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 (?)
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| * Wordpress stats
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| * Google Analytics
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| * Feedly to subscribe to RSS feeds
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| Resources |
| * Youtube/Google & Wordpress for help & tutorials etc
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