

Socially Speaking...

Social Media 101 Webinar
Thursday, 16th February 2023
5pm - 6pm



Education changes lives. And families. And communities.

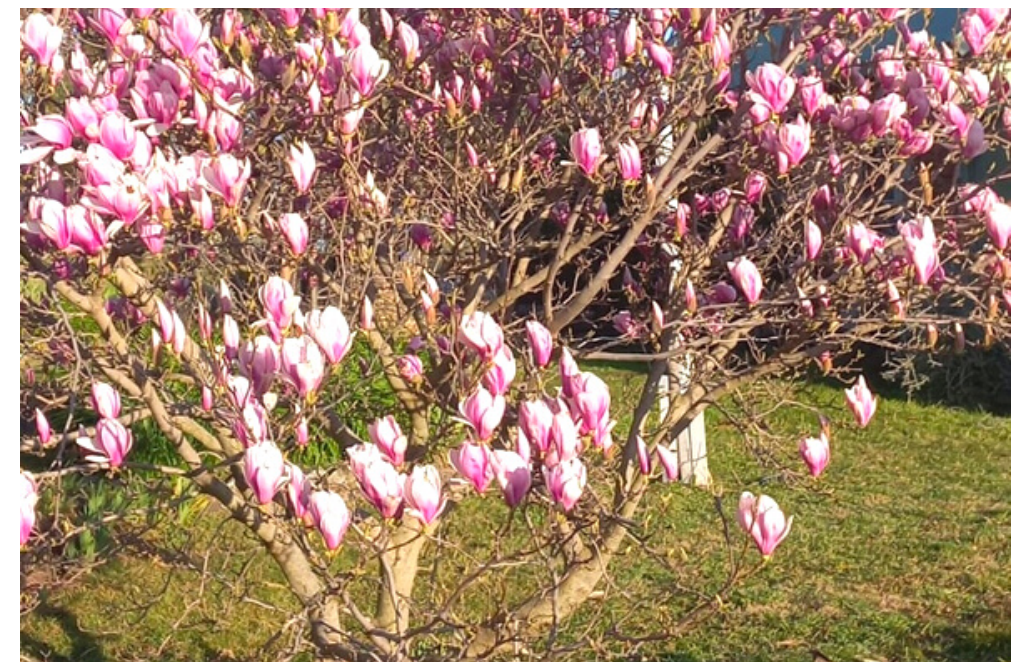


Acknowledgment of Country...

In the spirit of reconciliation, CEF acknowledges the Traditional Custodians of country throughout Australia and their connections to land, sea and community.

We pay our respect to their Elders past and present and extend that respect to all Aboriginal and Torres Strait Islander peoples today.

National office is located in Orange NSW, Wiradjuri Country.



Social media by the stats...

80.4% of the Australian population have active social media accounts, at an average of just under 7 x accounts per person!

TOP 5 SOCIAL MEDIA SITES DECEMBER 2022

1. Facebook – 18 million (up 1m from December 2021)
2. YouTube – 17.5 million (up 1m)
3. WhatsApp – 12 million (steady)
4. Instagram – 10 million (steady)
5. LinkedIn – 6.5 million (steady)

Facebook and Instagram most popular with 25-34 year olds.



Top Tips for page set up...

Make sure in the '*about*' tab you have selected **charity, community or nonprofit** in the category section. This helps people find you and lets them know you are doing good work.

Take a little time to write the information sections in the '**about**' section. Use the **CEF vision** and **mission** as guides. Also, make sure the contact details are correct!

Social media images sizes can be tricky - and change without warning! **Google** it to find a cheat sheet, or use the templates in apps like **Canva** to stay up-to-date.



Social media lingo...

TAGGING hyperlinks another persons or organisations account.
Type @ and then the account name to select.

HASHTAGS help people search for topics with keywords.
Just put # at the start of a word/phrase.

SHARING other posts or link is as simple as hitting the SHARE button or putting the link in your post.

COMMENTING is a great way to show public support of people and other organisations. All you need to do is type your comment and hit send!



Get engaged...

A big part of social media success is **'engagement'**
- sharing, liking and commenting on the profiles, posts and pages of people and other organisations.

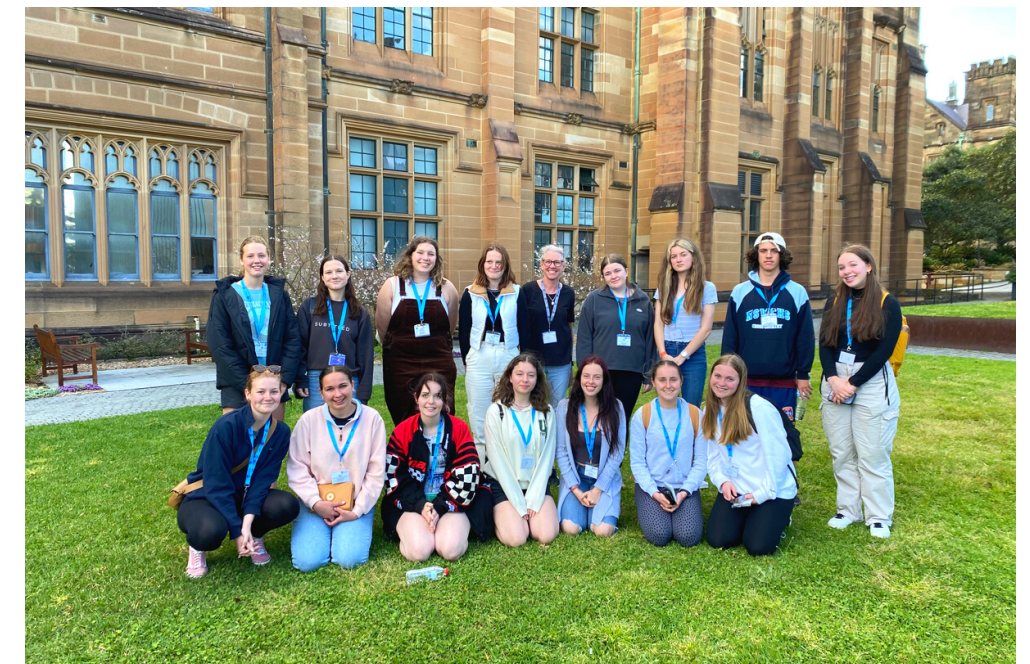
Doing this encourages people to do the same with your content, meaning you tap into their networks and people to grow your audience.



Anatomy of a post....

- Concise, a little colloquial but well written
- Witty is always welcome!
- A great image
- Make sure you tag
- Use CEF hashtags and others that are relevant and 'searchable'
- Explore the tools of a post including;
 - images, videos, check in, Gif, polls

****You can tell a story in your post - some do. You will need a great image and a powerful message to keep interest - it needs to be compelling if you are going to write long!*

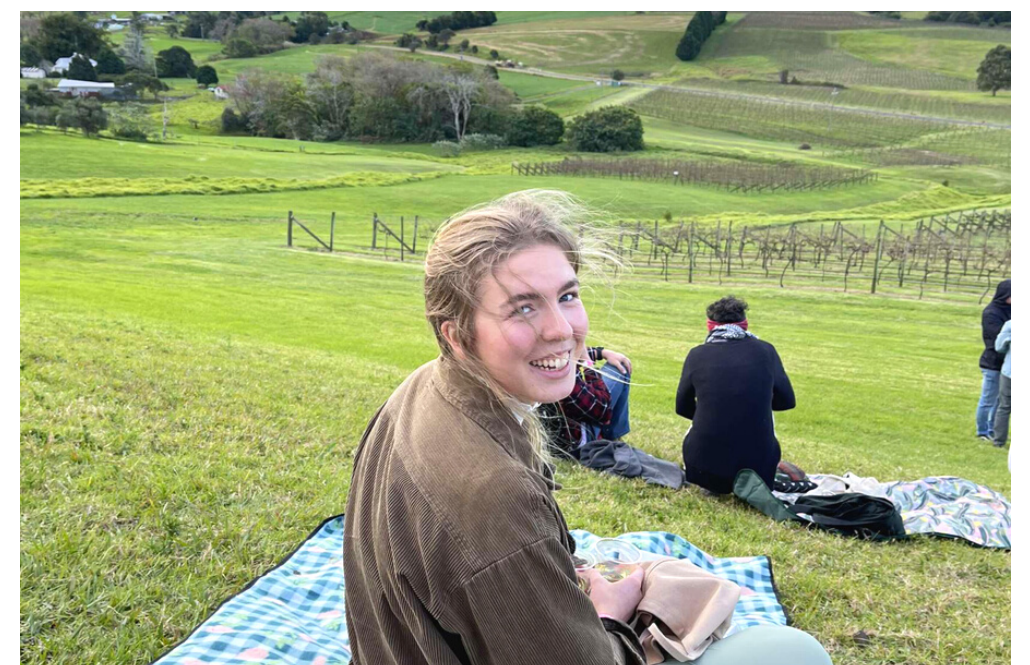


Content Ideas...

- Student stories
- Statistics
- Facts about your community
- Photos, photos, photos!
- Inspiring quotes
- Information about your foundation
- Behind the scenes
- Fundraising activities and events
- Use CEF promotional material
- Share posts from CEF and others



This is EASY content and engagement!



Helpful hints and tips...

Seek Assistance

Consider asking your students and alumni for assistance. They live in the social media world, and are usually happy to help out.

Know Your Audience

Think about who you are trying to reach. Students? Parents? New volunteers? Tailor the language and images you use.

Stories and Reels

Utilise these functions to share information, stories and videos. This content has a higher chance of being seen and reaching more people.

Boost Your Posts

If you have a little cash in the kitty, try boosting your post. For as little as \$20 you can significantly increase your reach!



Consistency is key....

Research shows that when it comes to social media, it's not always the quantity of posts, but how consistently you post. **This is great news for you** - as you can pick a schedule that you can manage.

As a committee, brain storm key dates or activities that mark them in the calendar as a prompt for your socials.

Use these dates to inspire content creation or even get ahead of the game to create and schedule posts ahead of time.



Helpful tools...

Templates

Find free templates on the web. From simple to complex, there will be one to suit you.

Meta Business Suite

This is a Facebook & Instagram inbuilt tool for managing your pages and accounts in one dashboard.

Keep it simple

If this is too much information for you, a spreadsheet can be easily used to plan.

Canva

Canva is the world's biggest graphic design app, and its free and easy to use.

www.canva.com

Google

Don't underestimate the power of Google for useful information and resources.

www.google.com

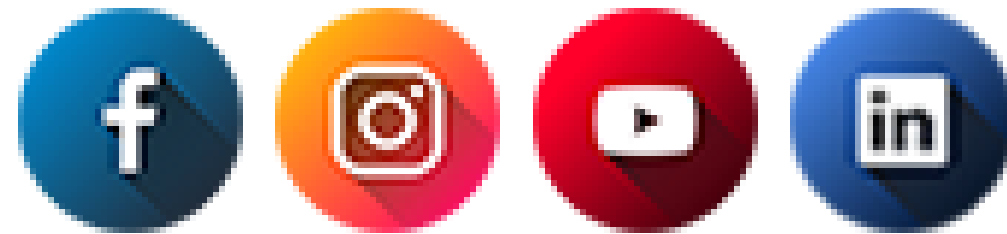
Unsplash

If you need some great images, Unsplash has a massive library of free stock images.

www.unsplash.com



Questions???



@countryeducationfoundation

cef.org.au

1300 652 144

info@cef.org.au



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