An overview of the social media landscape
Facebook facts

Monthly active users were 1.06 billion as of December 2012 (an increase of 25% from previous year)

Daily active users were 618 million on average for December 2012 (an increase of 28% from previous year)

Mobile phone and tablet monthly active users were 680 million as of December 2012 (increase of 57% year-on-year)

Mobile daily active users exceeded web users for the first time in the fourth quarter of 2012

Read more at http://www.jeffbullas.com/2013/02/06/10-of-the-latest-facts-figures-and-statistics-about-facebook/#Oy8xhqv6u0MoUuTf.99
Facebook profile setup

1. Choose a category and a page name that represents your business

2. Pick a logo or another image that people associate with your business to use as a profile picture

3. Write a sentence about your business so people understand what you do

4. Set a memorable web address for your page that you can use on marketing material to promote your presence on Facebook

5. Choose a cover photo that represents your brand and showcases your product or service. It's the first thing people will see when they visit your page
Facebook profile setup video tutorial
Facebook top tips

- Use your Facebook page to give users an idea of what your organisation is about in real life
- Post updates on a regular basis
- Post about events, fundraisers, meetings and other activities
- Include media rich content pictures and videos
- Ask your fans to ‘Like’ and ‘Share’ your content so that friends in their networks can also find out about your organisation
- Ask open ended questions, use Facebook as a tool for interaction and communication
- Don’t be afraid to reply to people, it’s called ‘social’ media for a reason
Charities doing it right on Facebook

Community Links have used their cover photo to create maximum impact using a bright picture containing lots of people.

Oxford house are utilising the tabs below the cover images so that people can buy tickets to their event without leaving Facebook.
Charities doing it right on Facebook

British Heart Foundation use both their profile image and cover photo to convey who they are and the work they do. It is clear for any one looking at this profile what they are working towards.

On British Heart Foundation’s page they are posting a range of multimedia including video content which supports the message they are trying to communicate to people.
Charities doing it right on Facebook

Headingley Heart community centre are using their Facebook page to great effect to advertise all the up and coming events they have on offer.
Twitter facts

50% of Twitter users are using the social network via mobile devices (source: Microsoft tag)

19.34% of marketers have generated leads using Twitter (source: Digital Buzz Blog)

62% of Twitter users are in the age group 18 - 34

Twitter has 140 million active users and sees 340 million tweets per day

55% of Twitter users are female
Twitter profile setup

To create an account:

Go to https://twitter.com/signup enter your full name, email address, and a password. Then click Sign up for Twitter.

On the next page, you can select a username (usernames are unique identifiers on Twitter) – type your own or choose one Twitter has suggested. They'll tell you if the username you want is available.

Click Create my account. You may be asked to complete a Captcha. Twitter will send a confirmation email to the address you entered on sign up, click the link in that email to confirm your email address and account.

Tips for picking a username:

Your username is the name your followers use when sending replies, mentions and direct messages.

It will also form the URL of your Twitter profile page.

You can change your username in your account settings at any time, as long as the new username is not already in use.

Usernames must be fewer than 15 characters in length and cannot contain ‘admin’ or ‘Twitter’, in order to avoid brand confusion.
Twitter profile setup video tutorial
Twitter top tips

Use your Twitter page to publish mini updates about your organisation’s activities and news.

Post a mixture of updates about your organisation and more general conversational tweets.

Post updates on a regular basis (at least once or twice a day).

Post about events, fundraisers, meetings and other activities.

Re-tweet others who are posting about interesting things.
Charities doing it right on Twitter

Oxford House are using Twitter to link out to other media types. In this example they are linking to both pictures and video.

Community Links are tweeting about news written by their C.E.O this will help drive traffic to the article. They are also tweeting about an up and coming event to help raise awareness of the event.
Charities doing it right on Twitter

Macmillian are tweeting company news and letting people know about a job opening within their company

In this example RNIB are replying to someone's question and signposting them to an article with more detail. This is an example of how Twitter can be used for customer service

In this example RNLI have re-tweeted a positive tweet that someone else has written about them. Re-tweeting positive mentions acts as a mini testimonial
Get started on social media - extend your networks and influence!

Coming soon -
A guide to LinkedIn and YouTube