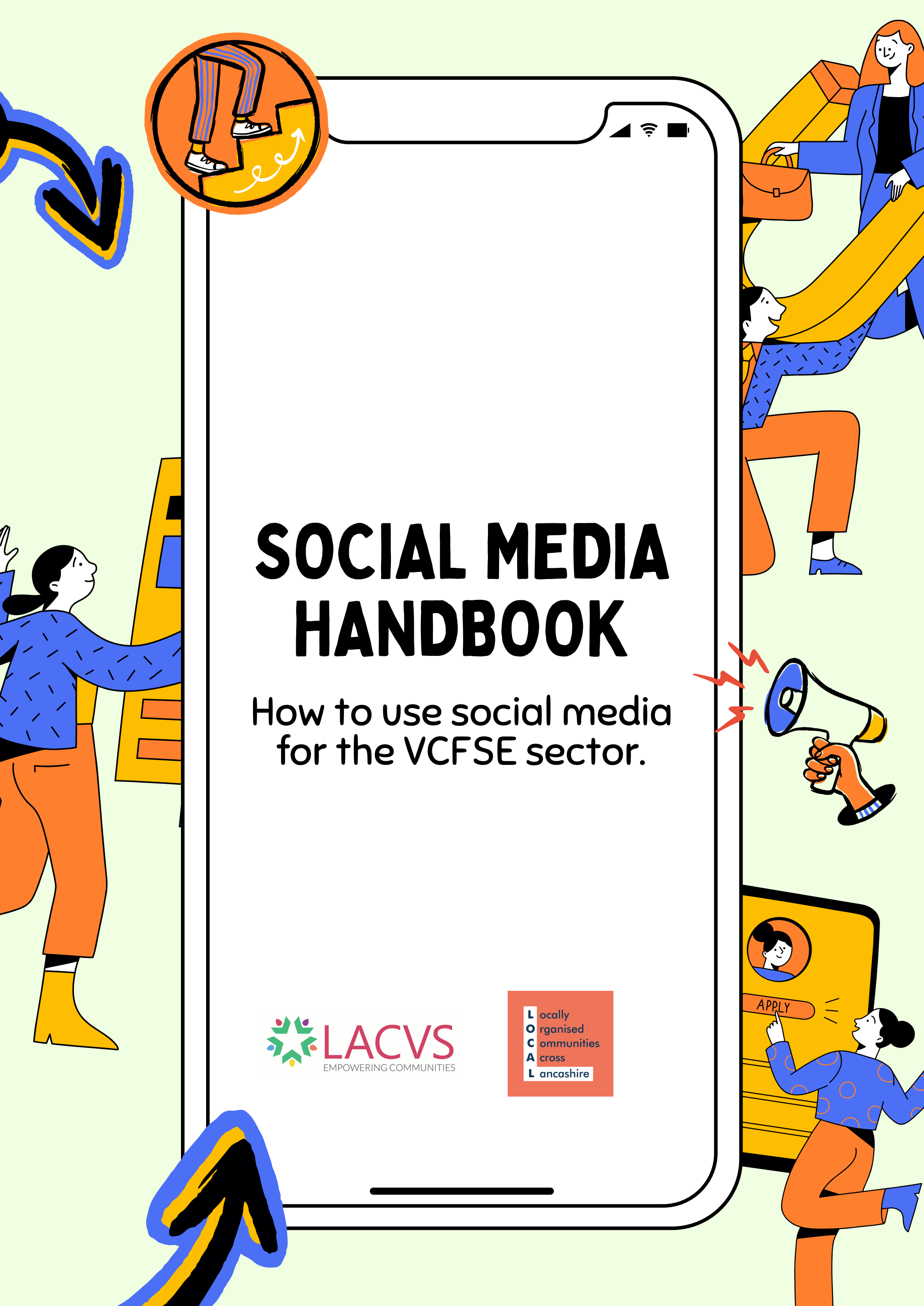


SOCIAL MEDIA HANDBOOK

How to use social media
for the VCFSE sector.



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O rganised
C ommunities
A cross
L ancashire



– GLOSSARY –

SOCIAL MEDIA HANDBOOK

WORD	DEFINTION
PLATFORM	A platform is a medium whereby users are able to create and/or share content that is accessible to members of the public. For example, Facebook, Twitter/X, LinkedIn and Instagram are all examples of platforms.
ENGAGEMENT	Social media engagement is an umbrella term for actions that reflect and measure how much your audience interacts with your content. Social media engagement can include likes, comments and shares, but varies by platform.

THE 5 PARTS TO SOCIAL MEDIA

1 PURPOSE

Why are you creating a social media account? Is it to reach new people, increase the awareness of your service or to get more people involved? (It can be all 3)

2 COMMUNICATION

How are you going to communicate to your audience? Which platforms are best for this? (see next page)

3 CREATION

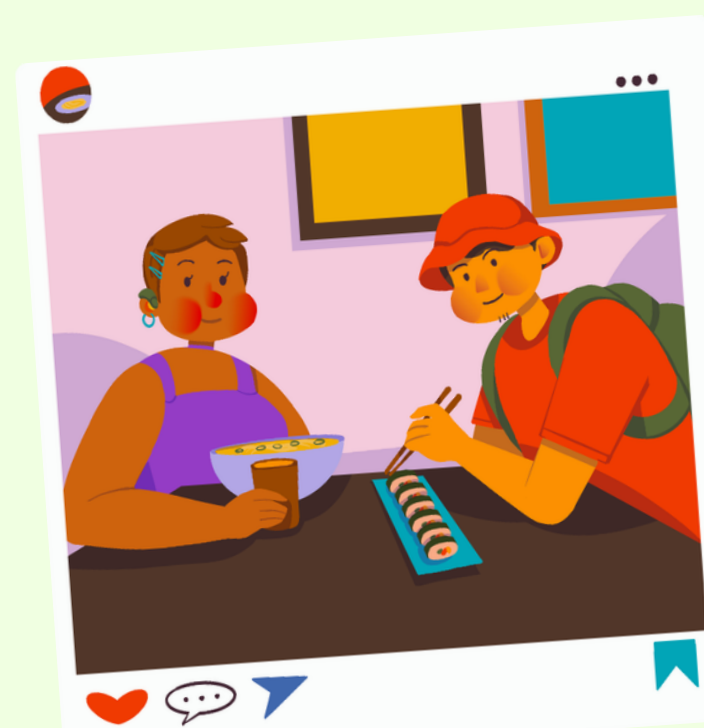
This includes the creation of posts and post types – video works well on social media but you may also want to post a mix of photos too.

4 ADAPT

Post more content of what you find your audience enjoys. For example, if you get more 'likes' on posts that include video, you may want to post more of this.

5 COMMUNITY

Social media is a great way to build a community that engage with your posts and buy-in to what you do.



WHY USE SOCIAL MEDIA?

SOCIAL MEDIA IN NUMBERS.



SOCIAL MEDIA IMPACT ON THE VCFSE SECTOR.

There are 55.5 million social media user identities in the UK – equivalent to 79.7% of the population.

Source: DataReportal



4%

webinar



12%

text-based
article /
website / post



63%

short-
form video

Source: Wyzowl

When asked how they would most like to learn about a product or service, 63% of people chose a short video.

What this means: Consider how video can help you explain your work, showcase your impact and bring your organisation to life.

60%



60% of small charities want to grow their reach, online presence and social media engagement.

Source: Charity Digital Skills Report

53%



53% of small charities want to increase their online fundraising income.

Source: Charity Digital Skills Report

Social media is key to driving relationships with new volunteers or reaching new people for your project.



Share upcoming
events.



Shout about
your amazing
volunteers.



Shout about
your project and
the impact.



Utilise video
content.

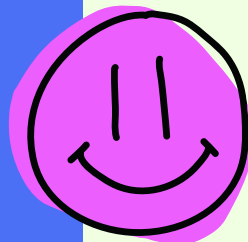


Consider what
content people
want to see.



Don't be afraid to show
personality – people buy
into people.

SOCIAL MEDIA PLATFORMS



1



INSTAGRAM

Good for posting visual content such as photos & videos.

Largest age group: 25–34 (33.3%)

Gender split:

(no data on other genders)



2



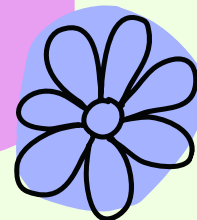
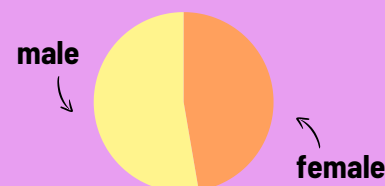
FACEBOOK

Good for updates on news & events.

Largest age group: 25–34 (32%)

Gender split:

(no data on other genders)



3



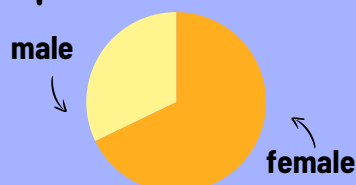
X/TWITTER

Good for updates on news & events and creating a discussion.

Largest age group: 25–34 (37.5%)

Gender split:

(no data on other genders)



4



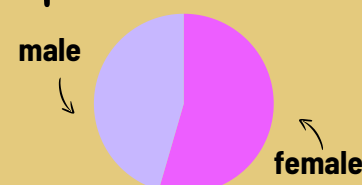
LINKEDIN

Good for corporate discussions.
More business-to-business focused.

Largest age group: 25–34 (33.4%)

Gender split:

(no data on other genders)



5



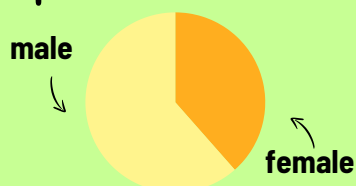
TIKTOK

Good for posting video content & showing personality.

Largest age group: 25–34 (35.3%)

Gender split:

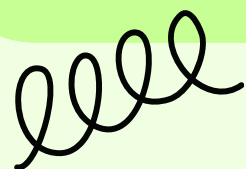
(no data on other genders)



TikTok is no longer just a platform for younger audiences, with its user base continuing to broaden across age groups.

Latest age demographics:

- 18–24: 30.7%
- 25–34: 35.3%
- 35–44: 16.4%
- 45–54: 9.2%
- 55+: 8.4%



HOW TO SET UP A NEW SOCIAL MEDIA ACCOUNT

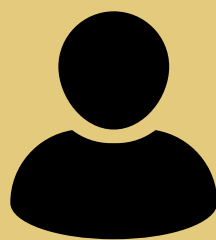
1



Choose a good handle (this is your '@').

Ensure that the handle you choose is consistent across all social media platforms – you want people to be able to find you! Avoid symbols in your handle which may make it hard for people to find you such as '_' and lots of numbers!

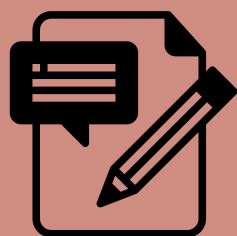
2



Choose a profile picture.

Ideally, this needs to be the same across all accounts and a logo or picture that relates to your business. You want people to know it's you when they find your profile.

3



Create a bio.

This is the description on your social media account. Talk briefly about who you are, what you do and your location. This needs to be very brief due to the character limit.

4



Change your settings.

Some platforms (such as Instagram) may set your profile to 'private' by default so you can't be found. Ensure your pages are public (and make sure you're using a business page on Facebook and Instagram).

5



Find accounts to follow.

Find relevant accounts to follow – these can be local businesses or accounts in your area. Don't mass follow for a 'follow back' – this tactic is outdated and may even get you banned!

Be prepared to follow any CAPTCHA processes (especially on X (Twitter)!)



SOCIAL MEDIA CONTENT IDEAS

For the VCFSE sector



01

Highlight a volunteer.

Showcase a volunteer who makes a difference to your project and talk about why. This is a great way to then feed in more information about what you do and why it's important.

02

Tell a story.

Share testimonials from individuals or communities that have benefited from your organisation's work. Use videos, photos, and written stories to bring these successes to life.



Behind-The-Scenes.

03

Give followers a look at the daily operations of your organisation. This is a great way to showcase your personality – remember, people buy into people.

04

Community.

Spotlight local businesses or organisations and relate this back to what you do. This is a great way to reach more people and create a community via social media.



Social media is a powerful tool for engaging people and promoting your project. The data you generate from social media can be used to strengthen your funding bids and demonstrate the impact of your work.

This data can be found in the 'analytics' of each platform for free. This can also be done by using tools such as Hootsuite or Sprout Social (paid versions).

WAYS YOU CAN USE SOCIAL MEDIA DATA IN YOUR FUNDING BIDS

01 FOLLOWERS

Think of your 'followers' as people interested in your work. The fact that they're following your page is a key indicator of their interest.

Why this matters: A growing number of followers demonstrates a strong and expanding community of support. This can be compelling evidence for funders that there is significant interest and belief in your project, suggesting a high potential for future engagement and success with additional funding.



02 ENGAGEMENT

Whether you get 3 likes on a post or 10, this indicates that people are visibly engaged in what you do.

Why this matters: Engagement metrics such as likes, comments, and shares show that your audience is not just passively observing but actively participating. High engagement levels indicate that your content resonates with people, suggesting that your project has the ability to mobilise and involve the community. This can reassure funders of the project's relevance and effectiveness.

03 GOOGLE ANALYTICS DATA

If you have a website, consider setting up a Google Analytics account. This tool provides data on how many people are using your website, which pages are most visited, and how many people are coming to your site through social media.

Why this matters: Website traffic data from Google Analytics offers a view of your online presence and audience behaviour. High traffic and popular content demonstrate the reach and impact of your project. Funders can see which aspects of your work attract the most interest, providing insight into the potential for scaling up and achieving greater impact with more resources.

This handbook was created for LACVS – The LOCAL Project
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Guide written & designed by Silly Goose Digital.

