

Organic Social Media – Content best practices

Aimee-Leigh Bill
(Digital Engagement & Communities Manager)



Introduction

- Social media communications can help increase your brand awareness and loyalty, whilst improving your relationships with followers.
- Having a quality social media content plan can help you earn more followers and reach more people. When used correctly, social media communications can help take your service/sub-account to the next level by reaching audiences where they spend their time online.
- When we run social media accounts, the primary aim is to drive engagements. Social media engagements is the number of times that users engaged with your posts during the reporting period. More specifically:
- **Twitter:** The number of times that users engaged with your posts including when they liked, @replied, retweeted, or clicked on your posts.
 - **Facebook:** The number of times that users reacted to, commented on, shared, or clicked on your posts during the reporting period.
 - **Instagram:** The number of times users liked, commented, and saved your posts, and replied to your stories.

Content consumption

- Content consumption has grown so much in the past years.
- We are now a smartphone society that prefer little snacks of content in between small gaps we might have during the day.
- Visual content continues to dominate. Visual preferences are reflected in all the social media platforms with many platforms' algorithms, such as Instagram and Facebook, rewarding Reels.
- **Why do people engage with content?**

The New York Times named five primary motivations for sharing:

1. People want to better the lives of others (94%)
2. People want the content to reflect their online identity (68%)
3. People want to grow and nourish relationships (80%)
4. People share because they like the feeling of having others comment on it and engage (81%)
5. People want to spread the word about something that they believe in (84%)

People don't want to talk about our brand, they want to talk about themselves. They want to look good in front of other people.

Content consumption

- People don't want to talk about our brand, they want to talk about themselves. They want to look good in front of other people.
- Facebook and Instagram prioritises people to people engagement. That's all about meaningful engagement that gets people talking to each other and not just to you (the brand).
- The only way to guarantee engagement is to post content that is audience-focused rather than a broadcasting type message.

Remember it's not about what you want, it's about what your audience wants.

- Give your audience the opportunity to like your brand by moving from short term-transactional content, to more long-term conversational content.
- Talk about subjects they're interested in – you can find out these by trailing different types of content and reporting back on what's driving engagements.

Different types of content to drive engagement

1. Quizzes and interactive posts

Barnardo's @barnardos · Jul 19
Parts of the UK have received a red extreme heat warning. 🚨 #heatwave

Test your knowledge! What is the highest ever recorded temperature in the UK so far? 🤔

38.7	81.9%
50	0%
42.3	13.3%
36.4	4.8%

105 votes · Final results

Promote

1 3 1

Barnardo's @barnardos · Jul 19
Wow! Looks like the record has just been smashed 🤯

Today is now officially the hottest UK day since records began 📈🔥

BBC Breaking News @BBCBreaking · Jul 19
UK experiences its hottest day on record, with temperature reaching 39.1C, according to provisional Met Office figures
bbc.in/3o9YsFj

2 1 2

Barnardo's @barnardos · Jun 2
It's #Jubilee week! Have you noticed all the displays in our @BarnardosRetail stores across the UK?
Which one is your favourite? 🗳️



2. Awareness days / weeks / months



Barnardo's @barnardos · Aug 12
This #InternationalYouthDay we're celebrating our Board of Trustees and B-Amplified Youth Panel.

By working flexibly together and prioritising issues of importance to young people, they are recognising the value of everyone's input, whatever their age.

See our standards here 📄

Barnardo's Voice & Influence Standards

Children have the right to give their opinions freely on issues that affect them. Adults should listen and take children seriously. Here's what young people say adults can do to help them be heard -

INFORM ME	Be clear and upfront
SAFE SPACE FOR ME	Help me feel safe to give my views if I want to
SUPPORT ME	Let me be in control of how I want to be heard
INCLUDE ME	Treat me fairly, don't judge me and give me an equal opportunity
RELEVANT TO ME	Include me in issues about me and are of interest to me
VALUE ME	My opinion matters, treat me with respect
MAKES A DIFFERENCE TO ME	Listen to what I say and tell me what's happened as a result

Believe in children
Barnardo's



Barnardo's
10 June · 🌐

"We've become the best of friends through Barnardo's". 📄

Connie and Bianca are two young carers who care for their mums, who both have several chronic health conditions and mobility problems.

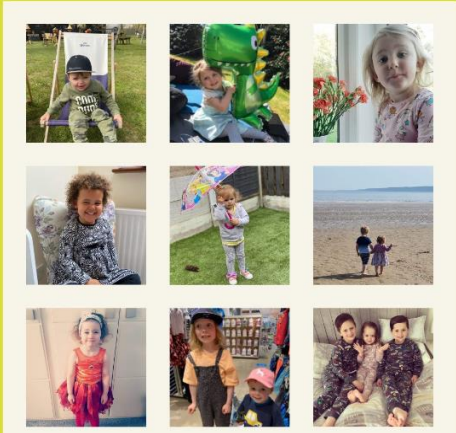
Each week after school, Bianca and Connie meet other young people with similar experiences at Barnardo's Wellbeing Hub in Ilford. The hub provides a vital space where young carers can make friends, get support and talk through any problems they are experiencing.

Our website offers support and advice for families with young carers: <https://bit.ly/3wQImnG>

#CarersWeek



3. Nostalgia content



barnardos_uk

barnardos_uk Show our incredible 2021 #ToddSquad some love.

The Big Toddle is back for its safari-themed 25th year and it's easy-peasy for you to get your little one involved

Whether they want to head out on a Home Safari or Toddle Together at their nursery, playgroup or school, little feet can make a big difference.

Sign up via the link in our bio.

#BioToddle #ToddSquad2022

[View Insights](#) [Boost Post](#)

Liked by fortunatedads and 499 others

FEBRUARY 7

Add a comment... [Post](#)



barnardos_uk

barnardos_uk What makes a Christmas number one hit? For our fundraiser Jim, it's a child's festive dreams of having a family of their own

Having grown up in care, Jim has drawn on his own experience to fundraise for us through writing his song 'Drift Away', performed by Kimberly Dunn.

Have a listen via the link in our bio where you can support Jim's fundraising efforts

#FeelGoodFriday #Christmas

40 w

38 w 1 like Reply

40 w 1 like Reply

40 w Reply

[View Insights](#) [Boost Post](#)

Liked by fortunatedads and 48 others

DECEMBER 17, 2021

Add a comment... [Post](#)



barnardos_uk Meet James Alexander Lindsey. He grew up in Marant Bay, Jamaica, where he lived alone with his father, Alec. His mother died when James was young.

Eager to explore the world, James took on a job as a sailor on a ship called 'Samuel' and eventually ended up in the harbour city of Hamburg in Germany. By the time James arrived in Germany, he had had enough of his adventures and decided to go to England to make his way back home to Jamaica.

James used one of his two gold coins to pay for his travel to England. He managed to get a few odd jobs to pay for his travels to London, but eventually found himself out of work, wandering the streets for months tired, hungry, and desperate.

In November 1887 James went to Barnardo's for help. At 16 years old James was considered a man in Victorian times. Barnardo's gave him £1, the equivalent of £118.60 today, to tie him over until he found a job.

In March 1888 James was finally able to get on a ship and went back to Jamaica where he was reunited with his father.

Follow the link in our bio to hear more incredible stories that we've gathered for #BlackHistoryMonth.

#BlackHistoryMonth2021 #BlackHistory #Barnardos

47 w

47 w 1 like Reply

[View Insights](#) [Boost Post](#)

4. Audience shoutouts



barnardos_uk

barnardos_uk "I wanted to thank those who have helped me and my daughters over the last 10 years since my divorce and I couldn't think of a better charity to support. I have never tried a challenge like this before, I'm way out of my comfort zone but I'm motivated knowing that I'm helping others.

I briefly spent time in a children's home at the age of five, so I know what it feels like to be in care. I was lucky, but many are not, so if I can help in a small way it would be great. So far, I have raised £21k. I'm thrilled as I've raised more than I ever thought possible!" - Martyn Bentley.

Martyn will be paddleboarding 220km and 45 locks, from Cricklade, Wiltshire, to Putney Bridge, London over the course of six days.

Comment x if Martyn has inspired you!

6

janemkelly951 5 1 like Reply

margaridasequeira100 5 1 like Reply

mbentley65 Just wanted to say thank you for all the good wishes and likes from you all, totally overwhelmed by it all and can't thank you enough. I will be padding knowing I have your support all the way to London 5 1 like Reply

jmarkianson

View insights

Liked by **twin_adventures_uk** and 1,771 others

July 28

Add a comment...

Post

Barnardo's @barnardos · Jun 28

Maya and Isaac held a toy sale outside their home to fundraise for @BarnardosCFR

A huge #WellDone to them for showing that fundraising can be easy and done from anywhere!

There are so many ways you can fundraise with us. Check them out: bit.ly/2TzQKs3



Barnardo's NI
@BarnardosNI

Look at all of these lovely smiling faces at Harryville PS, Windmill Integrated PS & Howard PS



They recently received Family Learning Resources, to support sensory play and learning for children & families, through funding from @MoyPark Community Support Fund



5. Storytelling (carousels)



A 13 year-old boy was arrested, convicted of a sexual offence and excluded from school.

His behaviour was a result of pornography he had viewed online.





He first started looking at pornography during lockdown.

As he was away from school, he spent more time alone online watching pornography.





One day, he went outdoors and exposed himself to an older woman and made sexually suggestive comments to her.

He was then subsequently arrested.





When he was referred to Barnardo's, he said he was specifically viewing content which portrayed men exposing themselves in public.





This content showed women enjoying this and engaging with the men sexually.

There is a dedicated category for this content on some pornography sites.




He hadn't been in trouble before.

His actions were directly linked to his naivety and the harmful pornographic content he had repeatedly viewed.



Barnardo's is now supporting him, and helping him return to education.



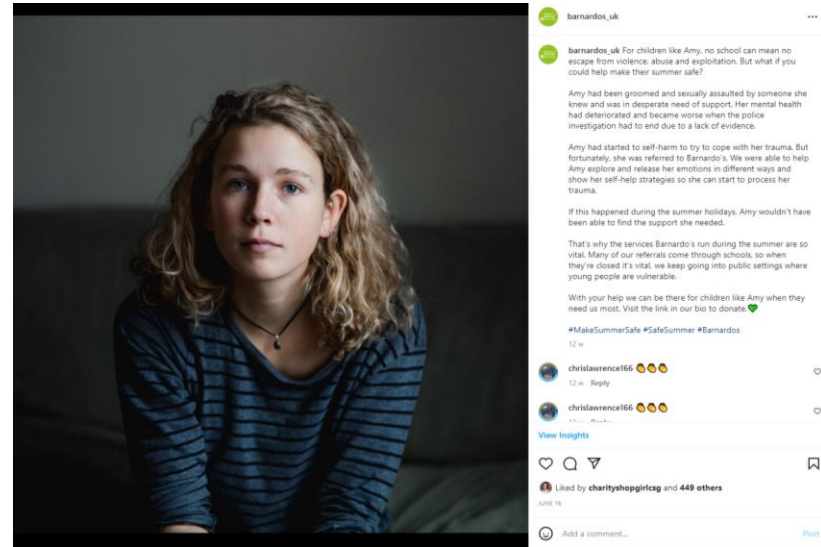
5. Storytelling (mini-blog/photography)

Barnardo's
27 May · 🌐

"When I was at school, not many of the teachers knew the realities of what it's like for care experienced children and young people. There's a stigma attached to it, and it needs to be challenged." - Izzy, a 13-year-old child in care.

After becoming ill with encephalitis, an inflammation of the brain, Izzy and her family were referred to a Barnardo's children's home for support.

Read our 'from pillar to post' report that explains how to achieve greater stability for children in the care system: <https://bit.ly/3LELI2s>



5. Storytelling (video)

Barnardo's
7 September at 11:02 · 🌐

"They add vitality to my life!" - Christine shares her experience of fostering with **Barnardo's**. ❤️

We're currently experiencing a fostering crisis as the need for foster carers continues to increase due to higher number of children entering care in the UK.

Could fostering be something for you? Get in touch to speak with our friendly team today: <https://bit.ly/3cMSBDM...> See more

CHRISTINE
Foster carer

Believe in children
Barnardo's

foster caring older children
for around two and a half years.

BARNARDOS.ORG.UK
Christine's story - Fostering Focus Month [Learn More](#)

Barnardo's @barnardos · May 22

What does one mile look like from your toddler's perspective? 🐾
#ToddleCam

There's one month until little feet up and down the country take on our roarsome safari themed sponsored walk! ❤️

Get yourself involved: bit.ly/3FMUxf

Believe in children
Barnardo's

0:28 410 views

6. Reactive/trending topics

Barnardo's @barnardos

3.9 million children living in poverty.
1 in 6 children with a mental health condition.
Over 100,000 children in care.

We're urging the #NewPrimeMinister, @trussliz, to put children at the heart of her Government.

Here's exactly what we're asking for 🙏✉️

1. Ending the mass exodus of young children from the north through the early introduction of age verification for pornography sites and by addressing the disparity in regulation between online and offline pornography content.

2. Ending the mass exodus of young children from the north through the early introduction of age verification for pornography sites and by addressing the disparity in regulation between online and offline pornography content.

3. Ending the mass exodus of young children from the north through the early introduction of age verification for pornography sites and by addressing the disparity in regulation between online and offline pornography content.

4. Addressing the mental health crisis among our children by investing in services, and spending on the care of mental health support workers at all levels in England.

5. Supporting children leaving care and care leavers by providing them with the support and services they need to succeed in life.

Barnardo's 21 July

We're so proud of Ben for appearing on #FieldOfDreams 🏏️🌟

Supported by Barnardo's Bay 6 Project, he's developed a passion for #cricket, as well as finding friends and work along the way.

Check it out 📺👉

BBC Sport 19 July

After experiencing depression, loneliness and homelessness, an introduction to cricket came at just the right time for Ben.

The full series of Freddie Flintof... See more

7. Prompters / questions

 **Barnardo's**
8 June · 🌐

It's National Best Friend Day! ❤️ Friendships are important whether you're an adult or child.

Tag your best friend in the comments to remind them that they're wonderful 😊

[#NationalBestFriendDay](#)

👍 9 19 comments 9 shares

👍 Like 💬 Comment ➦ Share

Most relevant ▼

 **Jenny Ashcroft**
My bestie Jo Wynn thank you for always being there x we maybe miles apart but we are always there for each other ❤️❤️



13 w

[View 5 more comments](#)

 **Barnardo's** ✓
@barnardos

Young carers should be supported. ➡️

We give children caring for a loved one the help and support they need. ❤️

RT if you agree. 🌟

 **Barnardo's** ✓ @barnardos · Jul 22

"The [#CostOfLiving](#) crisis is getting worse every day. Almost two thirds of our frontline staff have reported giving children and young people food in the last year for fear that they will go hungry otherwise." [@lynnaneperry](#), CEO

No child should be left hungry. RT if you agree.

 **Sky News** ✓ @SkyNews · Jul 21

Parents skipping meals for days to feed their children and 'look broken asking for help', charity warns [news.sky.com/story/parents-...](#)

🗨️ ↻ 12 ❤️ 23 ➦ ||

Tips on copy writing for social media posts

When drafting copy for a social media post, always try to use the 'who, why, when and what' formula.

- **Who** is this for?
- **Why** should that person care?
- **When** can they get it? (relevant date information)
- **What** do they have to do next? (Call to Action)

Do's and don'ts' of copy writing

Do	Don't
Speak to your followers. Make sure your posts are relatable to your audience and not a broadcast of what you want to say	Include grammatical errors or typos in your copy. Always spell check or have a 2nd pair of eyes to check
Why say it in 280 characters when you can say it in 100? Keep it concise and clear	Use corporate jargon. Instead of saying 'Barnardo's says:' say something like 'We are excited to...'
Use plain and untechnical language - if your next-door neighbour wouldn't understand it, neither will your audience	Use too many hashtags. Hashtags should be used considerately and for emphasis or awareness-raising or to join a wider conversation. More guidance on upcoming slides.
Use emojis wisely! Emoji trends come and go but using 2-3 relevant emojis in each post tends to get people the most engagement	Use the exact same social copy from your other platforms. For example, if you run a Twitter and Facebook page, they copy should be tailored for each channel's specific audience
Have a clear Call to Action. CTAs should be actionable i.e., find out more not to find out more.	Post for postings sake. Every post should have meaning and purpose. Don't fall into the trap of posting if you have nothing to say.

Hashtags and tagging

Twitter

Try to use **one to two** relevant hashtags per Tweet. It's best practice to keep every Tweet focused on one specific message, rather than trying to communicate multiple ideas

Capitalise each word in a hashtag to make it easier to read. E.g.

#TransportForFreedom

Use trending hashtags if they fit with your content, e.g.

#MotivationMonday

Try to only tag/@ mention **one to two** people who are relevant to the message

Generally, hashtags should come at the end of a tweet, after the link, unless used mid-sentence e.g. On #BlueMonday...

Instagram

On Instagram, when you use a hashtag, your post will appear on a dedicated page for that hashtag. People on Instagram can follow hashtag topics they are interested in

It is best practice to use hashtags at the end of an Instagram post. Unlike other channels, hashtag usage is encouraged on Instagram, therefore you can use as many that fit

Use a search engine to find the most used hashtags and see if any fit the topic of your post.

Capitalise each word in a hashtag to make it easier to read. E.g. #TransportForFreedom.

Try to only tag/@ mention **one to two** people who are relevant to the message

Facebook

Facebook penalises the use of too many hashtags. It is recommended to only use one hashtag per post.

You can @mention businesses or other pages in your posts to make their profile clickable to your audience.

Capitalise each word in a hashtag to make it easier to read. E.g.
#TransportForFreedom

Supporting assets/visuals

Types of visuals:

- Graphics
- Photos
- Drawings and writing
- Animations (including gifs)
- Data visualisation (infographics)
- Videos




Graphics


- Screenshots or images of plain text should be avoided, as the quality is too low and text on graphics is not ideal for both engagement and accessibility.
- You can use graphics to share quotes from workers, services or young people.
- Canva is a useful tool for creating simple, text-based graphics. Always be mindful of following [brand guidelines](#) when doing so.
 - Avoid information overload. Blank space is your friend.
 - Use only one idea per social graphic
 - Use good contrast in colours.
- You can also request graphics from our creative team. Submit a brief via Workfront explaining what you'd like in the graphic and what channel it is for to ensure the correct aspect ratios.
- Use Sprout social's [always up-to-date guide to social media image sizes](#) to ensure you are sizing each graphic correctly for each channel.

Good examples of graphics

How festive are you feeling?

Bring on the Christmas quizzes.	It's barely December! Not ready yet.	The Christmas tree is up!	Bah Humbug! I don't do festive fun
↑	↑	↑	↑
			

- 1** Tell yourself to stop 
- 2** Take one long, deep breath 
- 3** Say the problem and how you feel 



“
I felt like I didn't belong anywhere or that I didn't have a real place I could call home.”
”

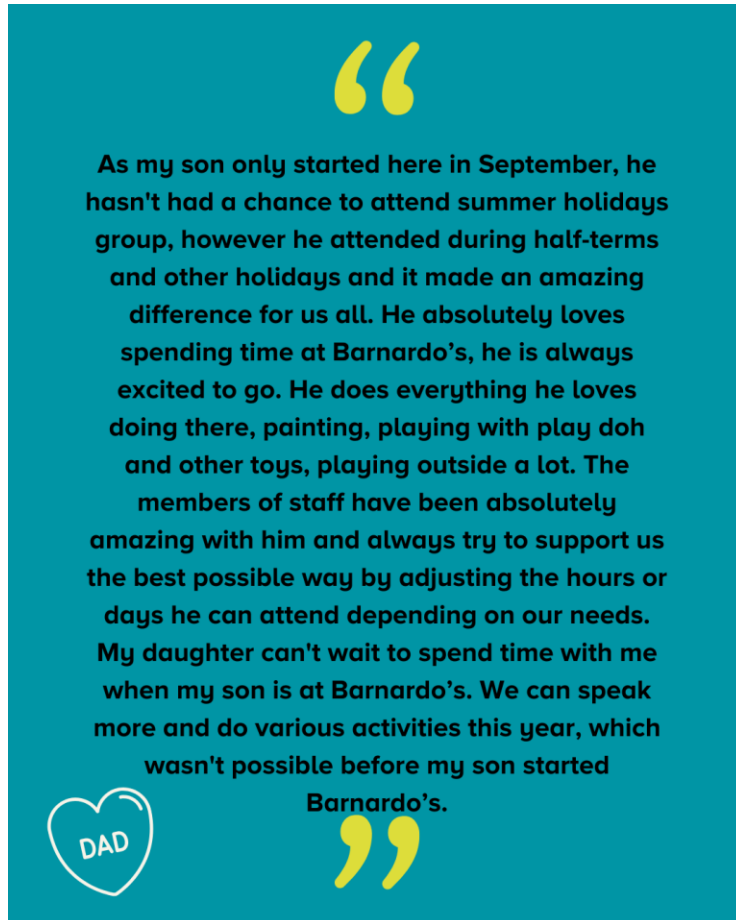
A child in care

#WorldKindnessDay



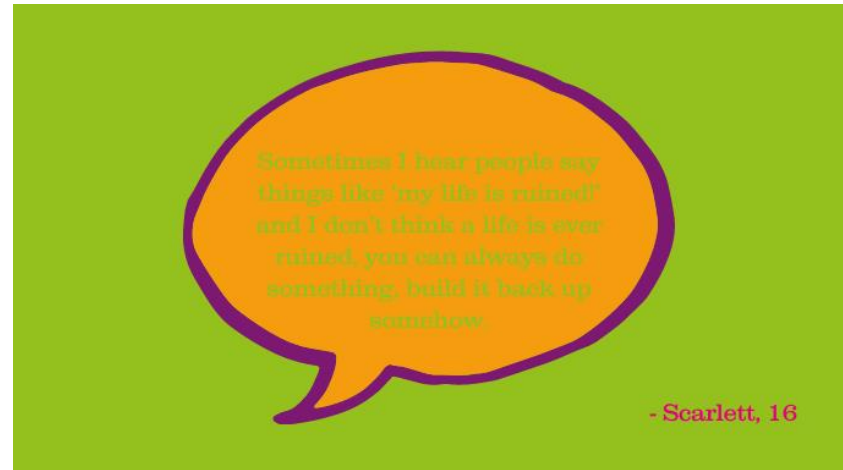
Believe in children
Barnardo's

Bad examples of graphics



↓

Too much text. Try to select one important sentence.



↓

Too many colours and the contrast in colours makes it difficult to read.

Photos

- Always try to post high-quality photographs, but remember, an image from a smartphone can work just as well. Photos don't always need to look clean or staged, authentic selfies or photos from smartphones work wonders.
- Always make sure you obtain consent for photography and be mindful of attributing case studies to stock imagery but try to avoid cheesy stock images.
- Having a good range of photography on Instagram is a must. Remember - Instagram is a visual platform.

Videos

- No matter what social media platform you are on, you'll find video content becoming a bigger part of the in-app experience.
- Why? Because video content is typically more attention-grabbing (and engaging) than a static photo.
- In most cases, the longer a viewer engages with a piece of content, the more likely an algorithm will boost that content to a wider audience.
- **There are 3 main types of video content on social media:**
 - **Stories:** Stories are short-form videos that disappear after 24 hours on Facebook and Instagram.
 - **Short-form video:** Short form videos are popular on Instagram Reels. These videos can be anywhere from 5 seconds to 1 minute and will typically replay automatically.
 - **Long-form videos:** These videos can be shared across Instagram via IGTV, Facebook, and Twitter. Long-form videos are typically over 1 minute long.

Videos

- To commission a video for your channel please brief this into the video team via Workfront. Below are the lead times:
- Tier 1: Repurposing existing content - 2 weeks
- Tier 2: Editing footage provided by stakeholders. - 3-4 weeks, depending on how much raw footage there is
- Tier 3: Small scale campaign videos (for example, a 2-min version + 30-sec version) - 5 weeks
- Tier 4: Large scale project/campaign (3 stage production process) - 6-8 weeks

Frequency of posting

Twitter

- Aim for a minimum of 2 posts per day, up to a maximum of 6.
- This content can be a mixture of proactive and reactive content, as well as retweets.

Instagram

- At least 3 posts a week minimum.
- Instagram is a visual platform. Always prioritise photography and video
- Posting on stories frequently to build followers.

Facebook

- At least 3 posts a week minimum.
- Facebook have recently changed their algorithm to prioritise non-duplicate and video content.

Questions? Social Media Team

- Please contact Aimee-Leigh Bill if you have any questions.
- All sub-account requests must be briefed via Workfront and will be sent to Aimee-Leigh Bill for approval.
 - Once you've submitted the Workfront request, a member of the team will be in touch within a week, and you should have a final answer within 3 to 4 weeks.
- For any queries or questions regarding content, please email socialmedia@barnardos.org.uk - all content requests must be briefed via Workfront.
 - Our lead times for requesting content can be [viewed here](#).

