Carmichael.

Making the Most of Social Media

Emily Brennan

Senior Account Manager

Alice PR & Events

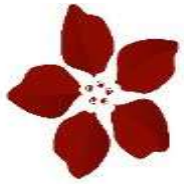
17th October 2019

Guiding nonprofits
carmichaelireland.ie

Today's Session Plan

- Introductions
- Social media landscape in Ireland
- Why use social media?
- ***Practical Exercise***
- Facebook
- Instagram
- Twitter
- ***Practical Exercise***
- Social media strategy
- Measuring success
- Growing your audience
- ***Practical exercise***
- Questions
- Evaluation

Introducing Alice PR & Events...



BRAIN TUMOUR IRELAND

Carmichael.

CHILDREN'S RIGHTS ALLIANCE

house
Ireland's New Interior Design Event

Coeliac Society of Ireland

County Wicklow Partnership

HEA | HIGHER EDUCATION AUTHORITY
AN tÚDARÁS um ARD-OIDEACHAS

DRESS FOR SUCCESS®
DUBLIN

Dublin City Council
Comhairle Cathrach Bhaile Átha Cliath

IRISH RESEARCH COUNCIL
An Chomhairle um Thaighde in Éirinn

DUBLIN FESTIVAL OF HISTORY

empower
Enabling Change

taskforce
DUN LAOGHAIRE RATHDOWN
DRUG AND ALCOHOL TASK FORCE

DIAS
Institiúid Ard-Léinn Bhaile Átha Cliath | Dublin Institute for Advanced Studies

Make Rights Real

Immigrant Council of Ireland

Irish Council for Social Housing

LGBT IRELAND

etbi
Education & Training Boards Ireland
Boird Oideachais & Oiliúna Éireann

Ciara Murphy
Director of Organisational Development
Account Director

Louise Scott Heatley
Associate Director (NI)

Martina Quinn
Managing Director

Adam May
Associate Director

Dermot Ryan
Associate Director

Eva Dowling
Director of Business Strategy
Senior Account Manager

Emily Brennan
Training Manager
Senior Account Manager

Julie Sherlock
Senior Account Manager

Elaine Parsons
Digital Marketing Manager
Account Manager

Ciarán Garrett
Account Manager

Emma Walsh, Account Executive

Darragh McGirr, Account Executive

Elaine Caul, Office Administrator

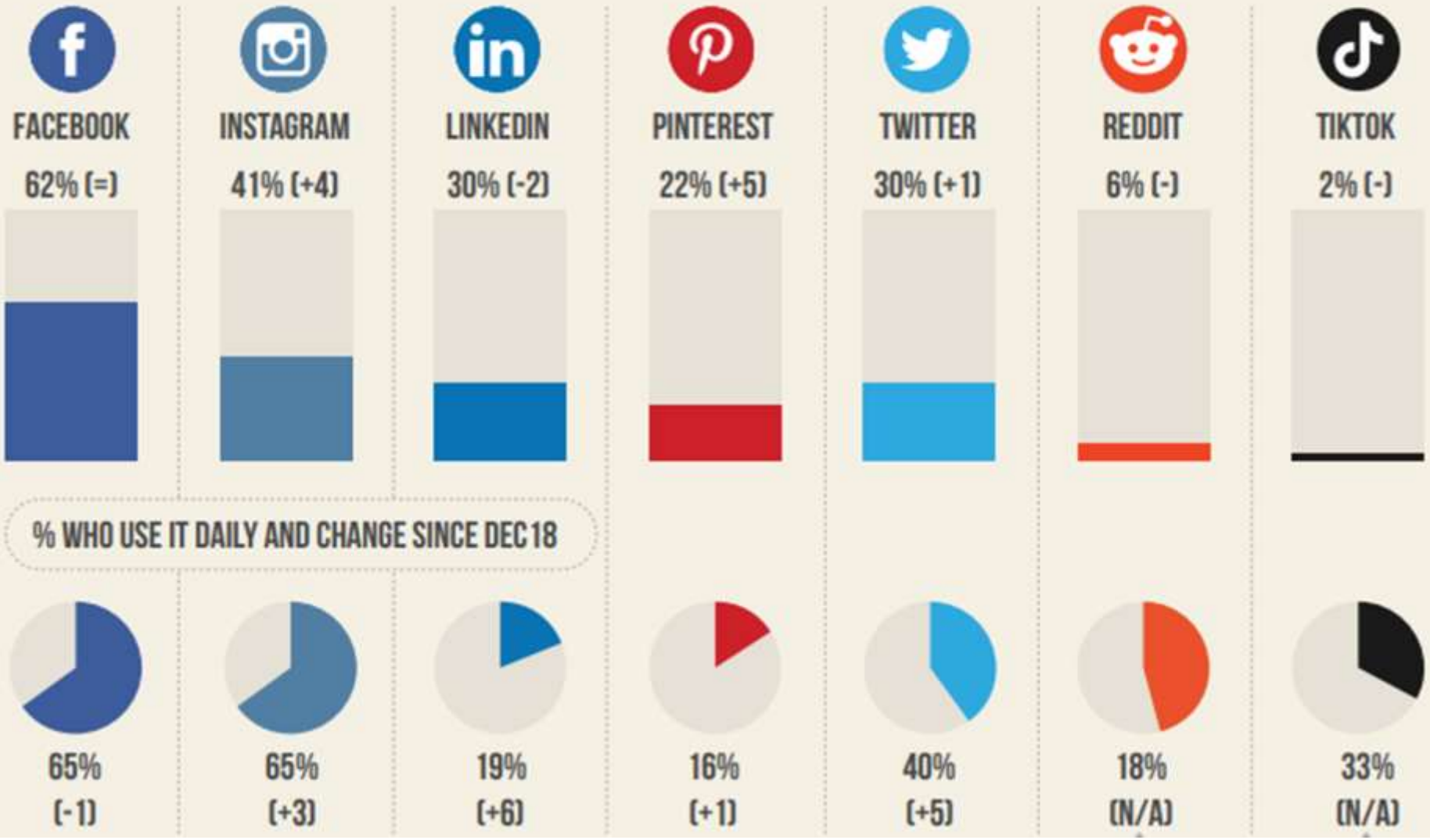
Introductions

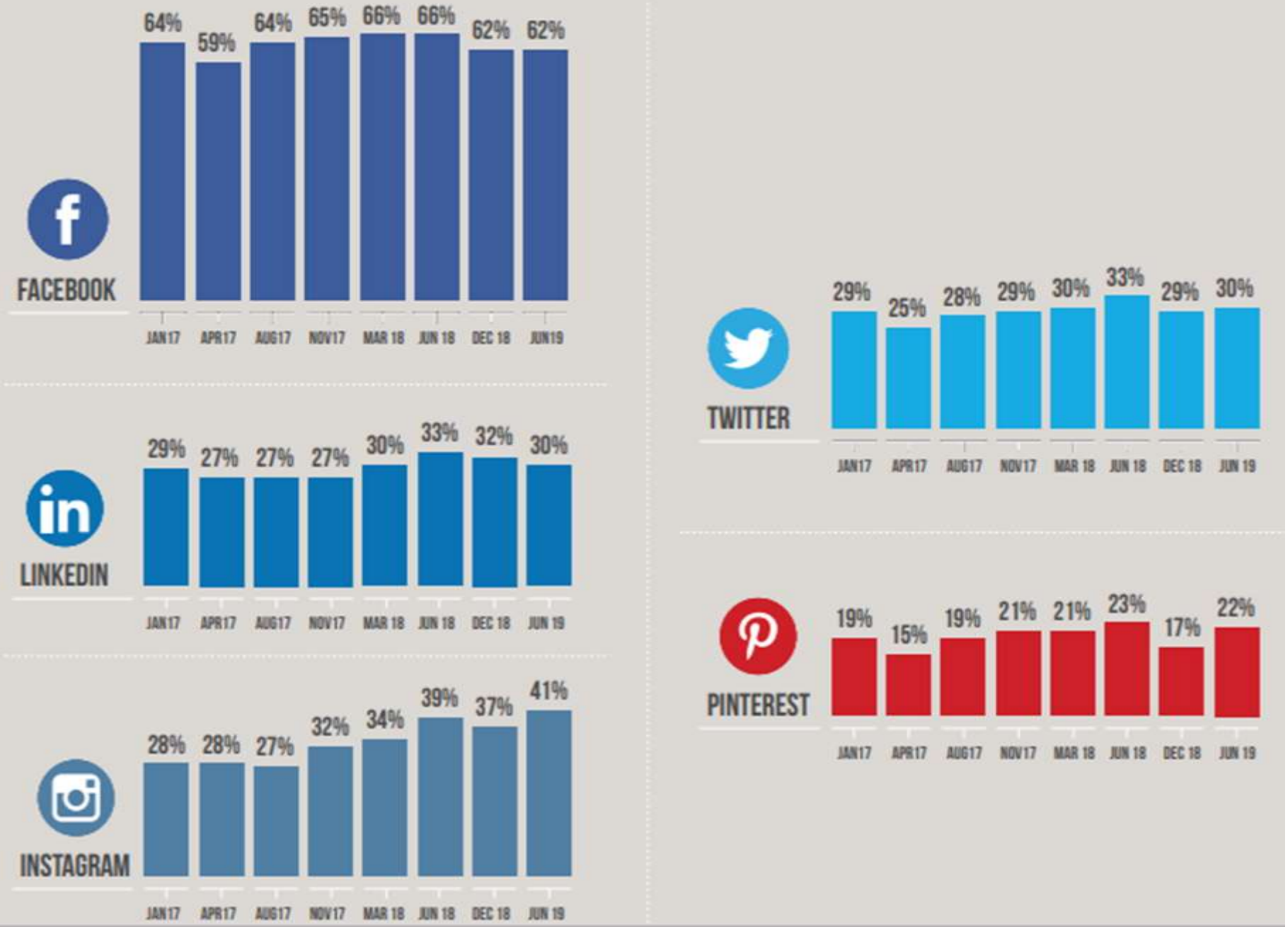
- What is your organisation – and your role within it?
- What's your experience of social media?
- Why are you here and what do you hope to learn from today's session?

Social Media Landscape in Ireland

JUNE 2019

% SOCIAL NETWORK ACCOUNT OWNERSHIP IN IRELAND




FACEBOOK
64% 59% 64% 65% 66% 66% 62% 62%
JAN17 APR17 AUG17 NOV17 MAR 18 JUN 18 DEC 18 JUN19
LINKEDIN
29% 27% 27% 27% 30% 33% 32% 30%
JAN17 APR17 AUG17 NOV17 MAR 18 JUN 18 DEC 18 JUN 19
INSTAGRAM
28% 28% 27% 32% 34% 39% 37% 41%
JAN17 APR17 AUG17 NOV17 MAR 18 JUN 18 DEC 18 JUN 19
TWITTER
29% 25% 28% 29% 30% 33% 29% 30%
JAN17 APR17 AUG17 NOV17 MAR 18 JUN 18 DEC 18 JUN 19
PINTEREST
19% 15% 19% 21% 21% 23% 17% 22%
JAN17 APR17 AUG17 NOV17 MAR 18 JUN 18 DEC 18 JUN 19

Who is using what social media?

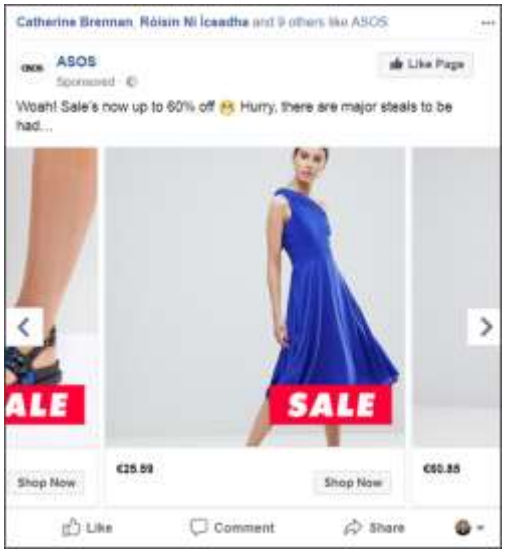
- Instagram is the top social media app for Irish people aged between 18 and 34.
- Facebook takes the top spot for people aged 35 to 54, followed by Twitter, followed by Instagram.
- According to a recent US survey, Facebook use by young people (13-17 year olds) is on the wane.
- As part of the Pew survey on Teens, Social Media & Technology 2018, when asked which of the online platforms teens used the most, only 10 per cent said Facebook.
- Snapchat, YouTube and Instagram are most popular among young people.

Social Media & Your Organisation

Why Use Social Media in Your Work?

- Interact directly with your service users: listen, respond and get their feedback.
- Establish preference in your follower's minds – through frequent, relevant and engaging posts.
- Build loyalty – through personalisation, engagement and demonstrating your organisation's personality.
- Raise awareness of your organisation amongst new audiences. Use your existing followers to further expand your reach (90% of people trust peer recommendations; only 14% trust advertising).
- Access influencers and hard-to-reach public figures.
- Reach mass audiences rapidly – and for little cost.
- There's a widespread public expectation now that organisations will engage online…

People recall & engage better when their friends are connected…



Practical Exercise

In pairs, compare your respective social media profiles.

What are your first impressions of the other organisation’s page?

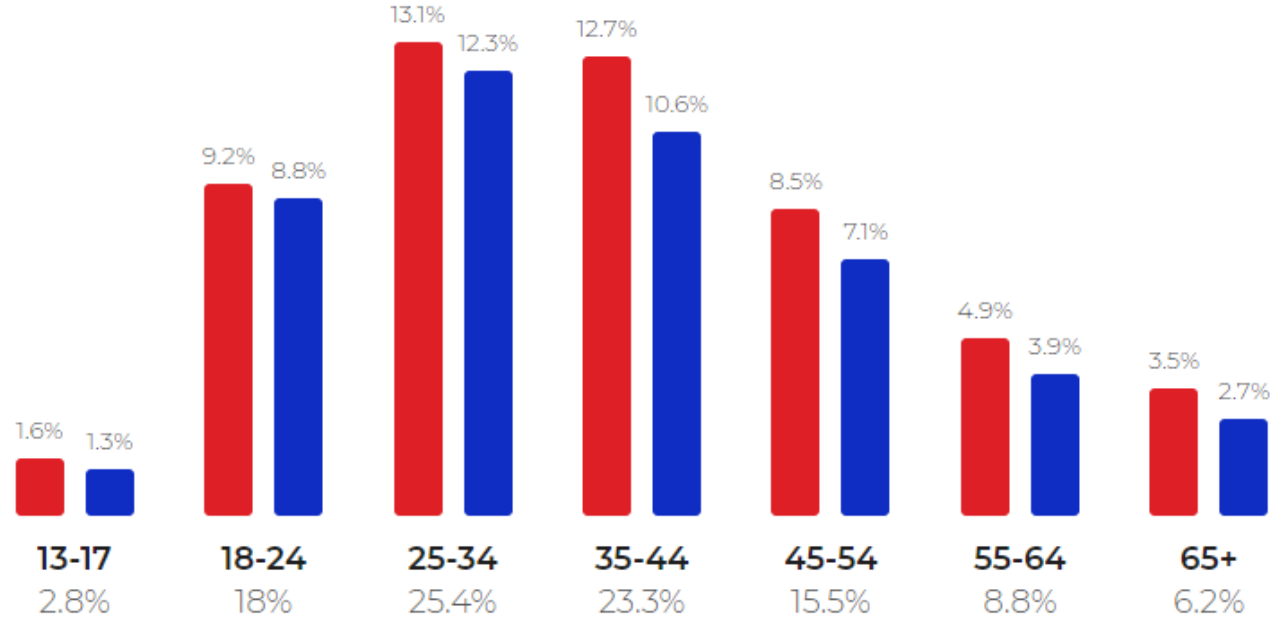
Facebook

Facebook users in Ireland
February 2019

2 835 000

53.3% women

46.7% men



NapoleonCat.

Source: NapoleonCat.com

Facebook: Personal Vs Business

- Max 5000 connections (friends & page likes)
- 2-way interaction to connect
- Not optimised for SEO
- Private

- Unlimited likes
- 1 click to connect
- SEO optimised
- Analytics included
- Public

Using Facebook…

- Setting up a business page. (Have you a dedicated FB profile?)
- Complete & update your page information.
- Cover photo
- Profile photo
- Call to action
- About the business:
  - Contact Details
  - Opening Hours
  - Location

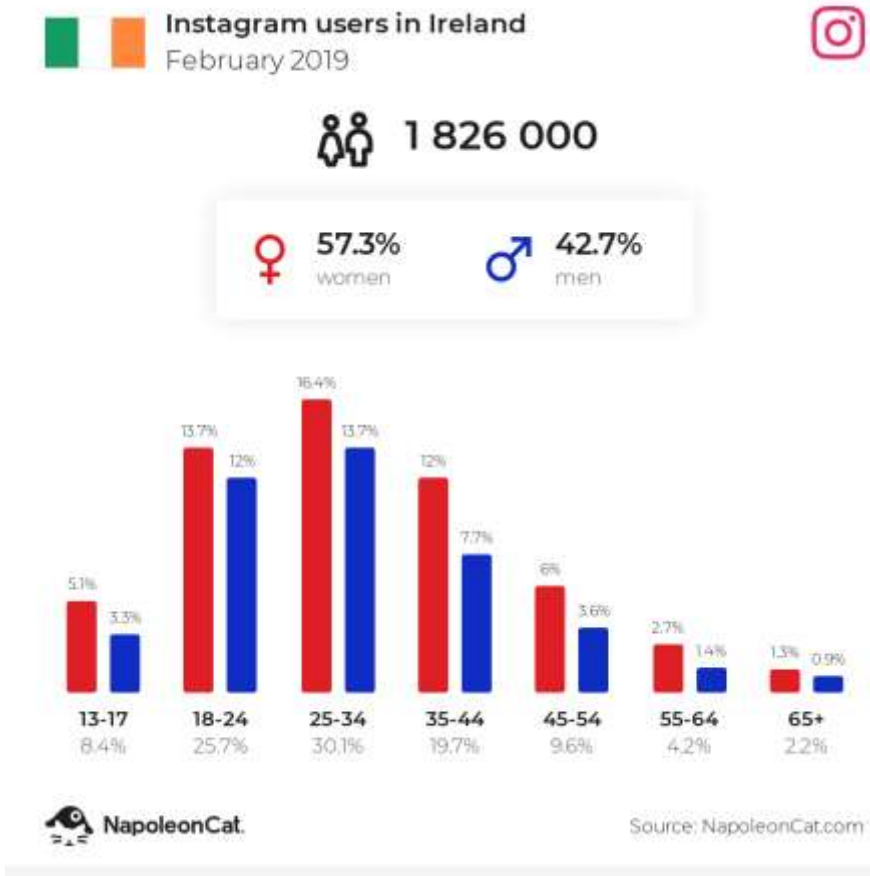
Using Facebook...

- Timeline (your own profile).
- Your @username (not always the same as your display name).
- News-feed (Home).
- Status Update.
- Facebook stories
- Posts with video or images attached.
- Like
- Comment
- Share
- Direct message
- Scheduling
- Insights.

Facebook Advertising – Why?

- Reach new people.
- Your audience is on Facebook – it's just a matter of finding them.
- Ensure your place in the feed – organic reach has a limit.
- Set your own budgets.
- Tailored to your goals.
- Directly target the people you want to reach with various parameters.
- Can be replicated on Instagram also.
- Measure your success with Facebook measurement tools.

Instagram


Instagram users in Ireland
February 2019
1 826 000
57.3%
women
42.7%
men
5.1%
3.3%
13-17
8.4%
13.7%
12%
18-24
25.7%
16.4%
13.7%
25-34
30.1%
12%
7.7%
35-44
19.7%
6%
3.6%
45-54
9.6%
2.7%
1.4%
55-64
4.2%
1.3%
0.9%
65+
2.2%
NapoleonCat.
Source: NapoleonCat.com

Instagram Terminology

- Followers.
- Likes.
- Comments.
- Filters.
- Hashtags.
- Instagram Stories.
- Highlights
- IGTV.
- Instagram Live.
- Discover.
- Insights.

Hashtags

- A hashtag is any word of phrase with the # symbol in front of it – there can be no spaces between the # and the word.
- *Can anyone share some examples of hashtags they've seen on Instagram?*
- If you add **hashtags** to a post that's set to public, the post will be visible on the corresponding **hashtag** page.
- You can use up to 30 hashtags on a post. The recommended amount is 11+.
- Use relevant hashtags.

wellfestirl • Following
Dublin, Ireland

wellfestirl 🔥HEADLINER REVEAL🔥
Broadcaster, best-selling author and founder of Happy Place @fearnecotton headlines Sunday 12 May💥

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We cannot wait for this😁Find out more and book your tickets via the link in bio🙌
#WellFest2019 in association with @kbcbankireland

wellfestirl .

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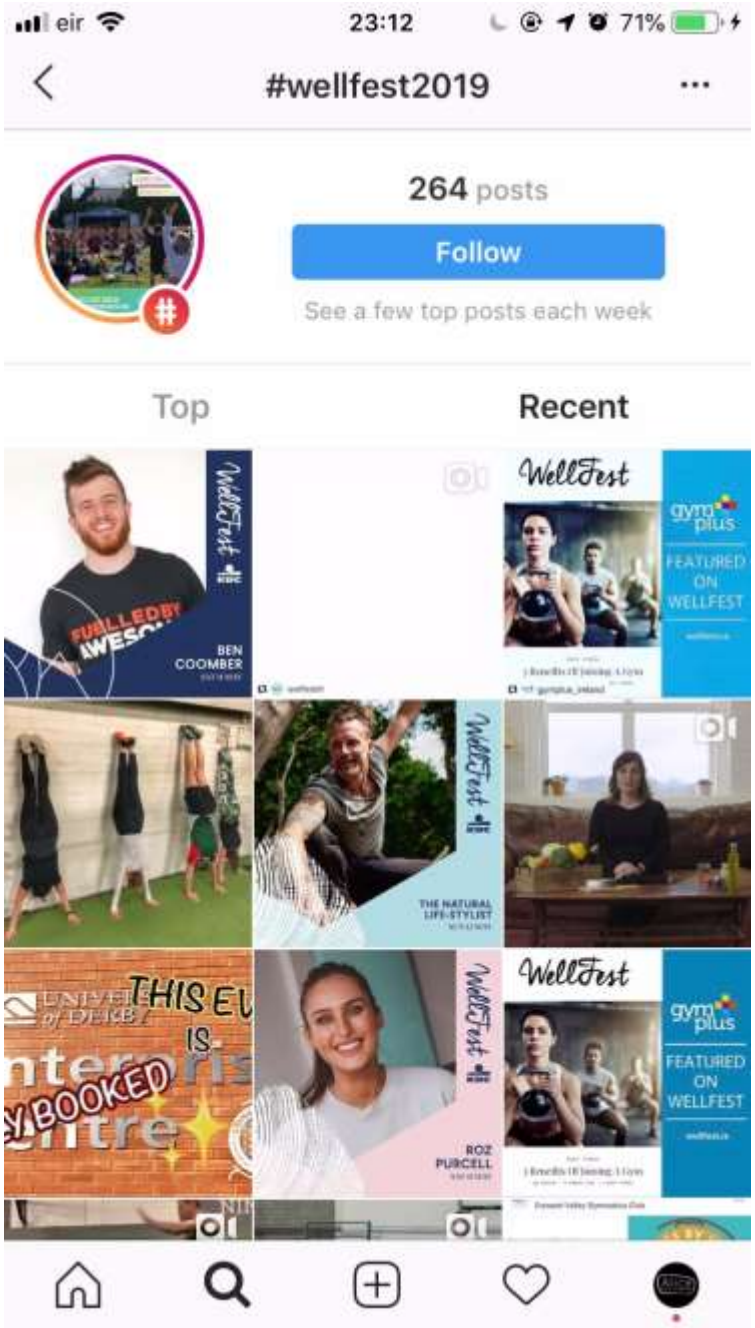
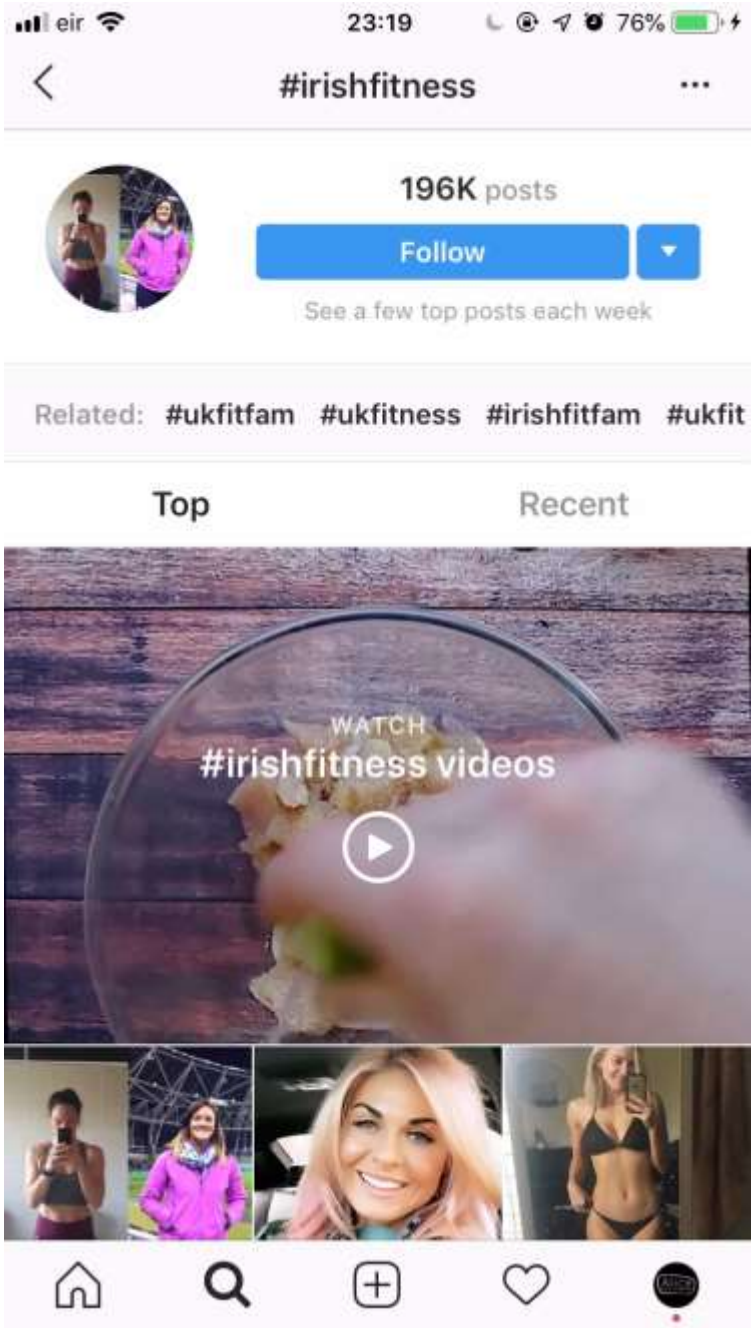
#irishfitness #irishfitfam #ukfitfam#irishfitspo #fitnessgoals #pilatespro#training #instafitness #irishyoga#dublinyoga #yogadublin#yogaeverydamnday #namasteireland#ireland #dublin #fitspo #wellfestnews #WellFestIrl #dublinevents #fearnecotton

Liked by **martinaquinn** and **453 others**

FEBRUARY 18

Add a comment...


eir
23:12
71%
#wellfest2019
264 posts
Follow
See a few top posts each week
Top
Recent
WellFest
gym plus
FEATURED ON WELLFEST
BEN COOMBER
THE NATURAL LIFE-STYLIST
ROZ PURCELL


eir
23:19
76%
#irishfitness
196K posts
Follow
See a few top posts each week
Related: #ukfitfam #ukfitness #irishfitfam #ukfit
Top
Recent
WATCH
#irishfitness videos

Setting up an Instagram Account

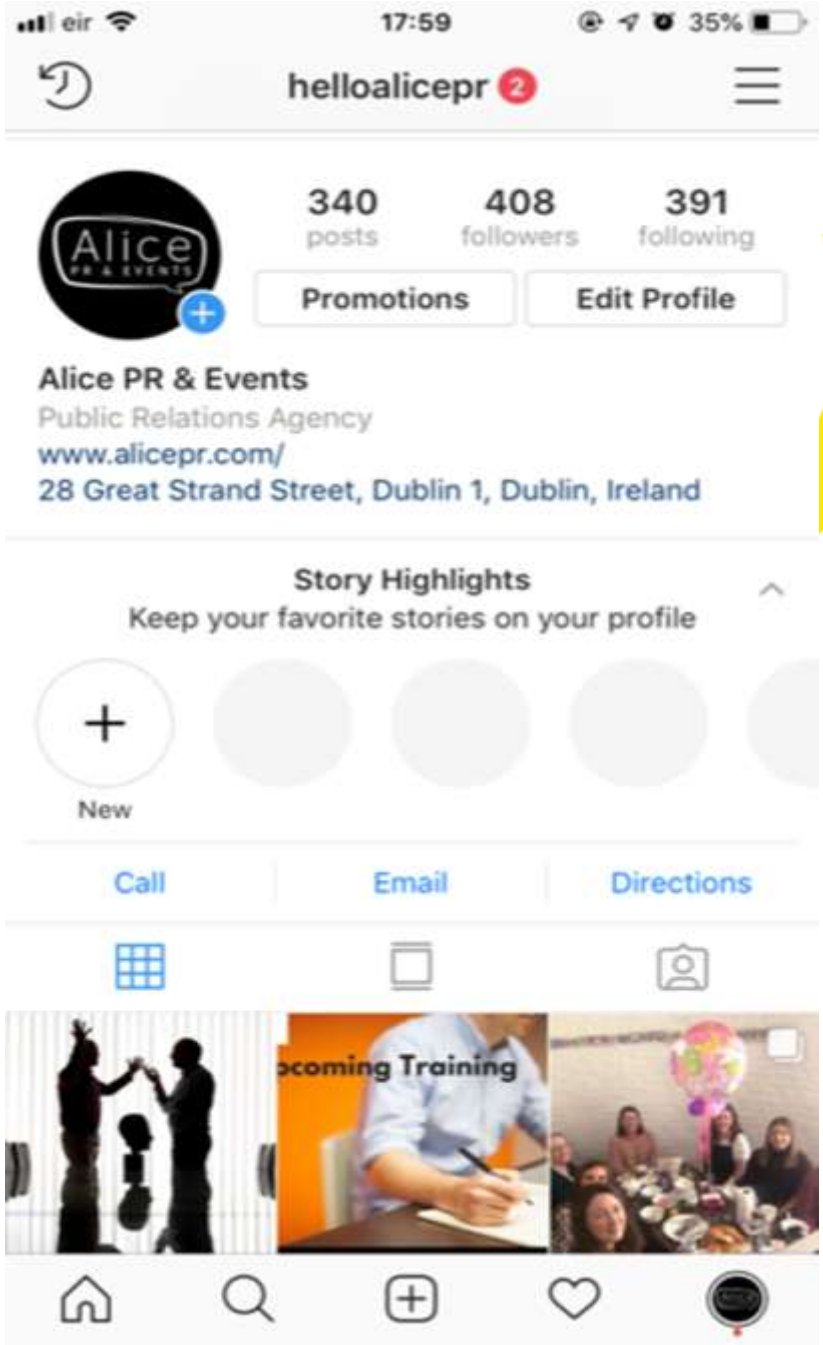
1. Download and launch the app
2. Tap Sign Up, then enter your email address and tap Next, or tap Log in with Facebook to sign up with your Facebook account.
3. Within the app, find settings, then scroll down to Switch to Business Account. (This allows you to add business hours & other information)
4. Profile picture, biog, opening hours, etc.
5. Chose your @username.
6. Follow other users.
7. Post images with captions & hashtags.

Your Instagram Feed (home page)

Discover

eir
22:51
45%
Search
For You
Style
Fitness
Chelsea Colborne
WATCH
IGTV Videos For You

Your Own Profile

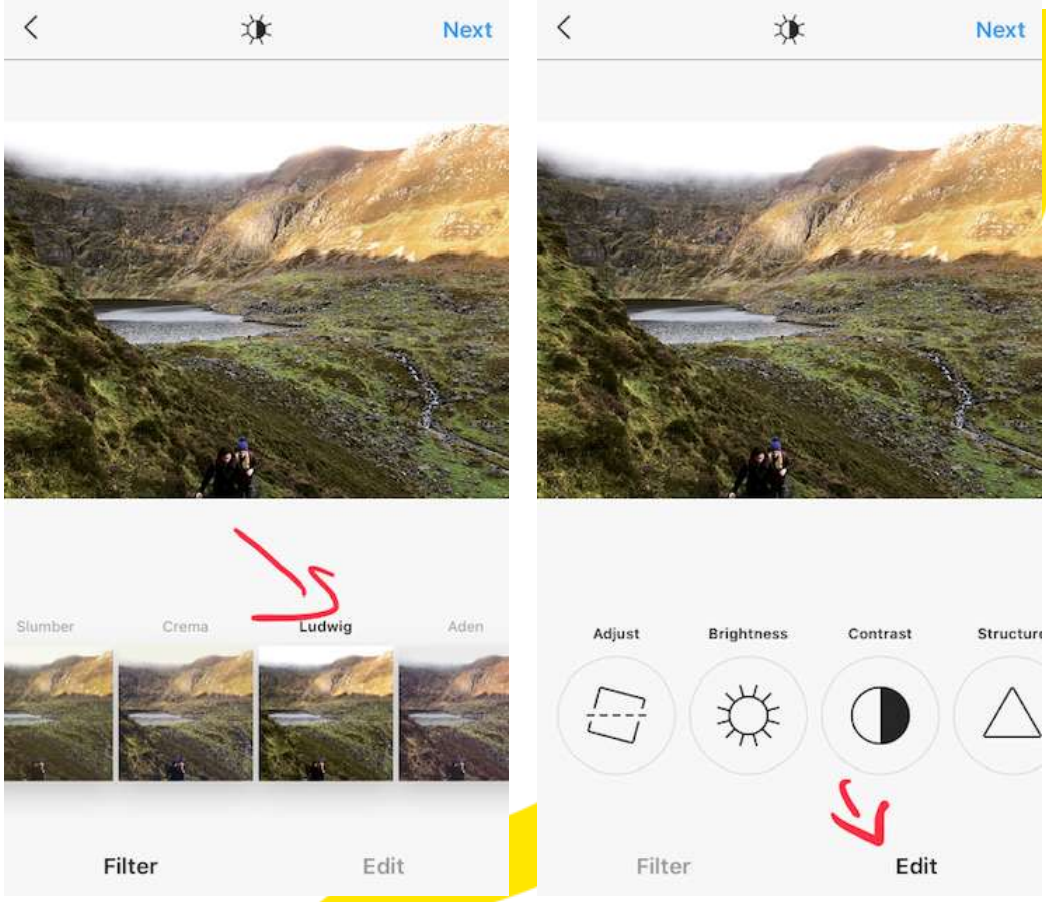


Uploading a Picture

1. Click the + symbol in the centre at the very bottom.
2. Choose to select either:
   - A picture from your phone's library (the option I have chosen on the right);
   - To take a photo using the in-built camera;
   - To take a video using the in-built camera.

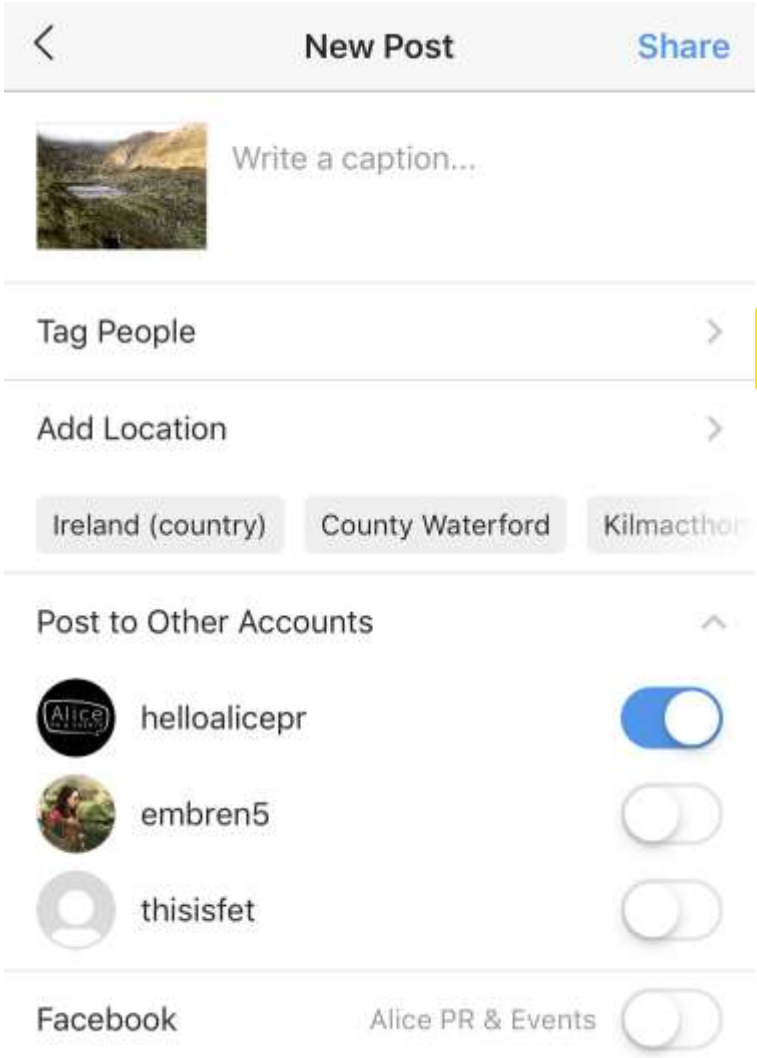
Editing your Picture

- There are a range of filters you can choose – you can try each of them out before deciding which one works best for you.
- Alternatively, you can choose to edit the picture yourself – brightening it up; sharpening the contrast, etc.



Posting your Picture

- Write an engaging caption – showcasing your personality, and including a ‘Call to Action’ – for example, ‘What are your favourite hikes around Ireland? Let us know in the comments’.
- Make sure to include:
  - Hashtags in the caption;
  - The location;
  - Tag anyone who is relevant.

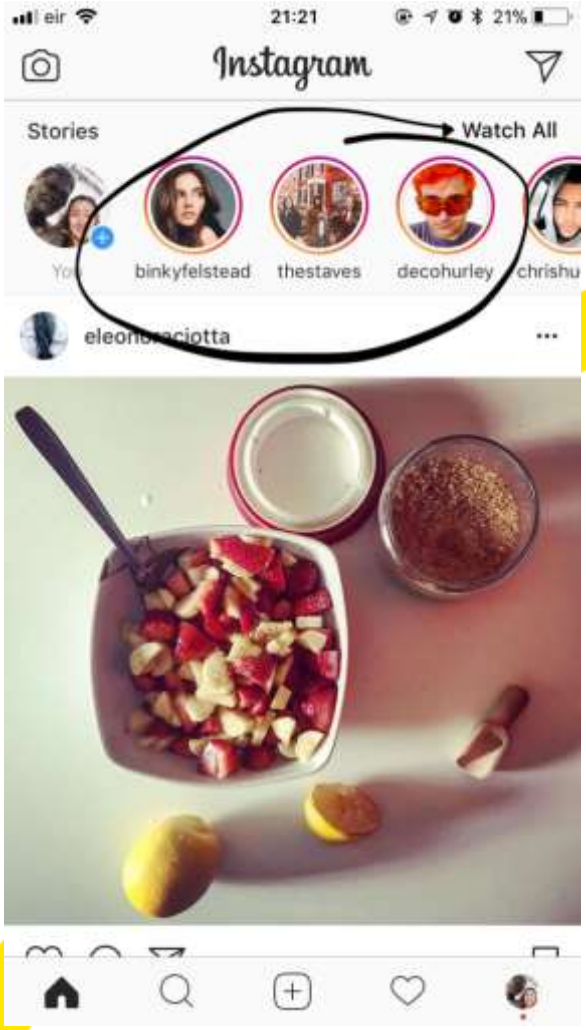


If You've Made a Mistake

- Click the three dots on the top right of the picture – this will allow you to edit the caption; location; and who you have tagged. You can not edit the actual photo – to do this you'll need to delete the post.

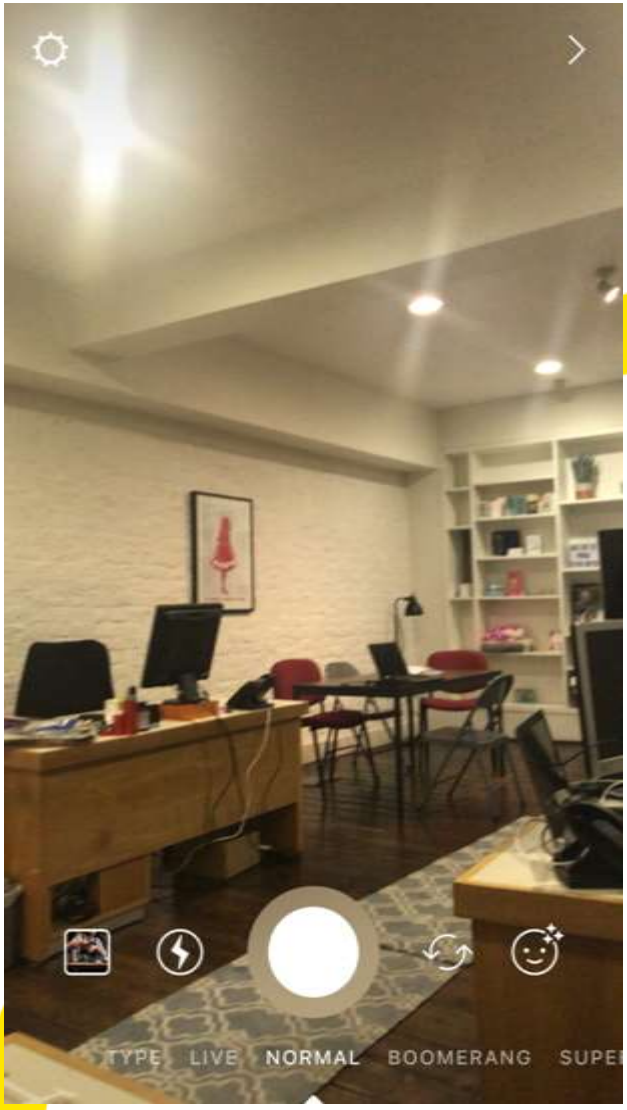
Use Instagram Stories

- Instagram stories are videos or sequences of photos, overlaid with text / emojis, that expire after 24 hours.
- The stories of all the accounts you follow show up in the top of your feed until the expire.
- They’re fun, allow you to showcase your brand’s personality, and engage with your followers.

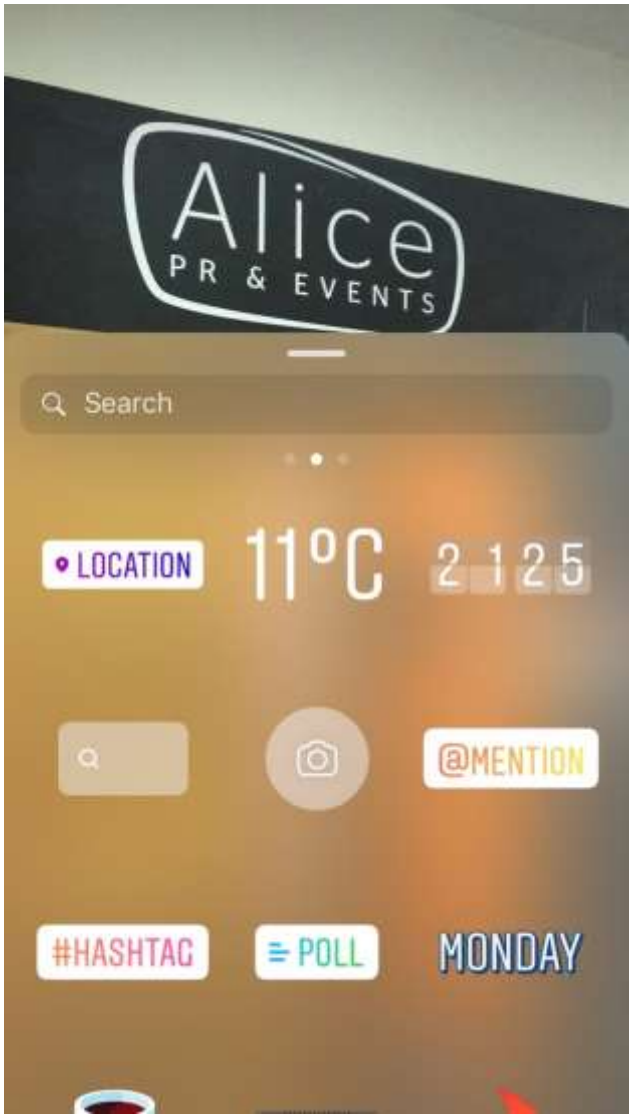


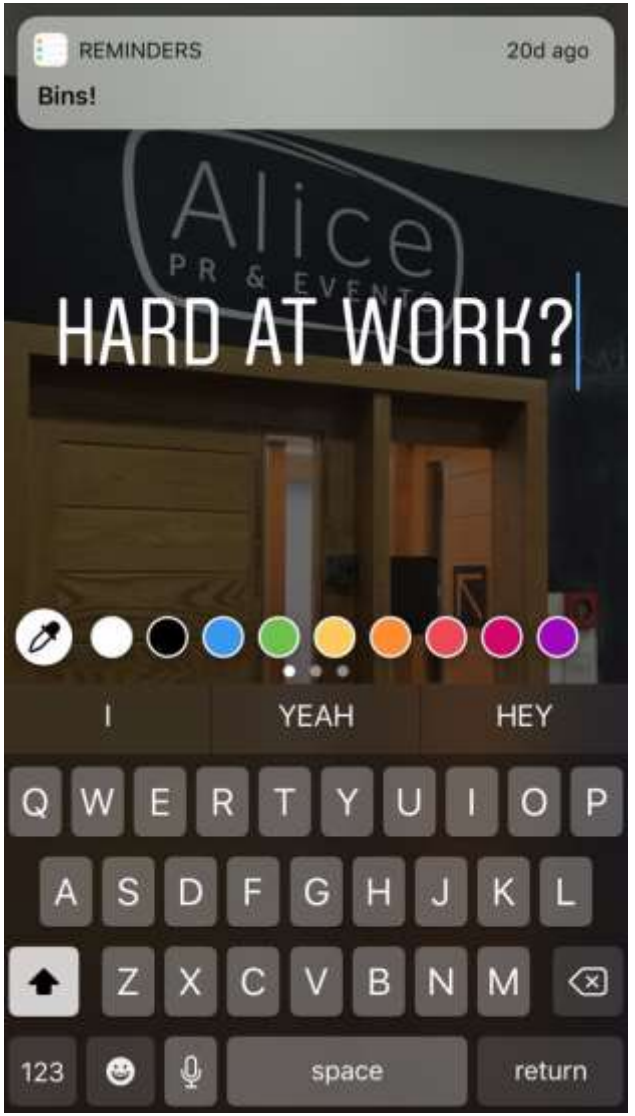
Creating an Instagram Story

- Click the little blue + button on your profile picture.
- By pressing the large white circle, you take a picture.
- By holding it down, you take a 15 second video.
- There are many different functions in-built in Instagram stories, including filters, boomerangs, superzoom, etc.

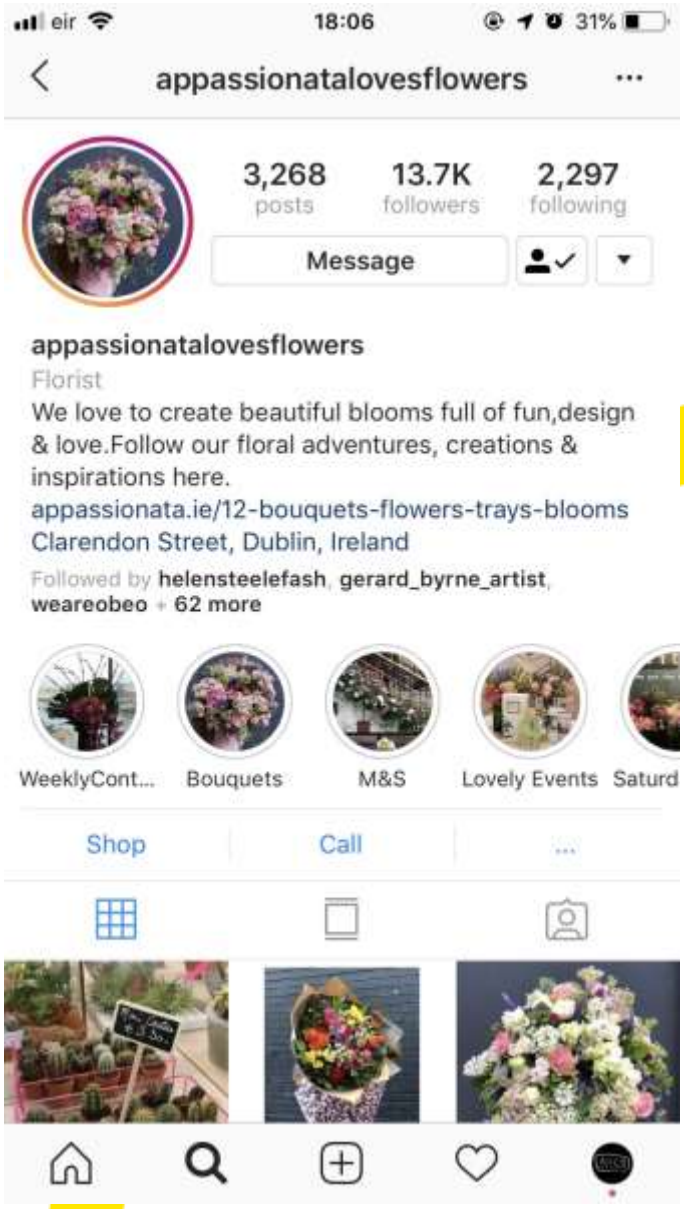


Overlaying with Text and Emojis





Highlights


eir
18:06
31%
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3,268
posts
13.7K
followers
2,297
following
Message
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Florist
We love to create beautiful blooms full of fun,design & love.Follow our floral adventures, creations & inspirations here.
appassionata.ie/12-bouquets-flowers-trays-blooms
Clarendon Street, Dublin, Ireland
Followed by helensteelefash, gerard_byrne_artist, weareobeo + 62 more
WeeklyCont...
Bouquets
M&S
Lovely Events
Saturd
Shop
Call

Additional Instagram Features

- Blue tick beside someone's name? This means they are a verified account: a well-known and searched-for person or brand.
- IGTV: Instagram's 'TV' channel (similar to YouTube), where users can upload longer videos.
- 'Swipe up' in Instagram stories? Only verified users / users with over 10k followers are allowed to connect links to their stories.

Advertising on Instagram

- To create ads on Instagram, you first need to connect your account to a Facebook Business Page, which allows you to use Facebook Ad Manager.
- There are four ways of advertising on Instagram:
  - Photo ads
  - Video ads
  - Carousel ads
  - Stories ads
- Use text wisely.
- Don’t forget to hashtag! (Adding hashtags to an Instagram post boosts engagement by 12.6 percent on average).
- Consider a branded hashtag.
- Test your ad copy and creative

thehappypear • Follow
Greystones, Ireland

thehappypear Friends buy you lunch, best friends eat your lunch!
Tag a friend who has been with you in hard times and thank them.

View all 31 comments

sarah_l_arch @rrachjb 💜

una.keane @sarahcrowleybrowne So many amazing meals shared together.. mostly dreamed up and cooked by you.. Thanks for being my bestie 😘 Xxx

lynz_2090 @rrachjb ❤️ id not be eating your lunch these days hen but still love ya

gisheahan @chloe_grace_pt 😘😂

laineyronan28 @donovanmaria @o_fada_rla xxx

bridgetanderson_ @saudabhuiyan

ronnsn30 @miss_bdot @nataxa77777

1,117 likes

2 HOURS AGO

Log in to like or comment.

pieta.house • Follow
Phoenix Park

pieta.house A treat for crossing the finish line for this dogged participant at Phoenix Park! #dil2018

laurenmck90 LOVED seeing all the doggos taking part. They have no idea how much they help people struggling in their day to day lives so I loved seeing so many people bring them :)

soulsessionsirl Gorgeous

mybeautifulmayhem Fab morning in rostrevor too! Well done to all 😍😍😍❤

emocally Congrats everyone and thank you @pieta.house

ertugrul_ava

tinacarton40 This is my bear a rescue himself that keeps my hubby going.

fetchyourpetneeds Dogs really a true best friend

1,446 likes

2 DAYS AGO

Log in to like or comment.

pieta.house • Follow

pieta.house Beautiful sunrise breaking through here in the Phoenix Park with our CEO @brianjhiggins and the Taoiseach here to support #dil2018

dilsydney Good luck today from Sydney! Enjoy the sunrise

ohfitness_ie Amazing work being done around the world! Well done to all who contributed

emocally Ciaran!

folleineofoodie So good to see my news feed lit up in a sea of yellow this morning! Huge pat on the back and well done to everyone involved!

apdonn148 Could he not be bothered to walk? #taoiseach

gayedabello What a very difficult time and an emotional morning for all involved .Well done to everyone all over the world. United

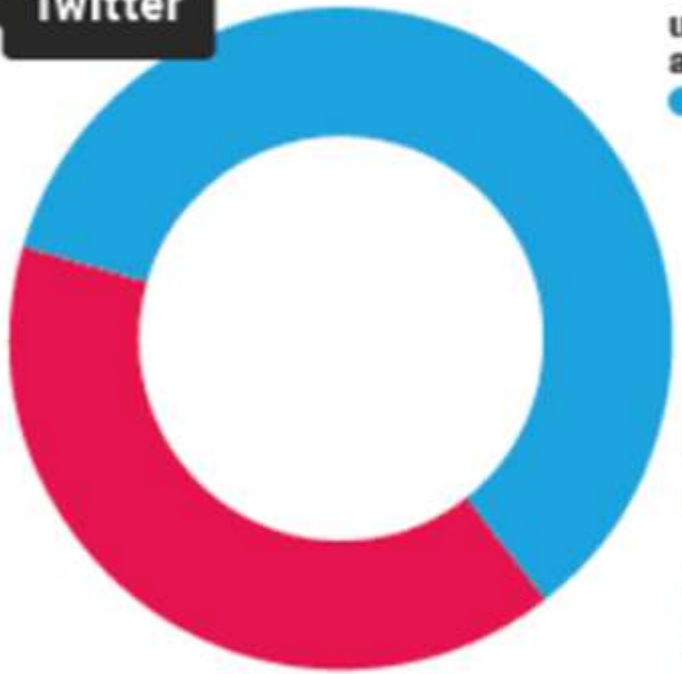
1,585 likes

2 DAYS AGO

Log in to like or comment.

Twitter

Twitter



835,000
TOTAL IRISH USERS

58% use it for news and sourcing stories

92% of Irish journalists use it weekly

100% of political reporters use Twitter every day

Twitter Globally

- 330 million monthly active users; 100 million daily active users.
- 500 million tweets sent per day.
- 80% of Twitter users are on mobile.
- 24% of all internet male users use Twitter; 21% of all internet female users.
- 37% of Twitter users are between the ages of 18 and 29; 25% are 30-49 years old.
- There are over 67 million Twitter users in the U.S.
- The top three countries by user count outside the U.S. are Brazil (27.7 million users), Japan (25.9 million), and Mexico (23.5 million).
- Total number of Twitter users in the UK is 13 million.

Source: www.omnicoreagency.com/twitter-statistics

Overview

- A Twitter account is a user profile on Twitter.
- Users can share their thoughts, photos, videos, news, information, or ideas in 280 characters or less.
- Profiles are usually public (meaning that everyone has access to what users have tweeted or re-tweeted), but can be made private as well.
- Users can follow your account (this means subscribing to your posts), and you can follow other users as well.
- In your tweets, you have the option of mentioning other users using the @ symbol

Using Twitter …

- Setting up an account from scratch.
- Timeline (your own profile).
- Your @username (not always the same as your display name).
- Your feed (Home).
- Tweeting – character limit counter.
- Posting tweets with video or images attached.
- Live-streaming video content.
- Adding gifs or polls.
- Twitter thread – adding multiple tweets.

Using Twitter …

- Liking.
- Retweeting / quoting a retweet.
- Threads.
- Replying (@mentions get more visibility than @replies).
- Direct-messaging (DMs).
- Search.
- Lists: a very under-utilised tool. Can help deal with the clutter in your feed.

Hashtags

Can you think of any hashtags you've seen used online (or offline)?

When and how were they used?

Hashtags

- Used to mark keywords or topics in a tweet.
- Can generate trends and increase the virality of a topic.
- You can use a hashtag (e.g. #8thRef, #tonighttv3, #tourism, #tech, etc.) to increase the likelihood that your tweet will be seen by other users who are searching that particular hashtag.
- They can also be used for emphasis or humour (e.g. #morto, #bliss, #Calm…)
- You can create your own hashtags – but check them out first!

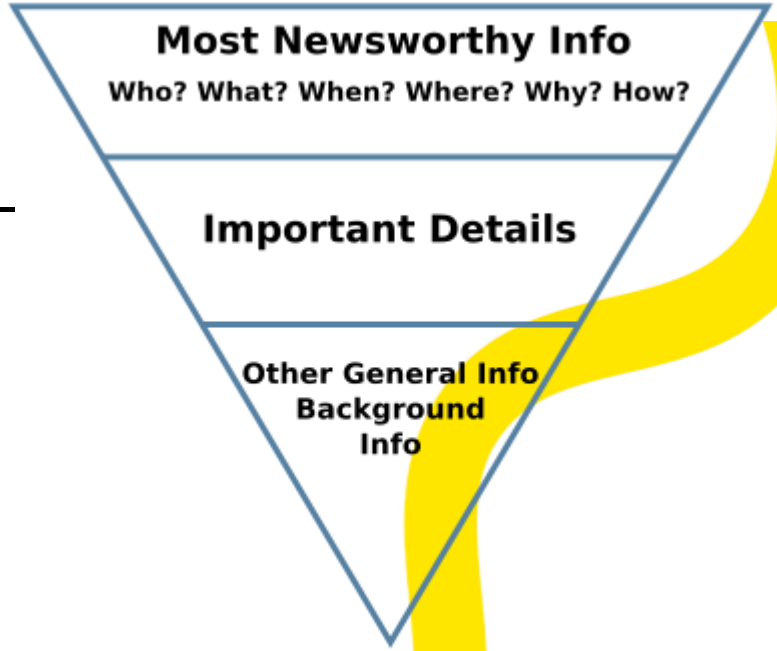
Using Twitter Effectively

- Use hashtags (2 max) – keep them short. Always check they are appropriate before using.
- Engage directly with your target audience – respond to tweets / follow back / like tweets.
- Follow influencers in your sector (relevant journalists, local politicians, etc.).
- Use photos, video, quotes, figures and hashtags to increase your chances of being retweeted.
- Capitalise on external events (where appropriate).
- Twitter needs close monitoring: have contingency plans in place re. scheduled content and social media campaigns.

www.murraytweetindex.ie

Writing for Social Media

- Keep it short!
- Ask a question.
- Include valuable information – inverted pyramid.
- Include links, images, videos.
- Don’t be afraid to show some personality! But…
- Keep it positive!



Practical Exercise

- Draft the wording for two posts that your organisation’s Facebook/Instagram/Twitter might share, and share them with the group.

Social Media Strategy

If your organisation is new to social media / new to developing a strategy…

- Who are you trying to reach?
- What are your key messages for them?
- What social media platforms are they on?
- What do **they** want to see on social media?

Do your research:

- What are your audiences' behaviours?;
- Anecdotal evidence from your target audience;
- What are your competitors doing?
- What are the latest trends in how social media is used in your sector – what do your stakeholders need, want and expect?
- What is feasible for you and your organisation?

What should I Post?/ When should I Post?

- Developing a Strategy:
  - Objectives.
  - Target audience(s).
  - Key messages (over-arching and broken down by audience).
  - The tools and tactics you will use to promote your key messages to your target audiences.
  - System for monitoring impact and measuring results – this is **KEY.**
  - Content planning – what is being posted, on what channels, and when. Images; videos; news articles; ‘spotlights on’; wider trends.

Sample Social Media Content Plan				
	Date	Facebook	Instagram	Scheduled? Y/N
March	Monday, 04.03.2019			
	Tuesday, 05.03.2019			
	Wednesday, 06.03.2019			
	Thursday, 07.03.2019			
	Friday, 08.03.2019			
	Monday, 11.03.2019			
	Tuesday, 12.03.2019			
	Wednesday, 13.03.2019			
	Thursday, 14.03.2019			
	Friday, 15.03.2019			
	Monday, 17.03.2019			
	Tuesday, 18.03.2019			
	Wednesday, 19.03.2019			
	Thursday, 20.03.2019			
	Friday, 21.03.2019			
	Monday, 25.03.2019			
	Tuesday, 26.03.2019			
	Wednesday, 27.03.2019			
	Thursday, 28.03.2019			
	Friday, 29.03.2019			

Monitoring Impact; Measuring Results

- Agree a process for monitoring the impact of your online activity.
- Decide what metrics you will monitor; and how you will measure success:
  - These should link back to your strategic objectives.
- Establish a system for regular monitoring and analysis (a simple Excel spreadsheet will do!).
- Use Google Analytics and the in-built Insights / Analytics tools on social media.
- In addition to monthly monitoring and analysis of key metrics, you can experiment with annual or bi-annual focus groups or surveys.

Tracking Your Results

- There is no ‘right time’ to post on social media. It depends on your audience and their behaviours.
- On a monthly basis, record:
  - Number of followers lost/gained;
  - Top three most popular posts;
  - Three least popular posts;
  - The times they were posted at.
  - Use the ‘Insights’ function to learn more about your followers.
- This will allow you to identify patterns – for example, if your followers prefer your personal / ‘behind the scenes’ posts; or prefer when you share practical tips/advice.
- Adjust your content plan according to the patterns, and regularly review your performance. Do this for all your social media profiles.

Building Your Online Audiences

Growing Your Following

- Hashtag!
- Follow accounts of relevance –organisations operating in your sector; local businesses / local organisations / local politicians; etc.;
- Engage with your followers – like their posts; comment where relevant.
- Remind your clients/service users that you're on social media – share posts on your other social media profiles about your other accounts; include your username in your signature / on your business card.
- Remember – it's better to have a smaller, engaged audience, than thousands of followers of *no* relevance to your organisation.

Points to Remember

- All social media platforms are different – so you should use them all differently.
- Develop bespoke hashtags and use them consistently.
- Use social media to show personality – people love glimpses of how organisations and brands work behind the scenes.
- Don’t spam your followers! (A good rule of thumb is to aim to post content to Facebook once per day; and tweet a few times daily.)
- Use consistent usernames – e.g. our Twitter, Facebook and Instagram usernames are all: @helloalicepr.

Practical Exercise:

Develop a content plan for your social media profiles for the next month, mapping out a list of posts you can share on either Facebook/Instagram/Twitter (or all!) per week. Can you incorporate wider trends?

Additional Tips / Resources

Creating Engaging Visual Content

- If you don’t have a bank of high-quality imagery, there are websites where you can download high-res, royalty-free images.
- Pixabay: https://pixabay.com/en/
- Unsplash: https://unsplash.com/
- Use a free website such as Canva (www.canva.com) to edit your photos / overlay them with text and logos / create event posters / create infographics.

helloalicepr • Following
Alice PR & Events

helloalicepr Busy week ahead for #TeamAlice! 🏠🏃‍♀️Just over a week to go until the Old Fort Quarter Festival, taking place in Portlaoise 22nd - 24th June - make sure to check it out! We've a couple of events coming up this week with Dublin Institute for Advanced Studies, including a public lecture to commemorate the 75th Anniversary of Professor Erwin Schrödinger's 'What is Life?' Lecture Series; and there's lots going on with Springboard Courses and @dfsdublin too! 😊

#AlicePlaybook #pr #events #mondaymotivation #laois #oldfortquarter #portlaoise #ireland #schrodinger

9 likes

JUNE 11

DON'T BE AFRAID OF THE DARK (MATTER)

We don't know what it is, but we know it's out there.

Dark matter makes up about 85% of the universe. That's a BIG part of the universe we still can't explain.

Dark matter is mysterious, elusive - much like the ghouls and ghosts of Hallowe'en.

On International Dark Matter Day, join us for a discussion on what dark matter is and what's being done to discover the mysteries behind it.

When: 6.30pm - 8pm Tuesday, 31st October
Where: Dublin Institute of Advanced Studies
10 Burlington Road, Dublin 4

DARK MATTER DAY

DIAS
Institiúid Ard-Léinn Bhaile Átha Cliath
Dublin Institute for Advanced Studies

Brain Tumour Ireland
Published by Emily Brennan · 10 October at 17:11 ·

Brain Tumour Awareness Week takes place later this month. To support Brain Tumour Ireland, we're asking people to join our #WearAHatDay – you can get involved by wearing a hat on Friday, 26th October and texting BTI to 50300 to donate €4. All funds raised will go towards raising awareness of brain tumours, funding patient support and research. Make sure to share a pic of you and your hat, using the hashtag #WearAHatDay! We're so grateful for all the support we receive from around the country – whether it's people doing our annual run (coming up on Sunday, 4th November), participating in the Women's Mini Marathon, or organising pub quizzes to fundraise for us – it all helps!

16,936	625	788	Boost Post
People reached	Engagements	Clicks	

Paula Geoghegan, Gwynneth Crascall and 100 others 3 Comments 168 shares

Like Comment Share

Questions and Evaluations

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Carmichael.

Next Steps?/ Other resources? (etc.)

https://www.carmichaelireland.ie/courses/