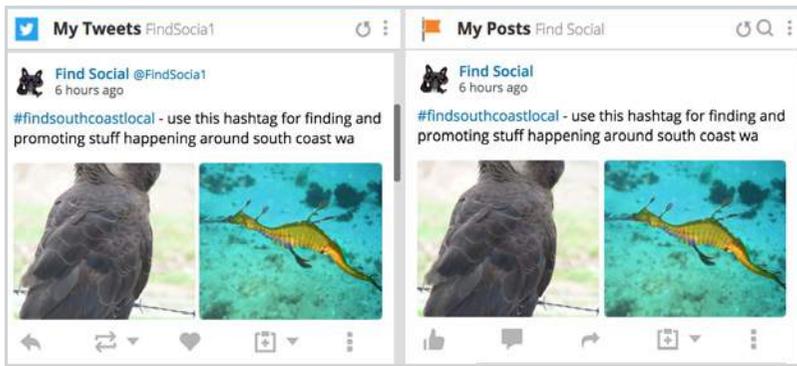
The screenshot shows the Analytics sidebar menu. It is divided into three sections: 'Templates' (Twitter Profile Overview, Facebook Page Overview, Facebook Insights, Facebook Aggregate, LinkedIn Page Insights, Google Analytics, Ow.ly Click Summary, URL Click Stats - Ow.ly), 'Reports' (All Reports, Drafts), and 'Customize' (Build Custom Report). There is also a 'Labels' section with an 'Add Label' button and 'No Labels found'.

This block contains a collage of analytics reports. On the left, there are charts for 'Likes by Region' (a pie chart) and 'Likes by Demographic - Graphical' (a bar chart). In the center, there is a 'Facebook Insights' report showing a snapshot with 2,038 likes, 42 comments, 57 shares, and 1,407 retweets. Below this is a 'Daily Post Feedback' line chart. On the right, there are more charts for 'Likes by Language' and 'Likes by Source'. A magnifying glass is positioned over a report titled 'Facebook Insights' which shows a table of likes by source: Page Profile (30), Website (27), Search (19), Timeline (4), and Newsfeed (1). A 'Create Report' button is visible at the bottom of the magnified report.

# Tutorial 4: Using Hootsuite

## Two issues to consider when using Hootsuite:

- 1: You can only post images directly to Instagram from Hootsuite if you have an Instagram Business Profile.
- 2: Posts with images display differently between Hootsuite, Twitter and Facebook (Figs 05-07). Control over image display can be improved by opening an image edit for each profile posted to, but this takes away the efficiency aspect to the cross-posting function.



▲ Fig. 05: View from Hootsuite



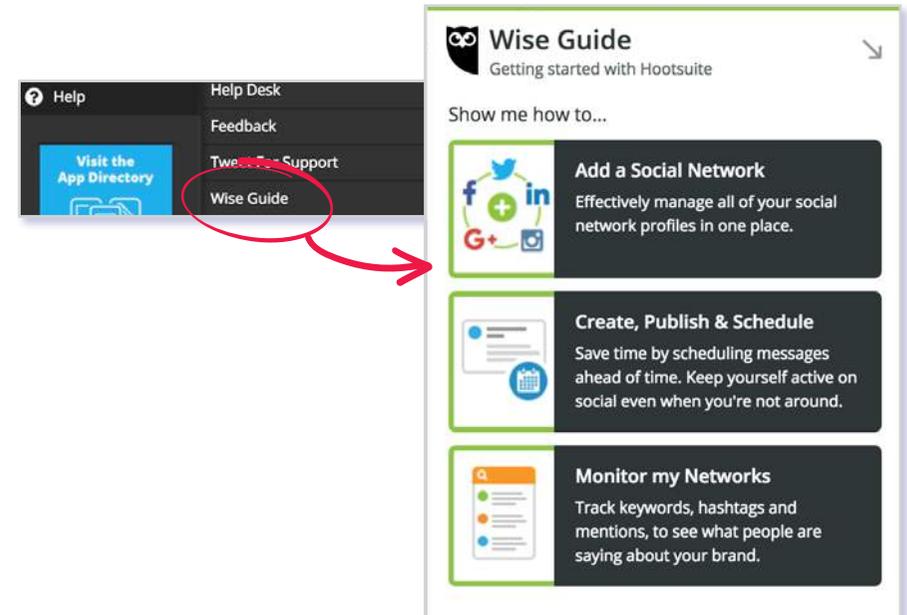
▲ Fig. 06: View from Twitter Page Feed



▲ Fig. 07: View from Facebook Page Newsfeed

## Benefits of using Hootsuite

The Hootsuite system was created to help you get the most out of social media. There are lots of functions and extensions for you to take advantage of and lots of tutorials and guidance to help you navigate and benefit from the available features. The Hootsuite Wise Guide is very useful as it gives pop up instructions within the interface, so you can clearly see where tools and features are located. Hootsuite is one of the oldest and most established dashboards, so there are heaps of blog posts, tutorials and reviews, freely available online. Most importantly, Hootsuite offers three account profiles for free, so give it a try and see if it works for you.



If you decide a Third-Party Dashboard is not for you, there are lots of social media management tools that you can adopt into your processes, which can make your social media management and activity more efficient and effective.

 **Go to Focus on Tools for tips on creating your own Toolkit: Pages 16-17**

# Tutorial 5: Creating Policy

## Roles and Responsibilities

The roles outlined below may be the responsibility of one, two, or many people in your group. All of these roles may overlap. Certainly, the person or people responsible for the following roles should all be in regular communication and have access to guidelines, policies and reports regarding your social media strategy.

### Governance and Senior Management

Your board and committee members, and upper management, are responsible for the decisions made for your association, and will need to be aware of and have guidance over decision making on social media.

### Social Media Management

You may have one or more members of your team responsible for the social media management of your association.

### Platform Administrators and Editors

Individual Platforms, Pages and Groups need Administrators. This could be the Social Media Manager themselves, and/or other team members.

### Content Creators

Blog posts, articles, videos, photographs, infograms, event promotion materials: These are all content assets that may be produced by, or in collaboration with other people in your team.

### Commentators

Also known as your Alpha Audience, or your brand ambassadors, your potential commentators are an important element of your online presence. The people within your association or group are your first port of call for brand ambassadorship. Good Social Media guidelines should ensure your team can safely and effectively engage with and participate in your group's online presence, through responding to and commenting on your posts, and through sharing links to and from your content.

**Governance, Policy & Guidelines**

**Strategic Planning & Reviews**

**Editorial Team: Publish & Post**

**Content Producers: Storytellers**

**Commentators & Sharers**

### Personal versus Public

What your employees or volunteers do in their private time is their business. However, when a person posts to public forum, such as social media, then professional and personal life may intersect.

Especially, if other members of your professional community are networked on the same social media channels.

Consider a thorough and robust Code of Conduct for your Social Media Management and Administration Team. Also consider the same standards of conduct being requested of your entire team.

You may want to create a team of Approved Commentators from your Group, who you network with offline. This team could be given orientation and training to allow them to participate in the social media presence of your brand, in collaboration with your Social Media Management Team, and in alignment with your strategy and your policy.

Keep your Approved Commentators up to date with your Code of Conduct Policy, Editorial Guidelines and an overview of your Social Media Strategy.



Go to **Tutorial 5** for tips on creating your own **Code of Conduct**: Page 43



Go to **Tutorial 6** for more on creating your own **Editorial Guidelines**: Page 45

# Tutorial 5: Creating Policy



## Code of Conduct

### Code of Conduct Policy

Consider a Code of Conduct Policy to guide your social media management team, as well as other Group members, volunteers or employees.

Your Code of Conduct Policy should clearly outline:

- The association aims and culture, which your code of conduct aims to safeguard.
- The specific outcomes that your code of conduct aims to effect.
- Which members and participants are expected to adhere to the code.
- Where and when adherence to the code is expected.
- The principles or standards of behavior you request adherence to.
- Specific examples of desired and undesired conduct.
- The monitoring and reporting processes for breaches of conduct.
- The consequences for breaches of conduct, i.e. training or disciplinary action.

There are two main principles pertinent to a safe and healthy code of conduct for social media management:

**01** Standards of practice for 'appropriate' content sharing

**02** Intellectual Property, Copyright, Licensing and Attribution

## PRINCIPLE 01:

### Standards of practice for appropriate content sharing

Administrators, editors and commentators on your association's branded platforms and networks should adhere to predefined standards of practice, when posting content, sharing links and leaving comments.

Ensure your guidelines are published in an internal document and made readily accessible to your administrators and content creators and editors. Also consider making your guidelines accessible to your Page or Group contributors and commentators. Publish somewhere accessible on your social media platform. This could be on a pinned post or in the About Section of your online Profile or Group.

#### Consider Code of Conduct for personal as well as branded platforms and activity

Social Media activity conducted on personal profiles and networks may also impact on your association's reputation. This could happen if your target community is witnessing the activity, and if the person posting or commenting is known to be an employee or participant in your group. Therefore, request that your members adhere to your code of conduct, during personal profile activity.

In responding to breaches of conduct for personal profile activity you should take into account the severity of the breach, the likelihood of negative impact on your association, and the level of pre-agreed understanding between your association and the individual, regarding your expectations for personal profile activity.

#### Guidelines for conduct may include:

- a) Exercising good judgment and following the principles of ethical behavior.
- b) Use of appropriate and professional language.
- c) Be aware that if an issue addressed on social media becomes the subject of a legal dispute, then that material would be possibly discoverable: that is, the court and all parties to the dispute would be entitled to see it.
- d) Do not transmit materials that are harassing, discriminatory, defamatory, threatening, abusive or obscene.
- e) Use pre-agreed, clear reporting systems for any situations where you become aware of the inappropriate use of social networking sites.

#### Consider your association's standpoint on members publicly publishing the following types of content:

- a) Sexually related or pornographic messages or material.
- b) Violent or hate-related messages or material.
- c) Racist or other offensive messages aimed at a particular group or individual.
- d) Malicious, libelous or slanderous messages or material; or
- e) Subversive or other messages or material related to illegal activities.

# Tutorial 5: Creating Policy

## PRINCIPLE 02: Licensing and Copyright

Your Code of Conduct Policy should also cover guidelines for your team regarding how to protect their content from copyright infringement, and also how to avoid copyright infringement accusations or disputes.

### Guidelines to consider:

1. Ensure the intellectual property rights of others are not infringed. Keep a bank of images that you have created; procured the license for, or gained permission to use. Consider usage rights such as rights to modify, or use for non-commercial purposes.
2. When developing your online materials, be aware of and communicate the copyright ownership of that content. Consider a watermark, or inclusion of authorship and/or URL within the frame of the image.
3. When your association creates or acquires content, consider, document and communicate the intended usage rights: Will this material be free to share and use by others, for commercial and/or non-commercial purposes?
4. When using your Group's intellectual property, for example, logos and other branded images, seek advice from your supervisor regarding the sharing of that material. What are the limitations for usage and modification?



Photo by Ross Ramm



## CEASE AND DESIST LETTER

If you find yourself in a dispute with another individual, business or group, regarding inappropriate publishing of content, due to reputational, privacy, or copyright infringement issues, then a cease and desist letter or take-down notice may be the next step.

**Cease** – stop the activity, delete the published material or comment – image and/or text

**Desist** – prevent further incidents. Provide assurance the infringement will not reoccur.

The letter may warn that if the recipient does not discontinue the specified infringement and/ or take certain actions, by deadlines set in the letter, then legal action may ensue.

Sample 'cease and desist' letters are readily available for download, online.

# Tutorial 6: Creating an Editorial Guide

## Example Template

It is important to make your team feel comfortable, empowered and supported when networking online. Remember that aside from your social media team, your extended team are potentially an important part of your Alpha Audience, Brand Ambassadors or "Approved Commentators".

See example tables below. Consider replicating for your group. See italics for examples of the recommended details to add into each section.

**It is important that your group puts forward clear and consistent messages about itself.  
This is your Brand Identity, and overlaps between policy and strategy.**

## Editorial Guide

Strategic Overview	
<b>Social Media Strategy</b>	<i>Where to find Social Media Strategy, and other Strategic Documents.</i>
<b>Social Media Management Team</b>	<i>Names &amp; Contacts Roles &amp; Responsibilities</i>
<b>Strategic Overview</b>	<i>Snapshot of Social Media Strategy – long and short term goals Main campaigns in progress</i>
<b>Target Audience (TA)</b>	<i>Break your TA into 3 groups, e.g... TA – 1 – existing members (?) TA – 2 – interested in environmental issues (?) TA – 3 – interested in recreation activities (?)</i>
<b>Brand Values</b>	<i>e.g values biodiversity protection, food security, community participation, evidence based practice etc.</i>
<b>Brand Personality &amp; Voice</b>	<i>Describe your vibe - Friendly, relaxed... professional, dynamic... serious, dependable...dynamic... passionate...enthusiastic....</i>
<b>Calendar of Campaigns</b>	<i>List of upcoming campaigns with start and finish estimates</i>

Focus on Platform	
<b>Active Accounts</b>	<i>Account Management Name &amp; Contacts</i>
<b>Facebook</b>	<i>Contact for login: Main Admin: Other Admins/Editors: Content Producers: Commentators:</i>
<b>Twitter Instagram YouTube</b>	<i>Contact for login: Main Admin: Other Admins/Editors: Content Producers: Commentators:</i>
<b>Recommended Tools</b>	<i>Creating and tracking links Cross-Platform posting Scheduling Content Creation Tracking analytics</i>

Tagging	
<b>Brand Ambassadors, People, Groups &amp; Pages to Tag</b>	<i>Who are important people to tag. What are their @usernames for each platform?</i>
<b>Hashtags</b>	<i>Campaign hashtags and general hashtags.</i>

Style Guide	
<b>Approved Library of Assets</b>	<i>An overview of assets stored, how and where is useful here.</i>
<b>Images</b>	<i>Website photos – recommended resolution Brand Colours, plus complimentary colours Notes on effective images</i>
<b>Text</b>	<i>Recommended fonts Recommended Keywords Words to avoid Grammar preferences Preferred terminology Pre-approved statements</i>
<b>Publishing Guidance</b>	<i>Recommended topics, information sources, calls-to-action, links to donation pages.</i>
<b>Policy and Regulation</b>	<i>Important policy guidelines or regulations to adhere to.</i>

# References, Resources & Glossary



## References used in the compilation of this toolkit:

### For statistics on platform use:

eMarketer  
Statista  
Forrester  
ComScore

### Reviews of platforms and tools:

Social Media Examiner  
Hub Spot  
Wired  
Ian Anderson Gray  
Adam Troudar  
Kate Buck

### Guidance on content creation and strategy:

The Content Code, M Scheiffer  
Copy Hackers, J Weibe  
Brendan Gahan  
Digitalist Magazine

### For social media specifically for not-for-profit groups:

Global NGO Tech Report 2018, H Mansfield  
Networked Nonprofit, B Kanter  
Know How Non Profit  
YouTube Impact Lab

## Links to further reading, guidance and templates:

### Social Media Policy:

<https://www.humanservices.gov.au/organisations/about-us/media/social-media-department/social-media-policy-departmental-staff>  
<https://knowhownonprofit.org/how-to/how-to-create-a-social-media-policy>  
<https://opencopy.com.au/marketing/social-media/etiquette-and-ethics-for-business-on-facebook/>

### Social Media Strategy:

<https://www.business.gov.au/info/plan-and-start/templates-and-tools/social-media-plan-template-and-guide>  
<https://www.bam.com.au/blog/social-media/create-a-social-media-template-in-5-simple-steps/>  
<https://opencopy.com.au/empowering-business-masterclass/brand-positioning-table/>

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Logos, trademarks and screenshots used in this toolkit are for informational and educational purposes. South Coast Natural Resource Management Inc. has no affiliation with the platforms, services or applications discussed.

# References, Resources & Glossary



## Glossary

### Algorithm

Social Media platforms use a computer program to review the content, keywords, and audience engagement of each post. These calculations are digitally processed and used to decide on how, when and where content appears on the news-feeds of each individual audience member.

### Alpha-Audience

The community members that are in your network; your members, or people who have a stake or special interest in the outcomes of your campaigns. Also known as Brand Ambassadors, these are the audience members you hope will help spread the word for your group and your campaigns.

### Analytics

Platforms and third-party services can provide insights into how many people view and engage with your content, how and when.

### Boosting

When you create a post on Facebook you can pay to boost it. Prompts will appear on your more popular posts. Boosting is lower cost and easier to implement than Facebook Advertising. However, Facebook Advertising gives you more control over how you publish and promote your post.

### Branding

This is the identity of your group. The graphic and text elements that make you recognisable and memorable. Your name, logo, brand colours and graphics, also your approved taglines, messages and statements.

### Brand personality

This reflects the experience which you hope people have when they interact with your group's brand: Are you dependable, knowledgeable, approachable, fun? Conservative or progressive?

### Call to Action (C2A)

C2A provides an invitation for your online community to participate and interact with your campaign. It could be a Call-to-Online-Action, e.g. visit our website, find out more, sign up, donate. Or a Call-to-Offline-Action, such as, to attend an event or meeting, or volunteer or participate in an on-ground objective.

### Campaigns

A campaign is a plan of action. This could be online, offline or a combination of both. A SMART plan of action, is Strategic, Measurable, Agreed upon, Realistic and Time-based. At end or break points of a campaign, pre-set indicators for success should be reviewed, and should feed into subsequent campaigns.

### Campaign Partners

These are the other groups, businesses or agencies that are working towards the same campaign objectives as you. Even if you are in competition, you can cooperate on promoting environmental awareness and social change, around specific topics.

### Conversion

Your conversion rate is the number of people who connect and engage with your branded content: Responding, sharing and commenting on your content. Clicking on links to read more, or sign-up: Accepting your 'calls to action'.

### Cross-pollinating

This is sharing other peoples content, or messages about the good things that other people do, on your platform. Only cross-pollinate content and messages that you believe your audience will be interested in. Being a good brand ambassador to

other groups, helps form good relationships, and others will perhaps be more inclined to cross-pollinate your content and messages, onto their platforms.

### Hashtags/tagging/mentions

When you mention someone using their profile name, Facebook will generate a hyperlink to their profile. When you do this or tag using an @ symbol, that person will get a notification about your post. # - Hashtags - placed before a word or phrase can create a link to other posts that have used the same hashtag-plus-phrase.

### Hero Content

This is content that the audience finds valuable and/or useful, and therefor is compelled to share to their personal or professional social media pages. Your hero content is your best performing (or potentially best performing) content.

### Hub Content

This is core content that explains who you are and what you do, on your website, and on the profile 'about' pages on social media.

### Maintenance Content

This is regularly posted content that builds up a bedrock of content about you, your activities and capacities, online, so that people get regular updates about you and so that if they are looking to find out more about you, and your interests and concerns, they can.

### Online Tools

Applications and software services that help you to manage your online activity. This could be design and publishing tools, or tools to schedule posts, or monitor online engagement.

### On-ground objectives

The offline activities and priorities that your group is engaged in, such as, landcare, coastal or marine conservation, or biodiversity monitoring and protection.

### Platform

Any online space that you can upload content to. This could be your website, a blog space you are commenting on, or a social media site that you are signed up to. A platform can also be called a channel.

### Reach

The number of people you are able to reach with your branded media: Online, via social media channels or offline, via print press, TV or radio transmission.

### Road Mapping

This is a strategic planning process, recording and mapping where you are and where you want to be, and the potential pitfalls and opportunities along the way.

### Target audience

The online (or offline) community that you hope to reach and convert with your publishing and promotions campaigns.

### Traffic

A term used to describe the number of people viewing and navigating their way around the internet. The traffic to your website = the number of visits that you receive.

### Utility Content

Content that is useful. For example, tips and tricks or life hacks. Utility content tends to be very popular and well shared content online.