

Facebook and Instagram



Nowadays, social media is one of the most effective and inexpensive ways to get your message out and increase visibility in the community but, we do know it can be difficult to navigate. We have put together some information and tips that we hope will help, whether you are starting from scratch or looking to step up your social media game.

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 person 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 links is as simple as hitting the SHARE button or putting the link in your post.

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. With a little planning and preparation, you can be active on social media whether you post once a week or every day!

Time invested up front pays off

Consistent posting might seem overwhelming, but taking the time to create a content calendar will save you time in the long run. As a committee, brain storm key dates or activities and mark them in the calendar as a prompt. Examples would be: Applications open, application soon closing, Matched Giving campaign, EOFY campaign, back to school or fundraising events.

You can use these dates to prompt your content creation or even get ahead of the game and create and schedule posts in advance... Set and almost forget!

Scheduling tools!

Meta Business Suite

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

Templates

Find free templates on the web that suit your team.

Keep it simple

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

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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.



Content Ideas

It can be difficult and time consuming to come up with new ideas. Here are some prompts and suggestions to get the creativity flowing!

- ▶ Student stories
- ▶ Inspiring quotes
- ▶ Statistics
- ▶ Information about your foundation
- ▶ Facts about your community
- ▶ Behind the scenes
- ▶ Photos, photos, photos!
- ▶ Share CEF website or posts



Content Creation

Designing content for social media can be time consuming and frustrating if you don't know where to start or are a novice. Canva is a great design tool you can use for FREE! With 1000's of templates in the right dimensions for each platform, it will make creating content easy and fun!



Helpful Information...

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? Then 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.



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