RNN Social Media Strategy

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| Goals & Objectives |
| * Use a variety of platforms to communicate with audiences and raise awareness of the …… |
| * Maintain awareness of ….. |
| * To use as a method of engagement |
| * Encourage communities, residents and groups to be involved |
| * To promote events and activities within Reading |

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| Performance measurements |
| * Increase in followers, likes etc on all platforms |
| * Number of blog views, subscribers and comments on the blog |
| * Quality of engagement |
| * Some Analytics do track wordpress (E.G. SumAll, google analytics, wordpress stats etc) |

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| Contributors |
| * Trustees, ……… |
| * Invited volunteers |
| * Guest bloggers (community orgs, individual members etc) |
| * Invited members of the community |
| * Take over week to include |

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| Platforms | Aims | Content |
| * Blog | See separate blog strategy and proposal for full details  (to be written) | * Weekly, fortnightly, monthly and occasional posts featuring   + Community organisations   + …… updates |
| * Twitter | * To communicate on a regular basis with partners, community groups and Reading residents | * Use of appropriate hashtags * Possibility of ‘takeover weeks’ from groups, inspired by Wethehumanities group * News of events * Highlight on the good work that is being delivered by ….. and partners |
| * Facebook | * To act as a platform for content elsewhere * Promote events * Collect photos | * Links to blogs, vlogs, Pinterest boards, etc * Selected cute/quirky images * Events |
| * Pinterest | * Presenting visual content | * Old Reading * Reading streets * The people of Reading |
| * Instagram | * Spontaneous pictures posted by anyone at any time, illustrating the work the RNN does, supports and promotes | * interesting activities & events |

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| Content plan |
| * Create a content schedule for the month |

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| Guidelines?? |
| * It should be informal, creative, entertaining, useful, rewarding, attractive, interactive, engaging, honest, illuminating, passionate - that’s all! |
| * Keep blog posts to under 500 words, unless posting as an essay etc |
| * Be quirky and inventive but respectful of Reading and it’s polyglot society |
| * Encourage comment & interaction. Conversation is important but moderate and take arguments offline. |

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| Acceptable use: Key principles |
| * Respect the law |
| * Be transparent |
| * Do your research |

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| Tools |
| * Wordpress (?) |
| * Wordpress stats |
| * Google Analytics |
| * Feedly to subscribe to RSS feeds |

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| Resources |
| * Youtube/Google & Wordpress for help & tutorials etc |