

Social Media Proposal

Age UK Milton Keynes

Prepared by: Laine Smith

April 2023

The Importance of Social Media

Social media has become an essential tool for charities because it provides a platform to raise awareness, engage with supporters, and solicit donations. Here are some specific reasons why social media is important for charities:

1. Reach a wider audience: Social media platforms have billions of active users, making it easier for charities to reach a wider audience with their message and cause.
2. Raise awareness: Social media can be a powerful tool to raise awareness about the work of charities and the issues they are working to address. Charities can educate people about their cause and inspire them to take action.
3. Engage with supporters: Social media provides charities with an opportunity to engage with their supporters in real-time. This engagement can help to build trust and loyalty with supporters, which can lead to more donations and support in the future.
4. Solicit donations: Social media can be an effective tool for soliciting donations. Charities can use social media to share their fundraising campaigns, promote events, and encourage people to donate. Social media platforms also have features such as donate buttons and fundraising tools, which make it easy for supporters to donate directly through social media.
5. Amplify their message: Social media can help charities amplify their message and reach a larger audience. Charities can increase their reach and get their message in front of more people.

Overall, social media is important for charities because it provides a cost-effective way to reach a wider audience, raise awareness, engage with supporters, solicit donations, and amplify their message.

Social Media Strategy

Creating a social media strategy for a charity involves identifying goals, defining target audiences, and creating a plan to reach those audiences through various social media channels. Here are the steps involved in creating an effective social media strategy:

- 1. Define Goals**
- 2. Reaching the target audience**
- 3. Choose social media channels**
- 4. Develop content strategy**
- 5. Establish a posting schedule**
- 6. Engage with audience**
- 7. Analyse and adjust**

Defining Goals

It's important to start by defining specific and measurable goals that align with the overall mission of the charity.



Increasing awareness, engagement and donations are top priorities for using social media for charity. Therefore, I believe the top goals for a new social media strategy should be:

- Grow followers
- Increase audience interaction
- Encourage donations
- Encourage volunteers

These goals should be reviewed monthly to measure their success, and the strategy can then be adjusted to align more with them.

Target Audience

Who do we want to reach with our social media efforts?



The target audience must be clarified so that we can tailor content to specifically target them. The main segments should be:

- Older people interested in the services
- Families and friends of older people that think they can benefit from Age UK services
- Potential or active donors
- Volunteers and supporters

Overall, the stakeholders of an old person's charity are diverse and include the elderly beneficiaries, donors and supporters, volunteers, staff and leadership, partner organizations, regulators and policymakers. Each stakeholder group has a unique role to play in the success of the charity, and it's important for the organization to engage and collaborate with each group to achieve its mission.

Choosing Social Media Channels

The best social media channel for a charity depends on several factors, including the organization's goals, target audience, and the type of content being shared.



In order of significance, these are the channels that need the most focus:

- Facebook - 2.4k followers
- Twitter - 1,920 followers
- Instagram - 280 followers
- LinkedIn - 340 followers

Ultimately, the best social media channel for us depends on the organization's goals and target audience - and at the moment, it's Facebook. I believe it would be beneficial to also expand to platforms such as TikTok and YouTube for greater engagement.

Content Strategy

Developing a content strategy for a charity on social media involves planning out the type of content that will be shared on each platform, ensuring that it aligns with the organization's goals and engages its target audience.

Content Types Examples:

1. **Impact Stories:** Share inspiring stories of people who have benefited from the charity's programs.
2. **Fundraising Campaigns:** Promote ongoing and upcoming fundraising campaigns and events, including links to donate or purchase tickets.
3. **Volunteer Opportunities:** Share opportunities for supporters to get involved by volunteering or donating their time.
4. **Awareness Days:** Share posts and articles related to awareness days relevant to the charity's mission.
5. **Videos:** Share videos that showcase the charity's work, its impact, and its staff and volunteers.
6. **Behind the Scenes:** Share behind-the-scenes photos and stories of staff and volunteers in action.
7. **News and Updates:** Share breaking news, updates, and announcements related to the charity's programs and impact.
8. **Hashtag Campaigns:** Participate in relevant hashtag campaigns and encourage followers to join in.
9. **Retweets:** Share content from other organizations and individuals that align with the charity's mission.
10. **Quotes:** Share quotes from staff, volunteers, and beneficiaries that showcase the impact of the charity's work.
11. **Infographics:** Share infographics and statistics that demonstrate the impact of the charity's work.

Posting Schedule

It's important to establish a posting schedule to ensure consistency and relevance on social media. A calendar should be created month-to-month and content can then be planned in advance.



Why is it important?

1. **Consistency:** A regular posting schedule ensures that the charity's content is consistently shared with its audience, which can help to build brand awareness and keep followers engaged with the organization.
2. **Efficiency:** A posting schedule helps to ensure that social media posts are published at optimal times for maximum engagement, which can help to increase the visibility of the charity's content and reach a wider audience.
3. **Planning:** A posting schedule allows the charity to plan its social media content in advance, which can help to save time and resources and ensure that content is aligned with the organization's goals and messaging.
4. **Metrics:** A posting schedule allows the charity to track and measure the effectiveness of its social media content over time, which can help to inform future content strategies and improve engagement with followers.
5. **Overall,** a posting schedule is a key component of an effective social media strategy and can help a charity to maximize its impact on social media.

Engaging with the Audience

Engaging with the audience on social media is crucial for building a strong relationship with followers and increasing brand awareness.



How to achieve engagement:

1. Respond to comments and messages
2. Ask questions
3. Share user-generated content
4. Conduct polls and surveys
5. Host Q&A sessions
6. Show appreciation
7. Personalize your interactions

Overall, effective engagement on social media involves listening to your audience, providing valuable content, and fostering a sense of community around your brand. By consistently engaging with your followers, you can build a strong and loyal audience that supports your mission and helps to promote your organization.

Analyse and Adjust

Regularly analysing social media analytics will determine which types of content are resonating with followers and adjust the content strategy as needed. Below is an example of strategies to do this:



1

Daily dashboard – This report takes note of spikes of activity for the social media team to respond to trends quickly.

2

Weekly KPI report – A weekly snapshot of your most important KPIs in comparison to the previous week, and the corresponding week from the previous year

3

Monthly roll-up report – This is a more objective report for management covering a longer period of time.

4

Quarterly strategy review – Here, the focus is less on the numbers and more on actions, prioritization, and goal-setting.

Content Examples

 Milton Keynes
ageUK

We believe in making a positive difference.

Making a positive difference by putting older people, and the people around them, at the heart of all we do.



[Join us today!](#)

www.ageukmiltonkeynes.org.uk

 Milton Keynes
ageUK

Give a little piece of happiness

Making a positive difference by putting older people, and the people around them, at the heart of all we do.



[Join us today!](#)

www.ageukmiltonkeynes.org.uk

 Milton Keynes
ageUK

Help those who have helped us!



Content Examples

The poster features a photograph of an elderly couple walking away from the camera on a paved path in a park-like setting. The man is wearing a dark jacket and a cap, and the woman is wearing a light-colored jacket. The path is lined with trees and grass, and the sky is blue with some clouds. The text is overlaid on the image in white.

 Milton Keynes
ageUK

Enter event details here

EMPOWERING ELDERS, ENRICHING LIVES

Proceeds of the event goes to Age UK Milton Keynes
donation teams

Some place in Bletchley
At this time

SEE DETAILS AND REGISTER AT WWW.AGEUKMILTONKEYNES.ORG.UK

Content Examples



Content Examples

