15 Tips for Managing Social Media Channels

Consider implementing the following tips at least once a year

It’s better to manage one channel well than to manage several inconsistently
Review the channels you have and make some decisions even if they seem tough at the time.

Schedule in a meeting with your colleagues
Agree on your charity’s focus, audience, and objectives for the year on social media. For example, do you want to increase visitors to your fundraising page from Facebook or raise awareness of a specific project you are delivering? Then

Share the workload
Agree on responsibilities with your colleagues and work together to create and deliver content that helps your organisation achieve these objectives.

Create some simple SMART objectives
Specific, Measurable, Attainable, Relevant, Time-bound. These will help you to monitor progress.

The following tips are for all year round

Be consistent with your postings and realistic
If you can only post three times a week, that’s fine, just be reliable. This can be more effective on social media than posting lots one week and not again, for two months.

Plan your core content ahead of time rather than as and when
We know several small charities who find it helps them to allocate a morning a month, for example, to write and create their posts in readiness for sharing.

Remember to share other people’s content too
Re-Tweet or share a post that you think your audience will enjoy and demonstrates your key values. This also helps provide variety to your followers and gives you a break too from coming up with the goods yourself.

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Create some simple infographic templates including your organisation’s logo and brand colours
And use photographs or polls to keep your posts interesting.

Spend up to one hour per month recording the engagements you are having in your posts to determine what is working
Logging your metrics on Excel or Google Sheets is sufficient for this and remember to use the channels’ in-built analytics to record specific metrics regularly.

Spend a similar amount of time interacting with your audience also
Engage with their posts and increase the number of organisations you are following to keep broadening your potential audience.

Be certain your organisation’s information, page links and contact information is up-to-date
Remember, your social media channel is also your shop front. If your organisation’s website URL for example, doesn’t work because it’s recently been updated, this doesn’t look good to your new casual, potential fundraiser.

Don’t be afraid to mention people involved
Tag organisations and individuals involved with specific posts to help increase and broaden the followers to your pages.

If you are receiving funding from a donor, tag them on socials.
They are more likely to engage in a post of yours if they can see the content relates to something they have funded and shares their values.

Remind colleagues and partners of the role they play in sharing their organisation’s achievements on their socials.
Re-Tweet or share a post that you think your audience will enjoy and demonstrates your key values. This also helps provide variety to your followers and gives you a break too from coming up with the goods yourself.

And finally, remember to post when attending relevant events and trainings
Thank the event organisers by tagging them, and why not include a quote from what you learnt to share with your followers too?

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