

USING SOCIAL MEDIA

TO PROMOTE YOUR LOCAL GROUP AND ITS EVENTS

Social media is a great way to advertise your local group. By making the most of online platforms you can:

- attract new members, grow in size, strength and diversity
- catch the attention of local media, politicians and campaigns
- help spread the message about the Positive Money campaign!

How to Successfully Use Social Media in Your Campaign

Our first tip would be: **Try to find a person in your group who is a social media enthusiast**, already has experiences and is excited about growing a presence and following of your group on social media.

There are hundreds of social networking sites out there. We recommend going for quality – building a strong active fun base on each social media, rather than being on many social media. [Twitter](#), [Facebook](#) is probably enough of a social media presence for your local group. Only go for the additional social networks if you know you'll have time and resources to manage them.

Top 5 tips:

- **Be polite, upbeat and positive. People do not want to be confronted with doom and gloom online. We know the broken money system is a serious subject matter but include light hearted content when possible.** Avoid getting into arguments - if you want to have a long debate move such conversations elsewhere, such as sending someone a private message or email
- **Use visual content. Having colourful pictures, infographics or videos will catch people's attention and give your social media posts much better reach.**
- **If possible**, post regularly. Your followers will appreciate the consistency and check your page to see what new content has appeared.

- **Listen to your followers.** Social media is designed for two-way conversation, and that's when it is most powerful. Respond to questions, comments, messages. It helps supporters feel connected.
- **Make sure your content is factually correct!**

FACEBOOK

Facebook is the largest and best known social media site. It offers the opportunity to set up personal profiles, groups or pages.

Facebook group or facebook page - which one should you choose?

A Facebook page and a Facebook group each has its benefits, and they're very different both in their target audience and the type of interactions they facilitate.

A Page is meant to be more of a broadcasting platform one-to-many (though obviously you should be engaging with your fans also), whereas Groups are meant more for equal collaboration and discussion amongst a group of people who are related in some way and/or share some sort of similar interest.

Essentially, **Groups** are more like a private club or networking group. **Pages** are meant to be promoting a certain product/service/brand/celebrity. If you only want to provide updates to your fans, you want to build up your fan base as much as possible and you don't necessarily want your fans to be engaging with each other (just you) - a **Page** is the way to go. If you want to create a platform that facilitates a non-hierarchical discussion environment amongst a finite (manageable) number of people then you should look into creating a **Group**.

Pages enable you to create a public presence on Facebook. Every person on Facebook, can connect with these Pages by becoming a fan and then receive their updates in your News Feed and interact with them.

Groups are the place for small group communication and for people to share their common interests and express their opinion. Groups allow people to come together

around a common cause, to organize, express objectives, discuss issues, post photos and share related content.

More details on the differences:

<http://thesocialskinny.com/facebook-page-vs-group-a-facebook-marketing-dilemma/>

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If you do have time, you may as well decide to set up both - page and group - and so take advantage of the pros of each alternative.

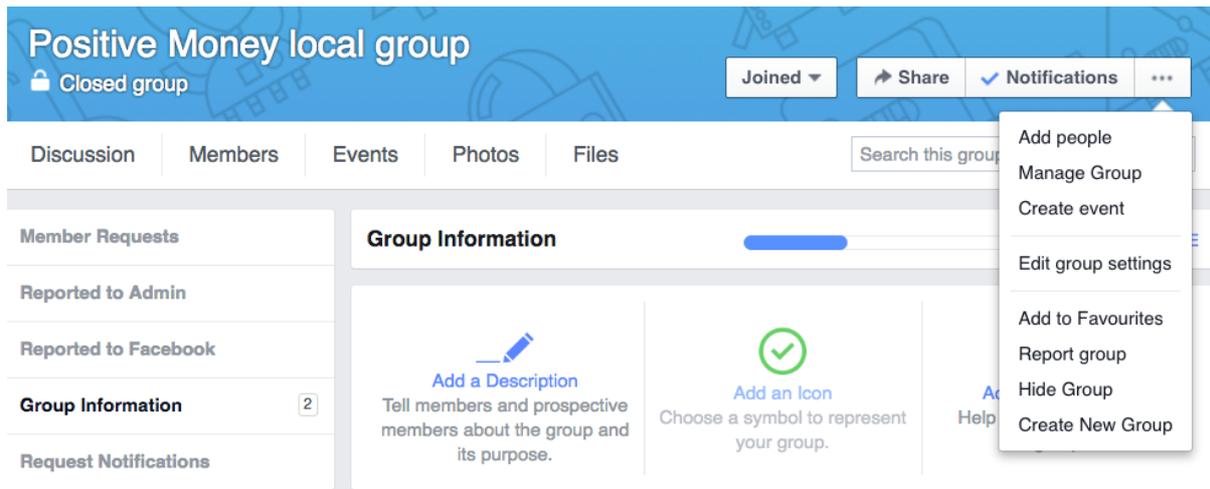
Setting up your facebook group

To create a Group, you'll need to log in to your Facebook account. *(If you aren't on Facebook yet, [click here.](#))*

1. From your [home page](#), go to the **Groups** section on the left side menu and click **Create Group**.
2. Click + **Create New Group** at the top of the page. A window will appear, where you'll be able to add a group name. Please use the format 'Positive Money [name of your town]' (e.g. 'Positive Money Edinburgh')
3. Add members and select the [privacy settings](#) for your group - please choose "Public".
4. Click **Create** when you're done.

Once the group is created, you'll be taken to the group.

To get started, click the three dots [...] at the top right of the group and select **Manage Group**. From here you can add a group description and add a group picture.



For the description of your group - here is a suggested text you can use and customise:

Positive Money is a movement to democratise money and banking so that it works for society and not against it. This local group in [name of your town] meets up to plan actions and events, hold street stalls, support each other to learn about the money system, lobby local politicians etc. Come join us here online and at our events in person too!

For the cover photo you can use this picture:



- First download this image to your computer - [click here](#), then right-click and “save image as”
- Then upload it to facebook

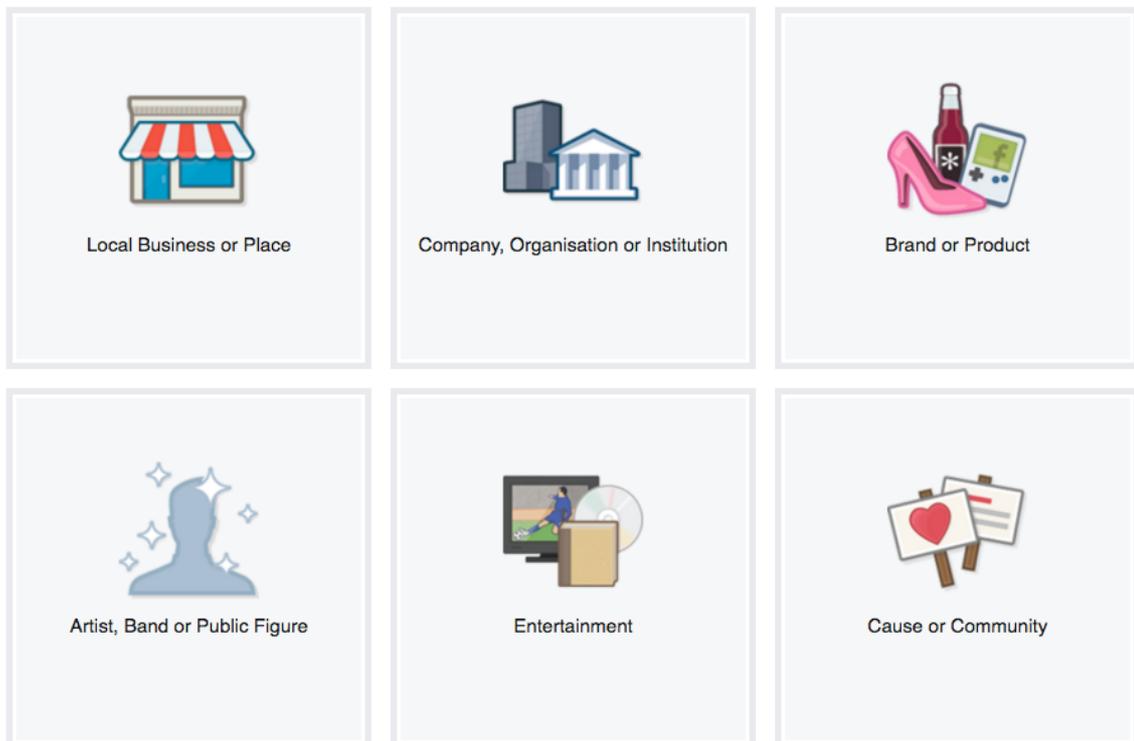
Setting up your facebook page

Setting up a Page is quick and easy. In just a few clicks, you can create a Page for your local group. To create a Page, you'll need to log in to your Facebook account. *(If you aren't on Facebook yet, [click here.](#))*

1. Click [Create a page](#)
2. Choose the option 'Cause or Community'

Create a Page

Create a Facebook Page to build a closer relationship with your audience and customers.



3. Type in your local group name in the form 'Positive Money [name of your town]' (e.g. 'Positive Money Edinburgh') and click 'Get started'

4. Fill in the description of your group - please use this text (only 154 characters allowed):

Positive Money is a movement to democratise money and banking so that it works for society and not against it.

5. Fill in the website: <http://www.positivemoney.org/>

6. Choose a unique Facebook web address - please use the format PositiveMoneyYourTown, e.g. PositiveMoneyEdinburgh

7. Upload profile picture

- First download this logo to your computer - [click here](#), then right-click and “save image as”



PositiveMoney

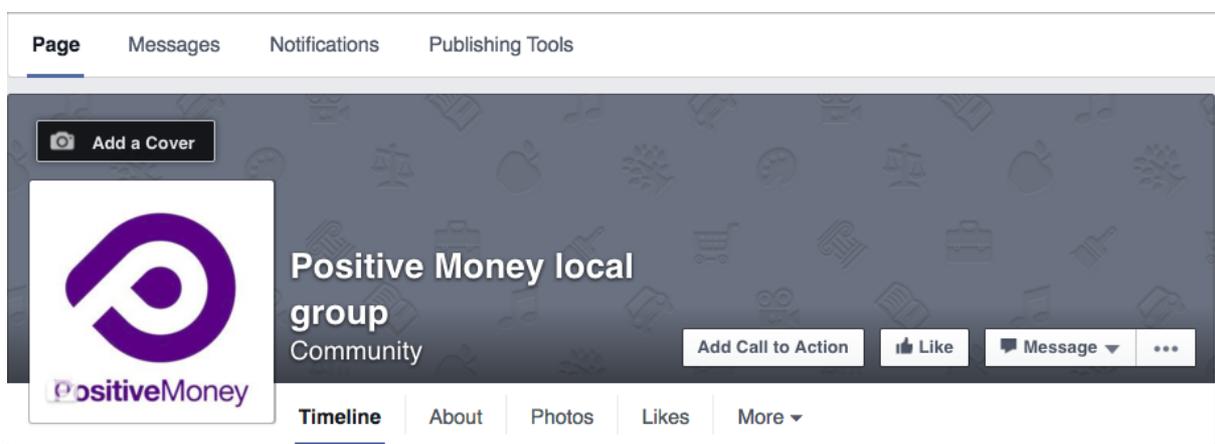
- Then upload it to facebook
- Click ‘Next’

8. Add the page to your favorites

9. Choose the audience - fill in:

- your location
- the interests of your audience, e.g.: monetary policy, monetary economics, economics, social justice, sustainability, financial crisis, poverty reduction, ...
- language

10. Change the cover photo - click ‘Add a cover’ button



You can use this picture:



- First download this image to your computer - [click here](#), then right-click and “save image as”
- Then upload it to facebook

Alternatively, you can use a photo of your town or a photo of your group or from your event.

You can use this free tool to help you with creating the image in the correct dimensions:

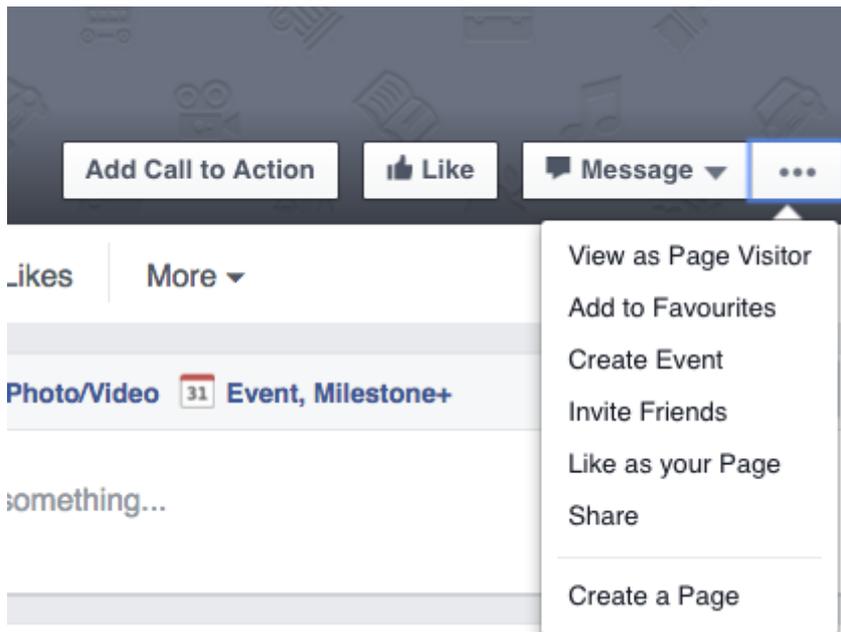
<https://www.fotor.com/features/facebook.html>

The cover photo:

- Displays at 828 pixels wide by 315 pixels tall on your Page on computers and 640 pixels wide by 360 pixels tall on smartphones
- **Must be at least 399 pixels wide and 150 pixels tall**
- Loads fastest as an sRGB JPG file that's 851 pixels wide, 315 pixels tall and less than 100 kilobytes

11. Add call to action - choose from the options, if you decide to go for “Sign up”, add the link to our website: <http://positivemoney.org/>

12. Invite your friends (click on the three dots to uncover the option):



What to post on your local group page

Facebook is Visual!

Visual Content is critical to sharing and maintaining high reach. On Facebook, people love sharing visual content, so you want to make sure that you are leveraging something that is visually stimulating - **images and videos**.

You don't need to create images or videos yourself, just make sure to share the content from the [Positive Money main facebook page](#) on your local group page regularly.

Promote your events

Publishing your upcoming events on your facebook page or group is **one of the easiest and most effective ways of promoting it**.

Make sure to always publish your upcoming events and invite your friends on facebook.

Please see here for how to & tips:

<https://www.facebook.com/help/131325477007622/>

Other tips:

Share content/events of neighbouring Positive Money local groups. Check out the pages of your neighbouring local groups [here](#) to see if they're on facebook and follow them.

Share content/events of other campaigns, groups from your local area if their mission corresponds with ours, if they have similar aims.

TWITTER

When you sign up to Twitter you need to choose the name:

Please use this format

@PositiveMoney+ full or abbreviated name of your town, e.g. first two letters of your postcode, e.g. @PositiveMoneyEH

Then you're given the ability to provide three bits of information: a profile picture, a 160-character bio, and a link to Positive Money home page.

Profile picture:

- First download this logo to your computer - [click here](#), then right-click and "save image as"



PositiveMoney

- Then upload it to twitter

For the cover photo you can use this picture:



- First download this image to your computer - [click here](#), then right-click and “save image as”
- Then upload it to twitter

Bio:

[group name of your town, e.g. Edinburgh Group] of @PositiveMoneyUK

A movement to democratise money and banking.

Join us at: www.positivemoney.org

(or your local group page, e.g. <http://positivemoney.org/localgroup/edinburgh/>)

Positive Money home page: <http://positivemoney.org/>

If possible, try to make sure to follow back relevant people and organisations that are following you. Read the tweets of those you follow and search for tweets on relevant keywords.

Tips to Make Your Tweets Engaging and Easy for a Follower to Retweet:

- Keep tweets below 140 characters, ideally under 100 characters. It makes retweeting easier to do.
- The symbol # on Twitter is known as a hashtag. These tags are used to affiliate a tweet with a certain topic and can be useful for tracking social marketing campaigns and connecting with customers. You can develop your own hashtags to try and promote a viral following for a specific topic or event. Also, including a topical (but relevant) hashtag as well as an image in your tweet will guarantee more presence for longer, in that particular thread viewed by many.

- Avoid the temptation to use tools that send automatic direct messages. These types of messages are often construed as spam and may cause people to “unfollow” you.
- You can also engage Twitter followers and influencers by including a @mention in your tweets. You can do this when you post content you think will resonate with an influencer. An easy format to follow is tweeting with a link to relevant content and then including the @mention at the end of the tweet. For example, including @PositiveMoneyUK will more than likely get an ‘echo’ retweet from PM, which will help promote your events and send more followers your way.
- You can use Twitter lists to segment users by interest or group together brand advocates and your favorite twitter users. (Keep in mind that when you add a user to a public list they are notified and the list is open and searchable to all users. A private list is only visible to you.)

Twitter is Visual too!

Not only on facebook, on twitter the visual content is critical to higher engagement and attracting new followers too. Include an image in your tweet whenever possible, especially photos taken at events and at your meetings!

Please note: Images tweeted directly from twitter are displayed prominently in the timeline of your followers. If you use a 3rd party service (such as Hootsuite), only a link to your image will be displayed.

Include links in your tweets

According to various studies, highly followed accounts tweet more **links** than their lesser followed counterparts. People are more likely to retweet a link rather than just a simple tweet.

There is a sweet spot of linking for maximum retweets. Accounts that posted 60 to 80 percent links tended to get the most retweets. Ninety percent or more links can look spammy, so retweet performance tends to drop off there.

How many tweets is too much? Is it possible to over-tweet?

From an analysis of over 5 million Twitter accounts and a comparison of the number of times per day they tweeted on average and their number of followers it was found that

followers peaked with accounts that tweeted around 22 times per 24hrs and there was no steep drop off beyond that.

When you're sharing content you've found from other sources across the web, tweet it as fast as you want. But when you're tweeting your own content to send traffic to your site, **slow down and tweet it at a more deliberate pace**. (If you tweet 2 or 3 links in one hour, the click through rate for each link decreases.) On the other hand, tweeting less than two or three times per day, not tweeting about your meetings or just tweeting links to your facebook would defeat the purpose of being on twitter and engaging with people on a fairly regular basis.

Engaging in conversations

As the data about follower counts show, constantly replying and being chatty on Twitter does not benefit you in terms of reach or content spread. If you're using Twitter as a marketing channel, with the goal of building a large audience of engaged followers who often share your content, you'll be best served by ***focusing on sharing a lot of interesting content***, rather than replying to every message you get.

Tweets with the phrase ***"Please retweet"*** gets four times more retweets! Calls to action work in all forms of marketing, and social media is no different. If you want more retweets, ask for them.

Time

Tweet later in the day. Tweets posted in the afternoon hours have higher click through rates and more retweets than tweets posted in the morning. Experiment with the weekends.

Self-promotion

As with anything, a little self promotion is good but if your entire tweet history is only about your group/organisation, you've got it wrong.

Self-reference is correlated with lowered follower counts. Looking at millions of retweets and millions of non-retweeted "normal" tweets, it was found that non-retweets tended to contain more self-referential language than retweets.

Why people retweet

People want to retweet new information. They want to be the first, not the last, to inform their followers of some breaking news. Scarce and new information is valuable information. Also, adding a comment (+ a link to the relevant Positive Money blog/video/etc) to your retweet is a great way of creating new content and raising awareness of the PM message, especially when retweeting statements & articles by 'high profile' influencers, organisations & media outlets.

Please note:

It is important to stay on-message as much as possible and not distract (even alienate) supporters from Positive Money's proposals by advocating things like bitcoin, public banking, MMT, etc... We encourage you to use the Positive Money website as your default wiki search, so 'If it's there, please share, if not, do not.'

If you need support with the things above, please email Mira at mira@positivemoney.org