

Social Media Bootcamp: how to get more out of your social media accounts

Sorcha Mac Mahon, Account Manager, Alice Public Relations

29/03/2023



About Carmichael

- Carmichael is a leading specialist training and support body for non-profits in Ireland.
 - Carmichael facilitate about 40-50 scheduled workshops every year – currently online.
 - We also provided customised training and consultancy, working with non-profits across 26 counties – approx. 270 such events in 2021.
- 

Housekeeping

- If you have technical issues during the session you can rejoin by clicking the Zoom link, or use the chat function to let me know.
- You can send any questions you have during the presentation through the chat function.
- We will run through questions at the half-way point and at the end.
- Following the presentation you will receive a copy of the slides.



Introducing Alice Public Relations

#TeamAlice Planning Day for 2023





County Wicklow Partnership




Together for Yes.

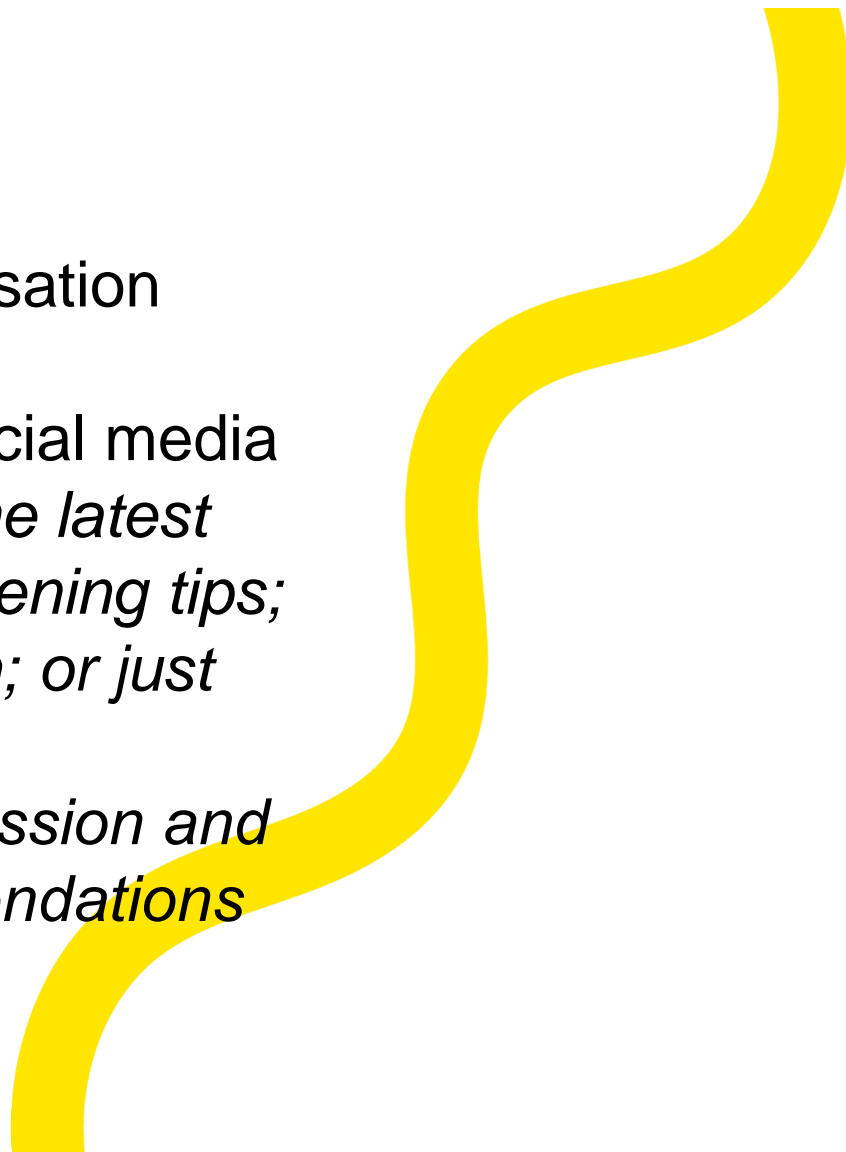


Today's Session Plan

- Introductions;
- Social media landscape in Ireland – who is using what platform;
- The power of social media.
- Tools and tactics for different platforms.
- Content Planning.
- Growing your followers, and keeping them engaged.
- The importance of monitoring impact and measuring results.

Throughout the session, feel free to pop your questions in the chat box. 

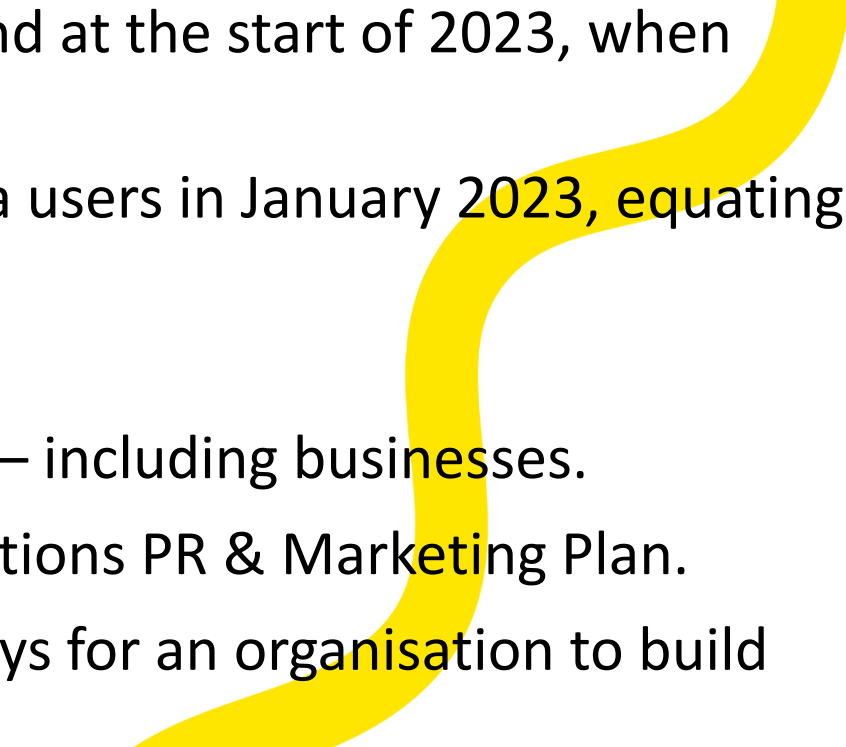
Introductions

- Please introduce yourself and your organisation
 - Tell us about your favourite account on social media
 - *This might be your go-to account for the latest news; political or sporting insight; gardening tips; easy-to-follow recipes; daily inspiration; or just pure unadulterated joyful dog content.*
 - *Don't have a favourite? Tell us your passion and let's see if the group has any recommendations for you!*
- 

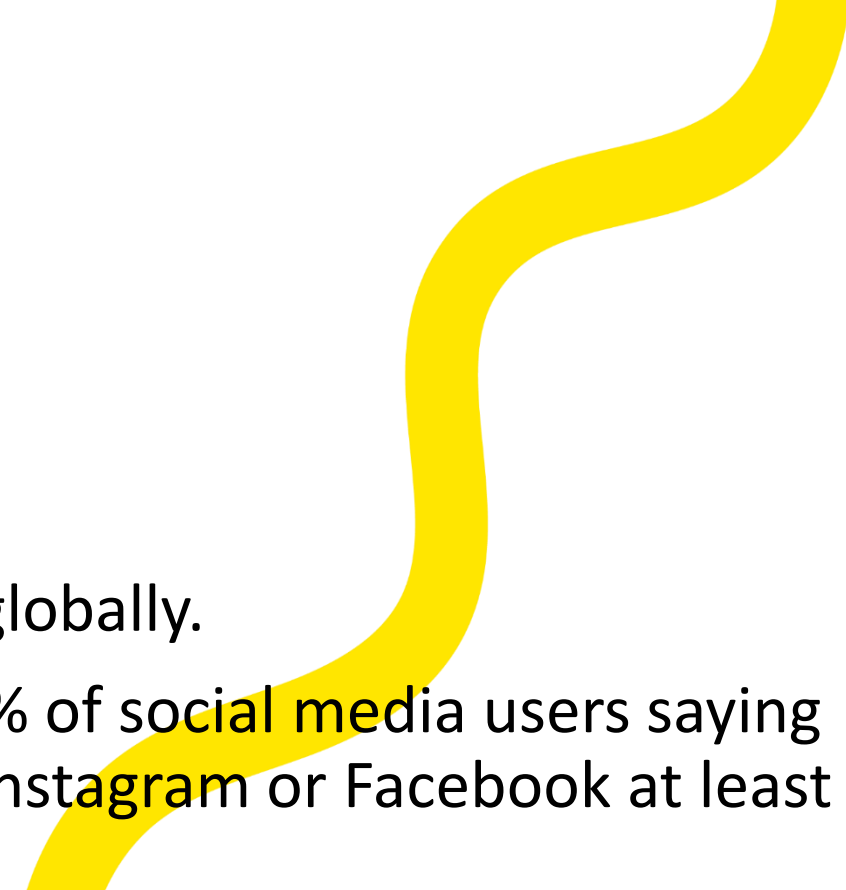


Social Media Landscape in Ireland

Overview

- There was 4.99 million internet users in Ireland at the start of 2023, when internet penetration stood at 99.0 percent.
 - Ireland was home to 4.02 million social media users in January 2023, equating to 79.8 percent of the total population.
 - Broad age demographic.
 - Expectation that everyone is on social media – including businesses.
 - Social media is an integral part of an organisations PR & Marketing Plan.
 - Social media is one of the most important ways for an organisation to build relationships with their audiences.
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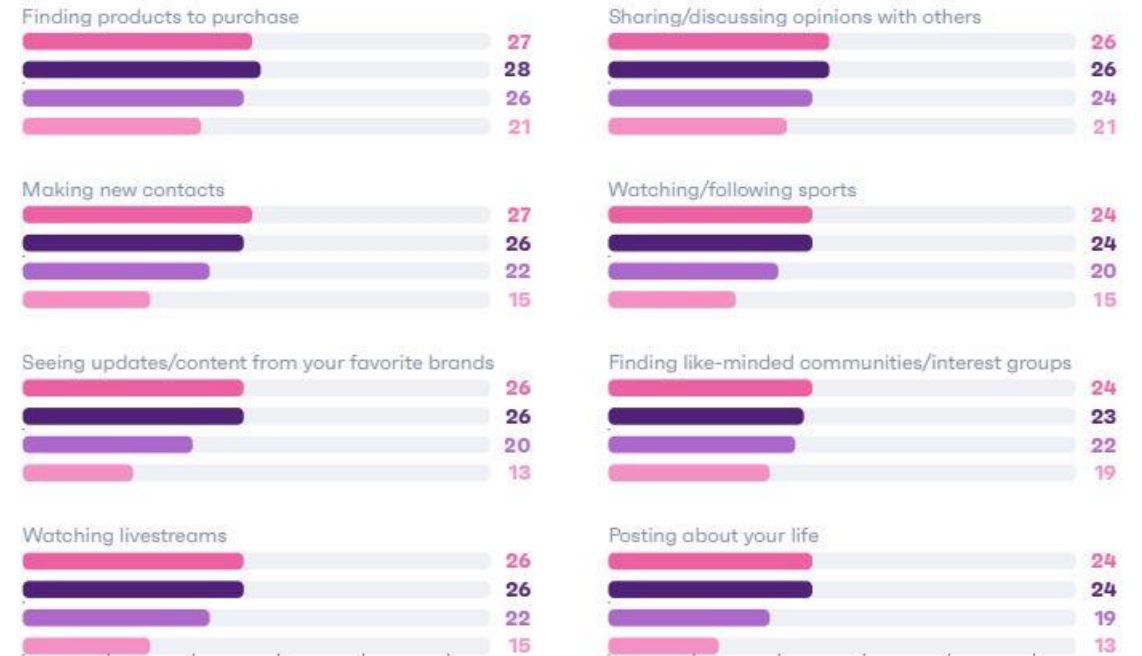
Overview of users on each platform

- Facebook: 2.50 million users in early 2023
 - YouTube: 4.02 million users in early 2023.
 - Instagram: 2.30 million users in early 2023.
 - TikTok: 2.13 million users
 - LinkedIn: 2.70 millions “members”.
 - Twitter: 1.7 millions users
 - Social media engagement has plateaued globally.
 - Short form video is most popular with 61% of social media users saying they view or create a story on Snapchat, Instagram or Facebook at least monthly.
- 

Connecting is still at the heart of social media

% of social media users in each generation who say the following are the main reasons they use social media

Gen Z Millennials Gen X Baby boomers



GWI Core Q3 2021 199,419 social media users aged 16-64

Time spent on social media

The top 3 reasons consumers give for using each platform

Based on the % of each platform's monthly visitors who use the service for the following


Facebook/Facebook Messenger

1 Message friends/family

2 Post/share photos or videos

3 Keep up-to-date with news/the world


 **Smart**


Pinterest

1 Follow/find information about products and brands

2 Find funny/entertaining content

3 Post/share photos or videos


 **Trendy/cool**

LinkedIn

1 Keep up-to-date with news/the world

2 Follow/find information about products and brands

3 Post/share photos or videos


 **Exclusive**


Snapchat

1 Post/share photos or videos

2 Find funny/entertaining content

3 Message friends/family


 **Trendy/cool**


Instagram

1 Post/share photos or videos

2 Follow/find information about products and brands

3 Find funny/entertaining content


 **Trendy/cool**


Reddit

1 Find funny/entertaining content

2 Keep up-to-date with news/the world

3 Follow/find information about products and brands


 **Bold**


TikTok

1 Find funny/entertaining content

2 Post/share photos or videos

3 Keep up-to-date with news/the world


 **Young**

Twitter

1 Keep up-to-date with news/the world

2 Find funny/entertaining content

3 Follow/find information about products and brands

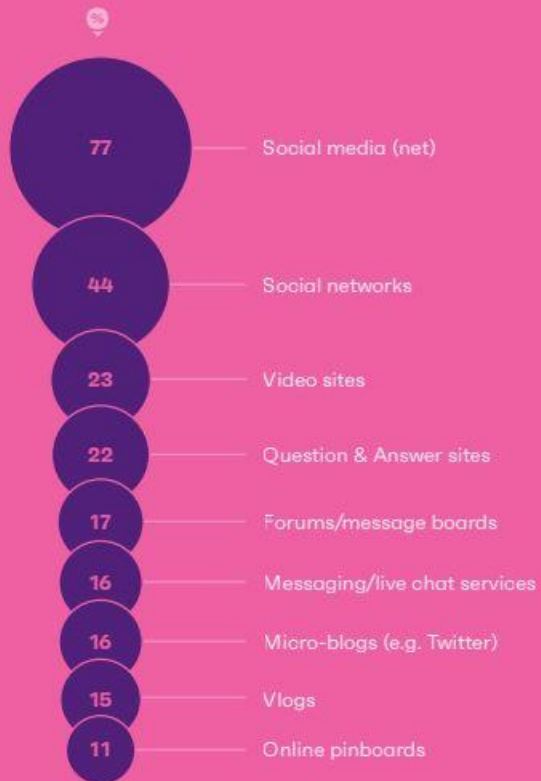
 **Trendy/cool**

 The vibe: based on what each platform's users want brands to be (top over-index)

 GWI Core Q3 2021  199,419 social media users aged 16-64

Some research essentials

% of internet users who mainly use the following when looking for more information on brands



How brand discovery happens

% of internet users who typically find out about new brands/products via the following



GW: Core Q3 2021 204,493 internet users aged 16-64

Why social media?

- **Interact directly** with your audience
- To **target** audiences
- Use existing followers to **further your reach**
- Raise awareness among **new audiences**
- To build **customer loyalty**
- To get **feedback**
- Reach **mass audiences** rapidly for **relatively little cost**
- Widespread **public expectation** that organisations will engage online
- People spend nearly 2.5 hours per day on social media
- **49.2%** of internet users worldwide use social media to learn about brands and see their content. In the 55-to-64-year-old age group, 41.3% of women are seeking out brands on social media.

The Power of Social Media - Positive



ClimbWithCharlie @climb_charlie · Apr 6, 2022



On Saturday the hand of friendship was extended all over the world. Together you raised over €2 million and counting for [@IMNDA](#) and [@PietaHouse](#).

Here's a video of just some of the amazing people that took part on the day. Make sure to tag anyone you know. [#ClimbwithCharlie](#)



The Power of Social Media - Negative



Kellie Harrington discussed her deleted tweet on immigration on [#OTBAM](#).



5:00 PM · Mar 27, 2023 · 4.6M Views

265 Retweets 512 Quotes 3,871 Likes 365 Bookmarks

Last October, I reposted a tweet of a video from a journalist (whom I did not know at the time) detailing the story of a young girl in France who was kidnapped and murdered. Moved by the horrific circumstances of this story, I reposted a video of this journalist together with a copy of a quote. My thoughts in that moment were of that young girl and not any political opinion.

Having realised the significance of my tweet and the hurt caused to a number of people I immediately deleted the tweet. I engaged privately with a number of people who were hurt by my tweet and I apologised to them.

As a sporting role model, I am aware that I need to be mindful of what I do and say. I reacted with my emotions and without the facts. How this came across is not reflective of me as a person or my thoughts.

I did an interview today during which I was caught off guard. I was not prepared for a question unrelated to sport and my response to the question asked was not definitive.

I do not want to engage in politically sensitive matters.

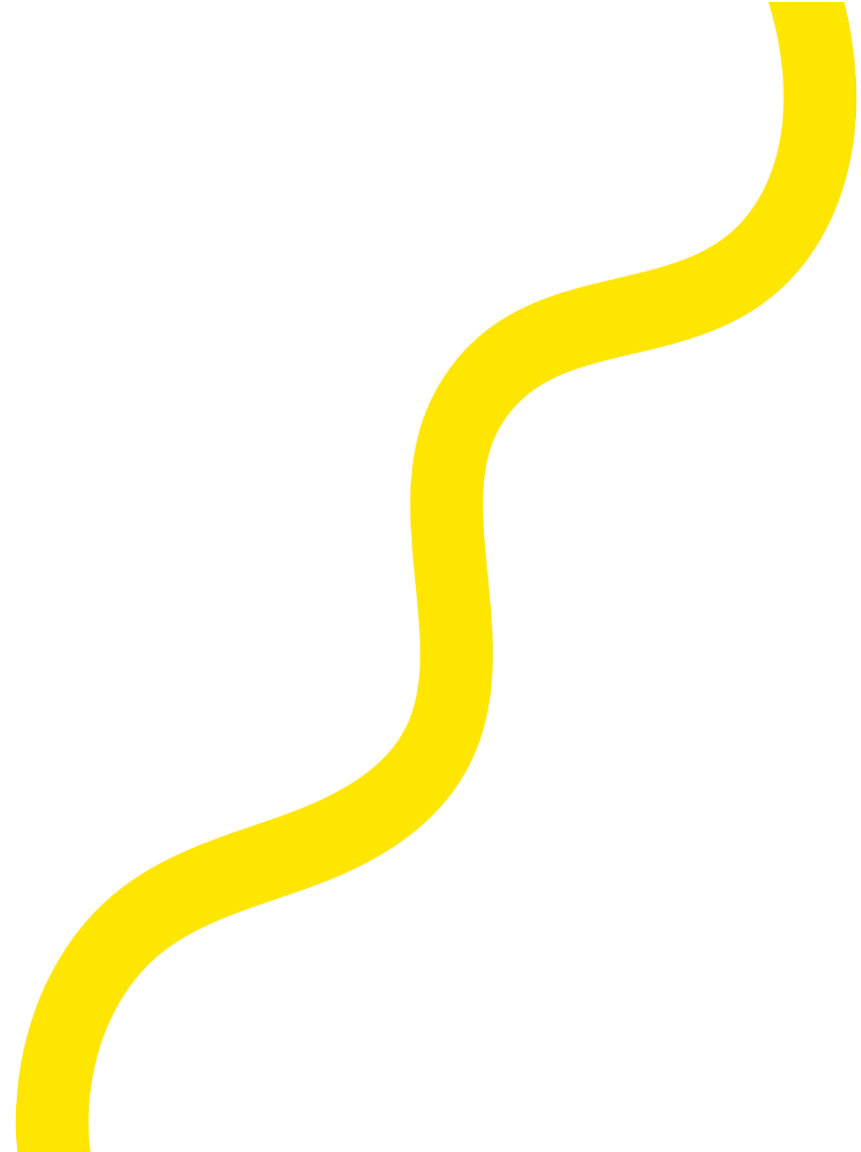
What I want to make clear is, throughout my life both in boxing & outside boxing, I have been lucky enough to have had many multicultural influences and this continues to shape me to this day. This is something that shapes me as the person I am today and something I am very grateful for. The people closest to me will attest to this.

Since the interview, I have seen some comments that I feel I should address and make my feelings and thoughts clear. As a sportswomen I am proud to say I am all about community, inclusion and diversity.

Tools and tactics for social media.....



Identifying Your Target Audience



Identifying your Target Audience

- Who are your target audience?
- Where do they live online?
- How can you learn more about them?

Define your Audiences

Who is it that you want to reach through social media? Do you have clearly defined stakeholder groups?

- Existing and potential service users / beneficiaries
- The families of existing and potential services users / beneficiaries
- Existing and potential donors (Individuals? Organisations? Corporate partners?)
- Partner and allied organisations in not-for-profit / health / community sectors
- Research centres, funders, etc.
- The media (National? Sectoral? Local? International?)
- Political figures / Advocacy & lobbying groups
- Existing and potential ambassadors

Have you created audience personas?

Do you have a clear picture of who your target audiences are? Can you put yourselves in their shoes?

- What age range do they fall in?
- Where do they live?
- What types of jobs or job responsibilities do they have?
- What problem do they have with [your industry/product]? (And how are you the solution?)
- How and when do they use social media? (At work, home, doom scrolling before bed?)
- Tip: Each platform provides Audience Insights

Define your Audiences

Who is it that you want to reach through social media? Do you have clearly defined stakeholder groups?


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Learning about your customers

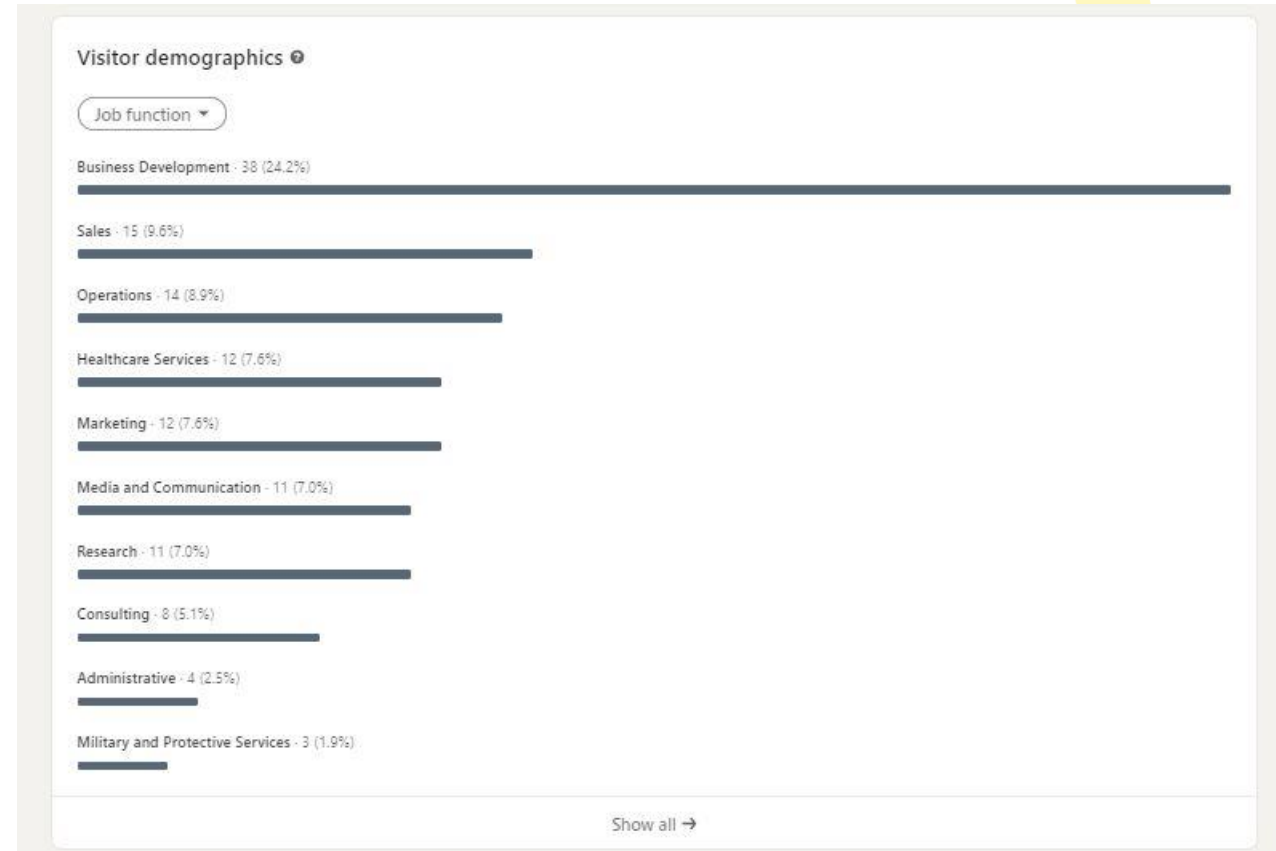
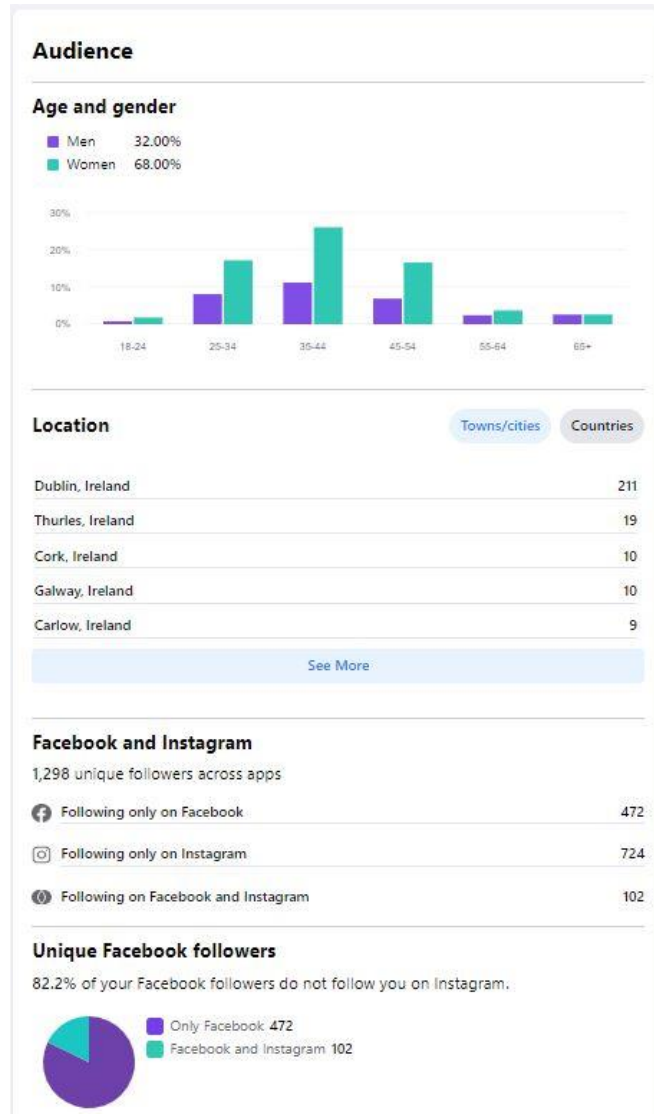
- Where can you find out more?
 - Look at your competitors' audiences.
 - Monitor your social media and website analytics.

The Ladder of Engagement

Within every stakeholder group, individuals will be on a different rung of the ladder... it takes time to build your tribe.

- 
5. ADVOCATING
 4. ENGAGED
 3. INTERACTED
 2. INTERESTED
 1. AWARE

Audience Insights



Growing your audience

- Follow accounts of relevance –organisations operating in your sector; local businesses / local organisations / local politicians; etc.;
- Engage with your followers – like their posts; comment where relevant.
- Remind your clients/service users that you're on social media – share posts on your other social media profiles about your other accounts; include your username in your signature / on your business card.
- Remember – it's better to have a smaller, engaged audience, than thousands of followers of no relevance to your organisation.
- Hashtags can help others to find you!

REMEMBER: *It's better to have smaller, engaged audience than 1000s of followers of no relevance.*

Who are your dream advocates?

Have you identified any high profile social media users who align with your organisation values and would make ideal ambassadors for you?

- Are there journalists or media outlets you're determined to get on the radar of? Is there an ideal radio or TV presenter you want to be sharing your message?
- Is there a Counsellor, TD or Senator you want in your corner?
- Is there a public figure or celebrity you'd love to have as the face of a future campaign?

FOLLOW. ENGAGE. CONNECT.

Create community and brand loyalty

People naturally organize themselves into communities on social media. That might mean a Facebook Group or a hashtag like #DIYTok. When brands support and engage in these communities, they gain credibility with people who are naturally inclined to be interested in their products and services.

Providing helpful resources, information, or even entertaining content on social media helps people identify with your brand. They become loyal brand advocates who make repeat purchases and spread the word about your brand through their own social media channels.

Tools and Tactics

What have you got in your arsenal already?

- Impactful research findings
- Human interest stories
- A powerful spokesperson
- Well known advocates or champions
- A supportive network
- Fundraising channels
- Subject matter experts
- Testimonials and case studies
- A strong brand
- FAQs
- Media coverage
- Skills within your team (An eye for design? The gift of the gab? A way with words?)
- Existing photography, video, audio
- Budget to get more?

What tactics can you employ?

- **Create Evergreen Content** – versatile, on brand assets which can be rolled out at any time alongside a wide range of messages.
- **Storytelling & Retelling & Retelling** - one case study can create a number of blogs, video clips, audio clips, graphic quotes.
- **Influencer Engagement** – engage with and tag relevant influencers of partners to encourage their buy in.
- **Jump on the Bandwagon** – join conversations or get creative with new trends, *for example, 'Where it started / How it's going'.*
- **Create Regular Features** – develop banks of content that delivers key messaging regularly, *for example, a 'Meet the Team' post*
- **Create Shareable / Taggable Content** – encourage your most engaged audiences to tag their friends, share your post, *for example, an 'I nominate' easy fundraiser / awareness raiser*



Alice Public Relations @helloalicepr · Mar 27

With the clocks springing forward this weekend, [#TeamAlice](#) is happy with the extra hour of daylight. But there's still plenty of night sky to photograph for [@DIAS_Dublin](#) astrophotography competition - deadline for submissions is 5pm, 28th April . [reachforthestars.ie](#)



1 8 8 906



Alice Public Relations @helloalicepr · Mar 27

Replying to [@helloalicepr](#)

It's another busy week this week, with [#client](#) meetings, media launches & some in-person events that the team is looking forward to. This evening [@niamherss](#) will be visiting her alma mater, [@DCU](#) , to participate in the mock interviews for PR master's students. [#AlicePlaybook](#)

1 1 52



Alice Public Relations @helloalicepr · Mar 27

On Tuesday [@MartinaPQuinn](#) is speaking on a panel about equality, diversity & inclusion in the PR industry at a public relations seminar in TU Dublin, & on Thursday she's attending a [@PRCA_Ireland](#) Expert Briefing focused on staff recruitment & retention. [#AlicePlaybook](#)

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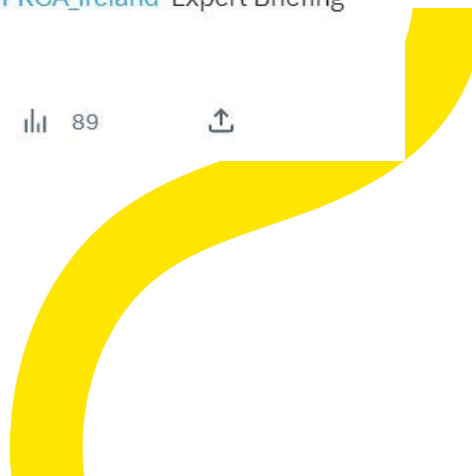


Alice Public Relations @helloalicepr · Mar 27

This Friday is International Transgender Day of Visibility. Here at Alice, we're proud to work with [@TransEqTogether](#) , a coalition working to create an Ireland where trans & non-binary people are equal, safe and valued. [#AlicePlaybook](#)



1 3 195





Fortress Spike Island, Cork

@SpikeIslandCork · Landmark & historical place

Book Now

spikeislandcork.ie

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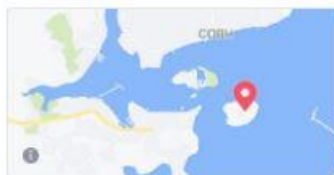
Message

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About

See all



1 The OFFICIAL Spike Island page, a place steeped in 1300 years of history incl a monastery, prison, fortress & island homes. Boats from Cobh.

1 Winner of EUROPE'S Leading Tourist Attraction 2017. Spike Island off the coast of Cobh in Cork harbour has over 1300 years of Irish history. From th... See more

34,530 people like this, including 25 of your friends



35,469 people follow this

15,817 people checked in here

<http://www.spikeislandcork.ie/>

(021) 237 3455

Send message

Price range - ££

admin@spikeislandcork.ie

Landmark and historical place · History museum · Island



Create Post

Photo/video

Check In

Tag friends

PINNED POST



Fortress Spike Island, Cork

28 April 2021 · 🌐

Tickets on sale now!

- Depart from beautiful Cobh.
- Sail stunning Cork harbour.
- Explore our 1300 year history, as a fortress, prison, monastery and Island home.
- Discover over a dozen museums.... See more



SPIKEISLANDCORK.IE

Explore Spike Island | Cork Tourist Attraction

Learn More

516

144 comments 169 shares

Like

Comment

Share

Most relevant ▾

PINNED POST



Fortress Spike Island, Cork

28 April 2021 · 🌐

Tickets on sale now!

- Depart from beautiful Cobh.
- Sail stunning Cork harbour.
- Explore our 1300 year history, as a fortress, prison, monastery and Island home.
- Discover over a dozen museums.
- Walk our island nature trails, which have seen captains, convicts, sinners and saints.
- Free map and APP, guided tour included.
- Children's fortress fairy trail and interactive areas.
- Cafe and gift shop on site.

Discover Ireland's historic island, Spike Island Cork...

www.spikeislandcork.ie



SPIKEISLANDCORK.IE

Explore Spike Island | Cork Tourist Attraction

Learn More

516

144 comments 169 shares

Like

Comment

Share

Most relevant ▾



Dublin Zoo

23h · 🌐



Did you know that Sulawesi-crested macaques can live in troops of 5-25 individuals?

They are highly social and spend a lot of time grooming each other.

Book your tickets to visit the troop of Sulawesi-crested macaques at Dublin Zoo: www.dublinozoo.ie

📷 Padraic Reid



👍❤️ 115

12 comments 5 shares



Like



Comment



Share



Fota Wildlife Park

29 December 2022 at 11:32 · 🌐



Have you ever wanted to see the sloths at night in the Tropical House?

Here's Matheo, moving around overnight, catch up with our ranger Jean and see baby Rowan and mum, Talyta, heading around at night here - <https://bit.ly/FWPSlothsAtNight>



👍❤️ 41

1 share



Like



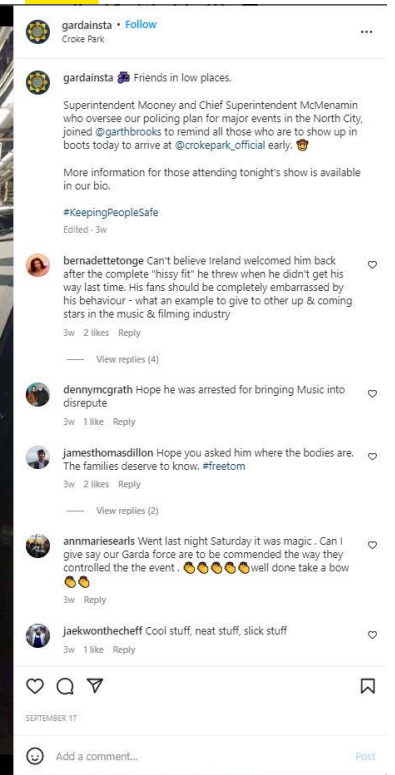
Comment



Share

Using Instagram Effectively

- Use authentic, real-life photos – avoid using too many stock photos / posters / flyers.
- Share “stories” regularly. These show a candid glimpse into an organisation.
- Engage with other organisations – like their pictures / comment underneath them / tag them in posts you share that are relevant to them.
- Use Instagram to showcase your organisation’s personality!





ballynahinchcastle

Message Follow

1,487 posts 22.5K followers 357 following

Ballynahinch Castle Hotel
Luxury castle hotel in Connemara on Ireland's west coast on a 700 acre estate. A proud member of @relaischateaux info@ballynahinch-castle.com
www.ballynahinch-castle.com/en/ballynahinch-picnics

Followed by annadaly, weareobeo, din_taylor + 22 more



Media



GARDEN C...



WALLED G...



VIEWS



DINING



WINDOW



CONNEMA...

POSTS GUIDES REELS TAGGED



Using Twitter Effectively

- Engage directly with your target audience – respond to tweets / follow back / like tweets.
- Follow influencers in your sector (relevant journalists, local politicians, etc.).
- Use photos, video, quotes, figures and hashtags to increase your chances of being retweeted.
- Capitalise on external events (where appropriate).
- Use hashtags – but not too many. When creating your own, always check they are correct and appropriate before using.
- Twitter needs close monitoring!



www.murraytweetindex.ie



Pinned Tweet



We-Consent @WeConsentIRL · 5h

Consent is ongoing, playful, sexy, fun & real. 💬 We~Consent is live! We are delighted to launch our new Ad that shows consent as an equal agreement between people! Consent is for everyone, no matter your age, gender or relationship status. Consent is for you 🙌 #WeConsent



Aldi Stores UK @AldiUK · Oct 17

us next @marksandspencers xx



Pop Base @PopBase · Oct 16

Selena Gomez and Hailey Bieber pose for photos together at the Academy Museum Gala.



196

6,437

95.3K



TG 4

TG4TV @TG4TV · Mar 24

Go tobann... ⚡



1

2

114

6,768



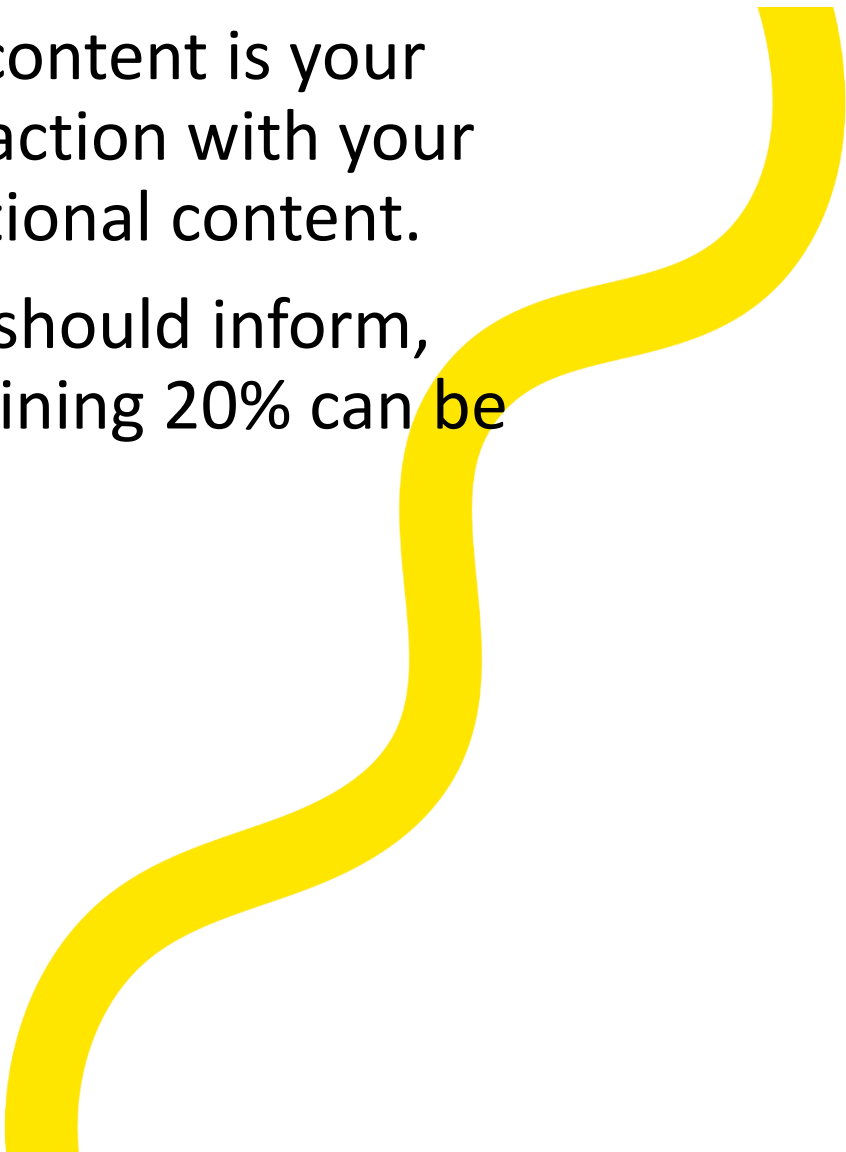
Template Social Media Content Plan

WK	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1	Client testimonial	Share news article	Promote event		Motivational graphic	Thank you for donations	
2					Promote event		
3	Promote event					Promote event	
4	Promote event		Promote event	EVENT			

Date	Feature	Copy	Visual	Platforms
2/1	Reviews	<p>Are you finding searching for a job difficult? Want to gain more confidence? If so, our free Mentoring Programme is perfect for you!</p> <p>Your mentor will provide a one hour-long mentoring session at least once a month to help you achieve your goals.</p> <p>Contact us on info@workequal.ie</p>	Graphic	Facebook, Instagram



Classic Rules

- **The rule of thirds:** One third of your content is your ideas/stories, one third is direct interaction with your audience, and the last third is promotional content.
 - **The 80/20 rule:** 80% of your content should inform, entertain, and educate, and the remaining 20% can be promotional.
- 

How are you going to measure success?

What does success look like?

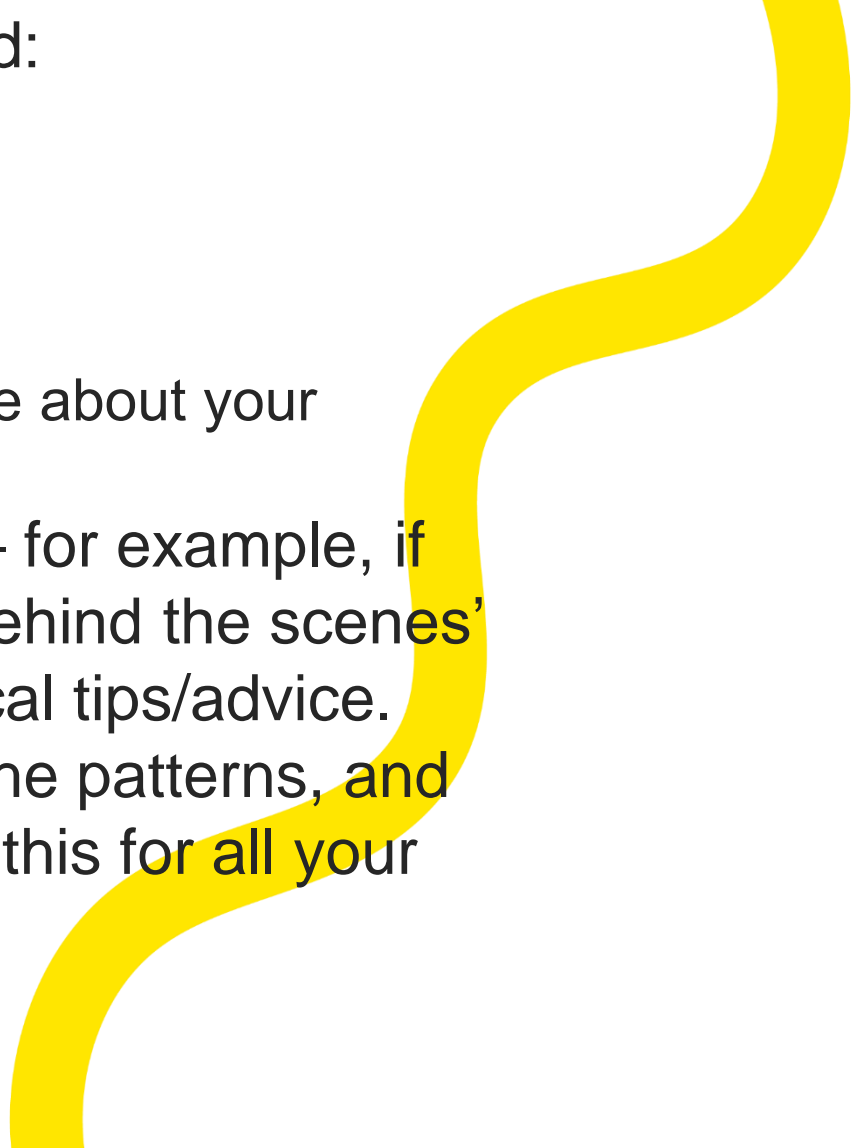
- More followers?
- More post likes?
- More page views?

What are you *actually* trying to achieve? Remember to be SMART

- Increase brand awareness? Audience size / Reach / Mentions / Shares
- Drive website traffic? Page visitors / Link clicks
- Increase donors? Post engagement / Shares / Subscriptions

Consider specific metrics for different audiences / key messages / types of content.

Tracking Your Results

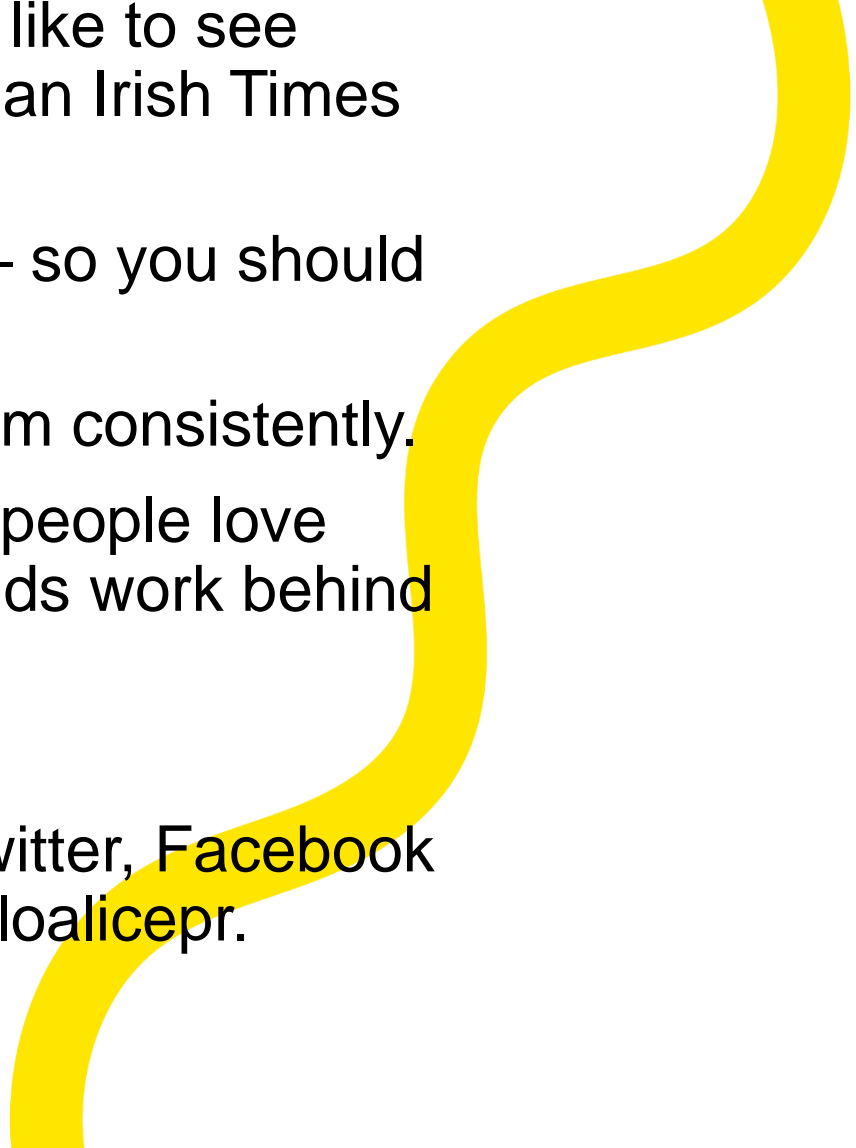
- For example, on a monthly basis record:
 - Number of followers lost/gained;
 - Top three most popular posts;
 - Three least popular posts;
 - The times they were posted at.
 - Use the 'Insights' function to learn more about your followers.
 - This will allow you to identify patterns – for example, if your followers prefer your personal / 'behind the scenes' posts; or prefer when you share practical tips/advice.
 - Adjust your content plan according to the patterns, and regularly review your performance. Do this for all your social media profiles.
- 

Tracking Your Results

The practicalities... all you really need is:

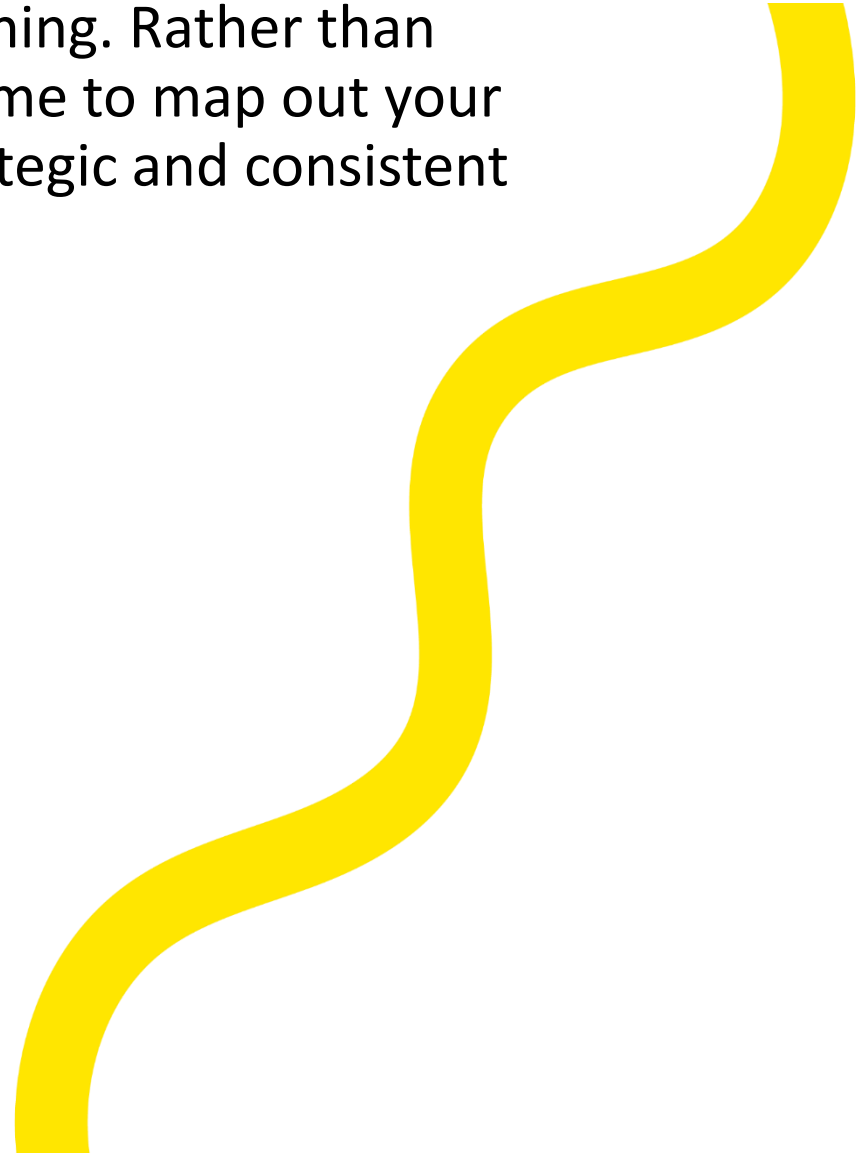
- An SMART approach (objectives, metrics, timeframes, etc)
- An excel document
- A calendar reminder
- Protected time to record and analyse your findings
- A dedicated folder for screengrabs
- An engaged team (making your wider team aware of what you're doing, what you're measuring and how you're reporting can encourage buy-in so that they report back any anecdotal evidence they hear from stakeholder groups or see on social media).

Points to Remember

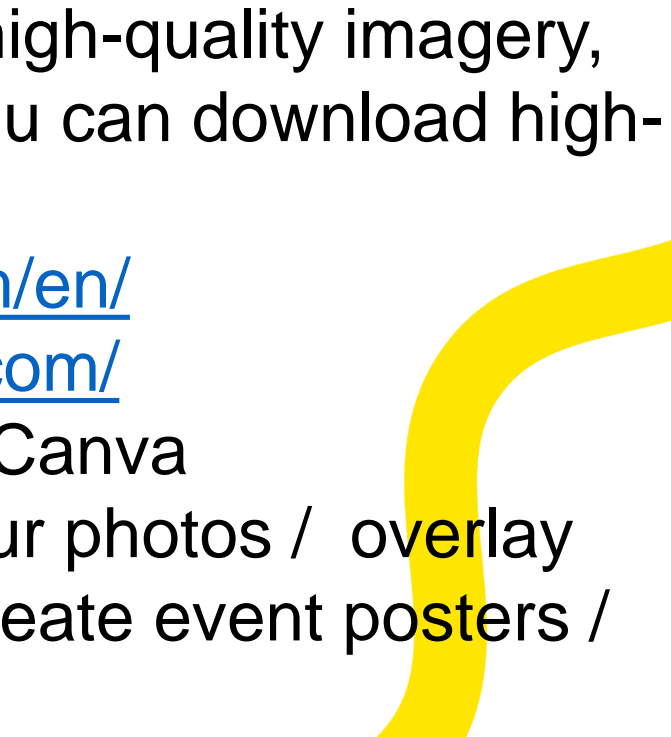
- Don't ever post something you wouldn't like to see attributed to you or your organisation in an Irish Times article.
 - All social media platforms are different – so you should use them all differently.
 - Develop bespoke hashtags and use them consistently.
 - Use social media to show personality – people love glimpses of how organisations and brands work behind the scenes.
 - Don't spam your followers!
 - Use consistent usernames – e.g. our Twitter, Facebook and Instagram usernames are all: @helloalicepr.
- 

Points to Remember

- Creating effective social content takes planning. Rather than creating your content on the fly, take the time to map out your posts in advance. This allows you to be strategic and consistent in your messaging across platforms.

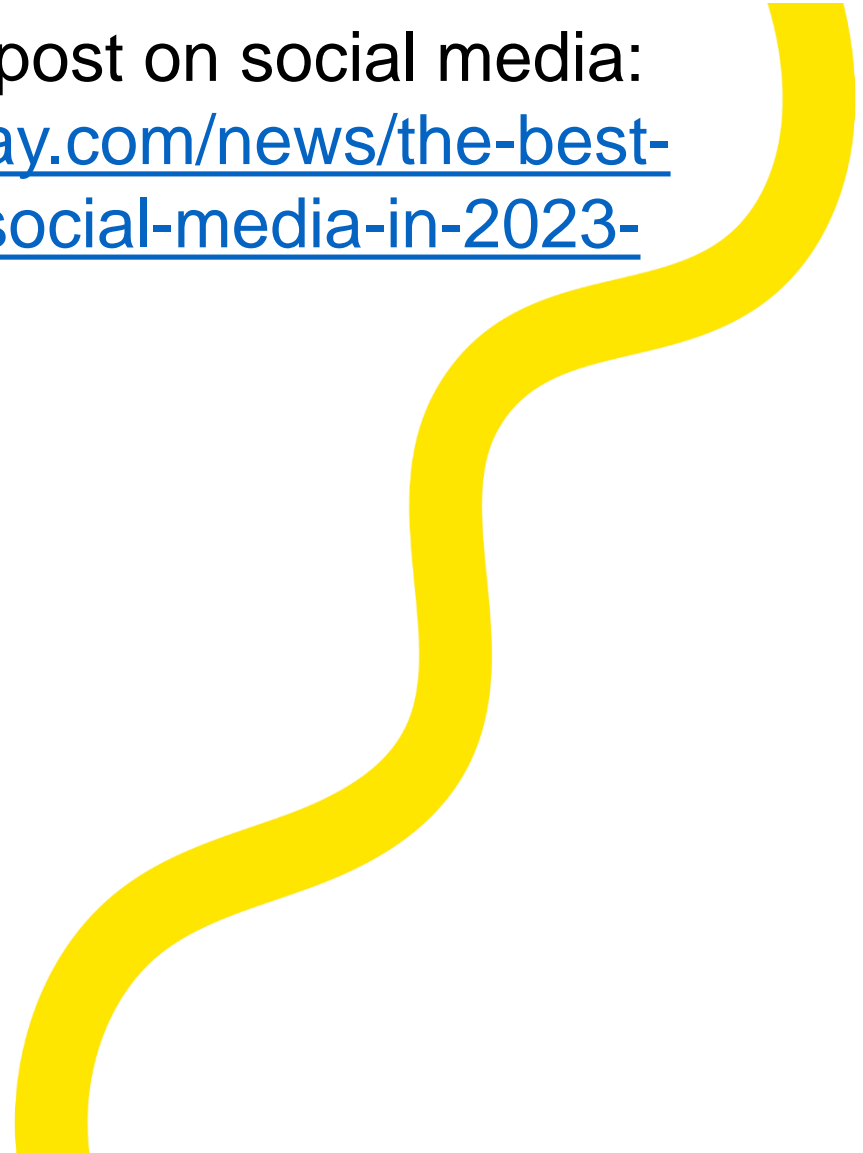


Creating Engaging Visual Content

- If you don't have a bank of high-quality imagery, there are websites where you can download high-res, royalty-free images.
 - Pixabay: <https://pixabay.com/en/>
 - Unsplash: <https://unsplash.com/>
 - Use a free website such as Canva (www.canva.com) to edit your photos / overlay them with text and logos / create event posters / create infographics.
- 

Top Tips

- The best days and times to post on social media:
<https://www.socialmediatoday.com/news/the-best-days-and-times-to-post-on-social-media-in-2023-infographic/639571/>



Evaluation

Please complete the form below:

- <https://forms.office.com/r/HPcEaaUv5L>



Contact Information

Sorcha Mac Mahon

Account Manager

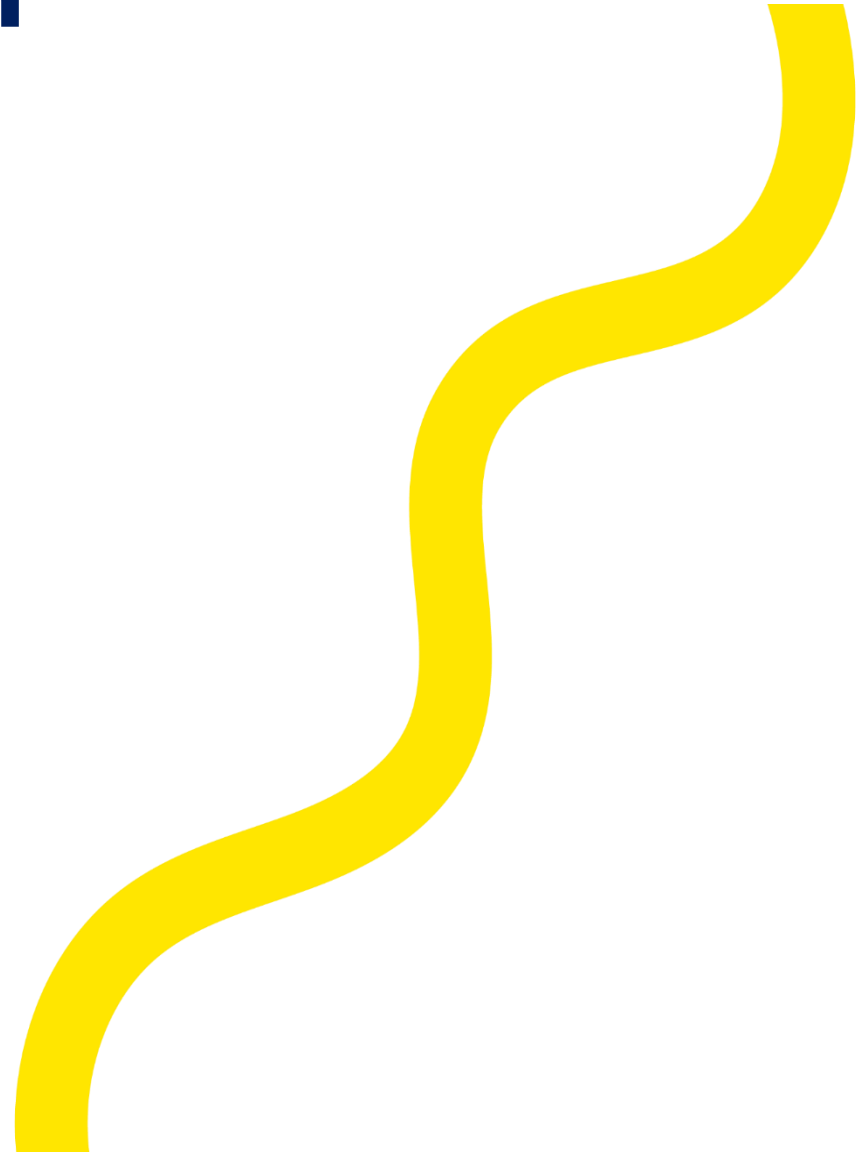
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Email: sorcha@alicepr.com

Website: www.alicepr.com

Twitter: @helloalicepr



Carmichael.

<https://www.carmichaelireland.ie/courses/>

Guiding nonprofits
carmichaelireland.ie