



Stay Connected

A social media guide to help VCSE organisations in Bradford District and Craven respond to the Covid-19 crisis.

(A simple guide for busy people.)





Contents

Why	3
Planning	4
What's the message	5
Creating your content	7
User generated content	8
Showcase	10
Generate	12
Tools	14
Finding good quality content	15
Fighting fake news	16
Hashtags	17
Encouraging Engagement	18
Twitter	19
Instagram	20
Facebook	21
Other channels	22
Posting Guidelines	23
Dos	24
Don'ts	25
Further Resources	26



Dip in and out of this guide for best practice, inspiration and to reach your organisational goals.



Why is social media important?

During and beyond the coronavirus crisis, the VCSE sector can play a lead role in supporting our communities. Let's work together to boost our sector's social media presence.

Social media is playing a key role in keeping people connected. For those in our communities who are online, social media can be a way of consuming news, advice and support. Ensuring your organisation's message is out there, being seen by the right people, is vital.

- Showcase the impact of your work
- Boost fundraising and awareness campaigns
- Reach new supporters, volunteers and partners



Planning

The key to winning at social media is to gently weave it into your everyday, making it part of the work you do, rather than a stand alone task.

Begin by making a short **social media plan** to keep you focussed. A **content calendar** will also help you stay organised and prepared (a morning working on this should be enough.)

> [Use this planning template](#)



What's The Message?

VCSE leaders are working closely with The Council, The NHS and other partners on a joined-up approach to provide reliable, accurate information and give positive messages that reassure people and support communities. Within the 'Supporting Communities' plan there are 4 themes. We need the support of each and every VCS organisation and community group to help reach the people you work with.



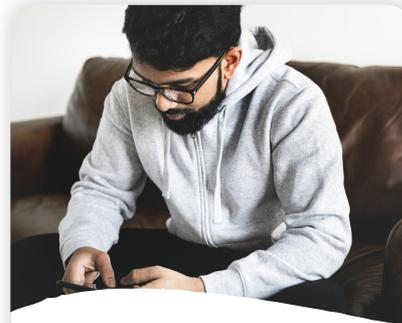
Give Help

Help to identify opportunities for people to volunteer with or support your organisation



Get Help

Share resources to support people to find the help and support they need



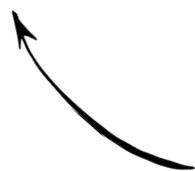
Find Out

Clearly communicate reliable and accurate information and advice from the proper sources



Feel Good

Convey positive messages to uplift communities and encourage them to share their positivity too



Use these messages to underpin any new content you create.



Your aim should be to help and to **uplift, educate, guide** and **inspire** your audience; therefore the tone of your content should be **positive, informative** and **reassuring**. Here are some examples...

Give Help



We are so proud of our Arts Youth Worker Millie, who has created five sets of scrubs, cut out, sewn, pressed and delivered for the incredible NHS heroes who desperately need them on the front line. ❤️ If you can sew and can help visit bit.ly/For_The_Love_O... #NHSheroes

Call outs from hospitals and NHS departments across the country led to an army of sewers making scrubs, like this Wirral project.

Get Help



Our small but mighty Long Term Conditions team are #StillHereToHelp. They cover every GP practice in Bradford and are still visiting housebound patients who need our care. #ThankYouBDCFT

Sharing photos of your team in their workplace may help to reassure people that they can still access help as they always would. Here's Bradford's Long Term Conditions team.

Find Out



Our reduced income guide is full of helpful tips on how to take back control of your finances after being furloughed or experiencing a reduction in pay. Take a look ow.ly/WmSH50zn1Fk

StepChange debt charity have created a detailed financial guide for those on reduced income. They shared it with a link and short summary video.

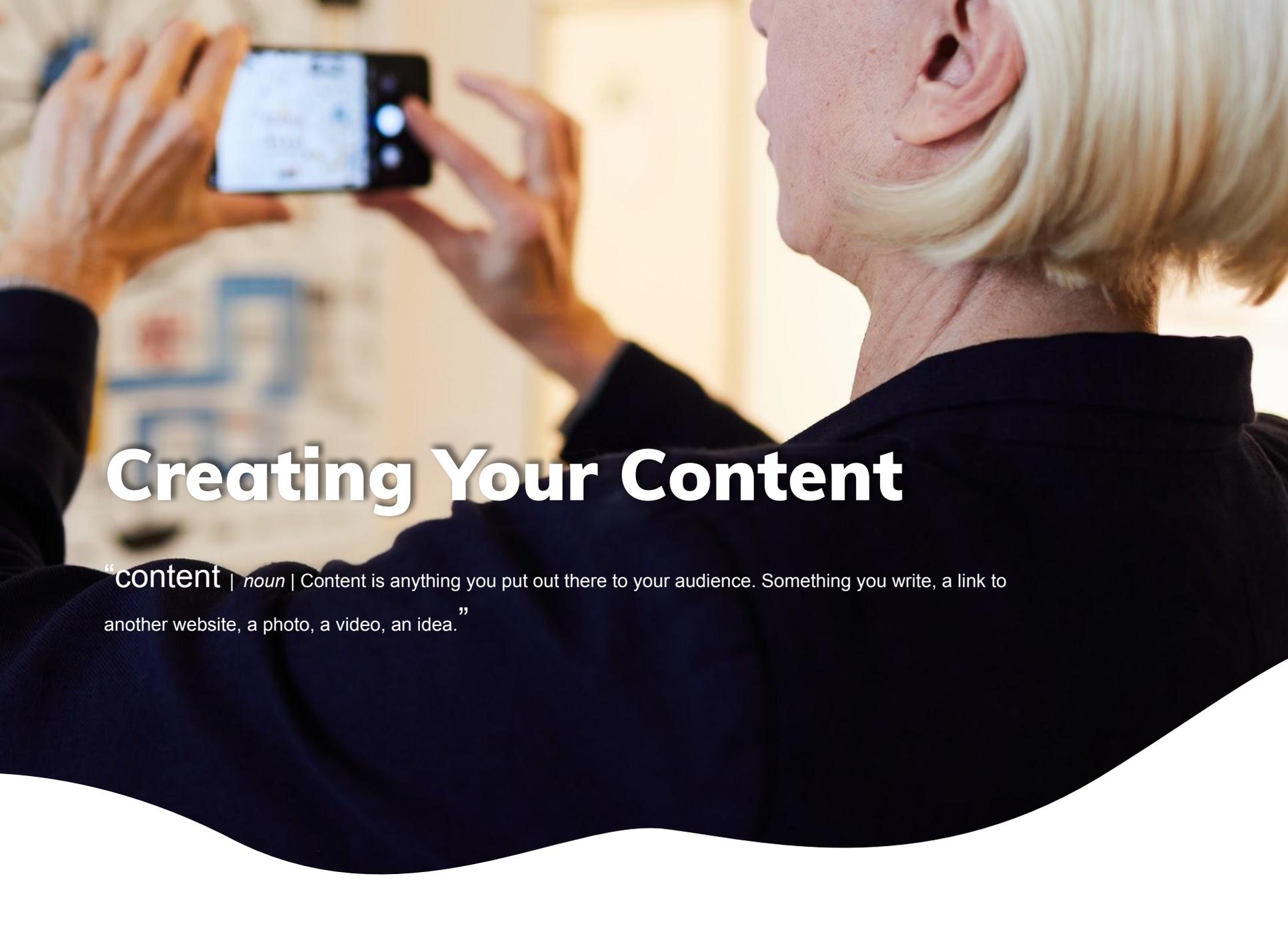
Feel Good



The Office actor has set up a video diary to share some of the good news he has read and seen with fans on YouTube, while also delivering some of his own.

Last week he treated fans to a catch up with his former co-star Steve Carrell and this week he surprised a young fan who was unable to see Broadway show *Hamilton* during the outbreak, so invited Lin Manuel Miranda and the show's original cast to perform a song from the hit musical live on Zoom.

This is an example of using video and Youtube to make a regular video diary of good new stories. (It's ok if yours isn't littered with celebs like this one!)

A person with short blonde hair is shown from the back, holding a smartphone up to take a photo. The background is a blurred indoor setting with warm lighting. The person is wearing a dark blue or black long-sleeved shirt.

Creating Your Content

“**content** | *noun* | Content is anything you put out there to your audience. Something you write, a link to another website, a photo, a video, an idea.”



There needs to be a purpose to what you're asking your followers to do. Link UGC campaigns back to your social media objectives.



User Generated Content (UGC)

Encouraging your audience and community to share photos, videos or stories with you.

- Knit your own online community together
- Create trust
- Increase engagement
- Give your audience a sense of ownership over what you're providing
- A huge time saver, as your 'users are generating content for you'

To get you started:

- What's happening out in your community that you can capture?
- Can you create a campaign or fun activity that links in some way to the service you offer?

Don't forget:

- Ask people to take a selfie, a photo, a short video or tell you about their experience
- Create a hashtag for everyone to use when they share the content with you
- Ask them to tag your account
- To ask permission if you would like to use someone else's image anywhere else

It is fine to retweet or share the content others post, but you should not save their images to use anywhere else without their permission.



A local vegan takeaway begins delivering door to door during the Covid19 lockdown. They encourage those receiving the meals to take a photo and share it with them on social media with the message #ILovePlantBasedBecause. Each week the best photo and message wins a free dessert with their next order. Free, user generated content which supports their brand message and reaches a new audience with every new post. Other stakeholders can also join in; the staff who deliver the food can share distanced selfies with the people they deliver to, all accumulating under one hashtag, easily ready and available for the food delivery service to reshare!



The #TwoPointSixChallenge @LondonMarathon · Apr 28
We needed you to save the UK's charities. And you responded in the only way the British public can 🇬🇧

🙌 Thanks to everyone who has taken part in the #TwoPointSixChallenge so far, but it's not over!

- ✓ Participate
- ✓ Donate
- ✓ Nominate

Pledge your support: bit.ly/2xUwjeL



Offer an incentive by entering people into a draw or giving something away - perhaps you have some merchandise (T-shirts, water bottles etc) you could make a prize with? Or maybe a local business you work with would donate a prize such as a hamper. Your message may be "share your content with us to be in with the chance of winning this prize." If you are doing something like this, be clear on how you will select the winner with a statement like "we'll select the winner by choosing our favourite entry at the end of the month."

The rainbow drawings in windows all across the UK are perhaps the most obvious and uplifting example of UGC during the Covid19 period.

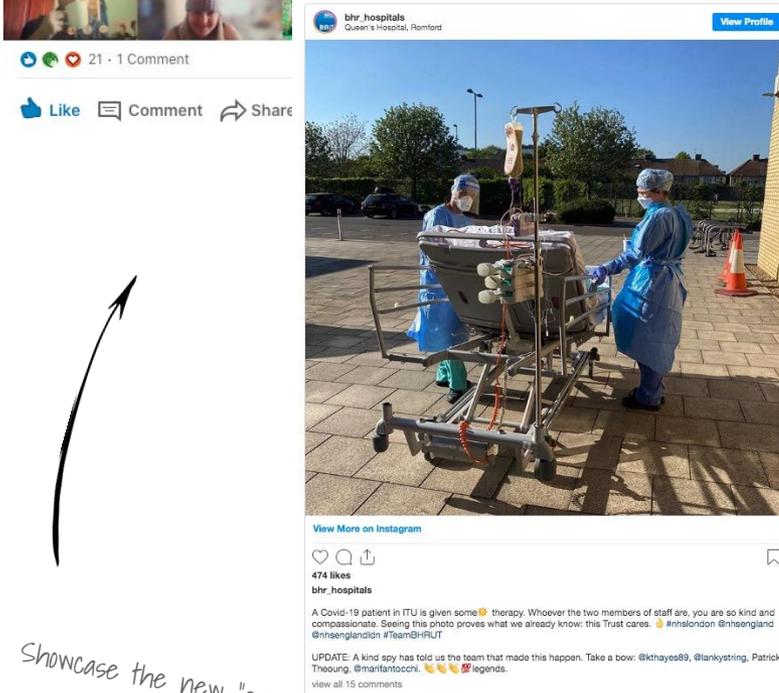


Create fear of missing out (FOMO) - in the nicest possible way, of course. **The 2.6 challenge**, launched to help UK charities make up what they would have lost with no London Marathon this year, encourages you not only to get involved but also **nominate others**. It's the viral kind of campaign **everyone wants to get involved with.**

So for this weeks sales and marketing meeting I thought we would have 'Funky Hat Friday'!

What next?!

Vicki Smith Andrew Parker Janice Wharton Ian Sanderson Melissa Robinson
Liam Holliday Emma Phillips Tony Patterson Phil Cambers Luke Olabode



Showcase the new "every-day" - your zoom meetings, your socially distanced delivery, your working from home. Show people what you're up to behind the scenes.

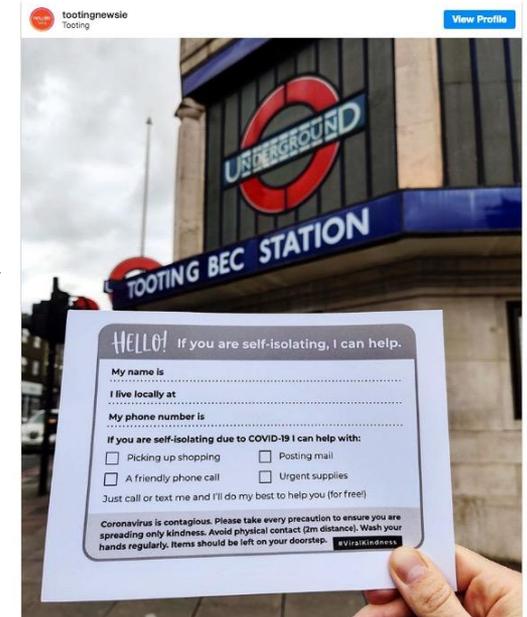


Showcase Good New Stories

Involve your staff and volunteers. Showcase good news stories and all of the good things that are happening in your organisation. These stories give you the opportunity to say... "this is what we're doing, we'd love to hear your stories too!"

Think about using off-line methods, as long as they're safe and considered. We've seen examples of "guerilla gardening" brightening up pavements - this gets people taking photos and sharing online.

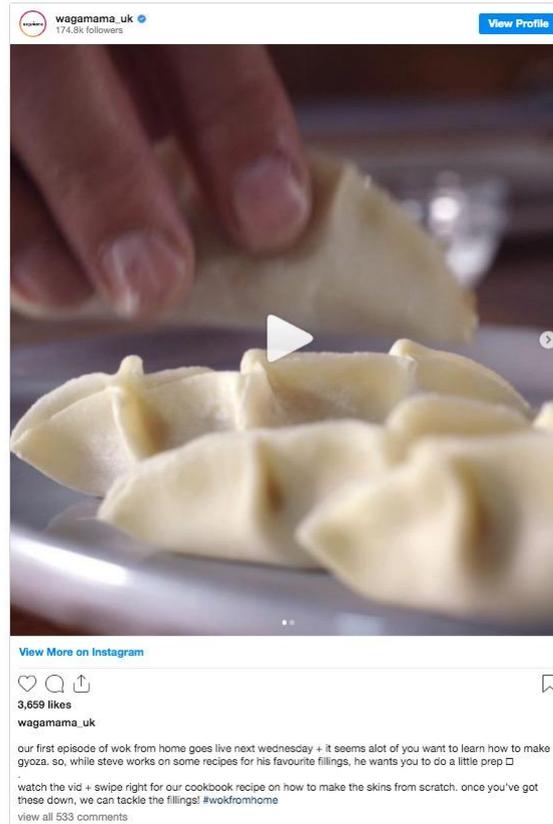
This group distributed flyers offering help to those isolating at home.



Fully brief staff and volunteers on how they should get involved and clearly communicate what you'd like them to do, how and when. We suggest asking them to email all content over to one place to be distributed by the person coordinating social media

If you ask them to post directly from their own social media accounts - they must confirm their profiles do not contain any inappropriate content (e.g. that rude tweet they posted last week to that politician!)

This artist painted NHS workers portraits for free. Does someone in your team have a special talent? Art or music perhaps. Can you get them involved and devise a creative campaign?



Teach people something new or offer them the opportunity to learn a new skill. Keeping fit, cooking, mindful exercises, routine planning, keeping the kids busy are all good examples - what links to your organisation?

Simply use quotes from volunteers and staff still at work, keeping others safe.





Generate

Taking photos | If you're taking photos to share online, make them as clear as possible - no blurry images, and if possible, take them in a light space, natural light is best. Consider if your subject is central and if the message you want to convey will be clear. Take a few to choose from in case the first one doesn't work out quite right.

If you plan on taking photos or videos in a public place or place of work, ensure that those in the photos are happy a) to be in the photo and b) for that photo to be posted online.

Image sizes | Different platforms display their images slightly differently, so require different ideal dimensions.

Twitter: Minimum of 440 x 220 Pixels

Facebook: 1,200 x 630 Pixels

Instagram: 1,080 x 1,080 Pixels

Editing images | Only share images that are at least the sizes listed above and are high enough resolution to not look grainy or blurred. If you want to crop or resize images, add text to them, or even something more creative the best tool for this is Canva.

Copyright of images | Only use images you know you're legally allowed to share. Taking images from someone's website or even from Google Images is not always ok. Feel free to 'retweet' an image someone has posted on Twitter or 'share' an image someone else has posted on Facebook. If you are looking for stock images there are sites you can use to download free photos (try Unsplash.com)



Taking videos | Videos are great for engagement! If you're making your own video to share, make sure any audio can be heard clearly and that the whole video is visually clear in order to get your message across. Keep the camera still and it's usually best practice to film in landscape. If you're filming specifically for Instagram Stories, portrait works best!

Video Length

Twitter: 2mins 20 secs

Instagram: 1min

Facebook: 240mins

Going Live | You can do this on Instagram Stories and Facebook. If you choose to 'Go Live', it's live, no editing before you post, so plan out what you're going to say or do beforehand so you don't forget your points. If you're speaking to camera, it can be uncomfortable but keep it calm and natural and you'll be fine!

Gathering User Stories | Speaking to users or community members can be a great source of content. Ask about their experience using your service or organisation, what positive impact has it had on them, can they tell a specific story about how you helped them? Be sensitive and receive written permission to share their story. Record their answers on your phone either by videoing the conversation or using a dictation app.

Interviewing colleagues / experts | Give your audience some useful and interesting content by asking experts their opinions and advice. This conversation may be written in an article or filmed in a video (you could even stream it live.) Select useful and topical questions that your audience want the answers to. You may even ask your followers for question suggestions in advance.



Tools

... to make life easier

There are a lot of social media tools out there. Using the right ones can really help to make day to day social media management more simple.

It will take time to get used to a new tool, but stick in there - these tools will help you take your social media management to the next level.

Scheduling tools allow you to write your content in advance and automatically post for you. Facebook also has an inbuilt function to do this directly on the platform.

This tool offers a free plan and is user-friendly!



Hootsuite

(Twitter, Instagram, Facebook, LinkedIn, YouTube & Pinterest)



Preview

If you want to know how your Instagram posts will look before you post them, this tool allows you to preview your grid and play around till you get it right!



Canva

This is a brilliant tool for designing some of your own visual assets to make your social posts really pop!!

Highly recommended!



Unsplash

Sources free and ready to use images to go with your campaigns or add to your designs.



Spark Video

Spark Video, by Adobe, allows you to easily create short videos to engage your audience!

Where to find good quality content


Fight fake news and only share content you know you can trust



NHS



Gov.uk



Healthy Minds



Mind in Bradford



Bradford Council



CABAD



People Can



Positive News



#MakeSureItAddsUp

Look out for more local information and support coming soon on sharing good quality and genuine content



If you think an article might be fake...

Consider the source - investigate the site the article is published on by Googling or searching on social media.

Read beyond the headline - some headlines are written purely to encourage you to click. They may be misleading.

Check the author - is there a link to the author or can you find them online?

Check the date - if the article is not recent it may not be relevant anymore.

Consider the quality - are the links included in the article linking to what they say they are? Are there any spelling and grammar mistakes?



Hashtags

Create a go-to list of hashtags which you can easily add each time you write a post.

We've started one for you here, but of course you'll want to add your own depending on your specific focus & communities.

Also consider:

- Local area hashtags
- Days of the week
- Special events or dates

THIS is a helpful list of hashtag days such as #EarthDay

Check what is trending each day on Twitter using this icon.



Are they relevant to your organisation?

Make sure you check out what the hashtag is about before using it!

To get you started...

#StillHereToHelp

#TeamBradford

#NeverMoreNeeded

#PeopleCan

#MakeADifference

#CommunityHeros

#CharityTuesday

#WellbeingWednesday

#MondayMoivation

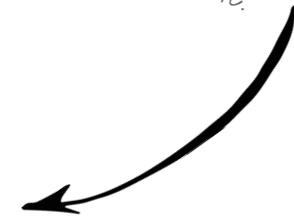
#LockdownWellbeing

#HomeHeros

#Volunteers

#CommunitySpirit

You will also be provided with a full list of local and relevant hashtags to easily copy and paste.



#LockdownLife

#CharityHour

#CharityHourUK

#WednesdayWisdom

#MidweekMotivation

#FeelGoodFridays

#InItTogether

A photograph of a man and a woman sitting together and smiling. The man on the left is wearing a light-colored, textured cap and a blue and white vertically striped shirt. The woman on the right is wearing a brown hijab and a floral patterned top. They are both looking towards each other with warm expressions. The background is a plain, light-colored wall.

Encouraging Engagement

“engagement | *noun* | when your social content is liked, shared or commented on. When you receive a message, a booking, an enquiry, or a click to your website because of content you have posted.”

💡
280 is the limit of characters you get per Tweet - use them well!



Twitter

Tagging | Tag brands, individuals and organisations; you can do this in text or in photos. In a photo you can tag up to 10 accounts which means you can use those valuable 280 characters to convey your message!

Why? Tag communities or stakeholders who you would like to engage with or retweet your Tweets.

How? To tag someone in a Tweet, you'll need to use the '@name' which you'll see on their profile, just by their profile picture, for example @NHSBfdCraven. Type @NHSBfdCraven in the body of your Tweet to tag them.

Moments | Moments give you the opportunity to collate and showcase all of your and other's Tweets about a certain topic. Click the moments option to get started.

Example: Everyone who has Tweeted using your campaign hashtag.

(Note: This can only be set up on a computer, not in-app, but can be viewed on the app by all)

Threads | If you want to say more than 280 characters or have an additional point which relates to your first, you can a 'comment' to your Tweet and create a thread.

Some accounts you might want to tag...

@NHSBfdCraven @CNet_Bradford
@weareCABAD @bfdnews
@PeopleCanBD @NHSCharities

Interact with other accounts | Twitter is one of the easiest platforms to interact as a brand with other accounts.

This can include commenting on someone's Tweet, as simple retweet, a retweet with a comment if you like what they have to say but have something else to add, or even just a like. You can also vote in polls.

Frequency | The pace of Twitter's content means that you're able to post more regularly than on other platforms, without over saturating your audience.

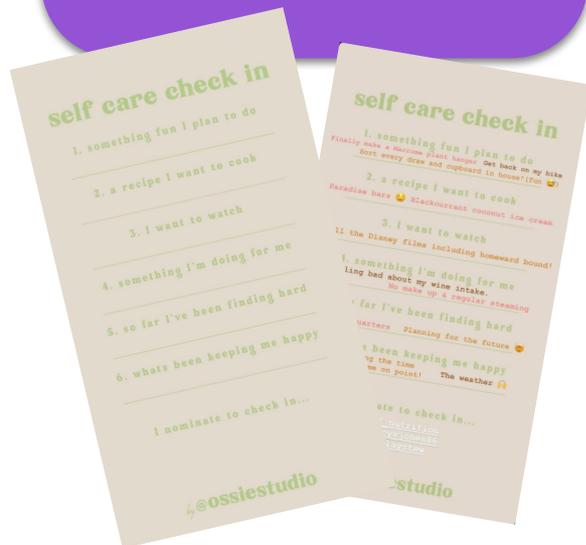
Location Tags | A brilliant way to reach local audiences looking for local content.



A mental health organisation is providing tips for their followers. They generate a tick list of these tips or challenges which can be shared on Instagram stories, filled out or ticked off by their followers and the blank one reshared again.

This will encourage followers to:

- Follow the organisation's tips
- Share the tips with and tag some of their own audiences
- To reshare their ticked off list, - giving the organisation content to reshare



Instagram

Instagram Grid Posts | Try to make these clean and engaging images. Most organisations will choose a 'look' for visual platforms like Instagram. If you have brand guidelines then follow those in terms of colours etc.

Instagram Stories | Stories are a really great way to gain followers and engagement, and Instagram gives you the tools to generate this easily. Stories content only lasts for 24 hours, meaning they can be much more frequent than posts and can be saved to your 'highlights' if it's information you think people might like to access in the future.

Location Tags | A brilliant way to reach local audiences looking for local content.

Hashtags | Hashtags are powerful on Instagram and can be followed specifically. Use these in your post captions and in your stories too!

Tagging | Accounts can also be tagged on Instagram, in the same way. Use the @name of the account you wish to tag, in the text or in the image. Encourage stakeholders to interact by tagging them in posts or stories.

Stickers | There are specific stickers for trends or current affairs which can help you reach audiences who want your content (e.g. the Covid19 "Stay home" sticker.)

Following Hashtags | A great way to find the kind of content that you might like to engage with.



Remember that social media works on algorithms, so the more interaction you have the more interaction you'll get!



Facebook

Tagging | Utilise the ability to tag pages and people in your Facebook activity, encouraging interaction and the resharing of your posts (just like other channels, type the “@” followed by the name of the Facebook page you want to tag.)

Stories | Facebook stories are much like Instagram stories and can be published to Facebook with ease to showcase content for 24 hours.

Vary your content | You have the ability on Facebook to share images, videos, polls, GIFs, links or even just text if you wish. Varied content is what you should aim for!

Hashtags | Facebook also has the use of hashtags, but they aren't as widely used as on other platforms. You may just want to stick to one or two which will accompany all of your posts.

Groups | Joining and interacting with relevant Facebook groups may help you reach a wider audience.

People are turning to Facebook groups to share information, find and give support and come together as communities. Use these already existing Facebook groups to share your message.

We've started a list of Facebook groups you might look at sharing in...

- Bradford Community Group
- Bradford 4 Better
- Muslim Women's Council
- The Laisterdyke
- West Yorkshire Aid & Support Ltd
- Sharing Voices Bradford

An example from Essex showed over 300 local COVID-19 mutual aid groups were launched on Facebook in just 72 hours.



Google My Business.

Having an up to date Google My Business listing helps with local search on Google and it's easy to set up!



A note on other channels

If you feel a certain channel would be perfect for your audience there's no reason not to set it up and start using it.

However, consider first whether you have the resources to continue posting content and responding to users on this channel.

It's better to use only one channel really well, than struggle to manage multiple.

LinkedIn | If you want to reach workers in a professional capacity, or you operate in B2B, this is the platform you should be working with.

Pinterest | Often overlooked, this can be a great tool for engagement. Sharing 'how to' infographics or checklists can bring traffic to your website, and asking people to share their images on a collaborative board is a nifty way to encourage engagement.

YouTube | This is the number two search engine after Google, so if you have video content to share, you might consider adding this to your content plan.

TikTok | This is the most current form of Social Media, it has a huge, fast paced and predominantly young audience, and you'll find a huge amount of fun content which TikTok make easy for you to interact with and recreate your own.

Snapchat | This is also a great channel for reaching a younger demographic.

Posting Guidelines

Dos and Don'ts





Do's

Proof | Always proof your work, posting to social media channels can be quick and simple but your message will be lost if it looks unprofessional.

Concise | Keep your message concise to get it across clearly.

Respond | Reply to messages you receive, whatever format they come in. You're looking for engagement, so when you get it, respond!

Regular | Check-in with platforms daily (as regularly as you can) so you don't miss any messages or questions in response to your posts.

Focus | Stay focussed on your goals, objectives and key messages. In this case, keep your message positive and informative!



PRO TIP! Examine what's working for your organisation on social media using the channel's inbuilt tools. You'll be able to see which posts have been most popular and maybe even what time of day is best for your content to go out.

Be empathetic and kind - many people are struggling with many different issues, try to be sensitive to that.

Join in! Become part of the online local community and support hashtag campaigns such as #StillHereToHelp #NeverMoreNeeded



Do-not's

Retaliate | The internet can be full of people with something to say and these things won't always be nice, helpful or respectful; if this happens, it's important to respond but with a level-headed and on-brand message.

Go Off Message | There's a lot going on on social media platforms and it's easy to interact with content which isn't on brand or in line with your message, but don't!

Confuse Accounts | If you're not used to managing other social media platforms, it's vital to be aware that you're posting from the right account before you post, reply, retweet etc, not your personal one and vice versa!

Mislead | Refer back to our advice on fake news. Be safe in the knowledge that the information you are sharing is from a reliable source!

Get Too Close | Don't ignore social distancing just to get the picture you want to share.



Keep your message positive by showing you're keeping your distance with a silly prop, dance or pose!

Break the rules | Don't go against the Government guidelines to create your content. Eg. don't go out and about unnecessarily just to find a great post.



Further Resources + Support

Identifying fake news

> [Full Fact](#)

> [Share Checklist from gov.uk](#)

Social media learning

> [Hubspot marketing for NFPs](#)

> [Google's Digital Garage - social media and marketing for small business and start-ups](#)