

# ***Te Pūaha Talks***

## **Social Media for Social Impact**

Kirsten Matthew

## What We're About to Learn

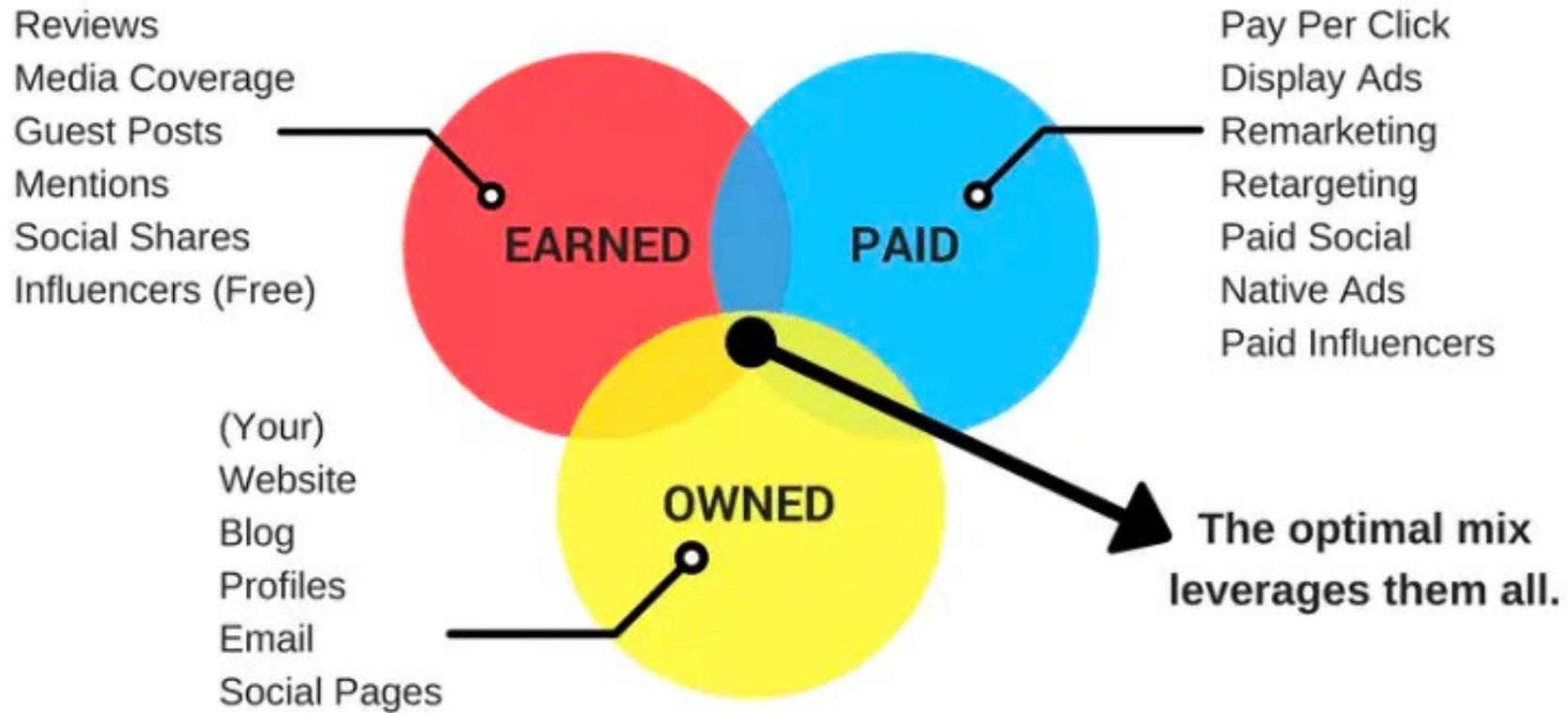
- Overview: Why Social Media is Important
- Start with Strategy
- Creating Compelling Content
- Engaging with your Community
- Pay for Play: Social Media Advertising
- Analytics are Amazing

## New Zealand Social Media By the Numbers

- **3,970,000** social media users = **82%** of the population
- **1.5 hours a day** on social media
- **80.9%** on Facebook
- **2,342,000** on Instagram
- **85 minutes a day** on TikTok
- **2,300,000** on LinkedIn

## Social Media's A Must Have (Not A Nice to Have)

# The Digital Marketing Mix



*Te Pūaha o te Ako*

# Strategy is the Way to Social Media Success

- Audience — Who are you talking to?
- Brand values — core values & beliefs
- Organisational Objectives — goals for the next year
- Communications Objectives — What do you need to say & when?



*Te Pūaha o te Ako*

## How to Create Compelling Content

- Develop a handful of **organic content themes**
- Find **tangential themes** that resonate with your followers
- Reshare **user-generated content**
- Reward followers with regular **giveaways**

## Working with Images

- Don't wing it! Create templates & drafts
- Make friends with Canva for graphics
- Curate & crop your images
- Create an image archive



*Te Pūaha o te Ako*

# Do's & Don'ts of Design

GOOD!

BAD!



Te Pūaha o te Ako

# Words, Words, Words

- Who, What, When, Where, How
- Write in the voice of the brand
- Spelling & grammar matter
- Ask questions
- Approach Emojis with care



*Te Pūaha o te Ako*

# Planning is Pretty Important

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.				

Here's an [excel sheet](#) for your use

*Te Pūaha o te Ako*



WWW.BITSTRIPS.COM

*Te Pūaha o te Ako*

## Community Engagement Is Crucial

- Respond to every comment with a like / response
- Have a pre-prepared Response Bank
- Hide or delete problematic comments quickly
- In a crisis, hurry up... then wait
- Follow everyone influential
- Start conversations on other pages

## Influencers & Collaborations

- Be clear about what you need
- Provide the content
- Follow up
- Reshare & be appreciative



*Te Pūaha o te Ako*

# LinkedIn

Civic Group Super admin view

View as member

All Pages Content Analytics Activity Admin tools

## Visitor metrics

Page Views All pages All filters



## Visitor demographics

Job function



# Instagram

## Engagement

Last 30 Days Apr 12 - May 11

### Followers and non-followers

Based on accounts engaged



### Content interactions

550

Content Interactions

27.6% from ads

-33.2% vs Mar 13 - Apr 11

Post Interactions vs Mar 13 - Apr 11 359 -47.5%

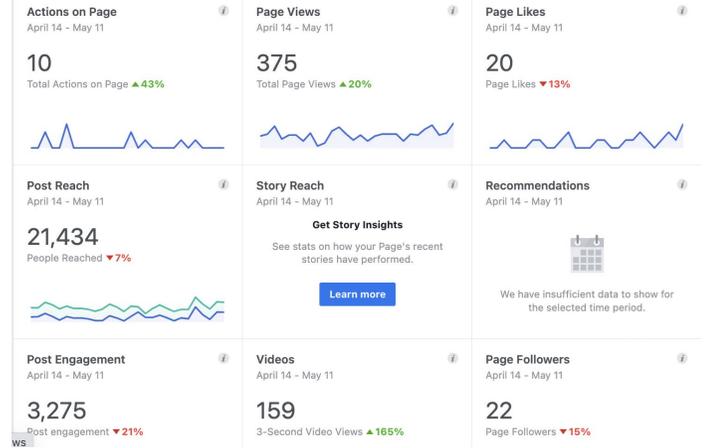
Likes 304

# Facebook

Page Summary Last 28 days

Export Data

Results from Apr 14, 2022 - May 11, 2022. Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.



Your Fans Your Followers People Reached People Engaged

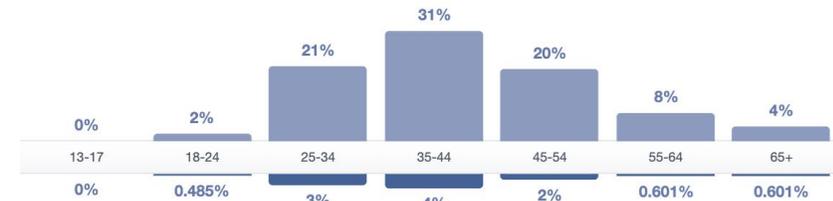
The number of likes of your Facebook Page. This metric is estimated.

### Women

87% Your Fans

### Men

11% Your Fans



Country	Your Fans	City	Your Fans	Language	Your Fans
New Zealand	3,898	Auckland, New Zealand	1,963	English (US)	3,194

Te Pūaha o te Ako



# *Te Pūaha Talks*

are produced with support from



## Thank you