

E : P : I : C

SOCIAL MEDIA - TIPS

CONSISTENCY IS KEY!

- Define your audience/fanbase – ideal target audience/fanbase.
- How can you create content to engage with them?
- Think about what you want to achieve as the end goal and set steps/tasks and work backwards.

STORY MINDSET:

- If you were writing an article about your company/organisation, what would it be?
- Keep it simple!
- Emotional side of the audience/fanbase.
- What's the hook?
- Why will people care about your post?
- Who and why... shows who you are as a company/organisation?

WHO ARE YOUR TARGET AUDIENCE?

- Gender
- Age group
- Geographical location
- Job/ level of seniority
- Psychographics: values/ beliefs/ interests/ personality/ lifestyle/ daily habits
- Where do they go for information? groups/ forums?
- What social media platforms will best match this audience?
- Which hashtags can you use to help connect with your audience?

You may have multiple target audience groups to think about...

DIFFERENT SOCIAL MEDIA PLATFORMS:

- **Facebook** – Choice of business page and personal, can also set up groups. Like/comment on an event within the first hour of it being posted to help the algorithm.
- **Instagram**- Mix it up and interweave. Like 5 images and leave a few heart-felt comments to help the algorithm. Check out insights.
- **Twitter**
- **TikTok**
- **LinkedIn**

It is important to keep on top of your social media moving forward to ensure you are engaging with your audience/fanbase especially now there is no live shows and festivals happening during this pandemic.

Aim to keep to a schedule and keep a list of ideas to help you out with ideas/keep it varied. You may even help brighten someone's day and bring positivity during this scary time.

TRY EXPERIMENTING WITH DIFFERENT POST ELEMENTS TO TEST ENGAGEMENT RATES AND COLLECT UNIQUE DATA, THIS COULD INCLUDE:

- Length
- Day/time
- Tone
- Calls to actions.
- Resource types

Create short- and long-term social media goals – force yourself to be more creative and be resourceful to hit them, challenge each other in your team!

DON'T FORGET TO INCLUDE HASHTAGS!

DIVERSITY, EQUALITY, AND INCLUSION WITHIN YOUR POSTS

It's natural to feel a sense of urgency to addressing racial injustice, it's important as an organisation/company to take a step back to determine what role you should play in this conversation and what your audience is expecting from you.

Think beyond your social posts and work with other groups around having these conversations. It's all well and good to create social content but developing your brand's position in a way that is rooted in your company/organisation and values will ensure that you have sustained meaningful plan.

ASK YOURSELF:

- Where in the conversation about DEI, BLM, or systemic inequality does it make sense for your organisation/company to weigh in?
- Where are the gaps in your organisation/company education and how can you further that?
- What questions may your audience have right now where you could provide helpful, value insight?
- How can you be there for your community who are looking for support or resources from us?

Prioritise representation in your company/organisation and take steps towards fulfilling your commitment to DEI, for e.g., #ShareTheMicNow, in which black women took over white women social media to help centre their voices, work, and experiences.

HOW TO IMPROVE REPRESENTATION:

- Choose your models and images with intention.
- Credit BIPOC content creators and creators from other underrepresented groups for their work. External representation of your internal team counts too!
- Enlist your followers. Your social media platforms present an opportunity to uplift marginalised voices. Seek out and share user-generated content from underrepresented followers or their networks to pump up the volume and improve representation.

Representation isn't only about external content, either; it's about ensuring the internal voices of the marginalised members of your team.

SHOW, DON'T TELL:

A DEI statement tells your audience what you believe and what you plan to do about it. A long-term social media plan shows them how you are meeting these promises. This goes beyond announcing a donation or new DEI goals and shows commitment for your company/organisation.

Make a plan to highlight your teams' actions and your company/organisation ongoing work in your social media strategy. This could focus on education/training and share resources, organisations, and materials that you have been learning about with your audience.

It could also include posts such as if one of your team is focused on volunteering, highlight their stories of impact when it comes to serving your community. This gives another opportunity to promote non-profit organisations and show the world what your team care about.

HOW TO PROVIDE SOLUTIONS:

- Research how racism affects your industry and create, or recommend, promote and amplify anti-racist resources like books, podcasts, industry thought leadership and more.
- Get your company/organisation involved with the movement through volunteering and invite your followers to do the same.
- Learn about your company/organisation's efforts and develop a plan to tell your teams' stories and show your actions.

CHECK YOURSELF:

Remember that your approach shouldn't focus on only sharing the DEI work you are doing, instead the focus should be on how you bring the principles of diversity, equality, and inclusion to **ALL** the work you do. All content and initiatives should be evaluated through a lens, even when they don't specifically relate to your company/organisation's DEI efforts.

If you are not thinking about DEI before publishing any of your content, you run the risk of coming off insensitive at best.

Fear of making mistakes must not hold us back. Instead of running from the solution, take time before making the post or finalising your campaign to think about the impact of your content.

WHEN DEVELOPING CAMPAIGNS AND CONTENT, ASK QUESTIONS SUCH AS:

- Are you appropriating elements of a marginalised culture?
- Are you using insensitive language or phrases that have racist origins or insensitive connotations?
- Are you amplifying the voice of someone who is considered racist or harmful to the BIPOC/LGBTQ+/Disability communities?

Make it a habit to filter your content through the lens of equality and be ready to get it wrong sometimes. Doing the work behind the scenes will give you a stronger product when it's time to publish your posts.

If you do make a mistake and receive critical feedback, you'll be able to reflect on the process you went through to determine what went wrong and how to improve in the future.

HOW TO PREPARE:

- Talk with your team about the potential of missteps. Together you can compose a social media response plan that covers who to inform if negative or constructive feedback appears, who responds and anything else you deem helpful.
- Make international space in your strategy for feedback to learn from your experiences.
- Accept criticism with an open mind and a goal of understanding.
- Be brave and prepare for mistakes. You will mess up, and you will need to bring it up to leadership when it happens in order to have productive conversations and move forward.

UNDERSTANDING YOUR COMPANY/ORGANISATION AND YOUR SPHERE OF INFLUENCE:

We can't do the external work without looking inward. Before you publish anything, it's important to have an understanding of the DEI landscape within your organisation.

What you post across your socials should be a direct reflection of your values and actions. If you're not working on DEI throughout your whole company/organisation you risk coming off as performative if your commitments and activities don't back it up.

INTERNAL QUESTIONS TO INFORM YOUR SOCIAL STRATEGY:

- What is your company/organisation's DEI strategy? What are the main areas that you are focused on?
- What stance did your company take on Black Lives Matter for e.g., and what were the next steps covered there?
- How has your audience responded to your communication about these topics in the past? Are there areas of your company's efforts that they were particularly interested in?
- How is your approach to DEI integrated within your company/organisation? How do you represent your brand on your socials today and what could you add or change?

Exploring these will help you understand where your company/organisation is focused on today and develop a strategy to support those efforts and share them with your audience. It will also help highlight potential problem areas or gaps that your audience might point out and proactively connect with the right internal stakeholders to support responses and share feedback.

CONTENT IDEAS:

- Show/tour/event announcement.
- Photos from shows/recording/rehearsals/hanging out etc.
- General photos of what you get up to day-to-day.
- Blog.
- Post selfies and a few facts about the team.
- Post articles about the industry and personal comments.
- Post an open-ended question to encourage answers.
- Share a useful tip.
- What may cheer people up during this current situation?
- Live videos and virtual shows in the absence of doing live performances.
- Sharing past posts/memories.
- Stories on how you started – mission statement.
- Promoting a product or service.

- Happy endings.
- Reposts – for e.g., videos/live videos.
- Countdowns – for e.g., could be for an event?
- Image series
- Tour/event diary.
- Vary posts between long and short stories.
- Think about attention span of audience.
- BE CONSISTENT! – Make sure all your social media platforms and website match with font/logos/images etc.
- Connect with a visual first.
- Include a call to action – website, links to buy new music/tickets/merch, social media handles.
- Building yourselves online – be proactive (follow people, comment on posts, and join groups).
- Scheduling calendar – BE PROACTIVE!

MAKE SURE YOU KEEP ALL YOUR SOCIAL MEDIA PLATFORMS AND WEBSITE UPDATED INCLUDING IMAGES/LOGO/BIO/CONTACT INFO