

# Social Media and Marketing for Community Groups and Volunteers Seminar

For Noosa Council

*September 2020*

SOCIAL TAP

**START WITH YOUR**  
*WHY*

**UNDERSTAND WHY  
YOU'RE USING SOCIAL,  
BEFORE YOU START  
BEING SOCIAL!**

**DON'T DO SOCIAL  
FOR SOCIAL'S SAKE**

# SET CLEAR GOALS ON WHAT YOU WANT TO ACHIEVE

## Community

- Growth
- Connection
- Communication

# WHO ARE YOU TALKING TO?

- Who are they?
- Where do they spend their time online?
- What information is of value to them?
- What role do they need you to play?
- What are you looking for from them?



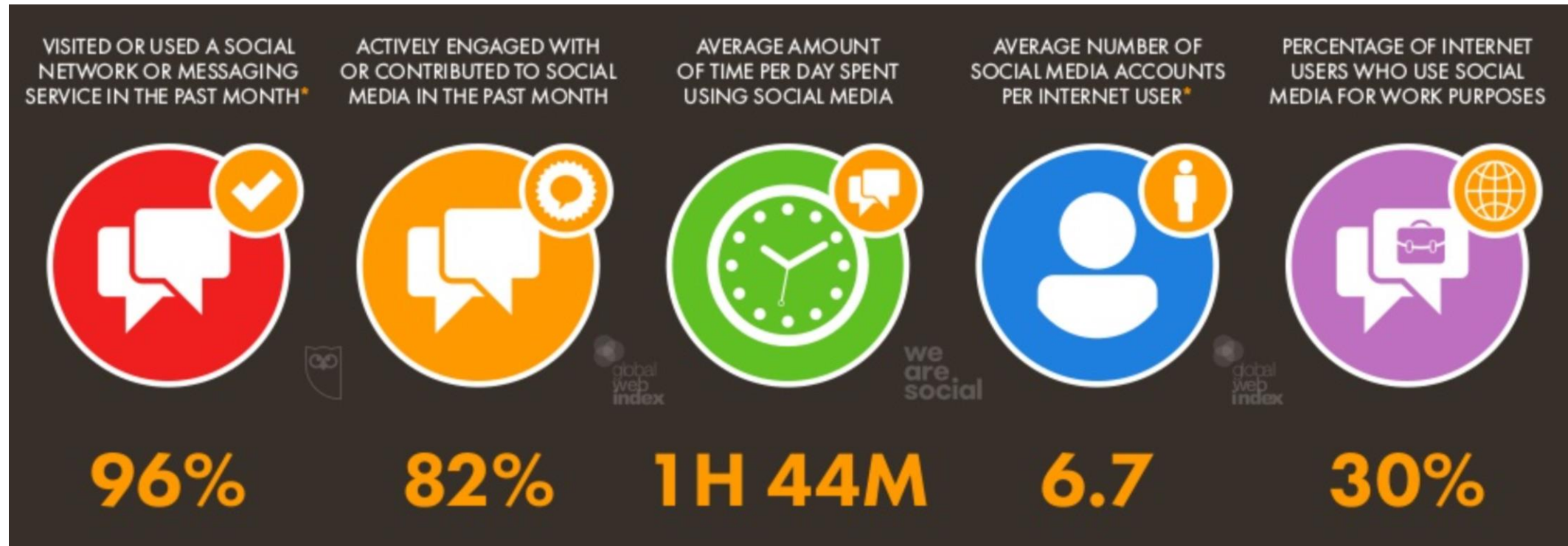
# DAILY TIME SPENT WITH MEDIA - AUSTRALIA

*Avg daily time that internet users aged 16 - 64 spend with different kinds of media and devices*



# SOCIAL MEDIA BEHAVIOURS - AUSTRALIA

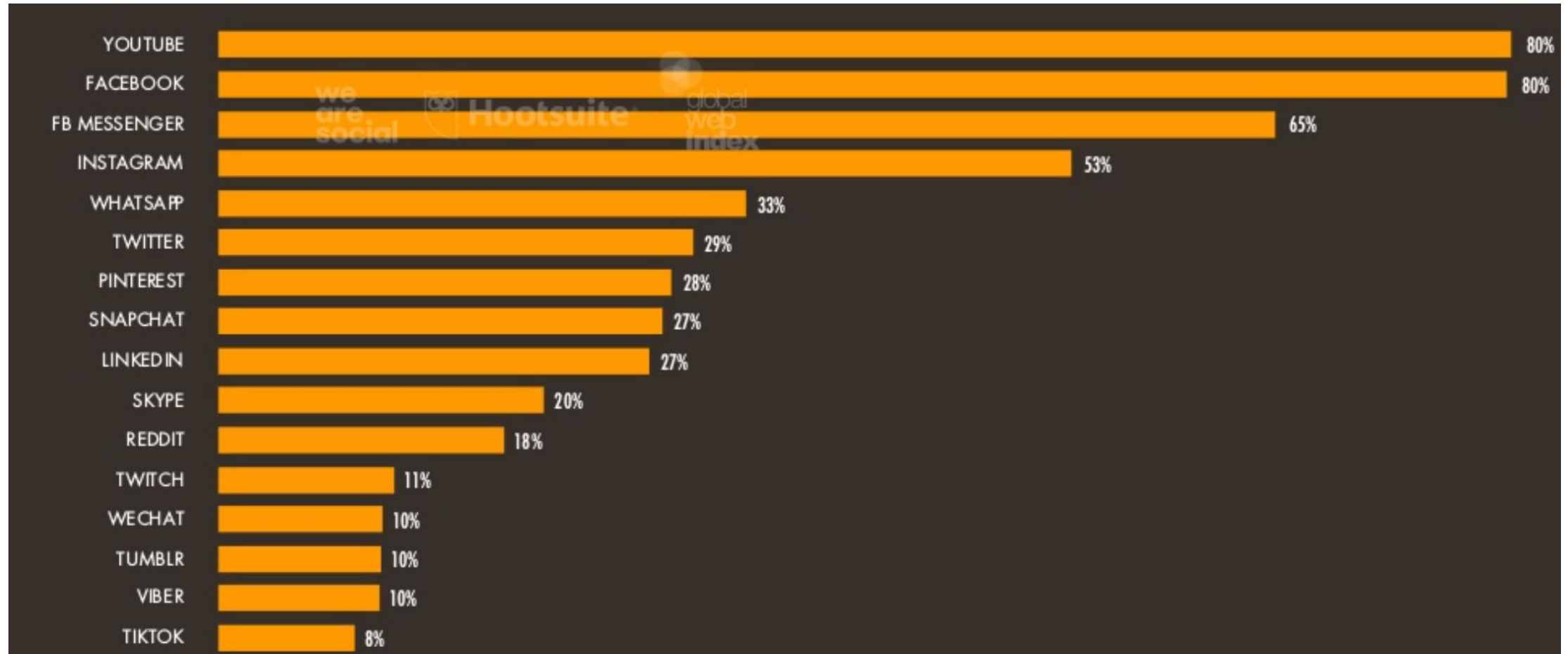
*Details of how Internet users aged 16 – 64 engage with social media*





# SOCIAL MEDIA BEHAVIOURS - AUSTRALIA

Details of how Internet users aged 16 - 64 engage with social media





# LEADING SOCIAL NETWORKS A SNAPSHOT

# facebook



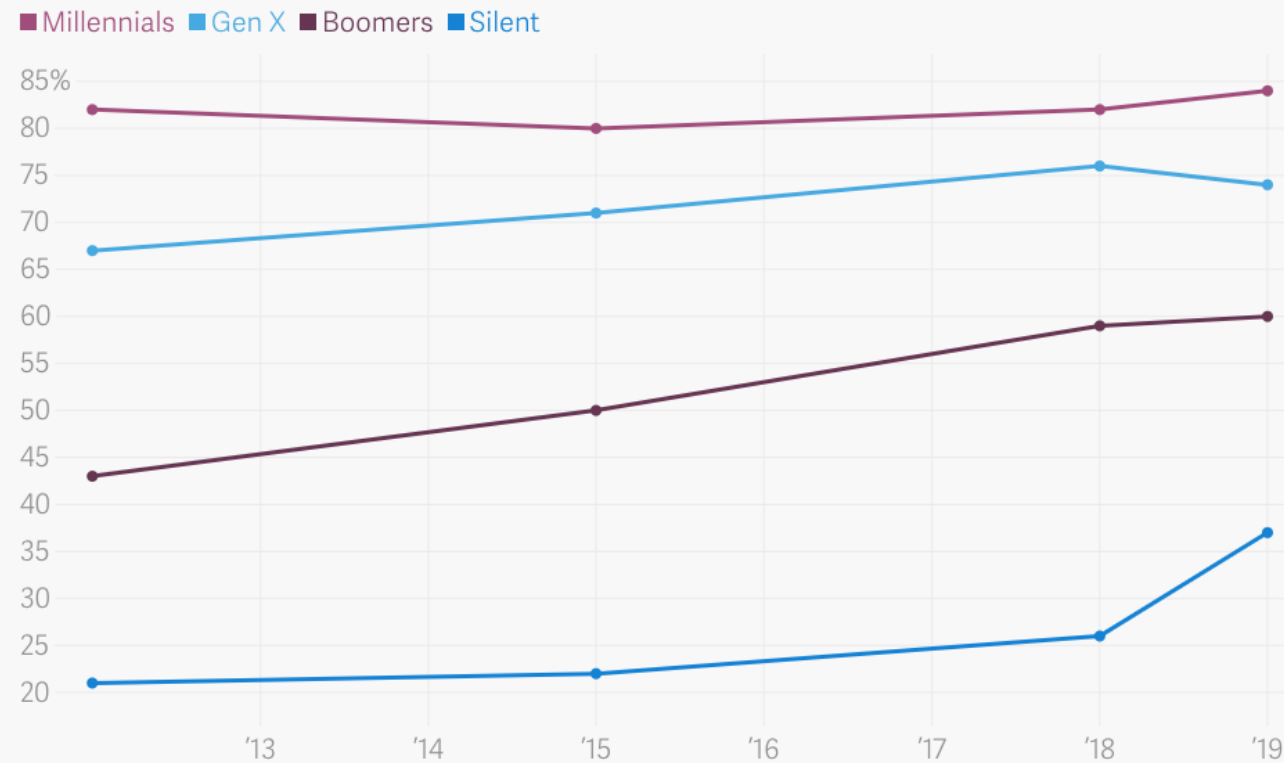
- Over 2.45 billion daily active users worldwide
- 15 million AUSTRALIAN users Facebook reports they can reach with advertising - approximately 71% of the population 13+
- 53.3% Female audience in Australia
- Largest blend of demographics of any social media platform
- They have DATA. And lots of it!
- Features: Personal profiles, Pages, Stories, Groups, Messenger, Ads, variety of content forms



# facebook



## Use of Facebook among older generations is rising rapidly



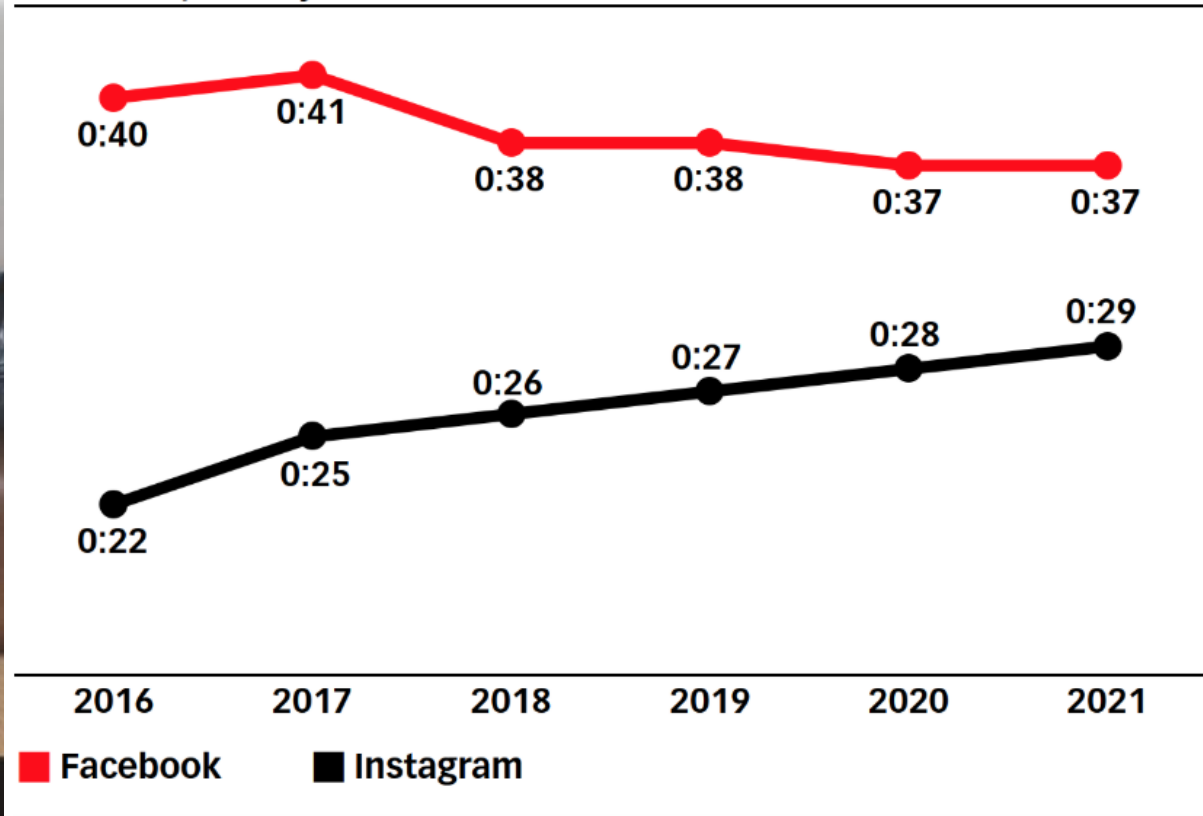
# Instagram



- 1 billion people use Instagram - 500 million use Instagram Stories every day
- 9.7 million Australians can be reached via ads, 46% of the population 13+
- 56% female
- Instagram users spend an average of 28 minutes per day on the platform
- Beautiful imagery. Moments captured. Option for live content and Instagram “Stories”, Natural habitat of the “influencer” 😊 “Trends” through hashtags
- Most important channel for Influencer Marketing

## Facebook and Instagram: Average Time Spent by Users in the US, 2016-2021

hrs:mins per day



Note: ages 18+ who use each platform at least once per month; time spent with each medium includes all time spent with that medium, regardless of device or multitasking; for example, 1 hour of multitasking on Facebook while using Instagram is counted as 1 hour for Instagram and 1 hour for Facebook

Source: eMarketer, April 2019



# twitter

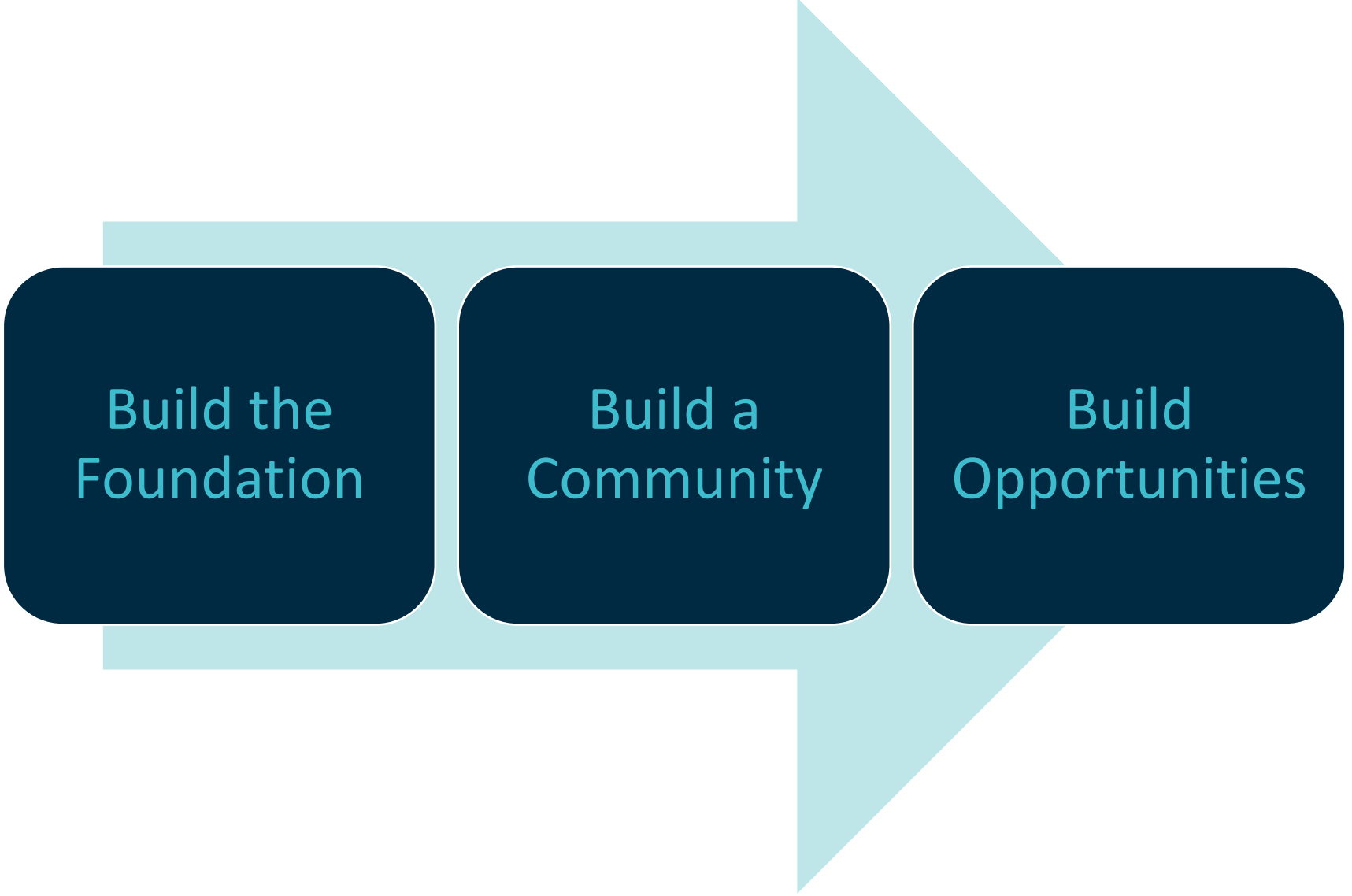


- Online news and social networking service - “tweets” restricted to 280 characters. Often referred to as microblogging
- Over 1.3 billion accounts with 152 million daily active users, with 6.3 million Australians being reached via ads
- 58.9% male in Australia
- Largest proportion of users between 18 - 49 years
- 80% of Twitter users are characterised as “affluent millennials”
- Strong influence: politics, media, celebrity, pop culture, industry, thought leadership



- The world's largest professional network
- More than 690 million users on the platform, with 11 million Australians able to be reached via ads
- 54.5% male
- Most trusted social network (*Business Insider*)
- #1 B2B channel
- 30 million companies listed
- Company profiles, personal profiles and professional groups





Build the  
Foundation

Build a  
Community

Build  
Opportunities

# BUILD A FOUNDATION - SET THE PATH

- Vision of your organisation
- Goals of social media
- Voice
- Audience
- Roles & Responsibilities
- Complaint/Escalation Process & Privacy Policy
- Content Streams

**COMMUNITY IS A  
STRATEGY, BUT  
ALSO A MINDSET**

# ONLINE AND SOCIAL COMMUNITY MARKETING IS ABOUT USING THE POWER OF ONLINE COMMUNITIES TO:

- **Build personal relationships** and networks of trust
- **Bring together people** with common interests or profiles
- **Engage** these specific groups of people

Depending on your goals and audience, there are different types of online communities and channels.

# MANAGING A COMMUNITY

- 1. Community first** – what do the members of your community want?
- 2. Interaction and participation are key** – social media is not a one-way street. Be “social”. The savvy social networker creates opportunities for people to interact and responds to them as well. How can you encourage participation?
- 3. Quality over quantity.** It’s BUSY online! And often overwhelming. Become a valuable resource!
- 4. Be reliable, and consistent**

# THINK BEFORE YOU POST

*Is it...*

- True
- Helpful
- Inspiring
- Necessary
- Kind

LET'S PLAY

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