



# Creating a social media playbook

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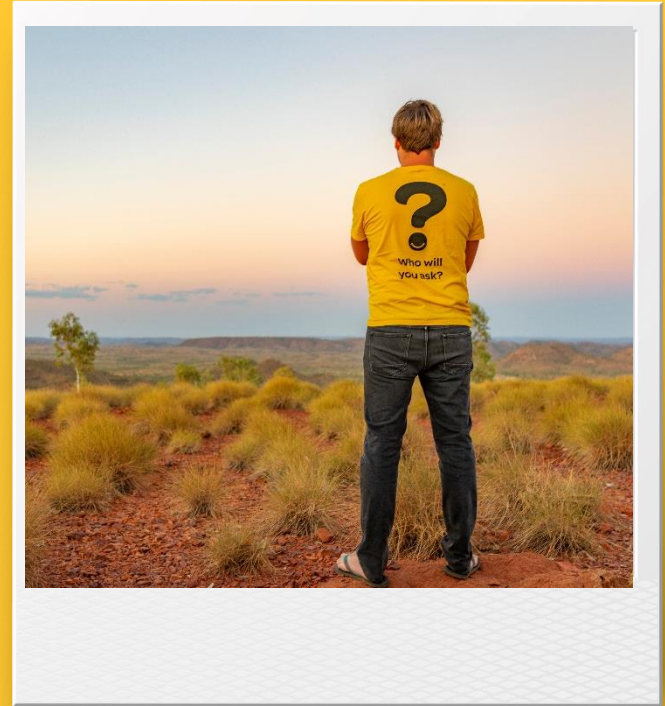
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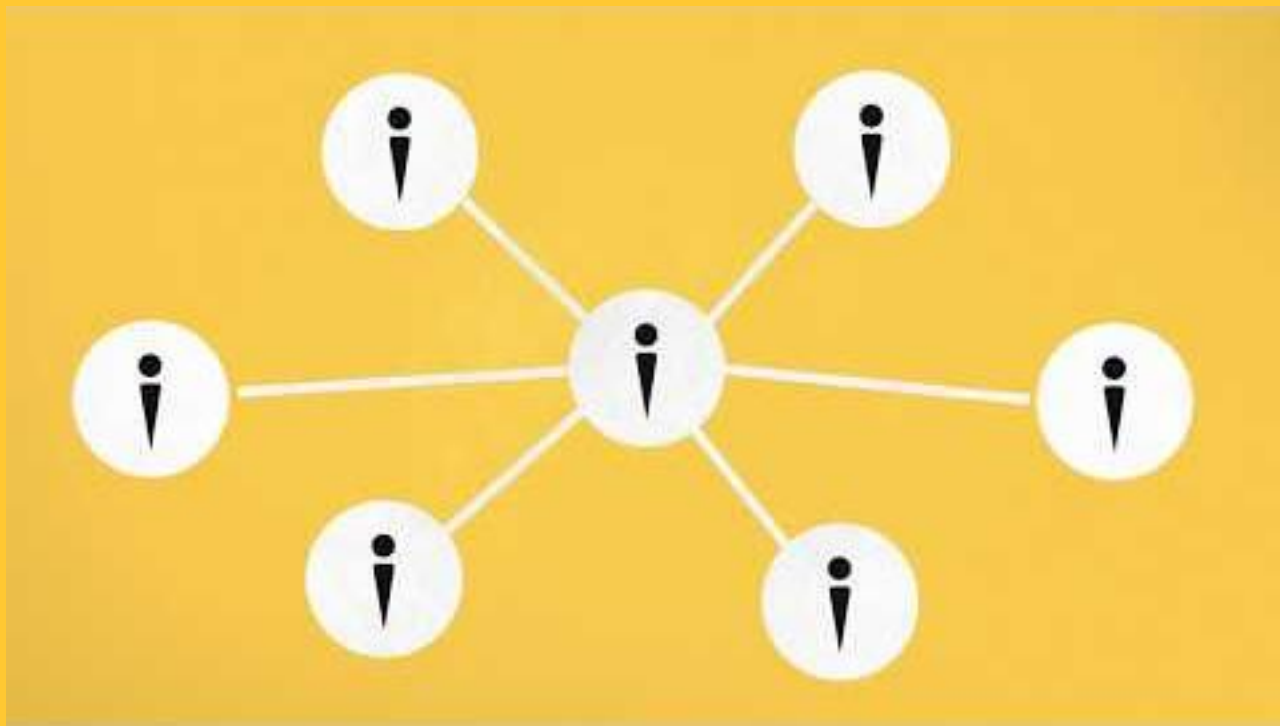


# Consider:

1. Do we have the time to manage our social media channels?
2. Do we have the time to moderate our social media channels?

Regardless of your budget, you must be able to answer yes to both of these.



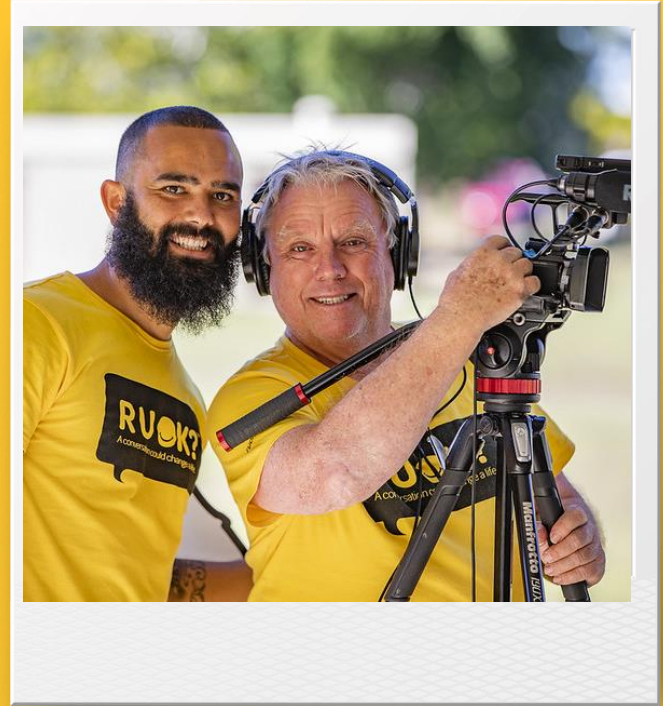


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A conversation could change a life.

# What is a social media playbook?

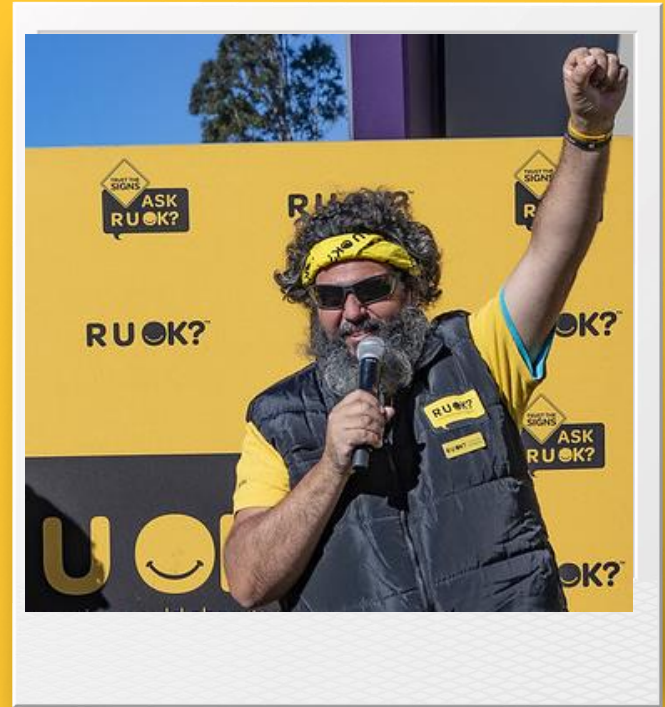
A living document that outlines why social media is important for your brand, what you want to achieve and how you plan to do this.





# What could go in a social media playbook?

- Who you are and what you do
  - Why do social media?
  - What does success look like?
  - Who are you talking to?
  - How do you talk to them?
  - Your asset library
  - Community management guidelines
  - Paid social principles
- 



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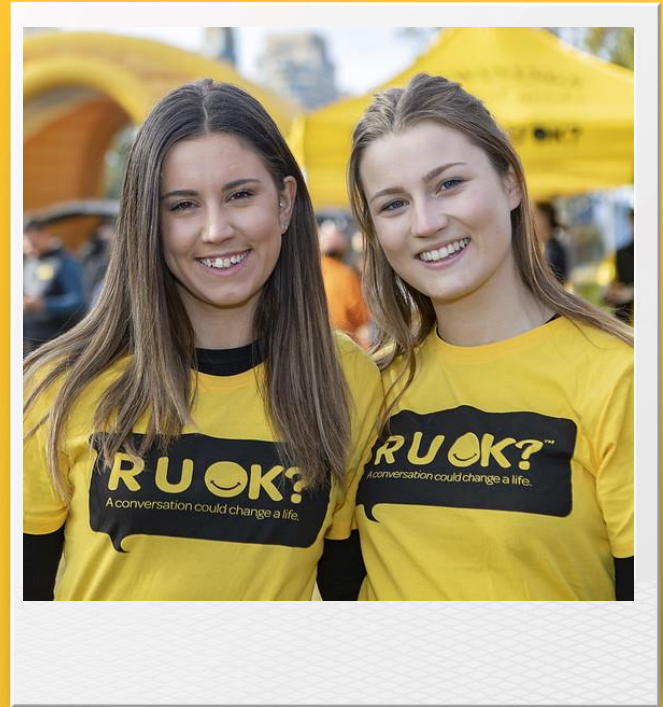
# Positioning who you are

- A one sentence summary of your organisation
- Your mission
- Your vision
- Summarise any other vital considerations



# Where can you find this info?

- Brand guidelines
- Website
- Leadership team



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# What might this look like?

R U OK? is a national suicide prevention charity dedicated to encouraging and empowering everyone to ask, “Are you OK?” of anyone struggling with life.

Our vision is a world where we’re all connected and protected from suicide.

We work alongside other mental health and suicide prevention organisations to ensure those who are struggling find the care and support they need.





# What problem is social media solving?

## Defining your strategic goals

### Awareness:

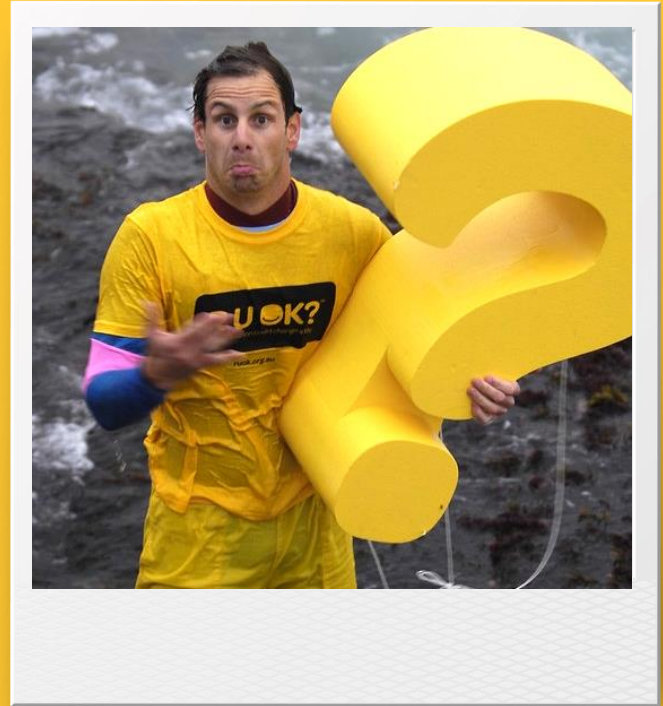
- Who do we want to be aware of?
- What do we want them to be aware of?

### Attitude:

- What do we want them to start thinking

### Action:

- What are we empowering them to do?



# Where are we at currently?

**What is the current state of the nation?**

Awareness:

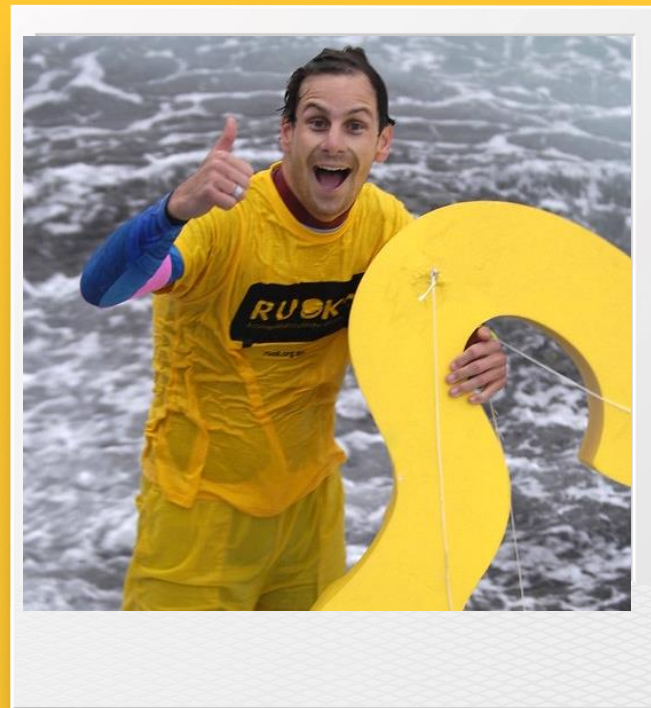
- Who's currently aware?
- What do they know?

Attitude:

- What are they currently thinking?

Action:

- What are they currently doing?



# What is R U OK? trying to achieve on social media

## Awareness:

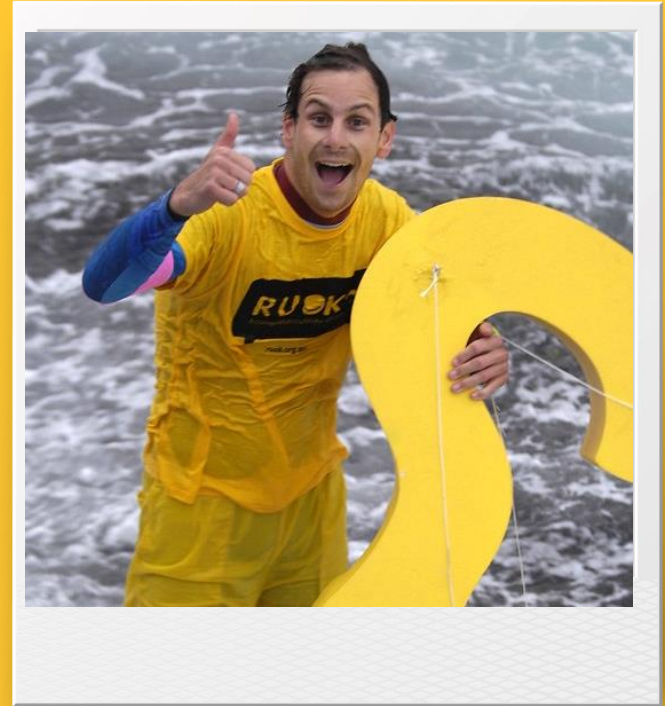
- Who's currently aware?
- What do they know?

## Attitude:

- What are they currently thinking?

## Action:

- What are they currently doing?

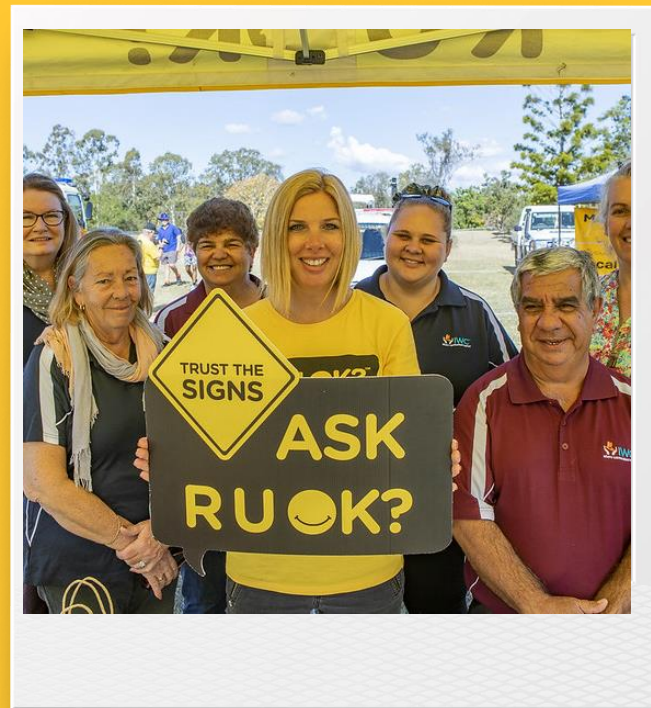


# Who are we talking to?

Segment your audience and compile information that can be used to inform content personas, content creation and content targeting.

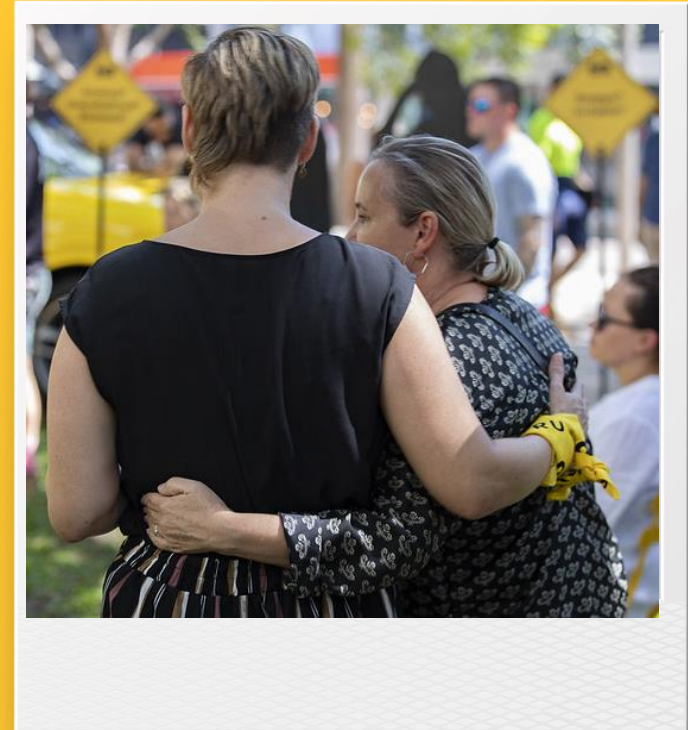
You might include:

- Relevant age, income and attitude information
- Their social media content consumption habits
- What you want them to know, think and do
- What they currently know, think and do
- What percentage of your audience fall in this segment



# How can you segment your audience?

- Who is already connecting with your brand?
- What channels are they using?
- What content are they engaging with on these channels?
- Deep dive into your social media and website analytics
- Email surveys, focus groups and customer interviews.
- Learn from similar organisations





# Audience Persona – Help Giver

Our Help Givers just want to help the people they care about – or even others they suspect won't receive support from others.

They want to be confident that they are saying and doing the right thing (and not making matters worse), and going in with the best approach to help the person they're worried about open up and admit something's up.

They have a strong sense of duty and friendship, and want to do what they can to relieve the pain and stress. However, they don't always know how to look after themselves when supporting others and can get exhausted.



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# Audience Persona – Help Giver

## Goals

- To find information that I can act on and speaks to my needs and the needs of the person I want to help
- To get my friend to open up and accept that they're not themselves
- To start the conversation well – especially the first one
- To help them overcome their issues
- To understand when it's ok for me to look after myself, not just them



# Audience Persona – Help Giver

## Motivations

- To take away the distress or pain of a friend
- Sense of obligation
- To be a reliable a friend
- To give back after other's have helped me



# Audience Persona – Help Giver

## Frustrations

- Lack of specific, tangible information
- Not knowing where to start the search or conversation
- Not having a clear guide on how to read the “cues” to a conversation and how to respond
- Information overload
- Feeling I haven’t helped them or made it worse
- Recommended service providers or agencies don’t deliver on what’s promised



Positive  
Optimistic,  
uplifting and  
encouraging

Human  
Approachable,  
conversational  
and warm

Educational  
Well informed,  
useful and  
worthwhile

Practical  
Real world, tactical,  
easy to understand  
and apply

## Content Lens

To engage our audience, and achieve our objectives, we must show that we understand them. To demonstrate that we understand – this is the lens that we see our content strategy, and all types of content we create, source and publish, through.

Our social media audience are conscious and passionate R U OK? advocates

Our audience may or may not have lived experience, they know and respect the work we do. If they love something they'll interact and let us know. If we miss the mark, they'll let us know.



# Tone of voice

Our social media tone of voice will embody who we are and remain conversational. When creating content or engaging with our audience on social channels, we should ensure all communications are in line with this tone of voice to maintain consistency and authenticity.

## Encouraging

We're here to increase people's skills and confidence to support those struggling with life and want to inspire them to seek the information they need.

## Experienced

We know what we're talking about and we want our audience to feel like they can trust what we're saying.

## Enthusiastic

We're excited to share our insights and start a discussion with our audience

## Engaged

We are quick to reply and are interested in what our audience has to say, whether it is good or bad

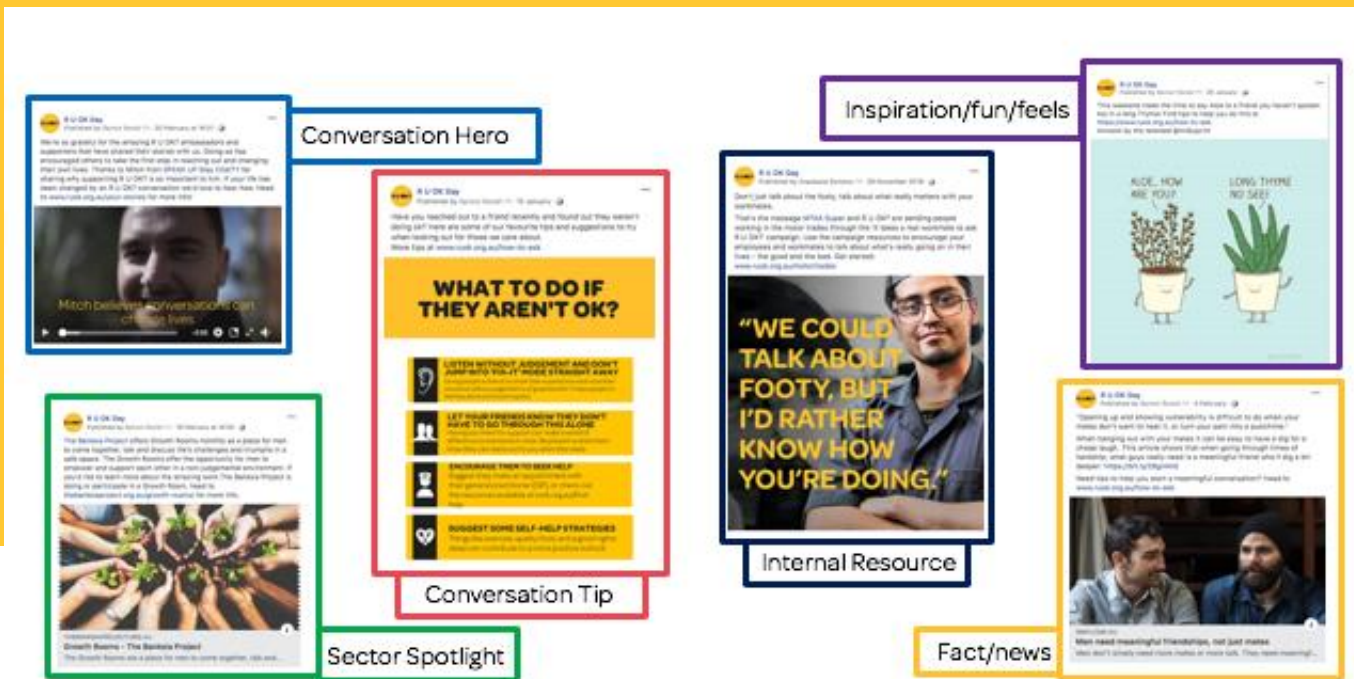
## Caring

We care about our audience and want to ensure that they feel heard and supported on our channels.

# Content Mix

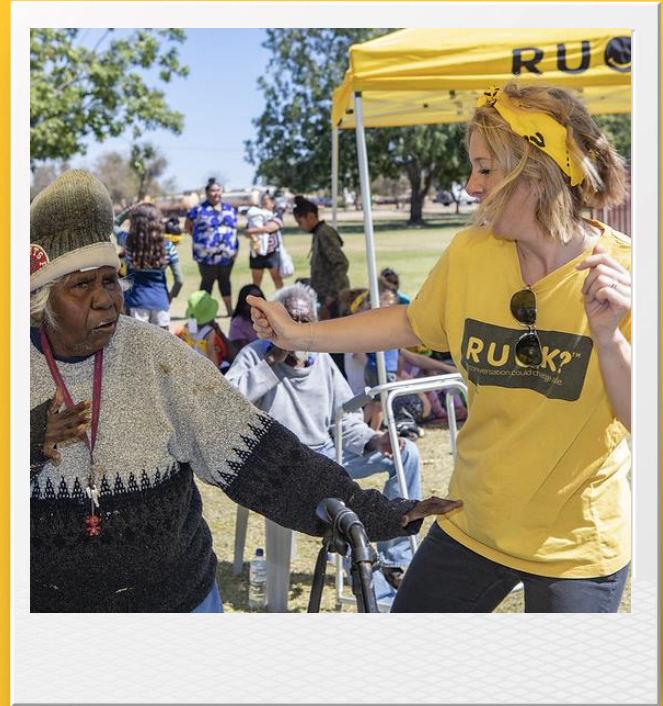
Content that is valuable, informative and relevant is the most appealing and successful.

Our content pillars provide purpose, a mix of differing themes and messages, will keep our content relevant and interesting to our target audiences and deliver our organisation's mission and vision.



# Content planning and publishing

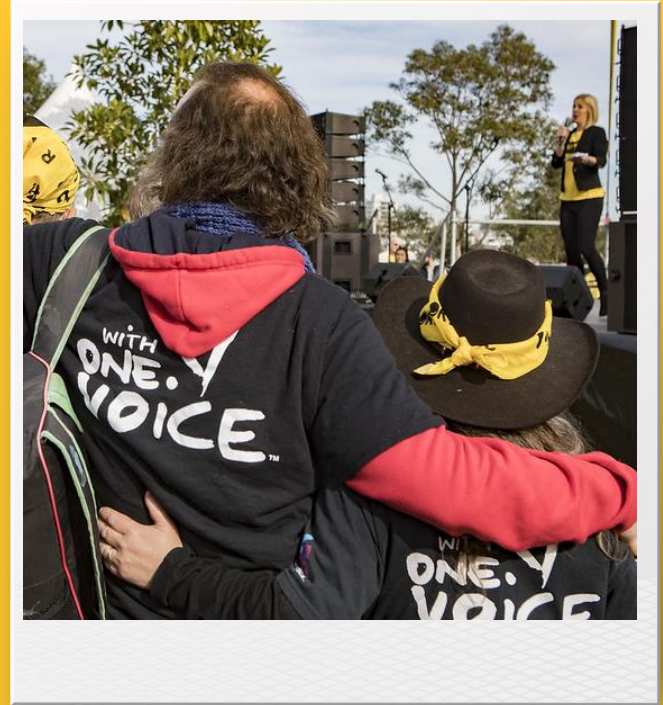
- Create a baseline rhythm – what's published daily, weekly, monthly
- Plan out your content
- Have a buffer (2 weeks of content) so that if you miss a deadline you don't lose your rhythm
- Build a content library – now you know your content pillars you can create and store content every time an idea strikes
- Intensify during peak periods



# Community management

Consider including:

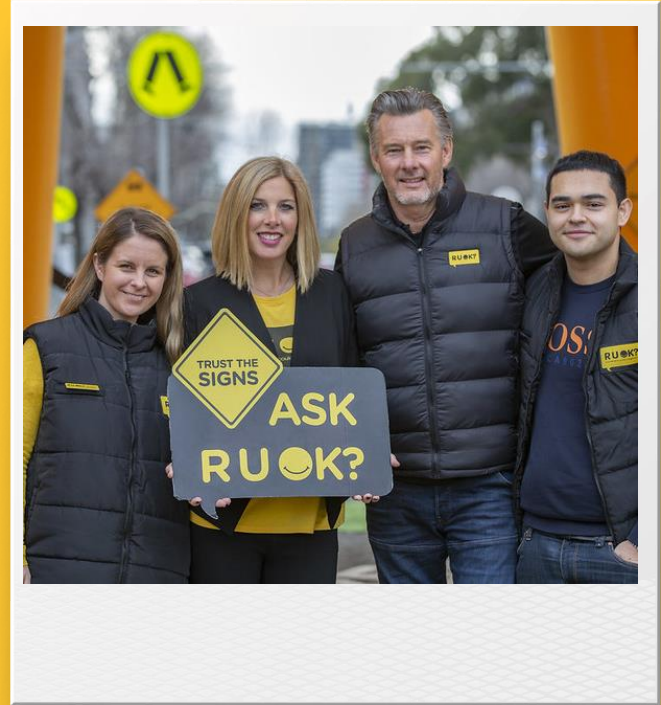
- Your strategy
- What requires a green, yellow and red response
- Escalation process
- Individual and team roles
- Example responses



# Community management strategy

Consider including:

- Community rules and guidelines
- Guidelines for interaction (time)
- Your brand's voice
- How you'll remain authentic



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# Paid social principles

These principles will guide our pay per click activities to ensure they connect with our wider social media and marketing strategies and deliver a return on investment.

## Purpose

All paid promotion must deliver on R U OK?'s social media or wider marketing objectives.

Ads should have a single call to action.

For best performance, optimise campaigns to the objective and content

## Pay to play

Our budget is used to target and reach specific audiences and deliver results that we cannot achieve through our organic content.

## Test, test, test

A/B Testing and regular optimization are key to mining rich data and learning for future campaigns.

## 3 things to take away from my talk:

Know why  
you're doing  
social

Know what  
success  
looks like

Know your  
audience