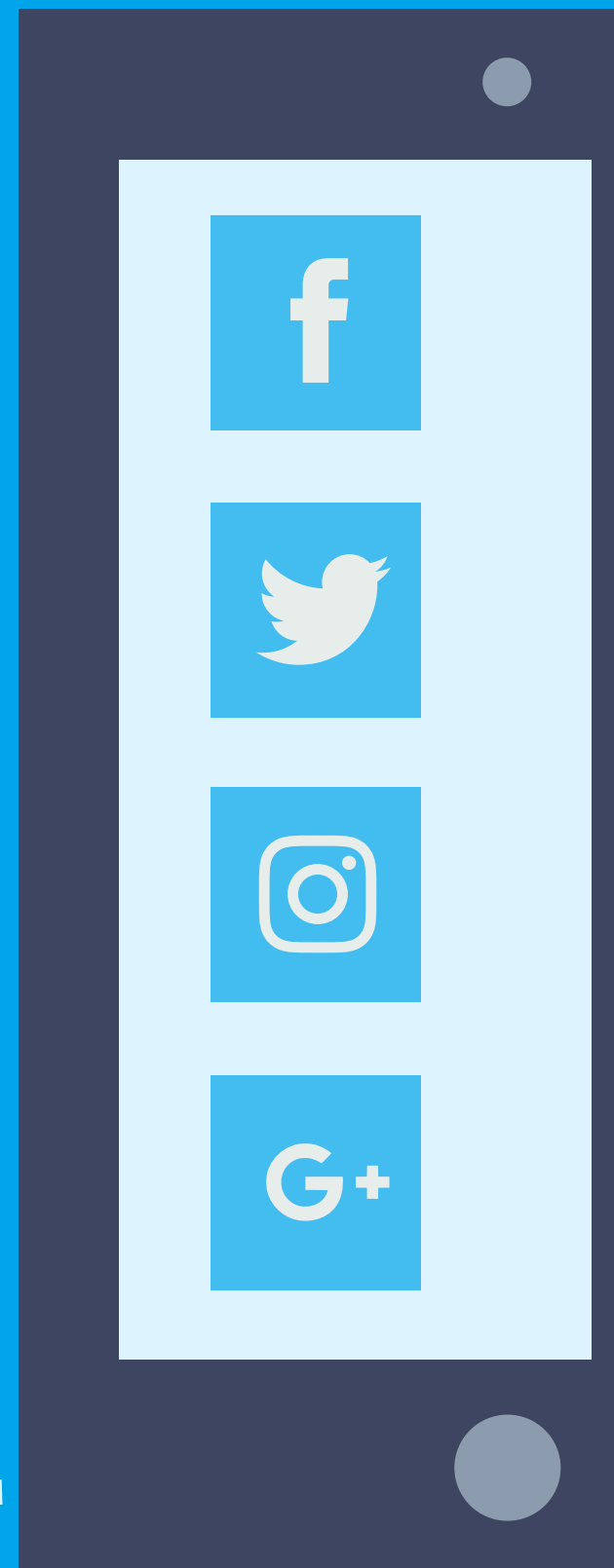




SOCIAL MEDIA Q&A





Introduction to Social Media Webinar

Thank you for attending our Introduction to Social Media Webinar.

Below, we have answered some of the questions asked during the webinar. For definitions of any terms or phrases, please have a look at [TalkWalker's Glossary of Social Media Terms](#).



Starting out:

It is very common when you first launch your page to have little to no response until you have built up a “following” (a larger number of people who follow your page). To build a following, you can monitor which posts get a more positive response by periodically reviewing which posts receive more likes, comments, reposts and retweets for example.

Feel free to have a look at similar groups’ pages for inspiration! Although you cannot copy their posts, you can see what kind of things are being posted, what tone of voice, information and images are being used to get a general idea of what you can post.





Fears over getting it 'wrong':

From the start, it's a good idea as a group to create a Social Media Policy (see [Macc's Social Media Policy template](#)). This way, everyone in the group is aware of what platforms are being used, target audience, and style/voice of posts to avoid mistakes, causing offense or copyright issues, and who is responsible for keeping an eye on what is being posted, as well as monitoring responses.

If you are not happy with your post, Facebook and Instagram both give you the option to change your post. Simply right click on the post/image/video etc and click "Edit post". This allows you to adapt the text, although you will not be able to remove any images posted with this. To remove images, or for Twitter which does not allow this edit option, you can delete the post and re-post with the images and text required.





Beginners Guide to hashtags

Advice on creating hashtags:

Use # and combine words together without spaces for each hashtag e.g., #MaccMaterials #CharitySector
Use CamelCase (capitalising each word in each hashtag) for greater accessibility. Hashtags entirely in lowercase are harder for text-to-speech tools to recognise and harder to read e.g., #CamelCase not #camelcase
Make sure hashtags are relevant to your post and organisation e.g., if you are based in Manchester and posting about a local event you have created, #England is not relevant, and could be missed by your target audience.

Hootsuite have created a guide that covers all platforms [here](#).

Who sees a hashtag?

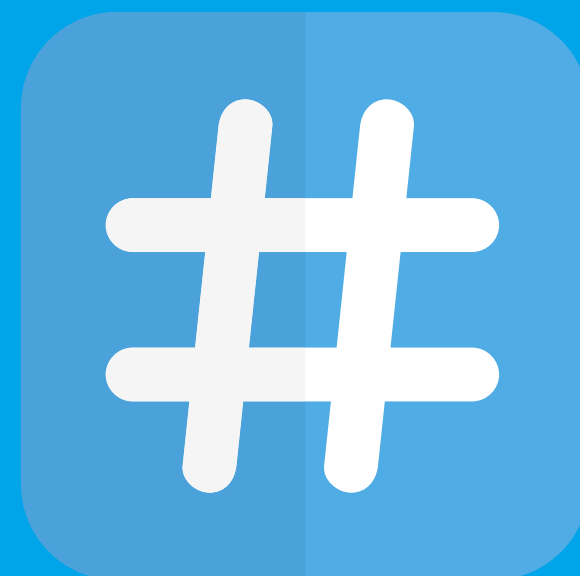
If your profile is public (anyone can view it), your hashtag can be seen by anyone who follows your page and/or follows that hashtag.

If your profile is private, only your followers can see your posts, including posts with hashtags.



Tips for using hashtags from sproutsocial.com:

- If you are using hashtags for their intended purpose (categorisation and discovery), don't string too many words together with a single hashtag.
 - On most networks, if you use a hashtag on a public account, anyone who does a search for that hashtag can find your post.
 - Don't #spam #with #hashtags. Avoid over-tagging a single post or adding them to every word.
 - Tweets with hashtags had 2 times more engagement than those without, and 55% more Retweets.
 - Use hashtags only on Tweets relevant to the topic. Trying to get attention by using a mismatch between the content of your Tweet and hashtag use will not do you any favours if people are annoyed.
- [Website with a monthly hashtag calendar to help you tap into hashtags and trends](#)

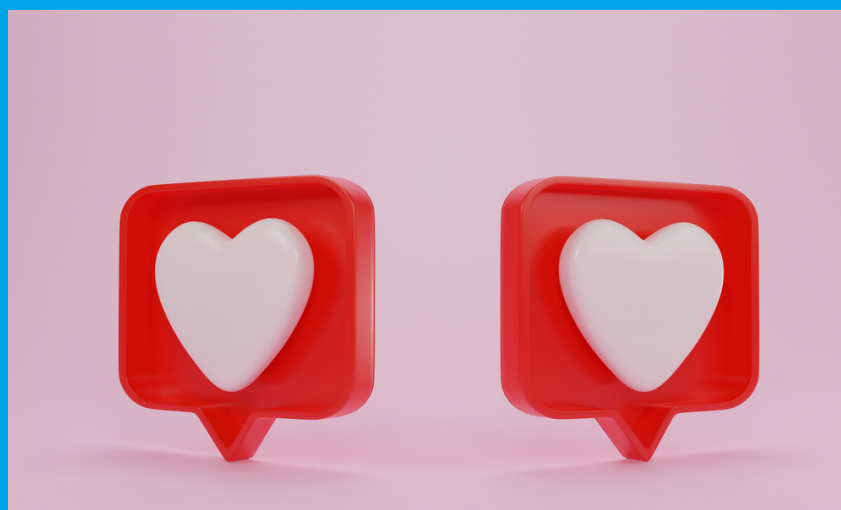




What is the difference between searching and following?

Searching = typing in the name, username, email address or relevant information about a group/individual on social media to directly view their page and posts.

Following = subscribing or opting-in to see a group's/business's/individual's updates without going directly to their page. Updates will appear in a list on your own homepage (known as a Feed).





Facebook

Video Tutorials:

- [Setting up a Facebook page for your organisation.](#)
- [How to set Facebook Page Admin Roles](#)

Group admin - basics

Facebook for not for profits

60 Must follow charity Facebook pages





How do I know if I am posting in the right account?

- There should be a drop-down arrow or Account button in the top right corner of the page.
- Click on this and click on the account you wish to post from.
- This should take you to that account's page or give you the option to enter that page. From there, you can Create New Post. More detail and screenshot images [here](#).





How can you filter what you see on your feed?

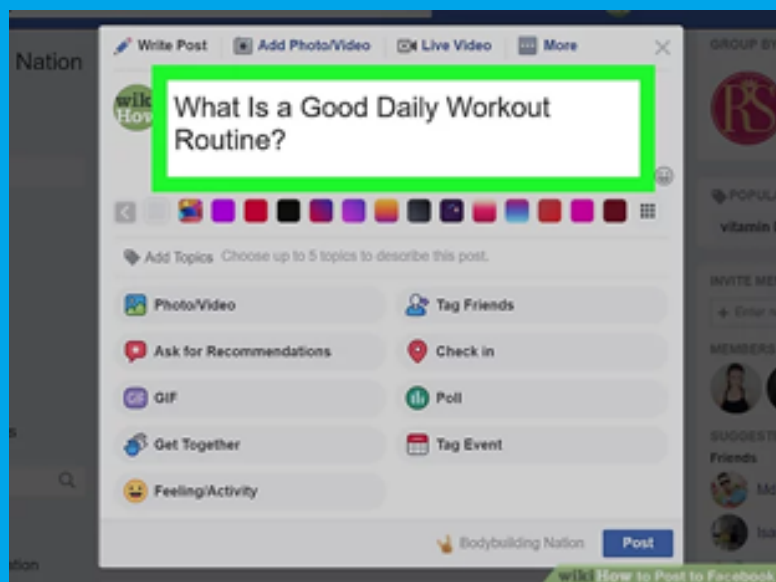
Your News Feed preferences help you control what you see on your News Feed. To see and adjust your News Feed preferences:

1. Click the downward facing arrow in the top right of Facebook.
2. Select **Settings and Privacy**, then click **News Feed Preferences**.
3. Click any of the following options to adjust your News Feed preferences:
 - **Manage Favourites** to select people and Pages that you want to prioritize. This means their posts will be shown higher in your News Feed.
 - **Unfollow** to unfollow a person, Page, or group.
 - **Reconnect** to follow a person, Page, or group that you unfollowed in the past.
 - **Snooze** to restart, stop or add more time to your snoozes.

For source and more information, [click here](#).



How to post on Facebook through desktop computer:

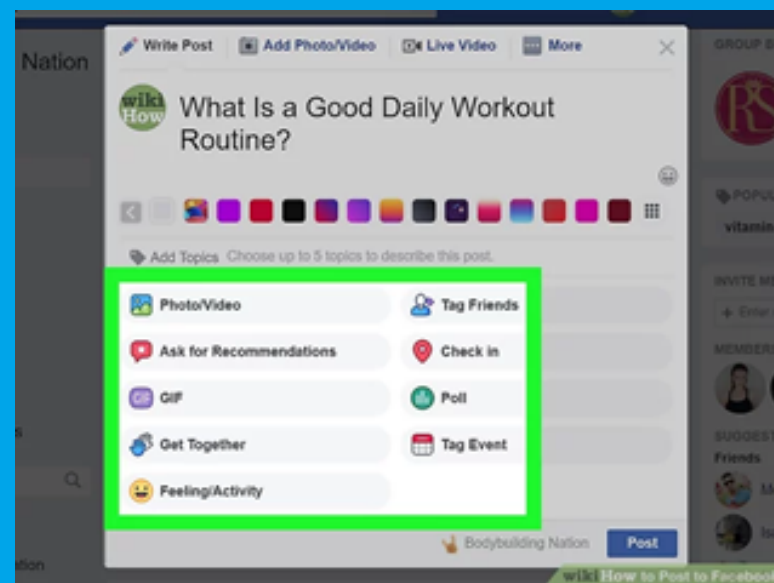


Step 1 – Login and Click the post box.

Step 2 - Add text to your post. Type your content into the post box. You can also add a coloured background by clicking one of the colour blocks below the text box (only supported for posts of 130 characters or fewer).

Step 3 - If you want to add more to your post, click one of the options located below the post box.

- Photo/Video - Allows you to select a photo or video from your computer to upload to the post.
- Tag Friends - Allows you to select a friend or group of friends to tag in the post. Tagged friends will receive the post on their own pages.
- Check in - Lets you add an address or a location to your post.
- Feeling/Activity - Lets you select an emotion or activity to add to the post.



Step 4 – Post it!

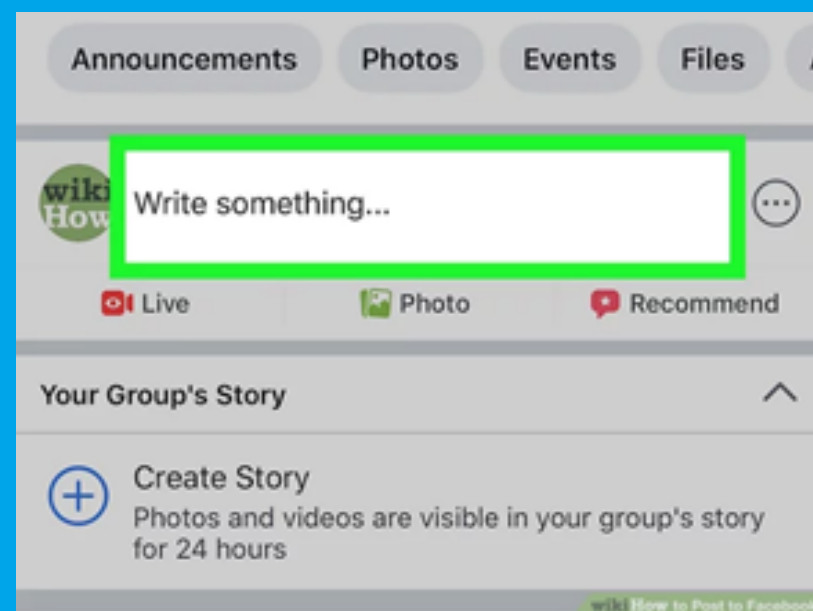
Click "**Post**" (the blue button in the bottom-right corner of the window).



How to post on Facebook through the mobile app:

Step 1 - Go to the page where you want to post. Depending on where you want to create your post, this will vary:

- Your page - You can create a post for your page from the top of the News Feed.
- A friend's page - Tap the search bar at the top of the screen, type in a friend's name, tap their name, then tap their profile image.
- A group - Tap ☰, tap Groups, tap the Groups tab, and tap your group.



Step 2 - Tap the post box.

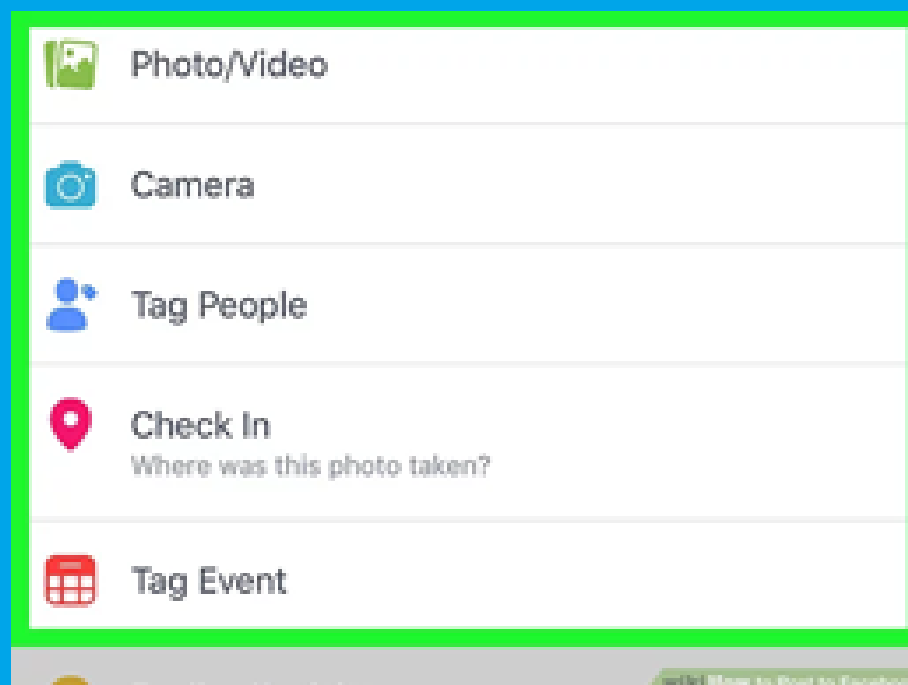
This box is at the top of the News Feed. If you are posting to a friend's page, it is below the photo section that is near the top of their page. If you are posting to a group, you will find the box just below the cover photo.

There will generally be a phrase like "*Write something*" or "*What's on your mind?*" in the box.



Step 3 - Tap **Add to your post**. It is in the middle of the screen. This will bring up the following post options:

- Photo/Video - Add more photos or videos.
- Check In - Allows you to add an address or location to your post.
- Feeling/Activity/Sticker - Lets you add an emotion, activity, or emoji.
- Tag People - Allows you to add a person to this post. Doing so puts the post on their page as well.
- This is completely optional. If you don't want to add more to the post, skip to the next step.



Step 4 – Post it!

Tap “**Post**” in the top-right corner of the screen. Doing so will create your post and add it to the page you are on.

For source (WikiHow) and more information, [click here](#).



How do I create a post for my Facebook Page in more than one language?

You'll need to be an admin to write a post for your Page in more than one language. People who view your post will see the language that's most relevant to them based on their language settings and locale.

You'll first need to make sure that you've allowed posts in multiple languages:

Language and region settings

Facebook language

Language for buttons, titles and other text from Facebook for this account on www.facebook.com

English (UK)

Edit

Region format

Formats for dates, times and numbers

Edit

Temperature

Celsius

Edit

Posts from friends and Pages

Language into which you'd like to have posts translated

You'll have the option to translate posts into this language.

Afrikaans

Save Changes

Cancel

Languages for which you don't want to be offered translations

Edit

Languages that you don't want to be automatically translated

Edit

Multilingual posts

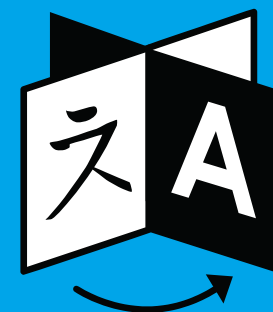
A feature that lets you post multiple language versions of a status

Turned on

Edit



1. From your News Feed, click Pages in the left menu.
2. Go to your Page.
3. Click Settings to the left of your Page.
4. From General, click Post in multiple languages.
5. Click to tick the box next to Allow people who manage this Page to write posts in multiple languages.
6. Click Save Changes.



To create a post for your Page in more than one language:

1. Write your post at the top of your Page's timeline. This will be the default language for the post.
2. Click Write post in another language, then click Select and select a language.
3. Click Write post in another language to add another language or click Publish.

Note: People whose primary language isn't included as an additional language will see the post in its default language. For example, if the default language for your post is English and you also wrote your post in Spanish and French, people whose primary language is German will see the post in English.

Source: [Facebook](#)



Instagram

Video tutorial: How to use Instagram – the basics

Example organisations:

Manchester Cares Barnabus Manchester

Venture Arts

Monthly Gift Manchester

People who do things

#Manchestercharity





How do I know if I am posting in the right account?

Tap  or your profile picture in the bottom right to go to your profile.

Tap your username at the top of the screen – this will show you the multiple accounts you have access to.

Tap the account you would like to switch to.

For source and more information, or if you cannot see your business profile [click here](#).

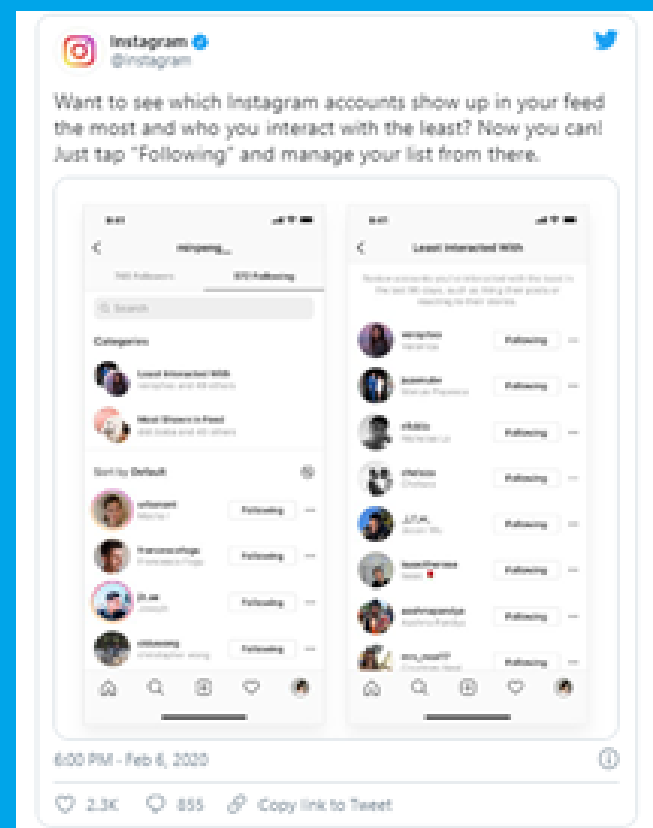




How can you filter what you see on your feed?

Unfortunately, Instagram uses an algorithm feed, as opposed to a chronological feed (although from February 2021 they have been reviewing this) meaning your feed will display posts that it thinks you might find interesting, as opposed to what has been posted most recently.

They have recently come up with a way to manage your list of followers, where you can easily **Mute**, **Block** or **Unfollow** them:





Mute Followers:

If there are pages you do not want to see but still want to follow, you can “Mute” that person/group by right-clicking ... (three dots) on their profile page. This gives you the option to “mute” and not see their posts and/or stories. You can change this option at any time. The muted profile will not be made aware you have done this.

Unfollow users:

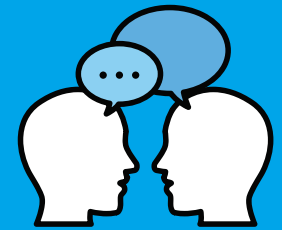
If you do not want to see a follower’s post, stories, or interactions, you can “Unfollow” them which removes them from the list of people you follow. They will still be able to see your page and posts (unless they also Unfollow you), and if you want to “follow” them again, you will need to send a Follow Request which they will receive.

Block users:

To remove a follower and prevent them from being able to see any of your posts, interactions or page as well as prevent them from being able to comment or message your page, you can “Block” them. They will not be notified but may know when they cannot search for you or find your page. This action can also be undone.

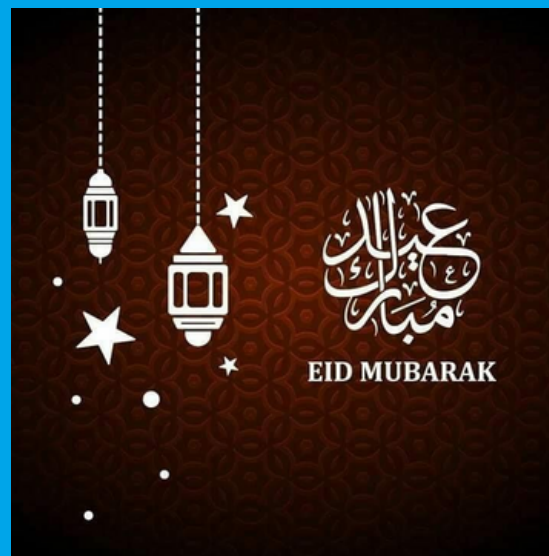


Posting in multiple languages on Instagram:



Unfortunately, Instagram is limited in terms of posting in multiple languages and only supports 36 languages. Some ways to work around it can include:

- adjust your language settings to change the language you use in the Instagram app
- sharing a link to an external page which has the content in the necessary languages
- creating and posting an image which includes your message in the required language:





How do I post links on Instagram?

Unfortunately, Instagram doesn't allow you to directly copy a website URL and insert it in a post as a hyperlinked URL, but there are several ways to get around it:

LINK IN BIO

'Link in bio' refers to the clickable URL that users can see on top of your Instagram profile, and when they click on the link, they will be taken straight to the desired website. This URL can be a product page, landing page, about us section, etc.

[Here's how to do it.](#)

You can also shorten your link using [bitly](#) - simply enter the required link into bitly, which then generates a much shorter version for you to add to your post. However, this requires the user to either copy and paste, or memorise the short URL which isn't ideal.



SWIPE UP

You can also add a 'swipe-up' link in your Stories, by tapping the link icon at the top of your screen, and pasting the URL. Users then swipe up on their screen to be directed to the link. Unfortunately, this option is only available for people with 10k followers, or with the verified blue tick icon.



Twitter

Video tutorial: [Twitter tutorial – the basics](#)

Example Organisations:

[Talk Listen Change](#)

[Back on Track](#)

[LGBT Angles](#)

[Manchester Carers Centre](#)

[Citizens Advice Manchester](#)

[Venture Arts](#)

[Life Share](#)

[Manchester Cares](#)

Example Employees: (employees using twitter in a professional context)

[Rosie at Manchester Citizens Advice](#)

[Francesca at Big Life](#)

[Rob at LGBT Foundation](#)

[Amanda at British Red Cross](#)

[Paige at Talk Listen Change](#)

[Michelle at Talk Listen Change](#)



Twitter

How do I know if I am posting in the right account?

For desktop:

- On the side menu, click your profile icon.
- Choose the more icon ... or the plus icon +
- From here, you can *Add an existing account*.
- Once added, you can toggle between them by clicking your profile icon, and then tapping the smaller, additional profile icon(s) next to the more icon ...

For mobile app:

- On the top left, tap your profile icon, then tap the more icon ...
- From here, you can *Add an existing account*
- Once added, you can toggle between them by long-pressing your profile icon, and then tapping the smaller additional profile icon(s) next to the more icon ...

For source, more information or if you can't see your business profile [click here](#).





How can you filter what you see on your feed?

Filter Notifications

Your Notifications timeline displays your interactions with other Twitter accounts, such as mentions, likes, Retweets, and recent followers. If you are receiving unwanted replies or mentions from accounts you do not follow, you can filter the types of notifications you receive.

Show less often

When you mark a Tweet as Show less often, it helps Twitter better understand the types of Tweets that you would like to see less of in your Home timeline. They may use this information to optimize and tailor your experience in the future. You can access this option from the ... icon in a Tweet.

Unfollow

Unfollowing is the simplest action you can take to stop seeing someone's Tweets on your Home timeline. You can always follow an account again if you change your mind. You can access this option from the ... icon in a Tweet.





Mute

Muting another Twitter account means you will not see that account's Tweets in your timeline. It is a great way to stay connected with friends, even if you are not interested in seeing all their Tweets. Muted accounts are not notified that you have muted them, and you will still get notifications when they mention you in Tweets and send you Direct Messages.

Muting is different than blocking or unfollowing: Accounts you have muted have no way to tell that you are muting them. You can access this option from the ... icon in a Tweet.

You can also mute Tweets that contain particular words, phrases, usernames, emojis, or hashtags as well as accounts you do not follow.

Block

When you block an account on Twitter, you restrict that account's ability to interact with your account. It can be an effective way to handle unwanted interactions from accounts you do not want to engage with.

Accounts you have blocked will not be able to view your Tweets, following or followers, likes, or lists when logged in on Twitter, and you will not receive notifications of mentions directly from those accounts. You will also stop seeing their Tweets in your timeline.

Blocked accounts will not be notified but may know when they cannot search for you or find your page. You can access this option from the ... icon in a Tweet.

For source and more information, [click here](#).

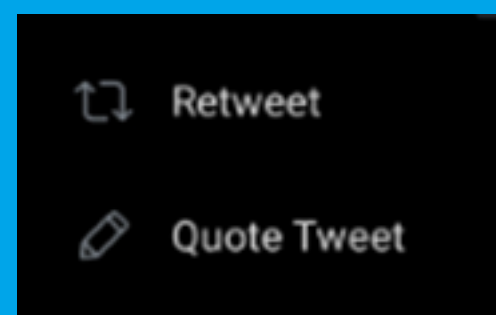
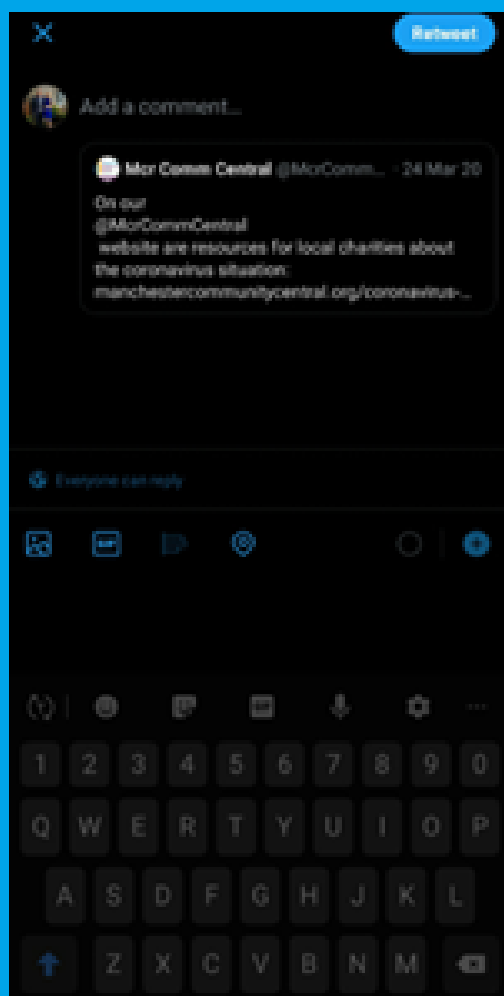


Twitter

How to add a comment to a retweet?

When retweeting, you should be offered two options:

Retweet and Quote Tweet.



Retweet will post the same Tweet, unedited from your account.

Quote Tweet will give you the option of adding a comment above the other Tweet:

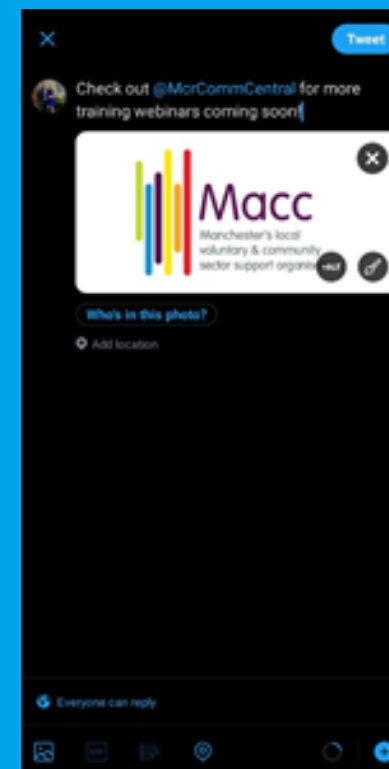
When you post (Tweet) this, your text and the original post will be posted together on your page.



Resizing a photo before you post a tweet:

On your Twitter homepage, when you have clicked the “Tweet” or bird image button, you can add an image to your Tweet.

On the attached image, **X** will delete the image, **Alt** will allow you to add a written description for accessibility, whilst the **paintbrush** (on mobile phone app, or **Edit** for desktop). The paintbrush/Edit option includes filters, adding emojis, and resizing.



To resize, choose the **arrowed square** icon in the middle.

Now you can either drag the border around the image to resize or choose the options at the bottom to resize for you.

When happy with the dimensions of your image, click “Apply” then “Save”.



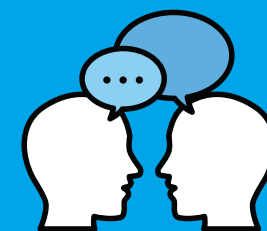


Now you can add text to your tweet, tag people (using @AndTheNameOfThePersonYouWantToTag e.g., @McrCommCentral), add location, add hashtags and post!



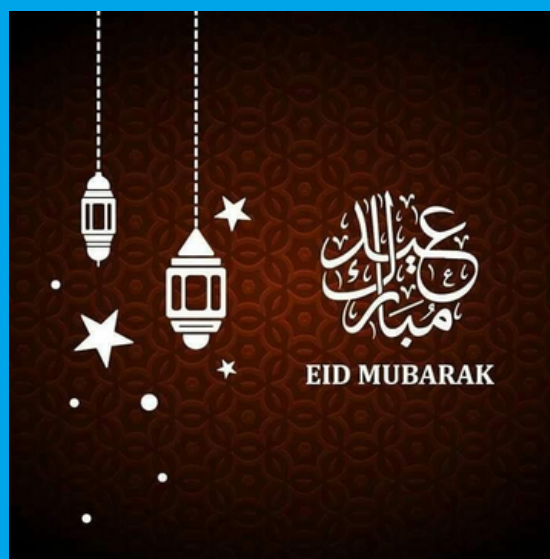


Posting in multiple languages on Twitter:



Unfortunately, Twitter is limited in terms of posting in multiple languages and only supports 34 languages. Some ways to work around it can include:

- adjust your language settings to change the language you use in the Twitter app
- sharing a link to an external page/article/document which has the content in the necessary languages
- creating and posting an image or video which includes your message in the required language:





Other useful social media platforms:



- **Buffer** is an application for the web and mobile, designed to manage accounts in social networks, by providing the means for a user to schedule posts various social media platforms at the same time as well as being able to schedule posts for certain dates and times.
- Buffer's Free Plan allows you to schedule 10 posts per platform
- You can watch a quick guide to Buffer here
- Google Chrome extension to download here/Mozilla Firefox extension to download here



- **Tweetdeck** works similarly to Buffer, and allows you to connect multiple Twitter accounts in your Tweetdeck, and Tweet from all of them.
- You can also schedule Tweets either from a single or multiple accounts
- See How to use TweetDeck guide



- **Canva** is an online graphic design tool loaded with easy-to-use features and functionality that allows those with little or no design skills to create a variety of engaging content that can be shared on social media platforms, downloaded and printed.
- If you first [create an account here](#) and then you can get a version with more features by applying for their [not for profit account here](#).
- You can watch a [simple video guide to Canva here](#)



grammarly

- **Grammarly** is a Chrome application that spell checks all the text you produce online – including social media.



Digital Resilience



Digital Safeguarding and Privacy

- NVCO has a "[Digital know-how](#)" page with further reading and resources
- Salford CVS has a [Digital, Safeguarding and Privacy factsheet with a Useful Tools, Resources and Case Studies PDF](#)

Cyber Security

- NCSC's [10 steps to cyber security](#).
- Beyond provide free training courses, live webinars and resources to help [develop a cyber resilient organisation](#).
- [The Cyber Resilience Centre for Greater Manchester](#)

Online hate, trolling and abuse

- [Glitch](#) - includes a resource for dealing with digital hate including digital self defence and keeping your supporters safe online
- JustGiving's [8 steps to deal with social media negativity](#).



Interesting Articles:

[Small Charities Guide to Grassroots Social Media](#) – Charity Digital

[How to create a blog for your charity](#) – NCVO Knowhow

[A charity guide to social media](#) – Media Trust

[Social media in 2019: How you can stay ahead of the curve?](#) - Media Trust

[13 free digital tools for charities](#) - Media Trust

[Google for not for profits](#) - Media Trust

[Raising your profile on social media](#) - Media Trust

[Six charities getting Instagram right](#) – Charity Comms

[Charity Instagram tips on fundraising campaigns](#) – The Guardian Voluntary Sector Network

[10 ways to improve your charity Facebook page](#) – Just Giving Blog

[Social Media Policy template](#) – Charity Comms

[Charity social media toolkit - a comprehensive guide to social media](#) - Skills for change

[Top tips for making charity films in 2020 and beyond](#) – YouTube video by MediaTrust UK

[The Straightforward Guide to Twitter Analytics](#) – HubSpot

