



SOCIAL MEDIA TIPS

For organisations applying
to Leith Chooses 2021-22



LET'S GET SOCIAL

This guide was designed by Port of Leith Housing Association, a 2021 Leith Chooses Participatory Budget funder.

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1. BACK TO BASICS

- What is social media? Understand the different types of social media that exist and how they are used.
- Follow a step-by-step guide to set up a page for your organisation or project on Facebook and Twitter.

WHAT IS SOCIAL MEDIA?

Even if you don't use social media yourself, you'll probably have heard of one or more of the many 'platforms' that exist out there. Whether you've heard TV presenters talking about 'hashtags' or a family member talking about who has 'liked' their latest photo, social media is everywhere!

For charities and community organisations, social media can be a very effective tool for raising awareness and generating interest in a project or cause. Not only is it free to use, it can also be fun once you get the hang of it!

On average, a person in the UK has around 6-7 different social media accounts. A handful of social media platforms are listed on the next page and for each platform you'll find a description of what it is used for and the people who typically use it the most.



Remember, you do not have to use every type of social media that exists. You should only pick channels (eg Facebook, Twitter) that make sense to your organisation and the people you want to reach, even if that's just one or two social media channels.

What is it?



Facebook remains the most used social media platform worldwide. Mainly used for staying connected with friends and family, but has many other features including donations, shopping, events and more.

Who uses it?

The majority of users (61.3%) are under 35, but those aged 65+ are currently the fastest growing users on the platform.



Twitter is commonly used by people as a news source. Hashtags are used to tag posts by theme making it easy to follow certain topics of interest eg #BlackLivesMatter

In the UK there are 16.5 million users. Globally the largest age group on the platform is 25-34 years old.



Instagram is an image sharing platform with video posting on the rise. Instagram is owned by Facebook.

Used by over 31 million people in the UK. The largest group of users are aged 25-34.



TikTok saw explosive growth in popularity during the pandemic. It is an app used to share short 15-second videos often with music.

Popular with Gen Z (13-20 year olds) and the number of users in the UK is expected to grown to 10 million before the end of 2021.



LinkedIn is a professional social media platform which is good for B2B engagement or for finding job opportunities.

Used by over 25 million professionals in the UK.

Other social media platforms you may be aware of include: YouTube, Snapchat, Pinterest, WhatsApp, Tumblr, Spotify, Clubhouse and many more!

SET UP A PAGE ON SOCIAL MEDIA

The concept of setting up a social media account is similar for all platforms: you provide some contact information (eg email or mobile number), choose a username (known as a 'handle') and a password and you're more or less good to go!

This section will take you through the steps to set up a page for your organisation on Facebook and Twitter using a desktop computer or laptop.

What you'll need:

- Contact information for the person in charge of the account - it should be this person working through the steps on this page.
- A personal Facebook profile (if you plan to set up a page on Facebook for your organisation)
- A profile photo (eg a clear image of your organisation's logo or other relevant photo)
- A header photo (eg an image of Leith or a photo from one of your events - if you have permission to share etc)

GET STARTED ON FACEBOOK

1. The person setting up your organisation's page on Facebook must already have a personal Facebook profile before starting this process. If you do not already have a personal profile, go to www.facebook.com and register with your name and email address. Don't worry, information from your personal profile won't appear on your organisation's page. This step is for administrative purposes only.

2. Once ready, open your personal Facebook profile. At the top of the home page, click 'Create' and choose 'Page'. You will be prompted to name your page.

3. Next you will be taken through some basic steps to fill in your page's

information eg category, address, contact information and more.

4. Select continue. You will be prompted to add a profile photo to your page. This is recommended and it could be something as simple as your organisation's logo or another image that represents the activities you do. Remember to ensure you have permission from anybody who appears in photos you post on social media.

5. You will then be prompted to add a cover photo to your page. This is the larger image that appears at the top of your page and can be anything you like! Browse the Facebook pages of other charities or organisations for inspiration.

6. Click 'Next' and your page will be created.



For more detailed tips and information about setting up a Facebook page, [click here](#) to go to Facebook's step-by-step guide.



GET STARTED ON TWITTER

1. Go to www.twitter.com and click 'Sign Up'. You will be prompted to create your account and will be taken through a step-by-step process to get started.

2. The person whose email address or phone number is being used to create the account will immediately receive an email or text prompting them to verify their details.

3. You will then be prompted to customise your profile with a profile photo and header image - if you have already created a Facebook page, you can use the same profile image for consistency and to help people recognise you.

Tip: Pick a username (@____) that is easy for others to spell and recall for when they want to engage with you on Twitter. You may not get to choose exactly what you want, so you'll have to get creative!



For more detailed tips and information about setting up a Twitter account, [click here](#) to go to Twitter's resource page.

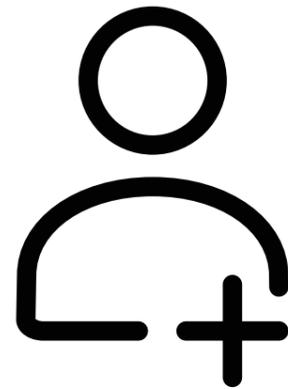
2. TWITTER TIPS

280

The number of characters you can use in a Tweet! Keep your posts short and sweet on Twitter.

FOLLOW BACK!

Follow other Twitter accounts and be sure to engage with and talk to people. Social media is about conversation, keep it light-hearted and sociable!

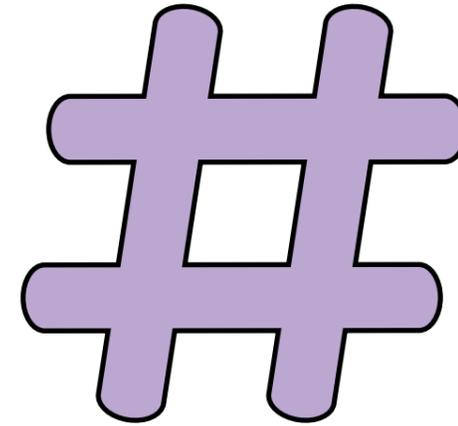


Use pictures to make your Tweets pop! Social media is extremely visual, images and videos can help increase engagement.

Always make sure you have permission to share photos of people.



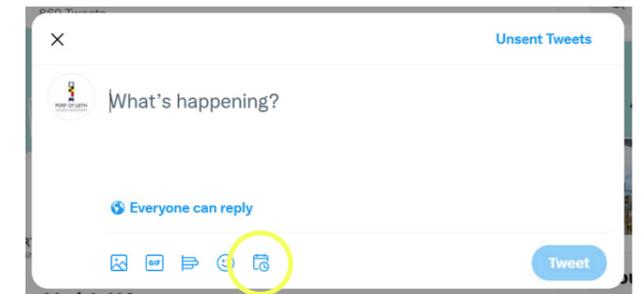
USE HASHTAGS



Use relevant hashtags, but don't go overboard, one or two per post is plenty.

Want to see what's going on around Leith right now? Search for the #Leith hashtag - [click here to have a look.](#)

If social media is getting on top of you, did you know you can schedule a handful of posts to go out throughout the week? Once you've drafted a Tweet, simply click the 'Schedule' icon to choose when in the future to post it.



TWITTER LINGO

Not sure how to tell your retweets from your mentions, and you handles from your hashtags? Check out [Twitter's glossary](#) to learn the lingo.



3. FACEBOOK TIPS

 **Port of Leith Housing Association**
Published by Port of Leith Housing Association · 15 September at 12:11 · 🌐

Happy Scottish Housing Day 2021! We are pleased to announce the opening of 104 new affordable homes on Edinburgh's waterfront.

Heather Kiteley, Group Chief Executive said: "It was a pleasure to visit our new development on Granton's waterfront and to meet some of its new residents this Scottish Housing Day. The location is close to various paths and networks that interconnect north Edinburgh's greenspaces. I am sure the community here will enjoy making the most of the city..." [See more](#)



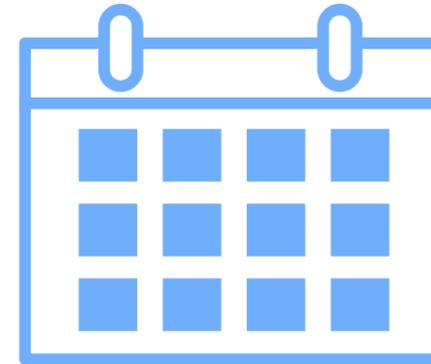
Always make sure you have permission to share photos of people.

Use pictures! Social media is a very visual environment. Adding a picture (or even a video) to our posts will increase the likelihood that others will read your message.



Whichever social media platform you are using, keep an eye on the comments section of the posts you publish. Sometimes people will ask questions or say something nice, it's good etiquette to respond!

SET UP EVENTS



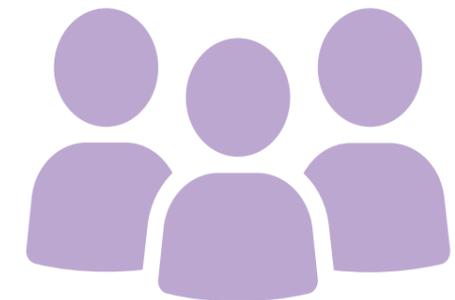
Make use of Facebook events to let people know what you're doing offline. It's a great way to get an idea of numbers before an event too! [Find out how.](#)

PERFECT YOUR PAGE

Try to complete your page profile as much as possible. Many people use social media to find information about organisations. The easier you make it for people to find out how to contact you, how to donate, how to sign up etc the better!

You don't have to keep on top of social media alone. Facebook lets you add collaborators meaning you can all keep an eye on messages and comments throughout the week.

[Find out how.](#)



4. PROMOTE YOUR PROJECT

- Post often about your project and the work that you do.
- Invite people to ask questions about your project - this gives you an opportunity to say even more about it and people will be more likely to recall what you've said if you're speaking to them directly.
- Tag @LeithChooses and other funders who have contributed to this year's budget - they may share your posts!
- Work with the theme! The Leith Chooses theme this year is 'Reconnecting in Leith: Nourishment, Creativity, Sustainability.' Work this into your posts and use it for inspiration.
- Big up other projects too - the more supportive you are, the more likely others with potentially bigger followings will be likely to elevate your presence. Plus it's cool to be kind.



Social media is just one way to promote your project online. Your website is another important channel to engage with supporters.

SUGGESTED TIMELINE

5 Oct 2021

Did you go along to the Leith Chooses Q&A session? Tweet about it! Eg "We're looking forward to tonight's Q&A session with @LeithChooses" or "Had a great time talking about all things @LeithChooses tonight!"

30 Nov 2021

Have you successfully submitted your application? Hurray! You could always celebrate with a GIF on social media.



1 Jan 2021

Leith Chooses will publish the Project Gallery online - now is the time to show off your project and tell Leith what it's all about! Remember to keep your posts relevant to this year's Leith Chooses theme.

24-31 Jan 2021

This is when you'll really want to amp up your promotion efforts online. Post frequently (but take care not to bombard people) with varied messages to encourage votes for your project. Make sure your followers understand how to vote for you specifically - could you add a blog to your website which explains how?

Feb 2022

It's results time! Well done on all your efforts to date. Regardless of the outcome, now is the time to thank all your voters and to begin celebrations or congratulations.

Apr 2022

If your project was successful, don't go quiet once the funds become available - keep everyone who voted for you in the loop about the great work you're doing!

5. USEFUL RESOURCES

Helpful resources

[Dictionary of social media terms](#)

[unDraw](#)

[Social media policy template](#)

[Open Peeps](#)

[Hashtag guide](#)

[Free Illustrations](#)

[Social media image sizes cheat sheet](#)

[Remove background images](#)

[Meaning of every emoji](#)

Free stock videos

[Coverr](#)

Free stock images

[Unsplash](#)

[Mixkit](#)

[Pexels](#)

Free animations

[StockSnap.io](#)

[Animaticons](#)

Free design templates

[Canva](#)

Free music for videos

[Where to find it and how to use it without breaking any rules](#)

[Crello](#)

Free mock-up images (eg to show off your website etc)

[Mega Creator](#)

[DrawKit](#)

[shotsnapp](#)

[Humaaans](#)

[screenpeek](#)



The statistics in this guide have been sourced from [‘The UK Social Media Statistics for 2021’](#) published by Avocado Social, and the [‘Digital 2021: Global Overview’](#) report published by We Are Social and Hootsuite.

6. GLOSSARY

AMA

Short for “ask me anything”. Followers will submit questions to you.

Algorithm

Each social media platform has its own algorithm which decides how to place posts in a user’s newsfeed.

Bio

Short for biography. This is the part of your social media profile that tells prospective followers about your work/who you are.

Boosted post

You can ‘boost’ a post by spending money to show it to non-followers. This is a form of social media advertising.

Carousel

A type of post where you can show multiple photos/videos in a sliding gallery.

Comment

A type of engagement on social media where a user replies to a post you have made.

Disappearing content

Popular on Snapchat, Instagram Stories and Facebook Stories. The post will vanish after 24 hours.

Double tap

Another way to ‘like’ a post, particularly on Instagram.

Direct message (DM)

A private message sent through a social media platform. You will have an inbox where you can reply to any DMs sent to you by users.

Emoji

A small graphic used to convey emotions or soften the tone of a social media post or message.

GIF

Looping animations that are commonly used to express reactions without words.

Handle

Your username on a given social media platform usually preceded by the @ symbol.

Hashtag

A word preceded by the # symbol and used to tag posts on social media so that they appear as part of a larger conversation eg #BlackLivesMatter.

Meme

Often an image or GIF with text superimposed for comedic effect.

Mention

The act of tagging another user in a social media post or message.

#TBT

Short for ‘Throwback Thursday’, this is used to share old photos on social media.

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