

Tips for promoting your Be Connected program on social media



Promoting your Be Connected program or event on social media is a great way to spread the word in your community about the free support available at your organisation.

Social media is free to access and is used by millions of people around the world. Social media includes websites such as:



Facebook



Twitter



Instagram

Most social media platforms will allow you to share text, videos and pictures and some also let you share a link to a webpage.

Following are some simple tips and strategies to help you to make the most of your social media posts and reach new people in your community.

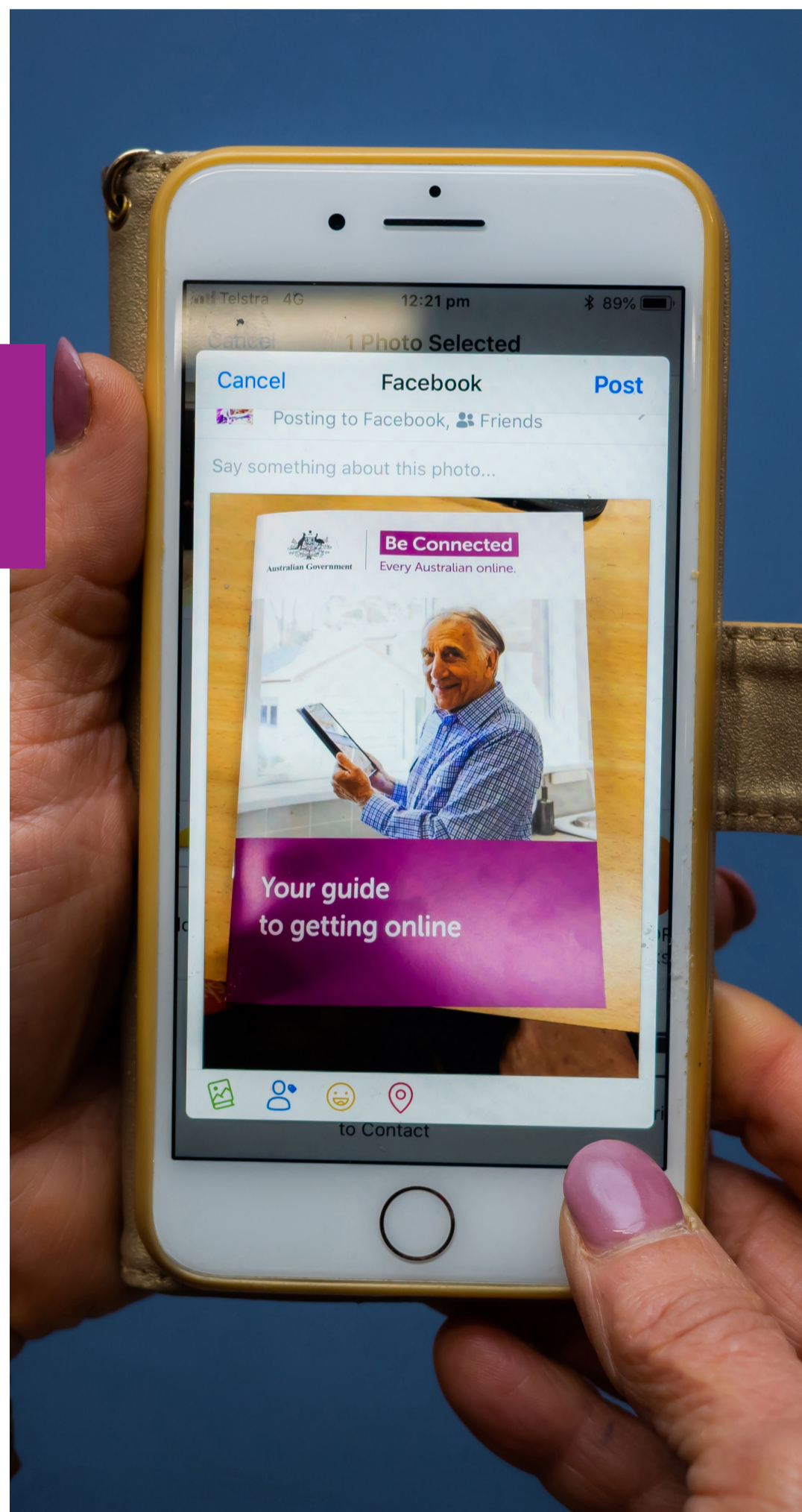


Understand who you are talking to

Posting regularly on platforms like Facebook and Twitter can help reach people you may never meet face to face. But, it is important to think about who will be reading your social media post and tailor the information to work for them.

For example, someone who does not have a social media account themselves may want your support, but they are unlikely to see your post. However, their friends and family may see it and could refer them to you. Here a post such as 'Do you know someone who needs help with social media?' could talk to this audience and motivate them to take action.

Alternatively, you may know that your community members are active on social media but are worried about online safety. Here, a post such as 'We are running free workshops to help you avoid online scams' might be more suitable.





Use your organisation's social media account

It is always best to share Be Connected program or event information from an organisation's account first, rather than a personal one. Staff members, volunteers or participants can then like or share your organisation's post using their personal accounts if they choose to do so.

If your organisation does not have social media accounts, the first thing to do is create them. Make sure there is a link to your organisation's website and a short description of your service in the 'Bio' or 'About' section for each account. Using your organisation's logo as your account image can help to build brand awareness. Once created, ask your community to like or follow your accounts through your newsletters, and link to it on your website. If setting up a new account, factor in time to monitor it, post stories and respond to comments regularly.



Make your post stand out

Social media posts that use images or videos to convey a message have more of an impact than those that are text only. Always include accompanying text with your image or video that reinforces your message in a couple of easy to understand sentences.

If you are promoting a particular event or session, make sure to include in your post:

Event name, time and date, location and RSVP or contact details (including a phone number).

Include a link people can click for more info or to register for your event if available. Ready to go social media images are available to download on the Be Connected Network Partner website:

www.beconnectednetwork.org.au/training-resources





Hashtags, tagging and sharing

Including hashtags, tagging partner organisations or friendly local media organisations, and sharing your post with local community pages can help you to reach more people.

Your local area may have a popular hashtag you can add to the end of your post, such as #Wollongong. You can also think about adding hashtags such as #whatson or #event.

Try sharing a post about your upcoming event in relevant community group pages or What's On pages for your area on Facebook.

Make sure to add #BeConnectedAU to your post, tag [@BeConnectedAU](#) (Twitter) or share your post in the Be Connected Network Partner [Be Connected Network Partner Facebook group](#) so we can see the great work you are doing.



Paid vs Organic posts

There are two types of content:

1. Organic - Posts that have not incurred a cost and are not targeted to a specific audience
2. Paid - Posts that have been paid for, or sponsored are directed towards a certain location/type of person

Putting some of your project budget towards paid posts can assist you to target specific demographics or increase the visibility of your post.

Try spending a small amount on a paid post first and see how much it increases the impact and reach compared to an unpaid post. This can help you to decide if you should keep using this approach to market your programs in future.

If you are relying on 'organic' or free posts to share your events, asking colleagues to like and share your post can help it increase reach with your community.





More support for promoting your Be Connected program

For more support on engaging your community
in the Be Connected program, check out our:

[Training and support webinars](#)

[Downloadable marketing and support resources](#)



Or contact the Good Things Foundation team on:

[!\[\]\(830769b31eeeaca920791081939ff8ba_img.jpg\) connect@goodthingsfoundation.org](mailto:connect@goodthingsfoundation.org)

[!\[\]\(0b5e7e25e8775f7e7e80906ada4f0021_img.jpg\) \(02\) 9051 9292](tel:(02)90519292)