The Brecks
Fen Edge & Rivers
Landscape Partnership

How to...

use social media effectively

A practical guide to navigating a series of training materials

Credit: Nick Ford

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keystone.

Social Media Uncovered

BFER stakeholders had identified that social media was currently an underutilised collaborative tool and they were keen to learn more abouts its potential and to develop the skills to make the most to the opportunity.

In November 2023 Hayley Williams from Keystone Marketing (https://keystone-marketing.co.uk/) ran an introductory training course entitled Social Media Uncovered, attended by over 30 BFER stakeholders.

Navigating the training materials

The course covered the following topics.

- Learning more about the major social media platforms and identify the most effective for you.
- Hearing tips and tricks and gain best-practice guidance to help you build future content.
- Gaining clarity and strengthen knowledge of both organic and paid social media approaches.
- Discovering the hidden tools that can help support your proactive social media activity.

The whole training course can be viewed by clicking on the following link
https://brecks.org/bfer/resources/social-media-training/

The slides Hayle uses can be viewed by following this link
https://brecks.org/wp-content/uploads/2024/01/Workshop-Slides.pdf

The best way to learn more about social media is to watch the whole video, which is 2.5 hours in length. You can stop it at anytime and return later. If you don't have time to watch it all, information on specific topics can be found by fast forwarding to these locations (in hours & minutes)

The purpose of social media ----- 03.15 minutes

Top social media statistics --------20.03 minutes

What's the top platform for your cause-----51.45 minutes

Understand your audience -----01.07.45 minutes

What is your social media purpose & goal -------01.21.09 minutes

Defining and creating your content -------- 01.33.15 minutes

Understand engagement ---------01.44.50 minutes

Case studies of good social media practice -------- 02.01.15 minutes

Measuring Impact ---------02.05.55 minutes

Training recap ----------02.18.00 minutes

Helpful tools

During the training course Hayley mentions 2 handouts which can be viewed and downloaded by following these links

Persona Canvas for Charites
https://brecks.org/wp-content/uploads/2024/01/Persona-Template.pdf

Social media plan framework
https://brecks.org/wp-content/uploads/2024/01/Social-Media-Plan-Framework.docx