



# Making an impact with social media and digital video

#FPDigital

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# PROGRAM



// Social media plans

// Blogging, Instagram & Facebook

// Creating video content

// Essential digital tools

// Q&A



# THE PLAN FRAMEWORK

// Situation analysis

// Position statements

// Key messages

// Target publics

// Goals, objectives and tactics

// Budget

// Evaluation



“Organisations must  
prioritise the publics on  
whom they focus, just as  
they prioritise the things  
they do.”

– Austen & Pinkleton 2006

**TARGET  
PUBLICS**



TYPE	PUBLIC	ATTRIBUTES	DESIRED RELATIONSHIP
<b>Latent</b>	Parents who don't have children enrolled in our children's services programs	Predominantly well-educated and informed, but not necessarily engaged, very active on Facebook	Engage them in children's services programs, membership, advocacy and fundraising opportunities.
<b>Aware</b>	Editors of feminist and women's news sites and blogs	Time poor, often tight on resources, need quality content, need reliable talent, looking for opportunities to expand readership	Raise awareness of our advocacy platform and women's leadership initiatives.
<b>Active</b>	Great Ydeas grantees and their networks	Enthusiastic, entrepreneurial, active in their communities, typically aged 21-35	Maintain ongoing relationships – foster organisation champions.



# MEANINGFUL GOALS & MEASURABLE OBJECTIVES

## Goals

// Reputation, relationships or tasks

// Set in-line with organisational goals

## Objectives

// Precise, measurable statements

// Outcome specific, back up a goal



GOAL	OBJECTIVE	ACTIVITY	LEAD BY	COMPLETE D BY
<b>Attract new corporate partners</b>	Establish online connections with at least 10 technology companies with a presence in Canberra by December 2016.	Engage young people from our STEM community program to create videos appealing to potential corporate partners – share across all social media platforms.	Jo	20 Dec 2016
	Ensure new partners are profiled on our website, partner story published on blog, and shared across all social media platforms (within one month of securing partnership).	Interview staff from partner organisation to develop story, upload graphics and written content to website, schedule content on social media platforms.	Cat	Within one month of securing new partnership
<b>Enhance reputation as a leading and credible organisation</b>	Revamp existing website to include refreshed appearance and new blog function by December 2016.	Develop project plan, engage pro bono consultants, develop website, launch website at public event.	Tim	15 Dec 2016
	Create and maintain an organisation specific hashtag that receives at least 10 posts per month on Instagram and Twitter by July 2017.	Create a campaign where members post images of themselves at our events, and encourage them to use our hash tag.	Claire	August 2016



# CONTENT CREATION: TELL YOUR STORY



// Successes and wins

// Partnerships

// Areas of need

// Event coverage

// Innovative work

// Behind the scenes



# YOUR BLOG: A HUB OF LIVE CONTENT

[HOME](#)[JOIN THE CONVERSATION](#)[CONTRIBUTORS](#)[CONTACT US](#)

**Canberrans want 3am last drinks: poll**

By Natasha Boddy

More Canberrans want 3am last drinks for bars, clubs and pubs, and

FARE chief executive Michael Thorne believes community attitudes to alcohol have shifted, but the "question" was getting political and

induction in the admission of people with serious injuries into a intensive-care units.

50 people die and 180 are seriously injured each year from alcohol-related violence.

**2016 AUSTRALIAN CAPITAL TERRITORY POLL**

SUPPORT FOR 3AM LAST DRINKS AND PERCEPTIONS OF SAFETY

**Canberrans throw support behind 3am last drinks**

ACT residents in favour of modest life-saving measure [READ MORE](#)



## Recent Posts

Canberrans throw support behind 3am last drinks

The change we need: Prevent alcohol-related family violence

Restoring the balance: A new approach to alcohol

## Archives

Archives



## The change we need: Prevent alcohol-related family violence

BY: EDITORIAL

14 June 2016 0 Comments

This year, we are calling on political parties to address alcohol's hidden harm and its impact on children and



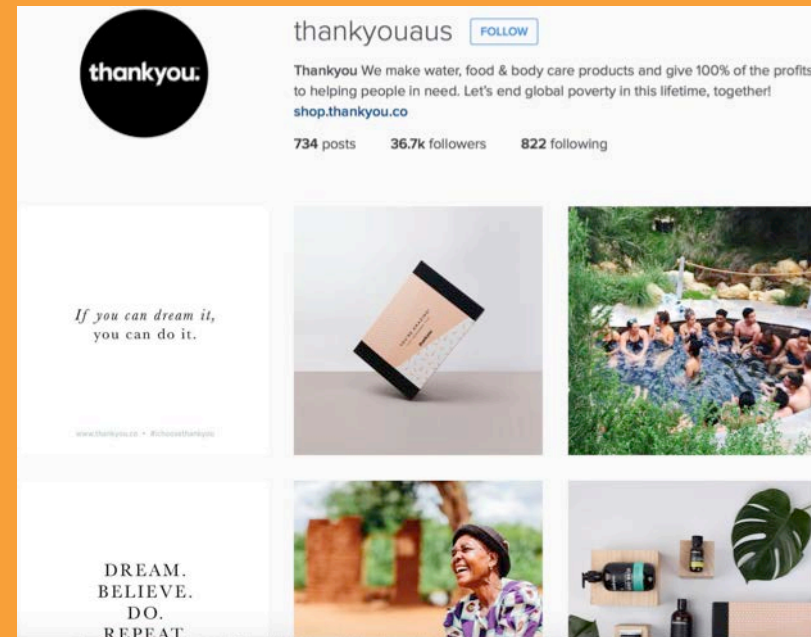
# INSTAGRAM TIPS

## // Compelling visuals

- Canva
- Over
- Word Swag

## // Mini blog posts

## // Hash tags & handles





# FACEBOOK TIPS

- // Keep it short and visual
- // Integrate
- // Be responsive
- // Link posts to your website
- // Post more of what your target publics want

