Social Media Toolkit

hcpa

Hertfordshire

CARE
Supporting care services

www.hcpa.co.uk

Contents

Introduction

The world of social media can seem like a daunting place at first and knowing how to handle the different platforms can take some time. Which is why our handy guide is here to help!

Social media is a great way to stay up to date with the latest news, trends, and current events within your industry. It can also be a great tool in promoting your business and attracting your audience (if used wisely!).

The key social media platforms

There is an array of social media platforms you can choose to implement for your organisation and which ones to choose can be key in your overall performance.

We have outlined below some of the most popular social media platforms you can use to market your business along with some handy tips to get you started.

The platforms covered in this booklet will be:

- Facebook
- Instagram
- Twitter
- LinkedIn
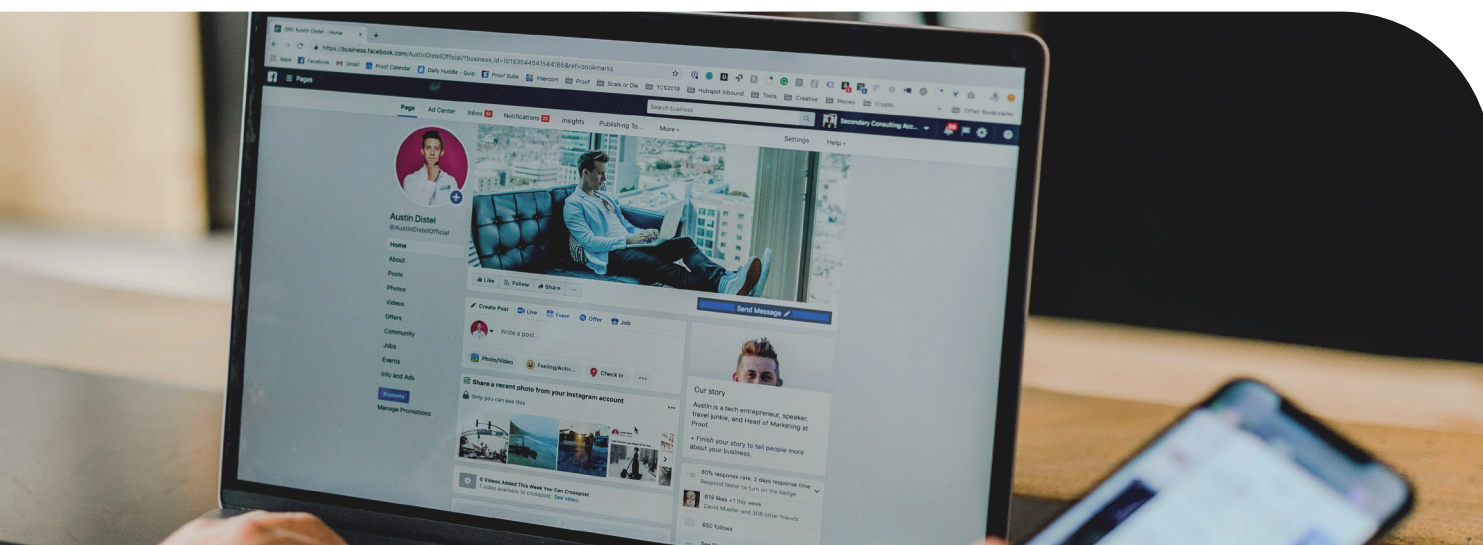
Facebook

Out of all the social media platforms, Facebook has been around the longest. Facebook is a popular platform for sharing multiple types of content including photos to links, videos, and polls.

How to set up a Facebook Page

If you would like to create a Facebook page for your organisation, then you will need to set up a business page. Follow the steps below to do this:

- Firstly, you will need a personal Facebook account so ensure this is setup prior. From here on your personal page click 'pages' in the left-hand panel and then 'create new page'.

- Once selected you will then be asked for details such as what you would like the page name to be and a brief description of your business etc. A business page has different features to a personal page, and you must have this to run a business on Facebook effectively.

- Once you are setup you can add a profile image and a header image to make your page more attractive. As best practice we suggest always using your company logo as the profile image. Your banner image should encapsulate what your business is all about and should help customers better understand your audience.

📄 **Here is an example of what the HPCA Facebook profile looks like.**
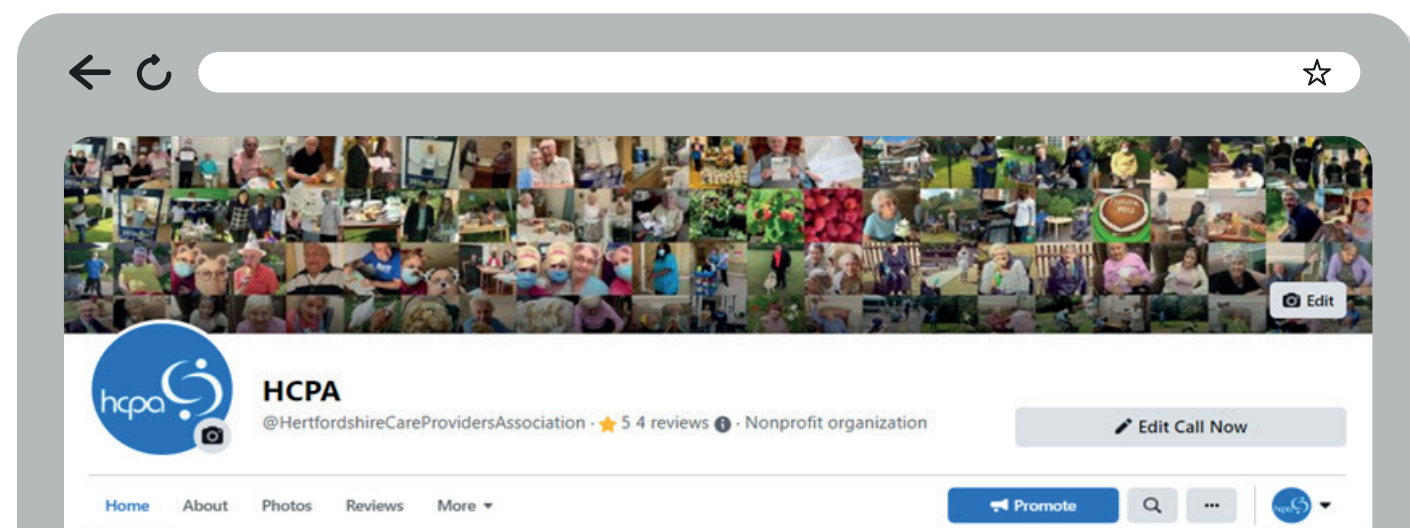
Key image specifications for Facebook

Getting the right sized image on social media is key, specifically for your banners. REMEMBER to always check on a desktop and a mobile device because what might look great on one could be cut off or distorted on another.

We've put the key image specifications for Facebook below to help:

- Profile image size: Profile pictures are almost always shown as circles, so make sure if you have important content in your design that nothing is cropped out. Facebook profile photos are squares to upload which you can crop within Facebook. The ideal Facebook profile picture size is 360 x 360 pixels.

- Banner image size: The minimum Facebook banner size is 400 x 150 pixels. The recommended Facebook banner size is 820 x 312 pixels.

- Post image size: The ideal image size for a Facebook post is 720px, 960px or 2048 px wide, with flexibility in the corresponding height. You can upload files in any of the following formats: JPEG, BMP, PNG, GIF, or TIFF.
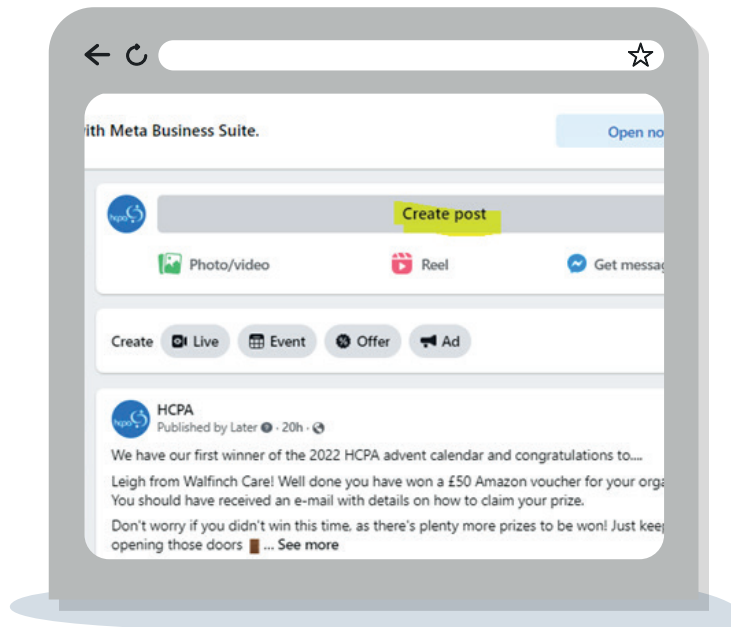
Facebook

How to post on Facebook

Posting on Facebook is very easy. Simply go to your page and select the **'create post'** button.

Alternatively, if you know you want to add a photo/video or a reel then you can directly select those buttons underneath.

Once you've clicked **'create post'** you can upload or drag and drop photos/videos, add content and links, emojis and more. Once you're happy with your post, select **'post on Facebook'** at the bottom and it should post onto your feed.

Facebook also has its own scheduling tool so if you'd like to get some content scheduled for the month ahead then you can. To do this select **'publishing tools'** in the menu to the left-hand side. If you're on the newer layout, you'll find this by clicking **'professional dashboard'** and then **'posts'**.

How to post on Facebook - cont.

Once through to the next page click **'create post'** in the top right-hand corner. From there you can create your post as per the instructions on the left.

When you are happy with your post you then have the option to **'schedule'**. Click the schedule button and then choose the date and time you would like your post to publish. If you have synced your Instagram account, you can also publish the post on there. (Screenshot to the right).
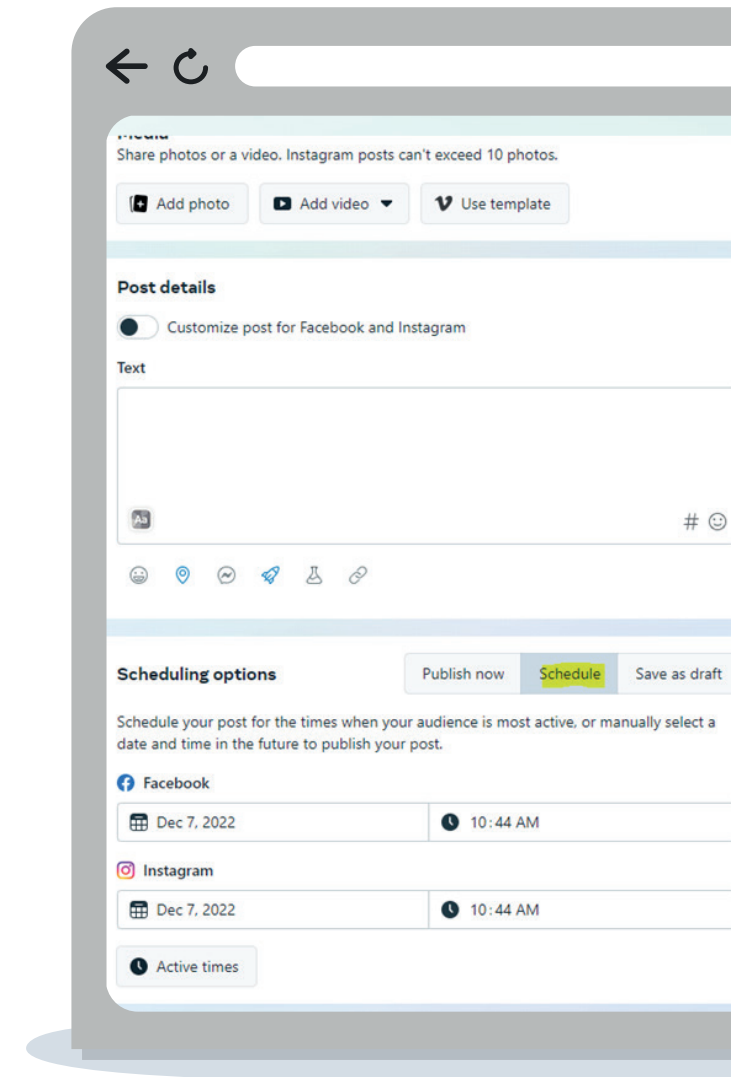
Facebook

Top tips for marketing on Facebook

- Ensure your profile image and banner image reflect your brand and will draw users' attention to your page.

- Don't neglect video marketing – Facebook Live is a great way to entice people onto your page and keep family and friends up to date. You could even do a Q&A live!

- Keep the content short – According to Buffer.com posts with 40 characters receive 86% more engagement than posts with a higher character count.

- Get some reviews – When researching a product online we most often than not will check the reviews to ensure what we are purchasing is of good quality, Facebook reviews work in a similar way. Customer testimonials are social proof that verify the quality of your business and its services. By getting Facebook reviews your organisation will look more reliable and help customers trust you more.

- Invite likers to like your page – If someone has liked one of your posts it could be a sign that they're enjoying your content and are engaged with your brand. A good idea here would be to invite that person to like your business page. This will help boost your Facebook community numbers and means that person will see every post you add in the future.
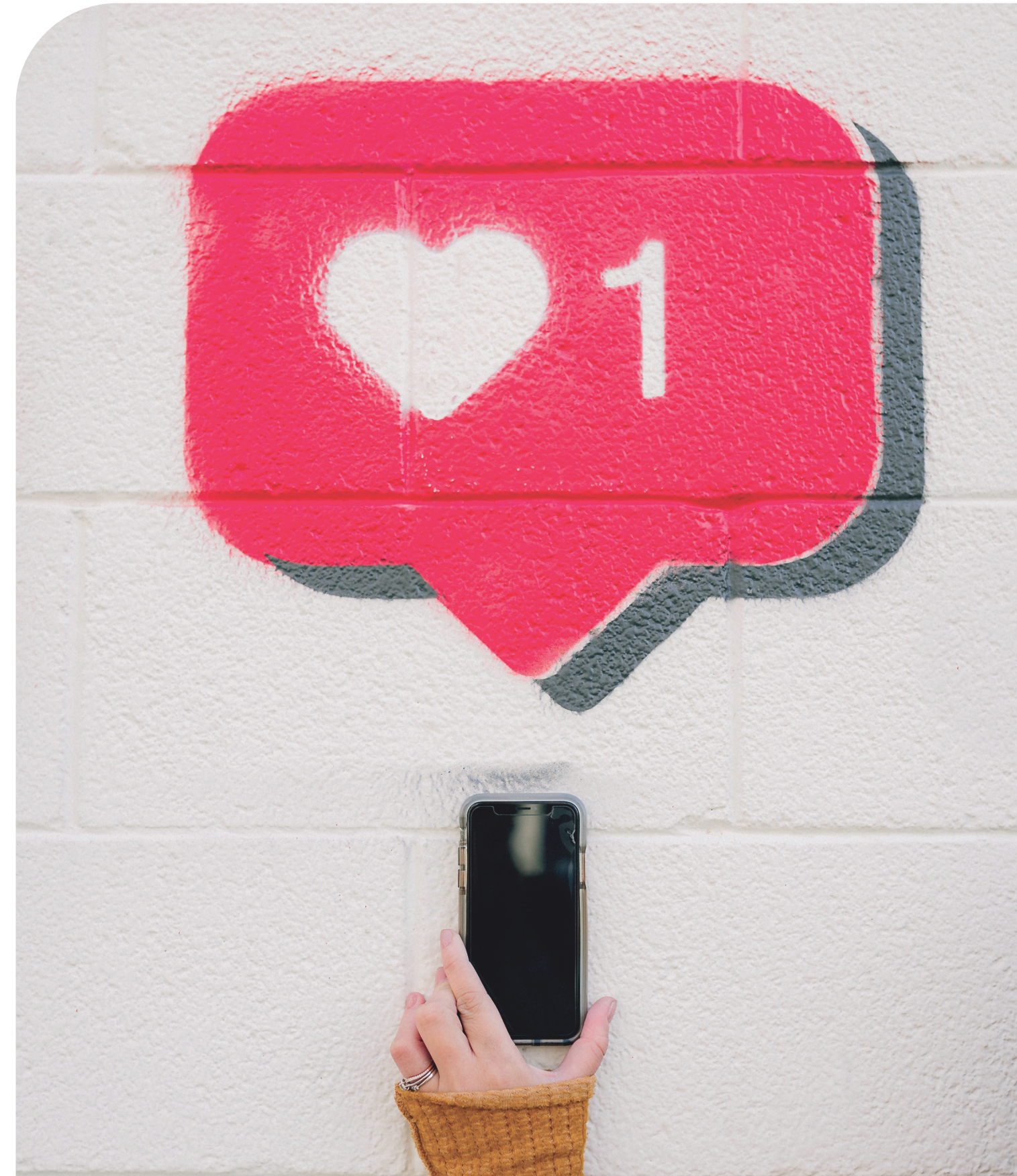
Instagram

Instagram has steadily grown over the years with video content becoming particularly popular within the platform. Instagram is the second most accessed network behind Facebook making it the perfect channel to reach a large audience.

Instagram's primary advantage over other social media platforms is its visual nature and it's the ideal channel to post photos, videos, and illustrations.

How to set up an Instagram account for your business

To make the most of the marketing features available you will need to setup a business Instagram account. If you already have a personal account which you would like to use, you can switch this over **(skip to step 3)**, alternatively if you're setting up from scratch then follow the steps below to setup your business account:

1. Download Instagram onto a mobile device. Instagram is not very user-friendly on desktop and there are some limitations so we would suggest always using it on a mobile device.

   Click here to download for IOS

   Click here to download for Android

2. Once you have downloaded the application you will need to create a personal account. Click **'sign up'** at the bottom and follow the prompts to enter your email and phone number. You will also need to choose a username and password.

3. You then need to change your personal account to a business (or professional) one. To do this you need to click the three horizontal lines in the top right-hand corner of your profile and then click **'settings'**. From there you need to select **'Account'** and scroll down until you see **'switch to professional account'**. Click that and then follow the prompts to convert your account.

The image below shows what this should look like.
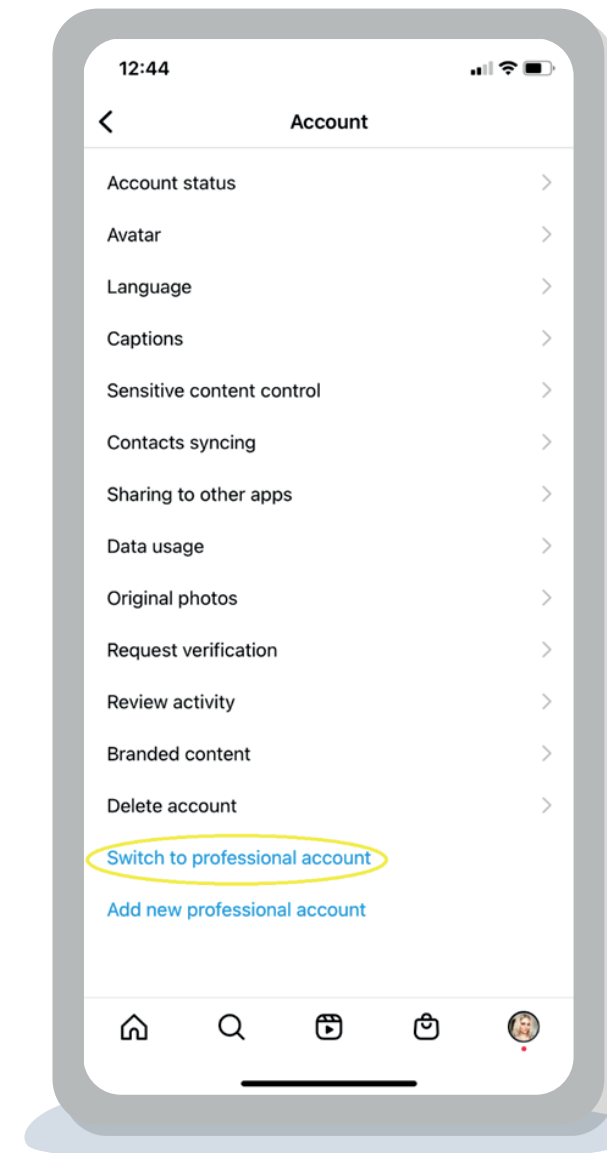
Once you've followed the prompts you should be all set. Which is when you need to start building up your profile and posting!

Instagram

Create an impactful profile

Your Instagram bio plays a vital role in establishing your brand presence. It shows people who you are and what you do. You can also use the same space to tell them why they should care about your business and its offering.
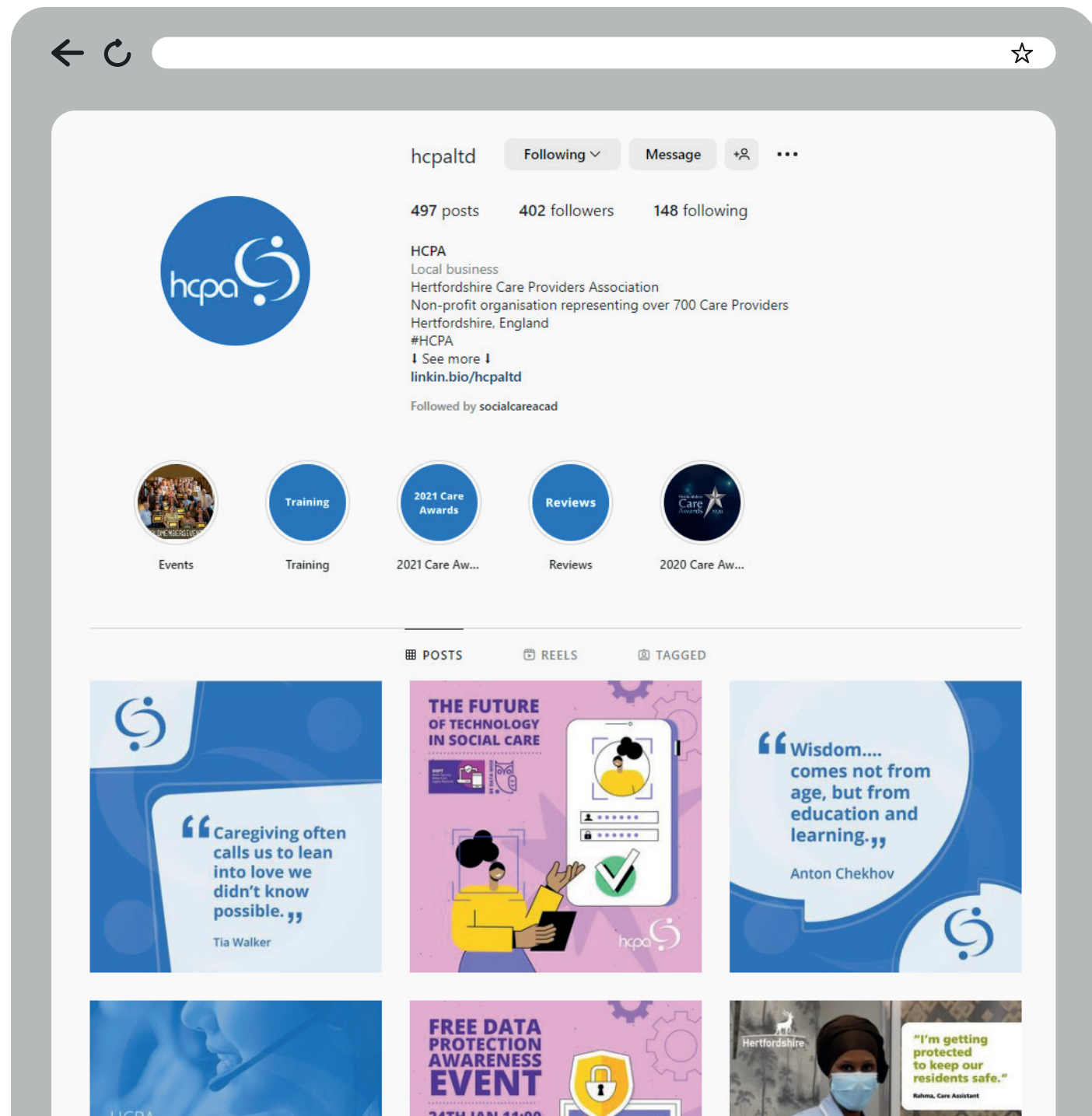
Create an impactful profile - cont.

The key elements of your Instagram bio include:

1. **Name and username**

   Your Instagram username is your **@handle** and your Instagram identity. For example, HCPA is **@hcpaltd**. This is part of your Instagram profile URL and holds a prominent location at the top of your profile page. Therefore, your Instagram username should always include some-part of your business name that is easy to remember and will resonate with your audience. Your name is your full brand name for example, for HCPA this is **'Hertfordshire Care Providers Association'**.

2. **Profile photo**

   Your profile photo should be relevant to your brand's visual identity (this is most commonly your company logo). The size of the image is circular (same as Facebook), so it is best to source an image that is square and ideally 110 x 110 pixels.

3. **Instagram bio section**

   This is the section under your name, where you have 150 characters to tell people what your Instagram profile is about, what your brand offers, and why people should follow you. To put it quite simply you need a short snappy line that describes your organisation. If your company has a specific hashtag, you could also include this here. For example, during the care awards HCPA often use **#BestInCare**.
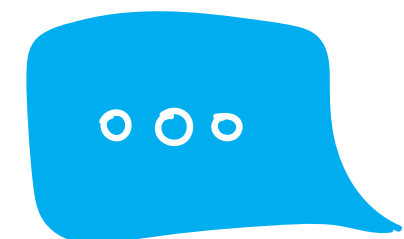
Instagram

Formatting your Instagram bio

Formatting your Instagram bio section can often be frustrating but there are ways to change up the format by adding line breaks and breaking up text with emojis.
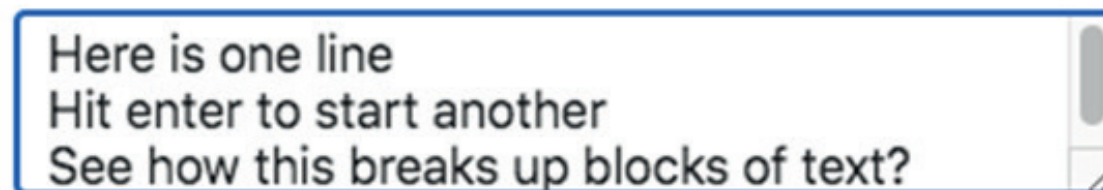
To add line breaks in your Instagram bio, you'll need to edit your profile on desktop. Log into your account and click the 'edit profile' button, then scroll down to your bio. From there, type your bio as usual and just hit the enter key to start a new line.

Bio | Here is one line
Hit enter to start another
See how this breaks up blocks of text?

Emojis are another great way to break up blocks of text in your Instagram bio. They can also be used if you're short on space as they can help convey information in fewer characters. For example, you could use a flag emoji to tell people where you are located.

You can see a full list of emojis by clicking here.

Formatting your Instagram bio - cont.

4. **Website**

    This is the only section of Instagram that allows you to add a clickable link, so make sure you use this space wisely! Most commonly, brands will put their main website URL here such as **www.hcpa.co.uk**

    However, something that has become more common over the years is using a service such as Linktree to maximise the single link limit. By using **Linktree** you can take a user to a landing page with shortcuts to different URLS.

    HCPA use a similar platform via the 'link in bio' option where we have included some of our key links that people can access easily **(see image to the right)**.

5. **Contact Information**

    Utilise the contact buttons **(e-mail/call)** to highlight your business contact information without taking up previous space in your bio. This also enables potential customers and/or family/friends to contact you easily. To update these, click on the 'edit profile' button and then select **'contact options'**, from here you'll be able to add an e-mail address, phone number and location address for your business.

Instagram

Upload, edit, and post an image

Now for the most important part of Instagram – how to upload and post an image.

Instagram is an entirely visual platform. Unlike Facebook, which relies on both text and pictures, or Twitter, which relies on text alone, Instagram's sole purpose is to enable users to share images or videos with their audience.

On Facebook you might choose to post 100 photos on an album, whereas with Instagram you need to be pickier about the photos you post. For instance, it would be odd for you to post 50 photos from the same event on your Instagram profile. Instead, you might choose 5 or 6, and place them all within the same post. These are called carousel posts (which is explained in more detail further along).

Create an Instagram feed post

The first (and probably most common) type of post you might want to create is a regular Instagram feed post. This could be either an image or a video – both are great options to add to your feed.

There are three types of feed posts you can create on Instagram:

- **Photo post:** A single photo added to your Instagram feed
- **Video post:** A video added to your Instagram feed (can be up to 60 seconds long)
- **Carousel post:** A selection of up to 10 photos and/or videos in a single post on your Instagram feed.

To upload onto your Instagram feed, follow the below steps:

1. Select the camera icon near the top right-hand corner (highlighted to the right)

2. Your camera roll will pop up so you can select a photo or video you have already created to upload.

3. While in your camera roll you can select the photo(s) or video(s) you want to add to your post. If you want to select more than one image/video, then you will need to click the multiple photo icon (screenshot below) you can then select up to 10 to post.
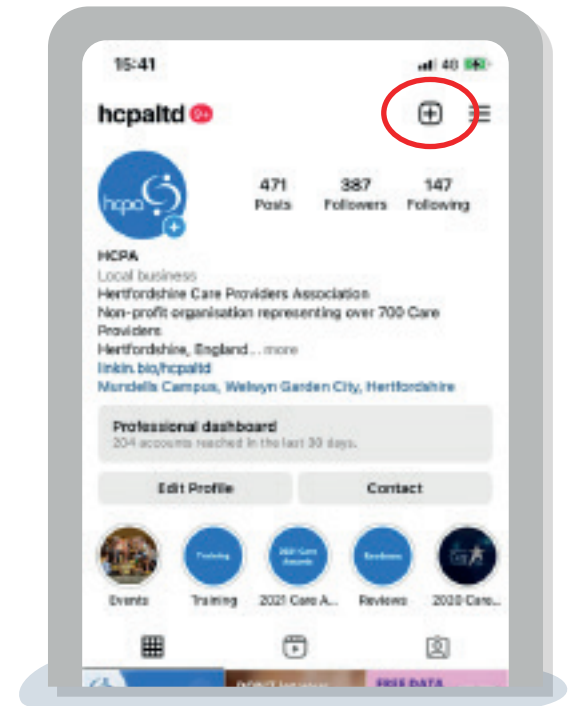
4. Once you have chosen the media you want to upload click 'next' in the top right-hand corner. From there you can add filters and edit each photo to your liking.

5. Once your photo/video(s) look how you want, tap Next again. This is where you'll create a caption and add your hashtags (more information on this further down).

6. When you have added all your details for the post you can select 'share' which will then show the post on your feed and on your Instagram profile.
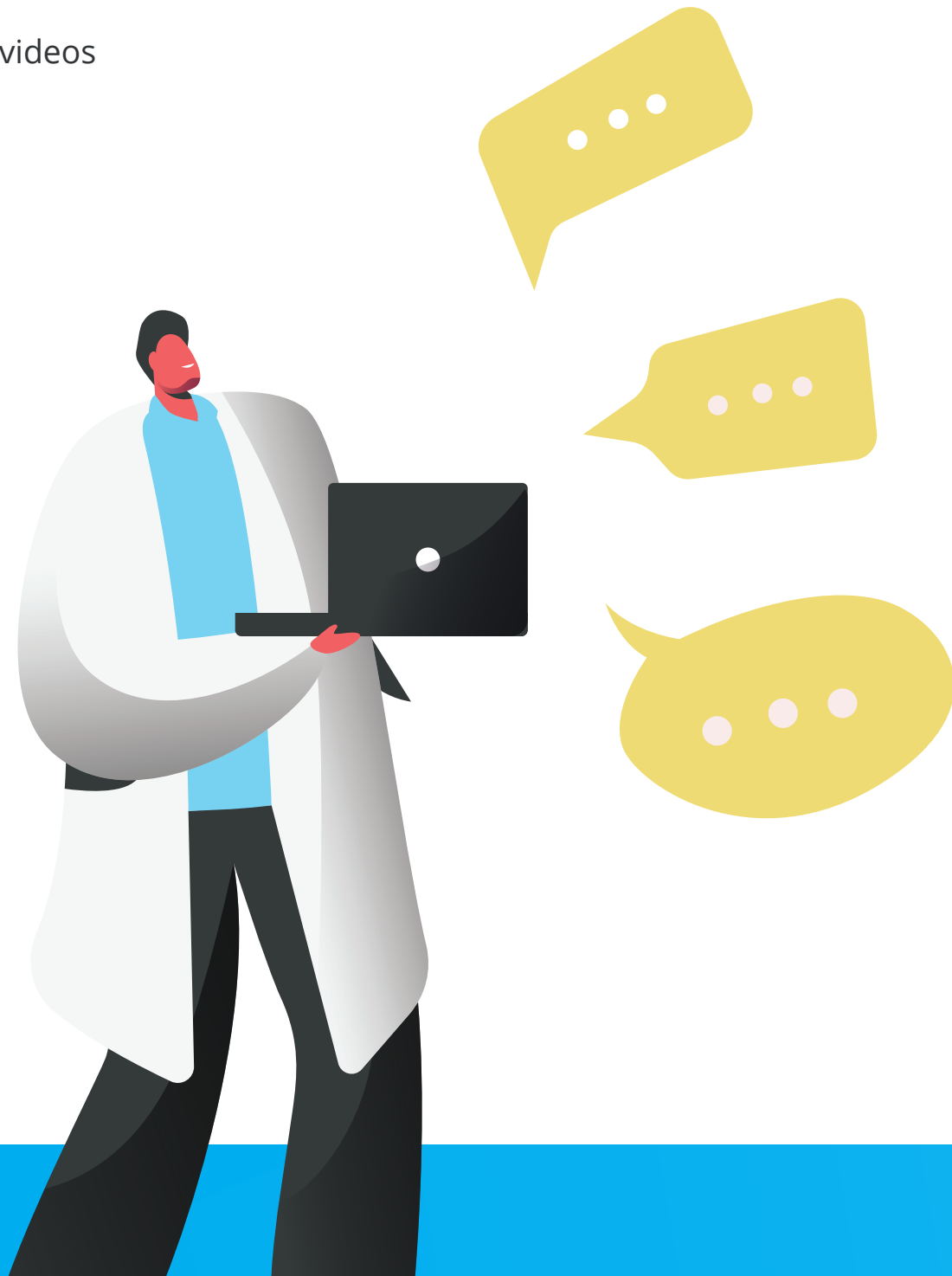
Instagram

Other types of Instagram posts

There are some other types of posts you can create on Instagram.

These are:

- Instagram stories
- Reels
- Live videos

Other types of Instagram posts - cont.

We have given a brief description of how to use each of these below

Instagram stories

Instagram stories are temporary stories that stay on your profile for 24 hours. You can also add these to different story highlights that remain at the top of your Instagram profile for followers to check out after the initial 24 hours is up.

To post a story you can either tap the plus camera icon in the top right-hand corner of your profile and select **'story'**, or you can press the plus sign on your profile image.

From here, you can either take a photo or video right inside the app, or you can upload a previously created graphic, image, or video.

Once you've selected your media you can customise. **It's important to note here that Instagram story dimensions are 1080px by 1920px.**

There are lots of customisation options you can add to your story including adding stickers and filters, you can also draw on it, add text to it and you can even engage with your followers through polls, quizzes and more.

Instagram stories are a great way to get a key/quick message across to friends and family because they sit at the top of the Instagram app.
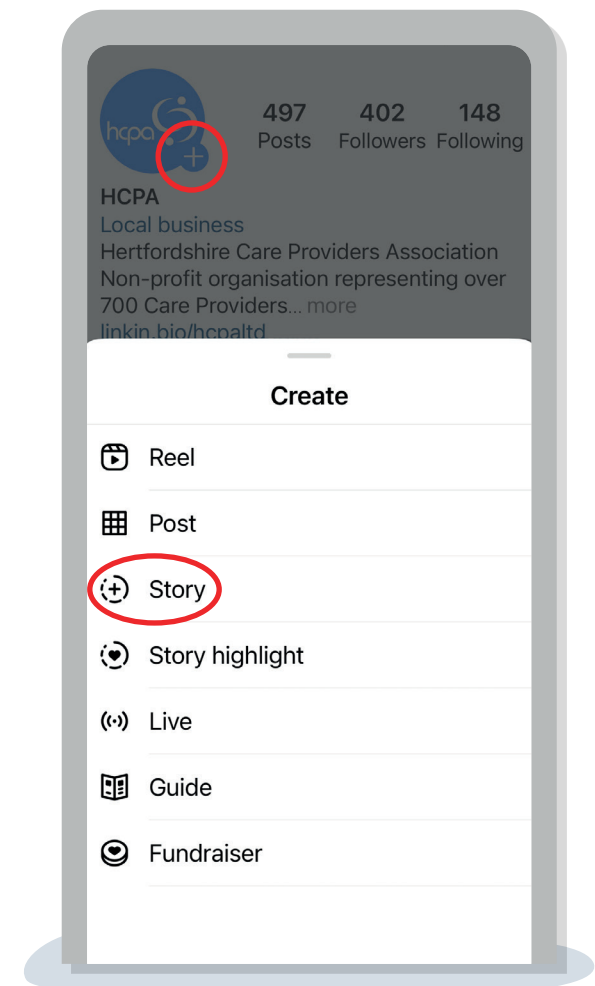
Instagram

Instagram story highlight

If you'd like to know how to add an Instagram story highlight to your profile, then click here.

The image below shows you what a highlight looks like on your Instagram profile....

Reels

Instagram reels are arguably the most popular and engaging form of content on Instagram right now. Instagram reels are short-form, vertical videos that can be up to 60 seconds long. With a reel you can record and edit together video and photo clips set to music and share them to your feed, stories and the reels explore page.
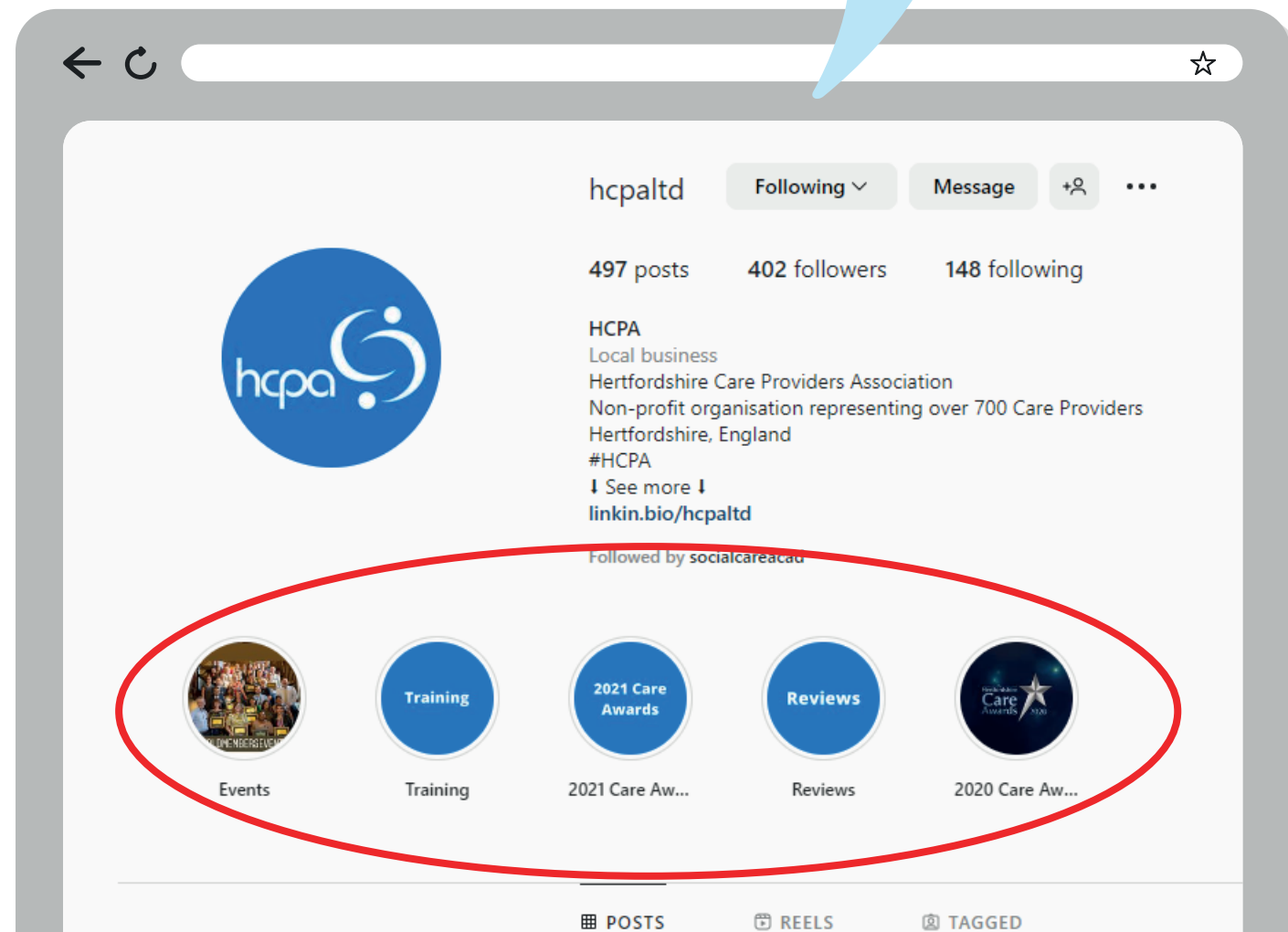
Reels are designed to be viewed in full screen on mobile devices and **follow a 9:16 (1080 x 1920) format**. Any video that doesn't fit these dimensions (for example landscape clips) will be letterboxed or trimmed.

Quick step-by-step guide to creating reels on Instagram

1. Select the plus button in the top-right hand corner of your profile and select 'reel'.

2. Once selected you'll be directed to your camera. If you want to upload something from your camera roll just swipe up and select the videos/photos you want to add.

3. If you want to create new content, then record your content using the camera. You can select various settings such as the music you want to use, how long you want your reel to be, what speed you want to record at, whether you want to use filters, and whether you want to use a self-timer to count you in.

4. Once uploaded you can add stickers, text, drawings, and closed captions.

5. Once you are happy, select next, add your caption, and select whether you'd like to share you reel to your main feed too. You can also add a cover from your camera roll, or select one from your video, as well as adjust how your thumbnail will appear in the feed.

For a more in-depth guide on Instagram reels click here

Instagram

Live videos

Going on Instagram live is a great way to connect and engage with your audience in an authentic way. However, there are no re-takes on Instagram live so preparation is key!

Unlike pre-recorded Instagram stories or reels, Instagram live is a totally unedited stream for your followers to watch and engage with. It's a great way of showcasing the more human side of your organisation for your audience to connect with.

Some ideas a care organisation could use Instagram live:

- Q&A – what a job role involves, what working at your company is like.

- Talk to a staff member about why they love their job or why they love working for your company (could be a great way to recruit too!)

- Residents getting involved with an activity – singing, arts and crafts etc.

- Event – live stream of Christmas party, birthday etc.

- 'Behind the scenes' – setting up for the day, inside the kitchen etc.

How to go live on Instagram

To start a live video, you need to select the plus camera icon in the top right-hand corner of your profile and click 'Live'.

When you're ready to go live you just need to click the big record button at the bottom of the screen. Once your live is underway you can choose from several features to make your broadcast more engaging such as sharing questions, sending direct messages, inviting someone to co-host, adding a filter and more!

Once you're ready to finish your live tap "End" and then 'End now' to confirm. From here, you can tap the save icon where you can save the live video to your camera roll to re-use elsewhere. You can choose a cover, write a caption, add a location, and tag other users.

For more information and tips on Instagram live click here

Instagram

Top tips for marketing on Instagram

- **Clearly communicate what you do:** Make sure your profile encompasses what you're about. Aim to show a little personality rather than being too bland and corporate.

- **Give your posts a distinctive look:** Instagram is a very visual platform, so make it work to your advantage. Whenever possible, try to echo your brand's visual identity adopting the same colours, font and image styles used on your website and keep this consistent on your Instagram profile.

- R**eply to comments and direct messages:** Engage with your audience! Replying to your followers/family and friends not only boosts your engagement rate but it's the right thing to do.

- **Use a variety of content:** Instagram stories and reels are becoming more popular so try and utilise these whenever possible!

- E**ncourage your audience to create user-generated content:** If you're stuck for ideas for content then encourage people that use your service to create material for you (e.g. staff). If you create a suitable custom hashtag, you could encourage them to upload relevant photos with that hashtag, and then you can repost the post to the rest of your followers.

Twitter

Twitter is a great platform for organisations to announce company news, join trending conversations, develop your brand's voice, and drive online traffic.

This popular social media platform allows users to connect with people and share their thoughts in small microblogs called **'Tweets'**. Tweets can be made up of no more than 280 characters made up of text, images/videos and emojis.

Set up your Twitter Account

The first thing you need to do before you get started is set up a Twitter account for your company.

To do this follow the below steps:

1. Go to **Twitter.com** on your web browser and click **'Sign up'** or tap **'create account'** on the twitter app.

2. Enter the name of your business.

3. Enter your phone number, e-mail address and date of birth and then click sign up.

4. Wait for your verification code via e-mail or text. Enter this then select next.

5. Create your password and tap next.

6. That should be your Twitter account set up!

Twitter

Set up your profile

Like the other platforms you'll need to create an enticing profile for your Twitter account. This includes:

- **A handle:** Your Twitter handle is what appears after the @symbol. For example, ours is **@HCPAltd**. We suggest this incorporates your company name, so you are easy to search and find.
- **A name:** Your Twitter name is what is found above your handle and is in every tweet. Your name can be the exact same as your handle or something else. For example, our name is just HCPA.
- **A profile picture:** Recommended dimensions for profile images are **400x400 pixels**. We would suggest that this is always your company logo, so you are easily identifiable.
- **A cover photo:** Recommended dimensions for cover photos are **1500x1500 pixels**. Your cover photo should encapsulate what your business is all about and should help customers better understand your audience.
- **A short bio:** A short but sweet description of who you are and what you're all about (this could be something like your main aim/objective). The character count here is 160 max.
- **A link to your website:** Whenever possible always include a link to your website or a call to action button so users can easily access your service and find out more information.

Learn the lingo!

Retweets, Quote tweets, mentions – these are all terms you'll need to familiarise yourself with to understand how best to use the Twitter platform.

We've included a little dictionary of the key terms below to help get you started:

- **Hashtag:** Any word/phrase that is placed after the hashtag **#** symbol. When you click on a hashtag, you'll see all Tweets containing that same word. Some common ones are **#FollowFriday #ThrowbackThursday** etc. You could even come up with your own one to help people engage with your organisation. For example, during the care awards HCPA often use **#BestInCare**.
- **Mention:** Mentioning other accounts in your tweet by including their handle **(@)** is called a mention. You'll be able to see all tweets that mention you in your notifications section.
- **Retweet:** This is a way to share tweets from other accounts to your followers. You can retweet other accounts to pass along news, resources, or other valuable content.
- **Quote tweet:** This is basically retweeting, but you can add your own comment to the post.
- **Like:** An alternative to retweeting. Likes are a great way to show appreciation to followers.

For even more definitions check out Twitters glossary here

Twitter

Posting

Although Twitter was originally created to share text-only messages, you can now include visuals to elevate your tweets.

When crating a tweet, you have the option to add a photo, video, or GIF. You can also add a poll which can be a great way to gain engagement from your followers.

Posting a tweet could not be easier simply press the blue **'tweet'** button (or the blue plus sign if on mobile app) and compose your tweet. Click the **'media'** button if you would like to add a photo/video or the GIF button if you would like to add a GIF. You have 280 characters, including spaces, in a single Tweet so it needs to be short and sweet! A counter on the bottom right of the tweet box shows you how much room you have left. Once you are happy click **'Tweet'** at the bottom and this will post onto your feed.

TOP TIP – Once posted, tweets cannot be edited (whereas on other platforms you can) so make sure you proofread your copy several times before posting!

Top tips for marketing on Twitter

- **Build your twitter community:** Research and follow relevant people within your industry and hopefully some of them will follow you back.

- I**nteract with other users:** By interacting with people and responding to as many relevant tweets as you can, you could gain followers. This is where quote tweet and retweeting are key!

- **Tweet frequently:** Twitter moves fast. Try to keep up by tweeting, as often as you can, about subjects that interest you and your followers. This way your tweets will have a better chance of being seen.

- **#HASHTAGS!** For you to gain more followers on Twitter **#hashtags** are essential because they make your tweets more search-friendly. They're keywords used by people on Twitter to find content. Include a couple of popular or trending ones in your tweet and you'll massively increase the odds of people seeing it.

- A**dd images/video/GIFS to tweets**: According to Buffer.com tweets with images typically receive 89% more 'likes or favourites. Use imagery that will draw your follower's attention but is still relevant to what you are talking about.

If you'd like more information on how to use Twitter, then click here

LinkedIn is one of the fastest-growing social media platforms and is known for its strong B2B marketing capabilities.

This platform has the power for you to build a strong professional network and it is important you use it to power your Business-to-Business (B2B) marketing efforts.

Creating a LinkedIn company page

Creating a LinkedIn company page is very simple. Follow these below steps to create yours:

1. Click the **"work"** icon in the top right corner of your LinkedIn homepage.
2. Choose the **'create a company page'** option.
3. Select the **'company page'** option.
4. Enter the page identity details such as your company name and profile details.
5. Click **'create page"**
6. You should be set!

TIP – You will need your own personal LinkedIn account setup first to be able to create a LinkedIn company page.
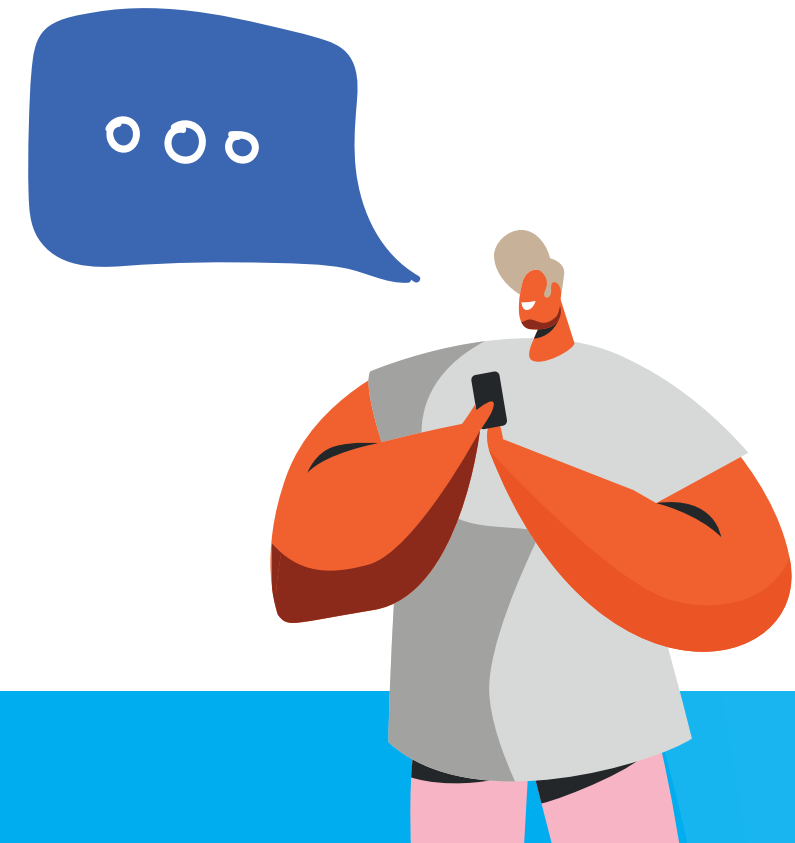
Build your profile

Make sure you fill out all the details on your LinkedIn business account. Take your time to do this as this is what potential customers/staff members will see.

This includes:

1. **Profile image –** a high quality image which should be your company logo. The ideal size is a square image with a 1:1 aspect ratio and 400x400 pixels.
2. **Tag line –** the sentence that appears next/below your logo. This should be a short and sweet sentence that sums up what your business does.
3. **Cover photo –** An image that showcases what your company does or encompasses your brand. This should be 1,128px x 191px.
4. **Company description –** A bigger area to write about your company. This is where you let your audience know about your vision, mission, and values. You can also write a little bit about the service you offer.
5. **Topics hashtags –** Hashtags that are relevant/matter to your page e.g., adult social care.

Posting on LinkedIn

To post on your company LinkedIn page you will firstly need to click onto the page you wish to post on which should be visible to your left-hand side (for mobile click your profile image at the top).
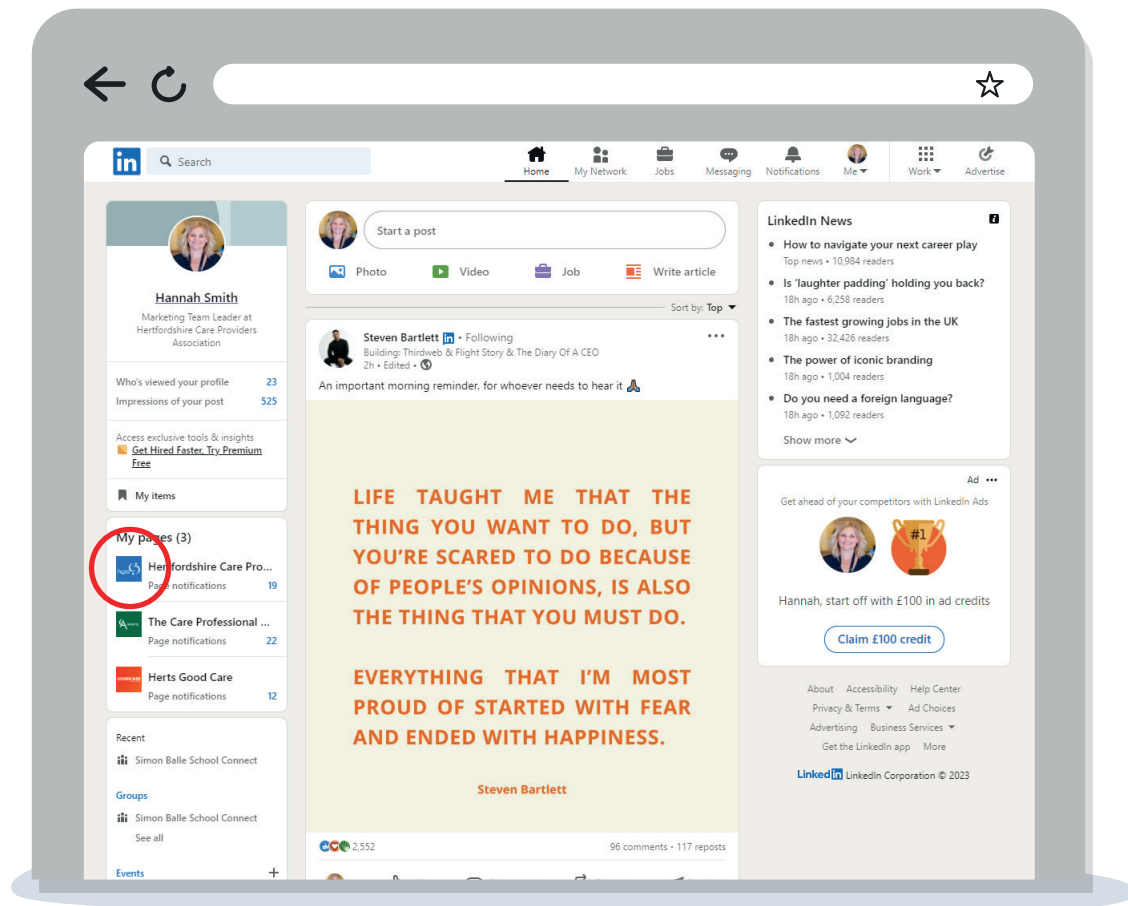
Once you're on the required page click **'start a post'**. You have up to 3,000 characters to write the content you want to share on your LinkedIn page. However, we would suggest that any post you create is clear and concise with the capability of attracting attention.

If you need it, you can add multimedia content to your post such as a photo or video. You can also add hashtags, links and mention other accounts. Once you have included all the mentions, checked the link is correct, and the content is ready, click on **'post'**.

Top tips for marketing on LinkedIn

1. **Add a custom button:** To get people to act after visiting your LinkedIn company page, you should add a custom button of some kind. This most commonly would be a link to your website. You can do this in the **'edit page'** section.

2. **Get your employees engaged:** If you have employees and they are LinkedIn, encourage them to at least follow the company page and like/share some of your posts. When they do this, the algorithm that LinkedIn uses will see your posts as having value and will show them to more people. This works in the other way that you could also re-share employees' content/photos onto the company profile too.

3. **Update your LinkedIn profile URL:** this simple change can make it much easier for customers and staff to find your organisation. You can do this via the **'edit page'** section.

4. **Start posting regularly:** Engage your audience with valuable content and they will start to see you as an organisation that is reliable and dependable. You should aim to post 4-6 times a week, but this doesn't always have to be content that you have created.

5. **Build connections and relationships:** Connect with your customers, strategic partners, and other brands to help build up your presence on LinkedIn. One way to get the ball rolling would be to 'invite' connections to like or follow your page.

Paid advertising

Paid advertising

Paid advertising is a quicker way to get more customers to view your profile or visit your website. For care industries the most common time you would use a paid advertisement would be when you are recruiting for roles that have become available within your organisation, or when you want to advertise your organisation to potential customers.

Paid advertising on social media can often feel a little bit overwhelming but it's important to note that the Ads Manager platforms on Facebook, Twitter, Instagram, and LinkedIn, are fundamentally the same. All ad creation platforms will first ask you to select an objective for the campaign, then ask you to input the target audience criteria, followed by information regarding the placement of your ad, schedule, budget and finally the ad creative (copy and image).
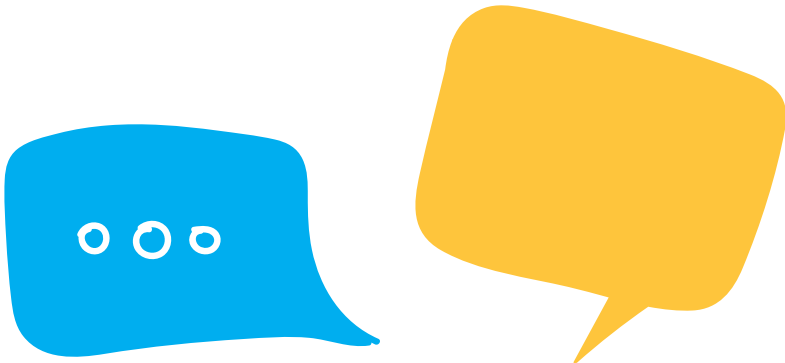
Further detailed guides on how to set up paid adverts on each of the platforms can be viewed below:

Click here for more information on Facebook adverts

Click here for more information on Instagram adverts

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Click here for more information on LinkedIn adverts
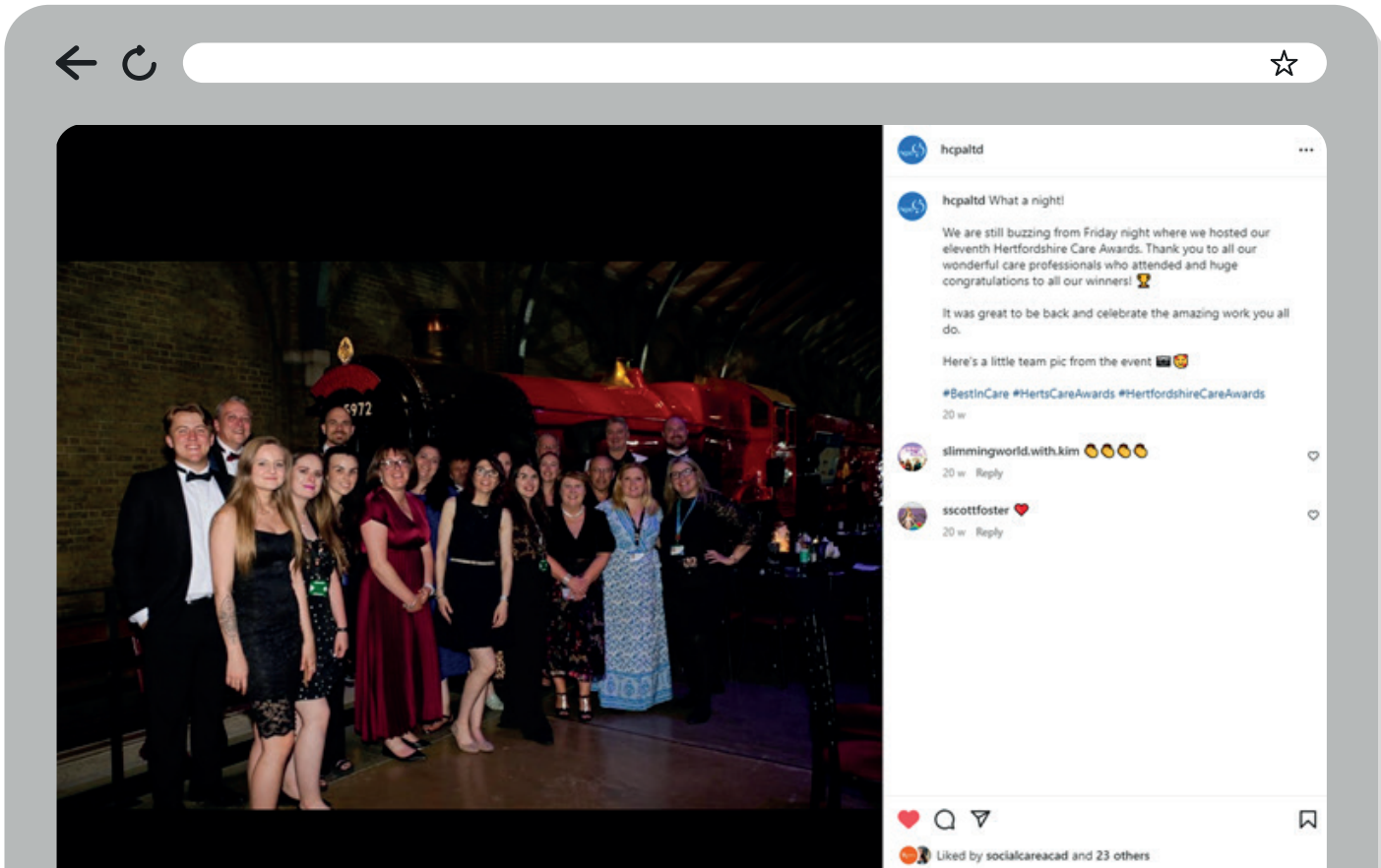
Top tips

Top tips for marketing on social media

1. Be personable

In general, the best performing posts are those that are personable. 'Real-life' images such as photos of team members or customers resonate with people better. This is because images have a strong emotional factor, and emotions have a powerful pull on us. The right picture can bring out strong emotions in us and can convey a wide range of information.

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This post from the Hertfordshire Care Awards of our staff received 24 likes and 154 impressions. This is a great example of being personable with your audience.

2. Tap into national days

National days are a great way to increase your engagement especially when using hashtags. However, you should only tap into awareness days that fit your values and is the sort of thing your organisation would talk about. For example, if you were a butcher selling meat you wouldn't create posts on **'World vegan day'**, so, when you're choosing which days you want to champion on social media, go for quality rather than quantity.
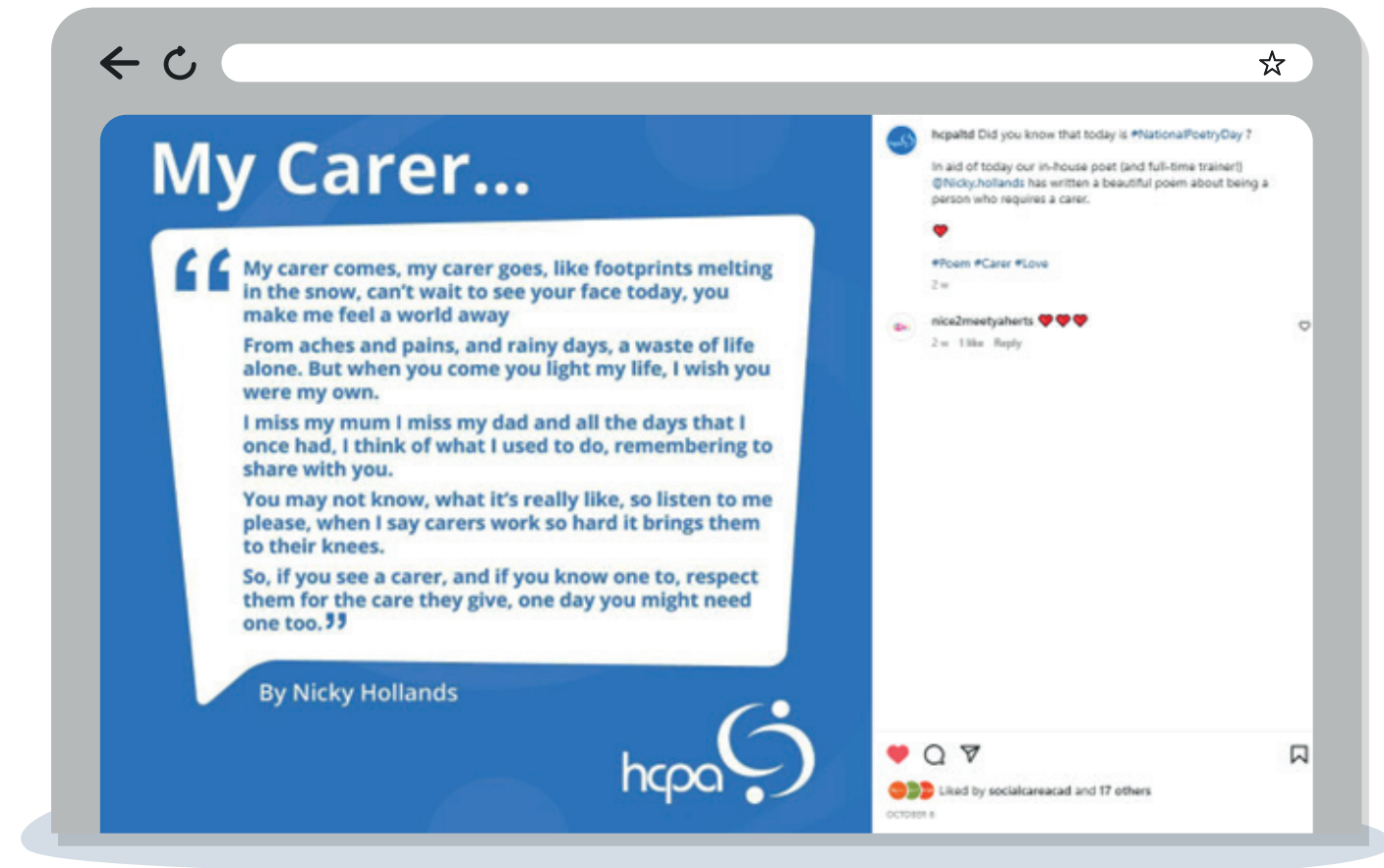
We tapped into a national day but also made it personable. This was one of our best Instagram posts for 2022 with 18 likes and 139 impressions. What's more, we tailored the national day to our values focusing on the key audience.

3. Ensure your images are licensed and that you are not breaking copyright laws!

If you do decide to use another person's image, then you must make sure you credit them. (Usually by tagging them @).

There are several websites you can use to source free imagery to post on social media such as **Adobe Stock** or **Pexels** (more information below under useful websites). Some of these will charge a monthly fee to use their images and others you can use free of charge.

Copyright laws for social media are pretty much the same as copyright laws everywhere else. If you want to use an image that isn't yours then you must obtain permission either through a licence or through the creator directly. Failure to do this may mean that your account gets suspended, or you could even have a lawsuit on your hands!

4. Video is the way forward

Video content is booming right now thanks to the popularity of **Tik Tok**, **IGTV**, **YouTube**, **Facebook Live** and more. This is because video allows you to be concise and capture viewers interest in the first few seconds. Videos are also more likely to get higher engagement than any other content type so it's worth taking the time to do! Still not convinced?

Check out these 7 reasons why video is the hottest growth hack right now here.

Top tips - Cont.

5. Stay consistent!

Consistency is key in social media marketing. For your audience to recognise your brand, you must be consistent. Being consistent with your brand/organisation allows you to grow in audience engagement and reach. From the tone of voice you use in messages, to the look of your profile, you need to be recognisable to gain traction among your intended audience.

How often you should post varies from business to business however, Hootsuite.com have put some rough estimates together to keep you on track.

Instagram: 3-7 times per week and no more than 1x per day (stories can be more frequent)

Facebook: 1-2 times a day

Twitter: 1-2 times per day, no more than 3-5 times per day

LinkedIn: At least once a day, no more than 5 times per day

> **Top tip –** Remember, quality over quantity! It's better to post slightly less but have good quality content than post too much with content that is rushed or uninteresting to your audience.

6. Use insights and analytics to see what's working so you can plan for the future.

Most social media platforms have their own 'analytics' area where you can gain an understanding of what type of posts are performing the best, the most popular times to post and more. By using these key stats, you can find out what type of content is and isn't working.

Click here for more information on social media analytics.

How to best communicate with your customers on social media

Social media is a great way to keep family members and friends informed about what is happening at your organisation. For more urgent messages, social media would unlikely be the first port of call, but it can be a great platform for sharing photos/videos of the people you're supporting, competitions and any upcoming events. Regular posts will help family and friends be reassured that their loved ones are being well cared for and will add a personable touch to your brand.

Here are some of the key things you could communicate on social media:

■ **Upcoming event -** if you're holding an event where family members and friends are welcome then a post on social media could be a great way to communicate this. Belmont View in Hoddesdon have done this with an upcoming Christmas Fayre. Not only is this engaging content but it means both residents and their loved ones can spend some quality time together.

Belmont View
December 1 at 12:24 PM ·

We are enjoying our Christmas Fayre! Everyone is welcome, join us for a nice cup of tea and some Christmas shopping! 😊😊

How to best communicate with your customers on social media - Cont.

- **Posting images/videos of clients getting involved with activities:** Friends and family members will appreciate seeing their loved ones well supported and happy. These posts not only offer reassurance, but they can showcase what a great place your organisation is! This in turn, may help with recruitment and custom.

- **Posting images of team members including new starters/leavers:** Putting a face to a name can resonate with your audience and when family/friends come to visit they will have a familiar face to recognise. Introducing new starters on social media can be a great way to improve your engagement and help in creating a trustworthy image. You could also post people that are leaving so that family/friends are kept informed.

- **Opening hours:** Instagram highlights are especially a great way to remind family and friends of your visiting hours. You can also put these as your 'opening hours' on Facebook.

- **Visiting guidance:** Use your social media platforms to remind visitors and staff of key messages such as mask wearing and handwashing.

- **Job posting:** Although not linked directly to communicating with family and friends it's worth mentioning that social media can be a great place to look for new recruits. If you have a job available within your organisation, then posting it on social media is a great way to advertise. You could even encourage your followers to re-share/retweet to gain further reach.

Useful websites for marketing on social media

We've included some useful website links below that may helpful in supporting with your social media marketing:

- **Canva** is a free tool for creating posts on social media channels. It has templates for all the different channels to the correct size so you can just select the one you need and create your post. **https://www.canva.com**

- **Pexels** is a website for free stock imagery that you can use for your social media posts. **https://www.pexels.com**

- **Pixabay** is a website for licence free imagery that you can use for your social media posts **https://pixabay.com**

- Adobe Stock is a platform for sourcing license free imagery. However, there is a monthly fee for using these images but generally you get better choice and quality. **https://stock.adobe.com/uk**

- Buffer is a free app to plan and schedule social media content. It comes with an in-depth analytics tool to help you monitor your content's performance. **https://buffer.com**

- Hootsuite is another social media management platform that can help to plan and schedule social media content. **https://www.hootsuite.com**

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