

Te Pūaha Talks

Social Media for Social Impact

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Reading & Watching Recommendations

Books	Viewing	Blogs & Articles
<ul style="list-style-type: none">• <i>Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World</i>• <i>So You've Been Publicly Shamed</i> by Jon Ronson• Any of the books on this reading list for social media managers compiled by Hootsuite.	<ul style="list-style-type: none">• <i>The Social Dilemma</i> on Netflix• <i>The Great Hack</i> on Netflix• Center for Humane Technology videos on Youtube	<ul style="list-style-type: none">• How audiences differ on social media, via Strike Social• How TikTok works, via Mabel Maguire• TikTok overview by Krunch• Why a hard sell is a bad idea on social, via Mabel Maguire• The ethics of social media - multiple readings from Center for Humane Technology• How to do hashtags well• How to do social media giveaways• Tips to improve followers via Social Media Today

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Other Cool Stuff

- This [live counter](#) shows you how many people are on social media around the world in real time
- Tutorials on how to use [Canva's](#) design platform
- How to create a Response Bank for your organisation:
 - Create an excel filled with every question ever asked on social and any you could be asked
 - Add all comments you get and could get
 - Craft responses for each in the brand's tone
 - Flag up ones that need to be escalated/hidden
 - Share with anyone working on your social media

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Monthly Content Calendar for You to Download & Use

Social Media Calendar - April							
Date	Day		Theme	Photograph	Link to Reshare Content	Notes / Text suggestions	Approved?
1st	Wednesday	Instagram Post	April fools - fun graphic post				
		Facebook Post	Spotify playlist to get you through Hump Day				
2nd	Thursday	Instagram Post	Service info post				
		Facebook Post	Spotlight On Research in our field				
3rd	Friday	Instagram Post	Cheers to the weekend! What we're doing this weekend.				
		Facebook Post	Tangential post- link to documentary about our area of expertise				
4th	Saturday	Instagram Post	Behind-the-scenes: visits to client/workshop pic		Could use shots like these, if you havent used them already - link to dropbox folder.		
		Facebook Post	Tangential post: Conference or exhibition coming up that relates to what we do.				

You can download this template [here](#).

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Thank you