SOCIAL MEDIA CAMPAIGN
TOOLKIT

1 - CAMPAIGN AIMS

What is your campaign aiming to achieve? Focus on clear objectives and be specific - *what does success look like?* Campaigns like 'raise the profile of …' are too vague.

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Who is your target audience? The answer to this question will influence which social media platforms you use, the tone of voice and style of content for your campaign. Where are they? How old are they? What do they do? Be clear.

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When does it begin, when does it end? Much better to have shorter, full-power with a clear ending than longer campaigns that fade away.

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What are your campaign key messages? Why should people support your campaign? What are your 'calls to action' (what you want people to DO?) Come up with a list of messages you will use regularly on social media, stories and on promotional material.

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2 - CAMPAIGN #TITLE

What is the title of your campaign? Does it work as a #HASHTAG?
TOOLS: twitter.com and Instagram (to check if anyone else is using the hashtag)

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- Your hashtag should be unique, memorable and work both on and offline
  (Tip: will it look great on a t-shirt?)
- In addition to your campaign hashtag, you may want to use other hashtags to extend
  your reach. For example: #Glastonbury2019 #Glasto might be used together.
- One to three hashtags on Twitter is enough, same for Facebook. research suggests
  that peak engagement on Instagram happens around nine hashtags.

3 - WHICH CHANNELS?

Before you choose the social network or networks to spearhead your campaign, you
need to decide whether to involve your website (if you have one), or create a new
website. If so, think of your website like 'home' with social media reaching out.

In many campaigns, the job of social media is to drive people to a website, where they
will be encouraged to 'do' something, like support the campaign, buy tickets, volunteer
or donate money. This is called 'conversion' and is a key to your campaign success.

Special pages on your website where these 'conversions' take place are called **landing
pages**. The address would often look something like mywebsite.com/campaignname.
This is the address you would share during your campaign.

Do you need to set up a landing page YES ❑ NO ❑

If yes, what address?

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Which main social media platforms will drive the campaign?

(Twitter, Facebook - Page or Group, Instagram, YouTube, LinkedIn)

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SOCIAL MEDIA ACCOUNTS: Do you need to set up new social media accounts? If so, are your chosen usernames available on all social media channels? *Tool: namechk.com*

Tip: If creating a set of social media profiles for a campaign, create first a Gmail amount and use that to register for networks like Twitter and Instagram.

PROFILE CHECK!

BIO: Do your account bios hit home? Does they include your campaign hashtag, links and other information. (Use the 160 characters for Twitter as a start, then copy across other social media channels). *Tool: For examples of bios, try followerwonk.com*

IMAGE: If you need to design a campaign logo, start SMALL and start here …

Sketch a social friendly avatar that looks good in square and round formats - strong and simple.

Tool: Looking for icons/inspiration? Try *iconfinder.com* and *thenounproject.com*. To create profile images: fotor.com, canva.com, social media image maker

Remember to create **profile header images** for your campaign. Make them human!

4 - WHO'S YOUR HERO?

Your campaign needs to be human to succeed - we respond emotionally to other people; to faces; to action - not to hashtags, organisations or appeals for support.

Who will be the 'face' of your campaign? Celebrities, your followers, generic images, people in local communities? Find them in advance.

5 - INFLUENCE THE INFLUENCERS

Internal comms: Is everyone in your organisation and network aware of the campaign, its timing and objectives, well in advance? Are they ready to share and promote the campaign? Do you need a series of countdown emails, briefings or meetings?

External comms: Do you have a plan to communicate with media, influencers and key stakeholders? Are they ready to share and support your campaign? Draw up a target list. Keep them in touch with the campaign aims, launch and progress. Ask for their support and give them the images, links or suggested words you want them to share.

Make sure you recognise their contribution during the campaign and thank them personally for their contribution.

6 - KEEP CONTROL

Your campaign needs a solid base of organisation, collaboration and admin, active before the launch and ready to swing into action …

- ☑ **Keep it simple**. Your campaign should have one clear project leader, and others involved know their roles.

- ☑ All social accounts have at least two **admins** and **passwords** are stored safely on and offline (with access by at least two people)

- ☑ You have a platform for **communication** and **collaboration** with your team (for example Trello, FB Group, Slack, WhatsApp, Google Calendar)

- ☑ All campaign plans, images, video and other material is easily available online (for example, via Google Drive or Dropbox).

- ☑ Have you created, shared and approved **campaign visuals, key messages** and **materials** in advance?

- ☑ Are you clear what **metrics** will be used to measure success? Do a social media audit before the campaign begins so you have a benchmark. Are the **tools** and **platforms** in place to measure your progress (for example, will you use Facebook and Instagram Insights, or a service such as Hootsuite?)

- ☑ Have you **created content** ready to share? (See next section). Consider creating a content calendar for posting stories you create. More on using content calendars: four-tools-to-build-a-content-calendar

7 - CREATE CONTENT

Some campaign content can be driven by engaging with your audience and supporters during the campaign. But it is vital to get ahead and create content in advance.

Images. Create a series of images with your key messages and calls to action, ready to be shared on social media. Have a library of campaign images for your own stories and for use by the media.

Create **shareable stories** around your campaign or related topics that engage, inform and entertain your audience. Whatever happens, any stories you create MUST be easy to read on mobile devices. If they don't, don't do them.

Your stories will need powerful headlines that attract attention on social media AND help Google to connect your stories with people searching online for your topic. Remember the power of headlines containing WHO, WHAT, WHY, WHERE, WHEN and HOW.

Story forms that engage on social media and work on mobile include **Lists, Q&A, In Numbers, In Pictures, Timeline, Curation** ('embedding' social media posts into a story) **Quizzes, Polls, Competitions** and **Resources** (such as 'How to' guides or activity packs).

Plan and create **video and audio** including interviews, promos, live video and explainers, plus Facebook/Instagram Stories. If you have the knowledge, equipment and time, this might be the time to try podcasting.

Email newsletter. Optional. You may already have an email newsletter you can use to promote your campaign, or you may wish to set one up specifically for the campaign. This should tie in with your website landing page. Tool: mailchimp.com or tinyletter.com (free, simple newsletter tool for those starting an email for the first time).

Note on images: It's always better to shoot your own campaign images. But you may well find yourself searching the internet for generic images you can legally use. Start at pexels.com, unsplash.com and pixabay.com

Tools: polarr.co (edit and enhance images, online and Chrome extension), Rezsizemy.photos (Simple but fast image cropping - requires Chrome extension), canva.com (design and add text to images - free online visual editor), Pablo (https://pablo.buffer.com - easy way to add text to images), fotor.com (good for creating social media headers). Quizzes and polls: apester.com.

More on *Twitter competitions*: bit.ly/1NW255n. *More on Facebook competitions*: http://bit.ly/feu-facebook-competitions

You're ready to launch your campaign ...

8 - LISTEN, POST, ENGAGE

'Listening' is keeping track of your campaign, what people are saying about you/your campaign, and what they are sharing. Make sure you have the apps for your chosen campaign platforms installed on your mobile device, and check regularly. You may want to use a social media dashboard such as **Hootsuite** to track your campaign in one place.

Post. Aim to post something at least twice a day - a mix of your own content, stories from elsewhere on the internet of relevance to your audience and campaign, and calls to action. Share your own posts on Twitter more than once.

Schedule your social media posts to get ahead and maintain a consistent flow of posts. Share at times your network is most active by using the tools below. Tool: buffer.com (paid).

Is there a good time to post social media updates? Definitely … but it depends on your audience. As a simple start, think of three social media peaks in the day (breakfast lunch and evening). Match your posts to suit the mood of your audience.

Start posting at different times, and monitor the result. These tools will help you decide when your audience is most active: tweriod.com (for Twitter). Facebook insights (Available to Page admins. Tap the Posts heading to see chart).

Remember to include campaign hashtags in everything you share.

Advertising. This toolkit focuses on 'organic' content and engagement, but promoting your showcase posts or videos on Facebook and/or Instagram, or creating an advertisement, can help give your campaign a powerful extra push.

Engage. Comment, reply, retweet and share. Be encouraging, say thank you, ask questions, tell people how the campaign is going … be human.

When you reach the finish line … STOP! Some campaigns drift on and lose their momentum. Avoid those 'I wonder what happened to …' questions. Define the end to your campaign so you can review it objectively and share the result with supporters, influencers, your own team and your wider audience. You can always do a second phase or start a fresh campaign.

9 - REVIEW YOUR CAMPAIGN

So … did you achieve what you set out to do? What can you learn for next time? How could you improve the campaign organisation, flow of stories and quality of content?

Often, less is more when it comes to analytics. Metrics that you actually read (and understand) are more valuable than reports full of charts and jargon. So keep it simple. Platforms such as Hootsuite and Loomly include analytics you can customise (at a price) as well as posting tools. But if you don't use a social media management dashboard, you can use the individual platforms to find and share metrics regularly during your campaign, and of course at the end.

Create a table or spreadsheet (Google Spreadsheets are ideal). Use some of the metrics below and complete columns on a weekly or monthly basis, depending on project and time available. Remember, it's not really just about the numbers of people viewing your campaign. It's about engagement (are they interacting with your posts) and 'conversion' - are people signing up, buying tickets, volunteering or whatever it is that spells success for your campaign?

Measurement	Where do I find the information
What did you share?	
Number of Tweets, Facebook posts, Instagram posts, YouTube videos etc	Twitter Analytics, Facebook Insights, Instagram (or gramfeed.com), YouTube Analytics
Who did it reach?	
Website unique visits (overall and landing page)	Google Analytics
Number of sign-ups to email newsletter (optional)	Email platform eg Mailchimp
Facebook Page likes, post engagement	Facebook Insights
Facebook video views, minutes watched, interactions and comments	Facebook Insights
Number of YouTube video views, shares and minutes watched	YouTube Analytics
Twitter followers, retweets, mentions	Twitter Analytics
Instagram followers and interactions	Instagram Insights*

* More information on Instagram Insights: https://www.hopperhq.com/blog/instagram-insights-meaning-2018/

10 - SAY THANK YOU

One last thing. The most valuable people in your campaign are those who support you. Don't forget to say **THANK YOU** to those who really made it happen. **Good luck with your next social media campaign.**