TE PŪAHA O TE AKO

CENTRE for SOCIAL IMPACT
A Foundation North Initiative

Cut through! Effective social media

Arohanui West

25 November 2026

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Scope of our kōrero

You'll gain…

- practical guidance
- fresh ideas
- and greater confidence to strengthen your organisation's digital presence and community engagement.



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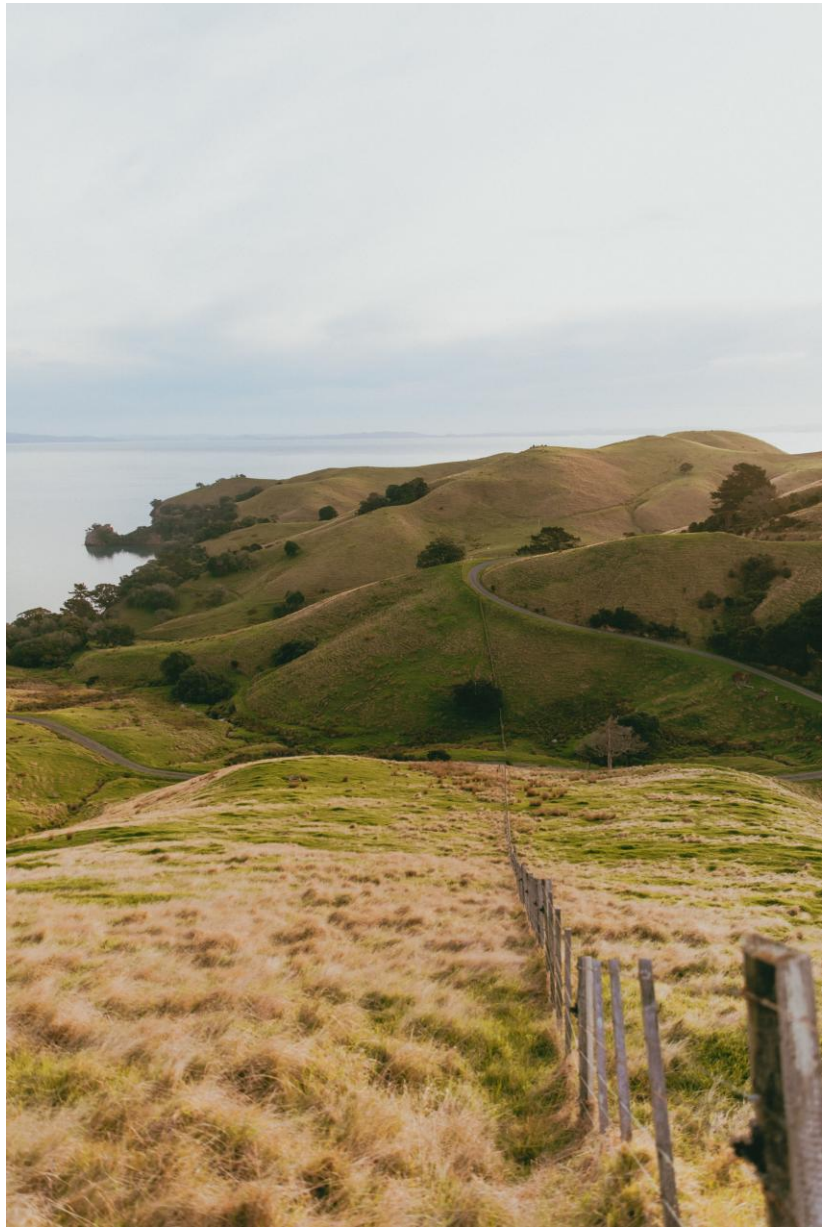
The current landscape

- Daily time spent on social platforms has plateaued or dipped from its early-2020s highs, alongside growing pushback over screen time, mental health,and tighter age or platform regulations.
- Short-form video (popularised by TikTok/Instagram Reels/YouTube Shorts) has become central to discovery and engagement. **Feeds have shifted heavily towards video, carousels, and text overlays.**
- Organic reach is now determined by content quality and retention rather than follower count. Algorithms now heavily prioritise watch time (completion rate), rewatches, saves, and DM shares over passive likes.
- AI tools has made content + captions look similar.
- You have 1.7 to 3 seconds to grab the users attention before they scroll



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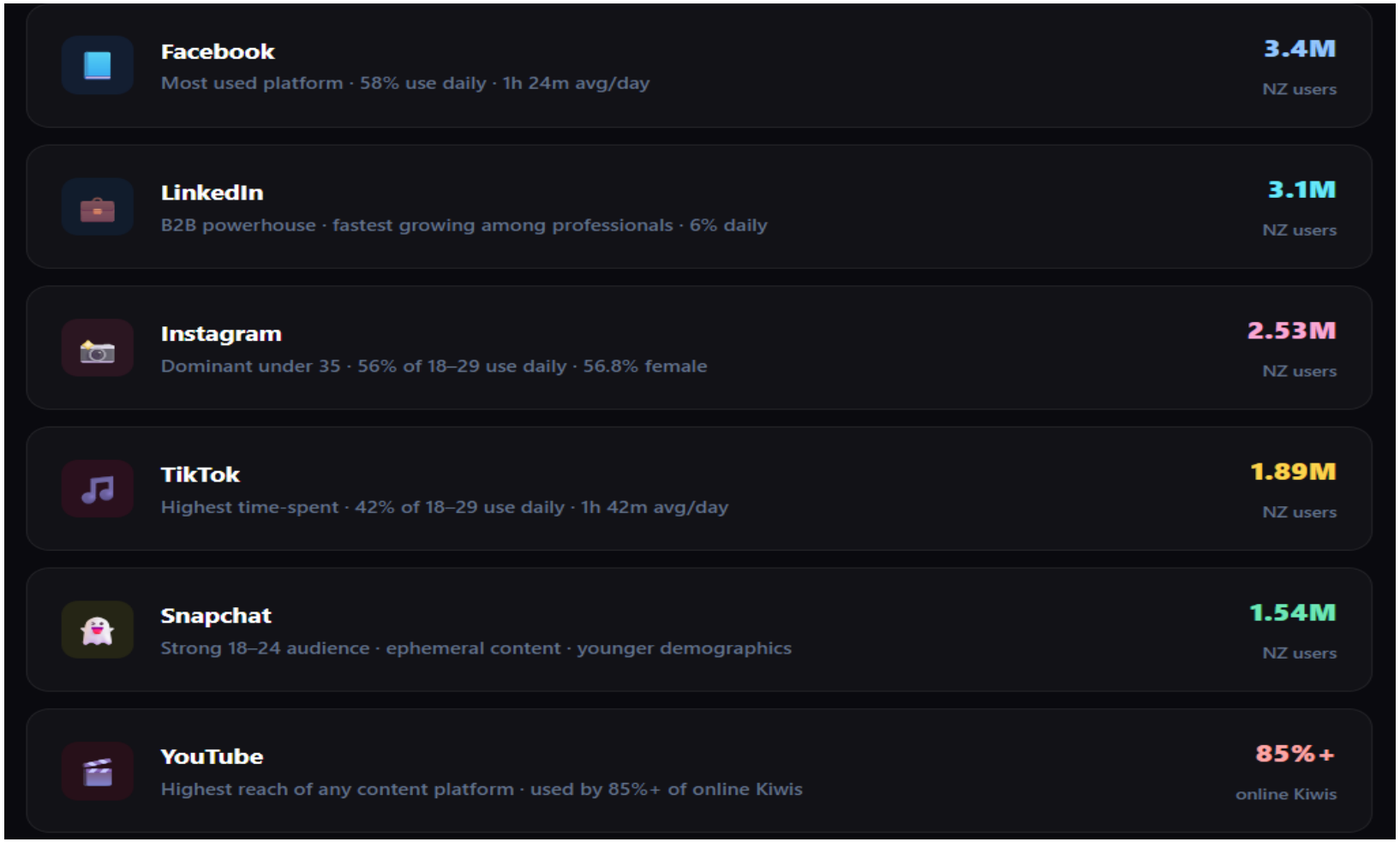
Different strokes for different folks



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Tip #1: Learn your audience



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Tip #2: Have a plan

Create a campaign plan template that you complete every quarter, or as needed for your org

Your campaign plan could include:

- Who is our target audience?
- What is our core messaging?
- Deliverables i.e post every Wednesday for that quarter, or get x amount of engagement across this quarter
- Content calendar.



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Content calendar

Platform	Content	Format	Caption	Date to be posted
Substack	How to reduce waste over the Christmas period	E-pānui	Hanakoko shops hokohoko!	10/12/26
Instagram & Tiktok	How to reduce waste over the Christmas period	Reel (Face to camera, reading a section of the blog)	Bank acc & Te Taiao said everybody is getting a hug for Christmas x	10/12/26
Facebook	How to save money and reduce waste over the christmas period	Blog	Did you know waste production in Aotearoa increases by 30% over Christmas?!	10/12/26
LinkedIn	How to save money and reduce waste over the christmas period	Insightful quote from the pānui + link to substack	Tread lightly on Papatūānuku this Kirihimete.	10/12/26

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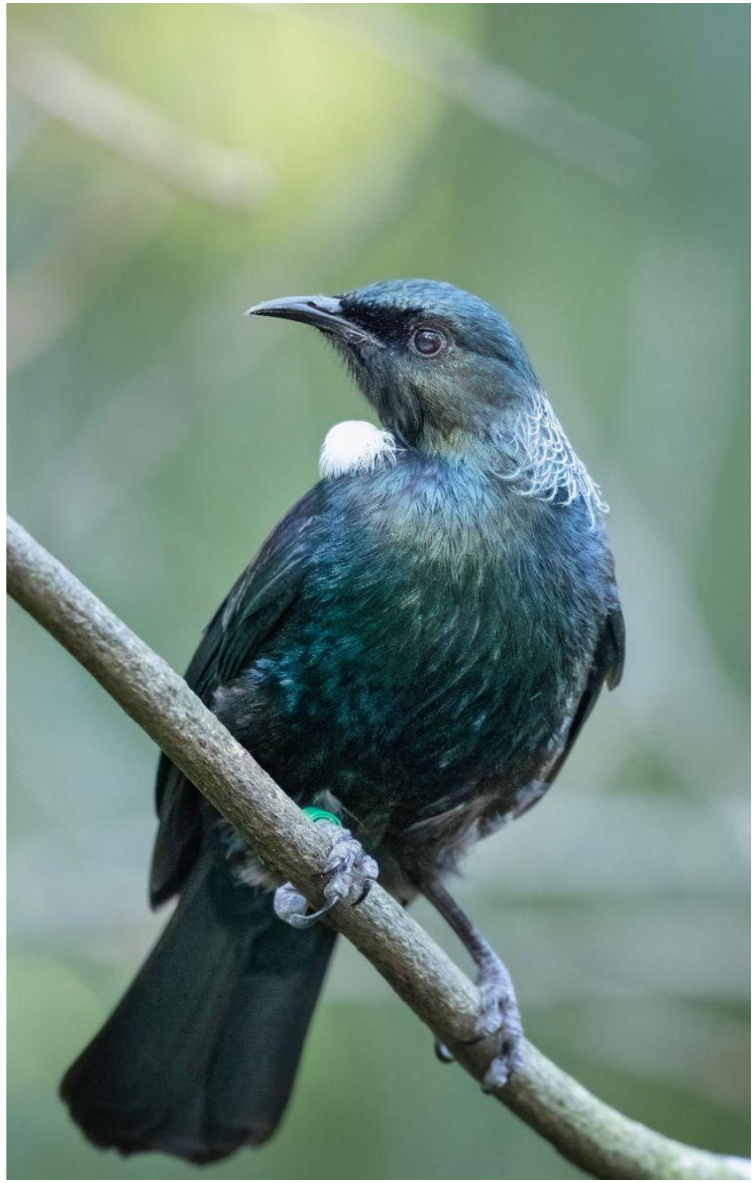
Tip #3: Be consistent

- Have branding - even if it’s simple. One font, a colour scheme, logo.
- Repeat your core messaging till your audience starts saying your core messaging back to you
- ‘Fun fact fridays’, ‘Meet the team Mondays’



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Tip #4: Different posts for different hosts

CONTENT TYPE	PLATFORM FIT	NZ ENGAGEMENT	PRODUCTION COST	MARKETER PRIORITY
Short-form video (Reels/TikTok/Shorts)	TikTok · Instagram · YouTube	Very high	Low–Medium	🔥 #1 Priority
Long-form video / YouTube	YouTube · LinkedIn	High	Medium–High	#2
Educational / "Edutainment" content	All platforms	High	Low	#3
User-generated content (UGC)	Instagram · TikTok · Facebook	High · builds trust	Very low	#4
Static image posts	Instagram · Facebook · LinkedIn	Moderate	Low	Supporting
Long-form blog / SEO content	Google · AI Overviews	High (AEO value)	Medium	Essential for SEO
Podcast / audio	Spotify · Apple Podcasts	Niche but loyal	Medium	Niche brands

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Tip #5: Work smarter not harder

Sometimes you'll work on a slide-deck for 3 days, get board approval, make 24 adjustments and it will get 17 likes and 1 comment.

In the same week you'll post a random video with a caption overtop of it that took you 3 minutes and it will get 10,000 likes, 400 followers and 78 comments.



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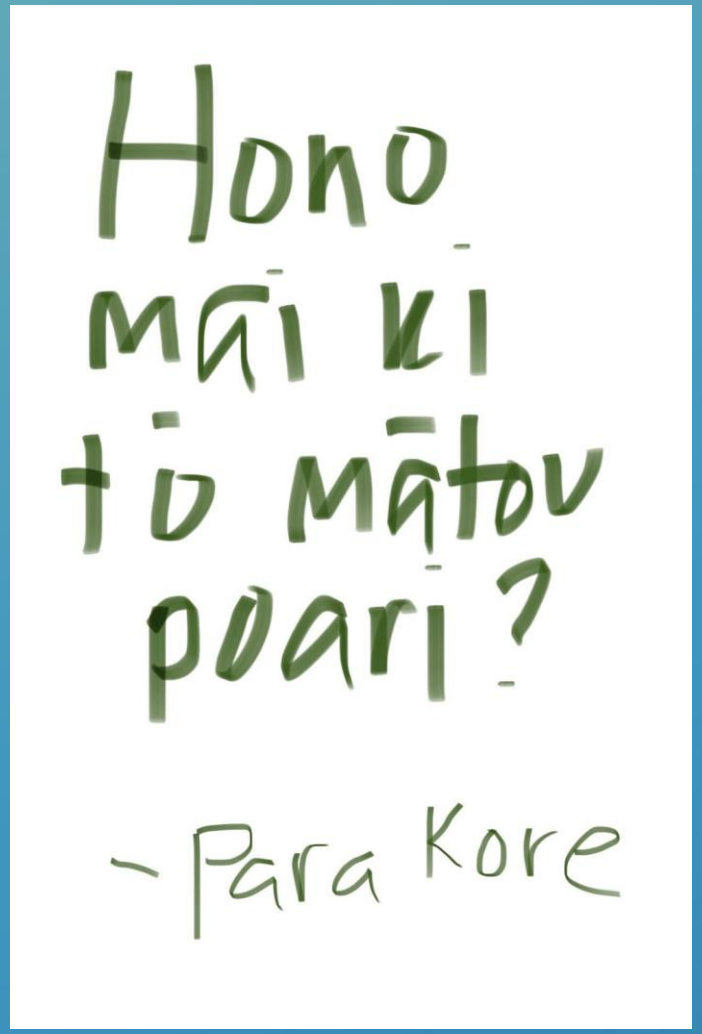
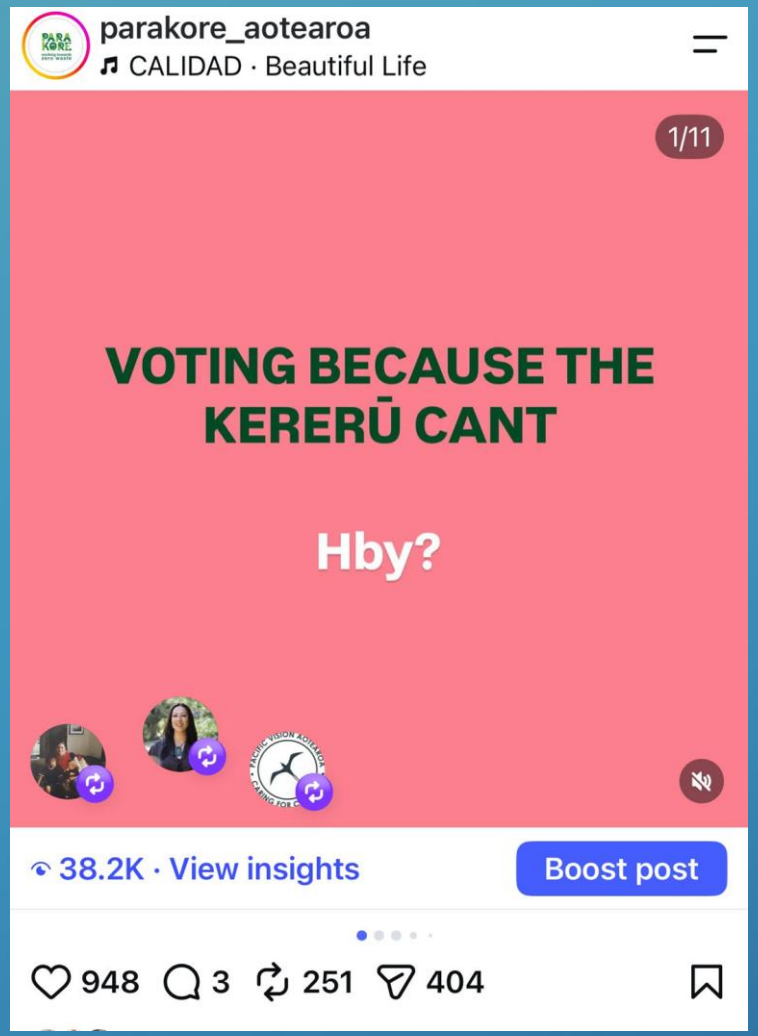
Tauira - Examples







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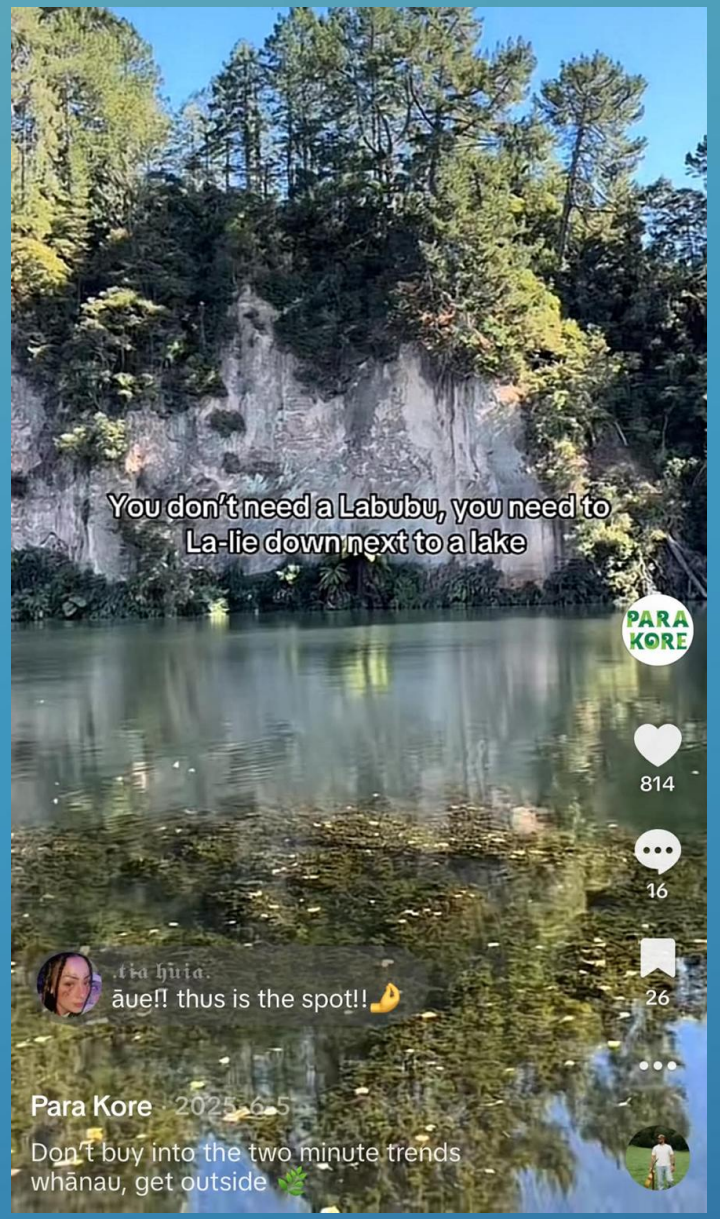



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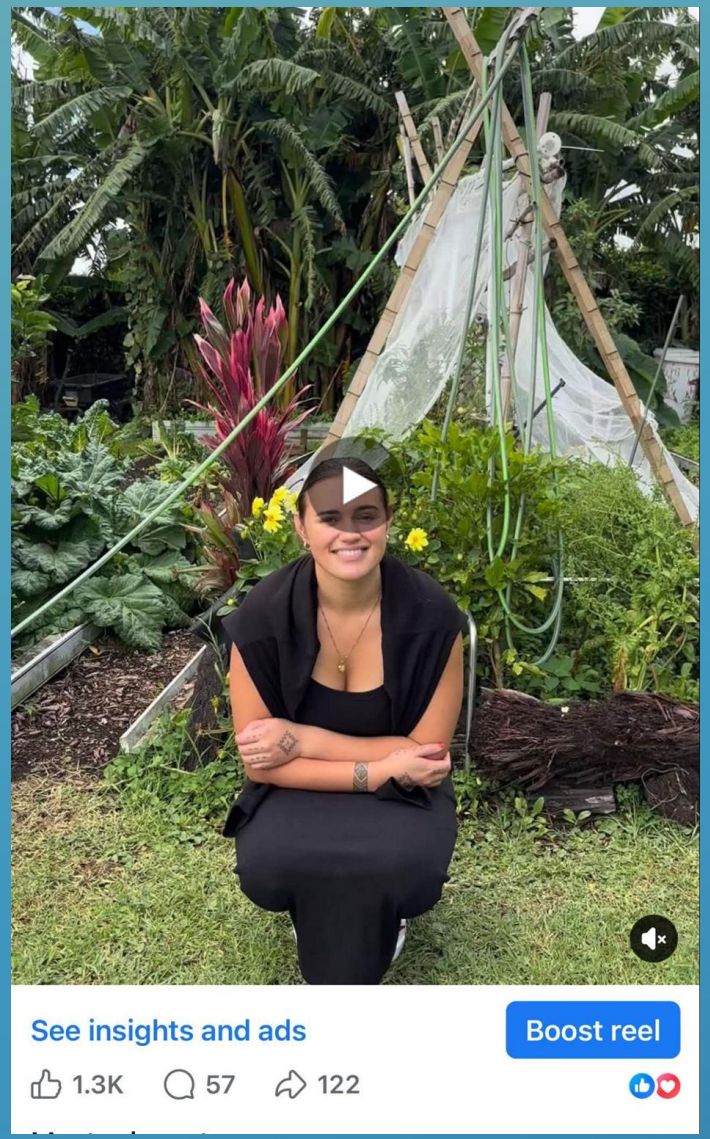

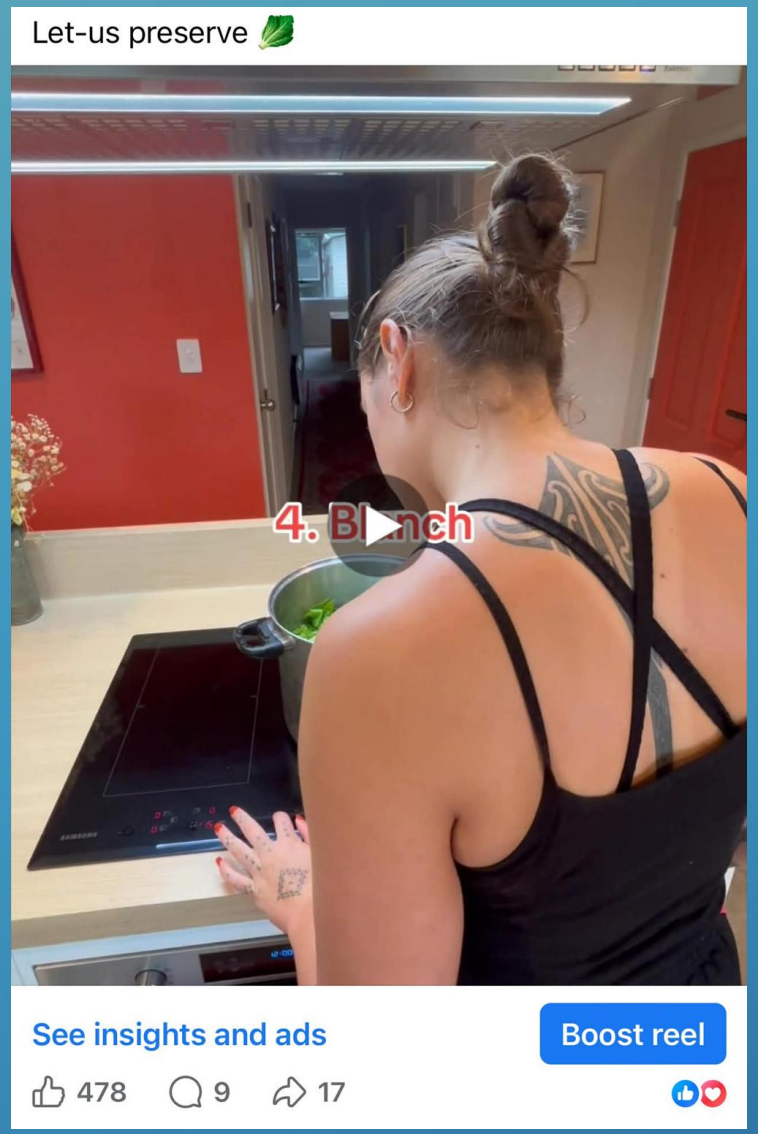



Credit: Rotorua Lakes Council

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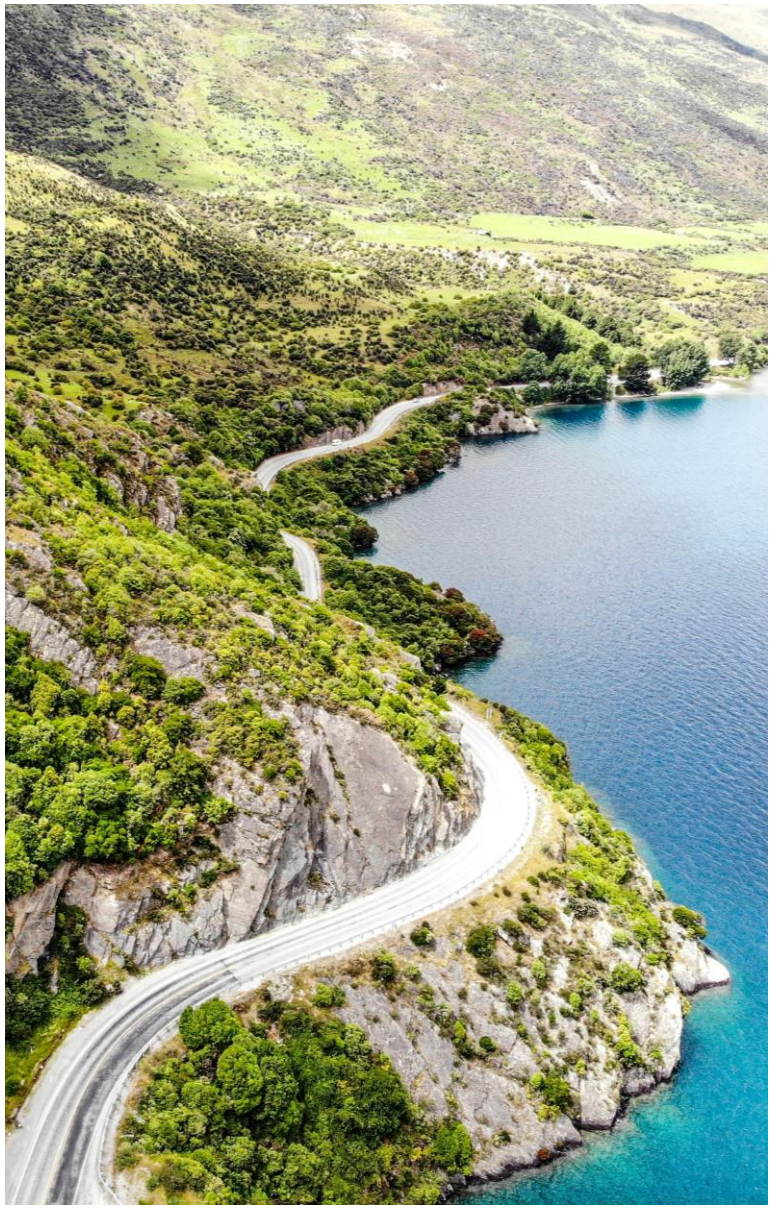
Tip #6: Ask yourself ...

- Would I engage with this content if it came up on my feed?
- Would I post this on my story, or send it to a friend?

If the answer is no, chances are other users wouldn't either.



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Tip #7: Mahitahi

- Engage with like-minded orgs content (comment/share/post to your story - it will boost your own reach).
- Reply to comments.
- Collaborate with other accounts.
- Engage your audience, post polls, surveys, or ask a question in your caption “what’s your favourite zero waste hack?”
- Have a work group chat where other kaimahi can contribute content (if applicable).



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Tip #8: Less is more

- Quality over quantity
- Post when you have something to say, don’t post when you don’t
- People will lose interest if you over-saturate their feed



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Track progress

When your boss asks if it’s necessary to spend so much time making memes, whip out the receipts.



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Top tips

- Use trends in your favour (trending audios, songs, style of content etc)
- Delete and remove bots
- Learn your audience, i.e if your audience is rangatahi then Linkedin might not be the best place for you
- Utilise the ‘story’ function - not everything needs to be a permanent post, some things only need 24 hours
- Social media is always changing, you learn just as much (if not more) from the flops, than you do the wins.
- Chill on the A.I generated flyers and captions, its oversaturated & a waste of wai māori
- Add captions and/or music to add depth to your content

Karawhiua! Give it a go

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Pātai?
Question time

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Ngā mihi
Thanks

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