


refuel

Welcome 🙌

**Let's get to know
each other...**

About Rubina & Refuel Creative



Hi, I'm
Rubina!



Marketing



Advertising



Websites



SEO



Graphic
Design



HubSpot



Google Ads



Video



Technology

Our professional credentials



HubSpot 2019 IMPACT AWARDS
ROOKIE OF THE YEAR

HubSpot 2020 IMPACT AWARDS
GROW BETTER: SALES

HubSpot 2020 IMPACT AWARDS
INTEGRATIONS INNOVATION

HubSpot was crafted with modern marketing in mind, not cobbled together.

As award winning HubSpot Partners, we're perfectly positioned to help you get the best out of your HubSpot investment.



Google Partner

We've been a Google partner since the beginning, managing \$16m+ in annual ad spend.



As a Facebook Marketing Partner, we're experienced in running a range of campaigns.



We're a Microsoft Partner, both advertising and technology, providing expert support.



Today we're going to cover how to...



develop a social media strategy



create a content calendar



analyse social media insights

We'll also run through...



social media tools



the role of social media advertising in supporting organic content

How do I start? 🏁

Goals

Organisation's Goals

Review the current goals.

SMART objectives

Develop SMART objectives specific to social media that support the goal.



Goals

Provide multiple birth families with practical support and a network of connections across South Australia to empower them to thrive.

Objectives

Increase interactions by 25% in Facebook Group by 30 June.



Stakeholders

Who are they?

Internal/external. Donors/customers. Volunteers/employees.

What are their needs?

What need are you fulfilling?

What motivates them?

Consider what prompts or drives them to take action.

Stakeholders

What appeals to them?

Imagery, stories, quick responses...

What frustrates them?

Define their pain points.

Where are they?

What social media platforms are they likely to be lurking on?

“Personality is critical to success - for brands as well as people. Don’t leave it to chance!”

- Sir Richard Branson

**How would you describe
your organisation if they
were a person?**

Casual? Formal? Down to earth? Professional? Heartfelt? Kind? Passionate?

Messaging



Develop 3-5 key messages



What would you say to someone who doesn't know about your organisation?



What would you say to convince people who know about you to take action or donate?

Content



Categories



Mediums



Curation



Creators

Channels

Select your social media platforms where your stakeholders are likely to lurk.

Fish where the fish are



Metrics



Review goals

Check your SMART objectives.



Find metrics

Look for social media metrics that align.



Measure regularly

Check your metrics weekly/monthly to track your progress.

Objective

Increase interactions by 25% in Facebook Group by 30 June.

Metrics

no. of active members

no. of posts in group





Let's dive into social media insights...

Facebook

**But how do
I **manage**
all this**



Tools



Content calendars



Scheduling tools



Guidelines



Play and practise

Content calendars



Google Sheets



Trello



ClickUp



Loomly

How to create a content calendar

1. Refer to your strategy, and drop in the content categories on a calendar.
2. Check for national/international days of relevance, map them on your calendar.
3. Brainstorm a list of content ideas based on your content categories.
4. Review your ideas, select those that you think will best achieve your goals.
5. Put the shortlisted ideas on the calendar.
6. Your content calendar is complete!

How to create a content calendar

<div> <div>Refuel Social Media Planner</div> <div> <div>File</div> <div>Edit</div> <div>View</div> <div>Insert</div> <div>Format</div> <div>Data</div> <div>Tools</div> <div>Extensions</div> <div>Help</div> </div> <div>Last edit was 5 days ago</div> </div> <div> <div>100%</div> <div>E</div> <div>%</div> <div>123</div> <div>Enter</div> <div>11</div> <div>B</div> <div>I</div> <div>U</div> <div>Text color</div> <div>Background color</div> <div>Link</div> <div>Unlink</div> <div>Table</div> <div>Row</div> <div>Column</div> <div>Y</div> <div>Σ</div> </div> <div> <div>Share</div> </div>

Scheduling tools

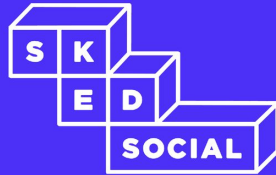


sproutsocial

Later



Buffer



Guidelines

 Outlines **how you speak** as your organisation.

Play and practise

 Don't get stuck planning! Create, publish, measure, iterate.




**But, what about social
media ads?**

Recap



Set SMART objectives
aligned with
organisation's goals



Measure metrics
regularly that align with
your goals 

**Try to understand your
stakeholders fully** 

Define content categories
to help guide content
planning 🤔

Plan your content a
month in advance 🖋️

Fish where the fish are 

Invest in tools that will
help you



Consider ads to support
organic content 📣

Don't forget to play!



refuel

Any questions?

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