



BEGINNERS GUIDE TO SOCIAL MEDIA

TELLING YOUR STORY

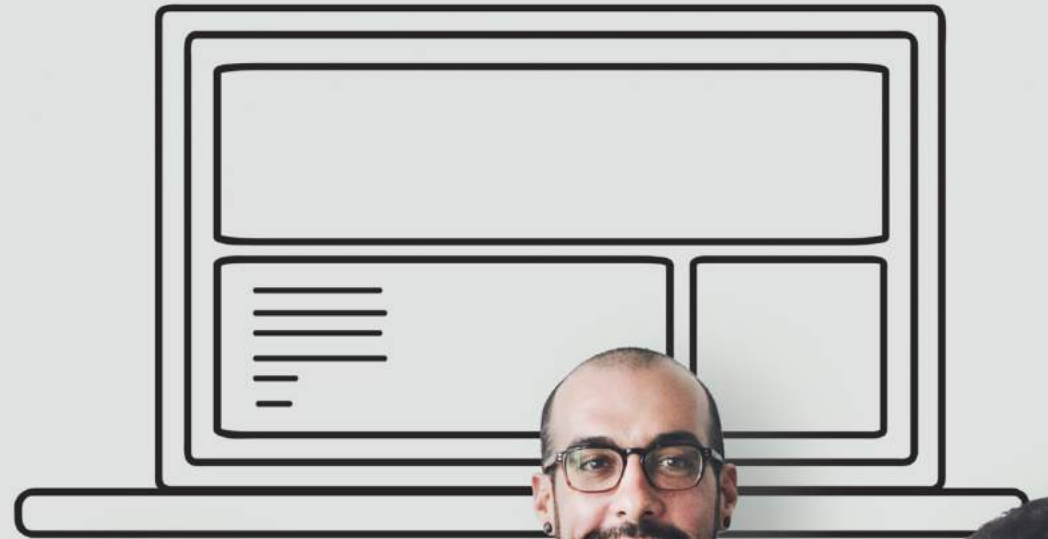
EFFECTIVELY

CREATING GREAT SOCIAL MEDIA CONTENT

DRIVING OUTCOMES



**DRIVING OUTCOMES
FROM SOCIAL MEDIA!**



**THIS IS NOT AN END.
YOU ARE JUST GETTING
STARTED!**

BRING IT TOGETHER

1: GOAL

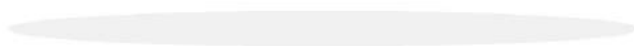
2: AUDIENCE PROFILE

3: PLATFORMS

4: STRATGEY

5: CONTENT

5: OUTCOMES



MARKET MESSAGE MEDIUM

MARKET

Don't try to reach 'everyone'. A clearly defined market with understanding of the person, their actions and towards/against motivators is key to success.

MESSAGE

Are you talking specifically and directly to your target audience?

What do you need them to know or understand?

What do you have that solves their problems/challenges/wants?

MEDIUM

Understand the platforms, how to use them effectively and within your resources.

Where can the people in your market be found?

How do they prefer to use that platform?



NATIONAL CERVICAL CANCER AWARENESS WEEK 2017



Ask First



Communicate • Negotiate



Wanna come over tonight?



YES!! can't wait!



National Condom Day February 14th

MESSAGE



Published by Trixi Oldfield [?] · September 10 · 🌐

Deputy speaker, this country can afford to support all students with special needs, not just those with learning difficulties. So it's deeply troubling that achieving potential is too often the preserve of the rich and vocal, or that so many gifted kids go unrecognised or that so many parents have to fight to have their child assessed only to then wait a year to see a school psychologist.


In other words deputy speaker, we're letting some of our most brilliant minds go to waste, and that's unfair, counterproductive and sometimes downright cruel."

Independent Andrew Wilkie's speech to Federal Parliament yesterday.



5,715 People Reached

332 Reactions, Comments & Shares *i*

1  Wow | 1 On Post | 0 On Shares

41 Shares | 41 On Post | 0 On Shares

35 Photo Views | **0** Link Clicks *i* | **958** Other Clicks *i*

1 Hide Post 0 Hide All Posts

0 Report as Spam 0 Unlike Page

Reported stats may be delayed from what appears on posts



The Valuing Children Initiative - VCI

November 21, 2019 · 🌐



A SILENT TRAGEDY

There is a silent tragedy that is unfolding today in our homes, and concerns our most precious jewels: our children. Our children are in a devastating emotional state! In the last 15 years, researchers have given us increasingly alarming statistics on a sharp and steady increase in childhood mental illness that is now reaching epidemic proportions:

Statistics do not lie:...

[Continue Reading](#)



1.4K

327 Comments 4.2K Shares

Like

Comment

Share

Buffer



×



Would you like to see Australia follow suit?



The ban could go into effect as soon as 2021.



Reported stats may be delayed from what appears on posts

Total Page Followers as of Today: 940

Create Post



BENCHMARK
Compare your average performance over time.

Total Page Followers



Humans Helping Dogs

September 29 at 2:01 PM · 🌐

FEELING THE ❤️❤️❤️ after the huge success of our very first auction for the Greyt Hound Knitathon! We can't thank all our bidders enough for participating and raising on average \$80 per knitted hound in donations for [Greyhound Adoptions WA](#). You totally rock! (And thank you for so many shares of our posts, too.)

We're getting ready for a quick and breezy auction of 7 more of our sweetest knitted hounds, so stay tuned...

Meanwhile, meet Doni, a beautiful 4 year old 'foster fail' who happily posed for us with knitted hound 'Cookie' by Helen Chatfield.



👍❤️👍 253

19 Comments 11 Shares



Kaarakin Black Cockatoo Conservation Centre

February 11 at 3:00 PM · 🌐

Thanks to generous donors, we have a new clinic freezer to replace the one who broke down. We store powdered bird food - [Vetafarm Neocare](#) - that is used for crop feeding the juvenile birds like these two young Carnaby's black cockatoos 🙌 We are very grateful for your support 🙏



Peter Russell, Guy Will and 120 others

7 Comments 2 Shares



Kaarakin Black Cockatoo Conservation Centre

January 13 · 🌐

Thank you Tim and Peter from Boffin Models who just delivered a whole lot of almost everything on our Wishlist.

Saving us not only money but time as well, woohoo fellas 🙌🙌



79

6 Comments

MEDIUM



tactic

FACEBOOK FUNDRAISER



Please help anyway you can. This is terrifying.

Fundraiser for The Trustee for NSW Rural Fire Service & Brigades Donations Fund by Celeste Barber  · 

Donate

 Invite

 Share

... More ▼

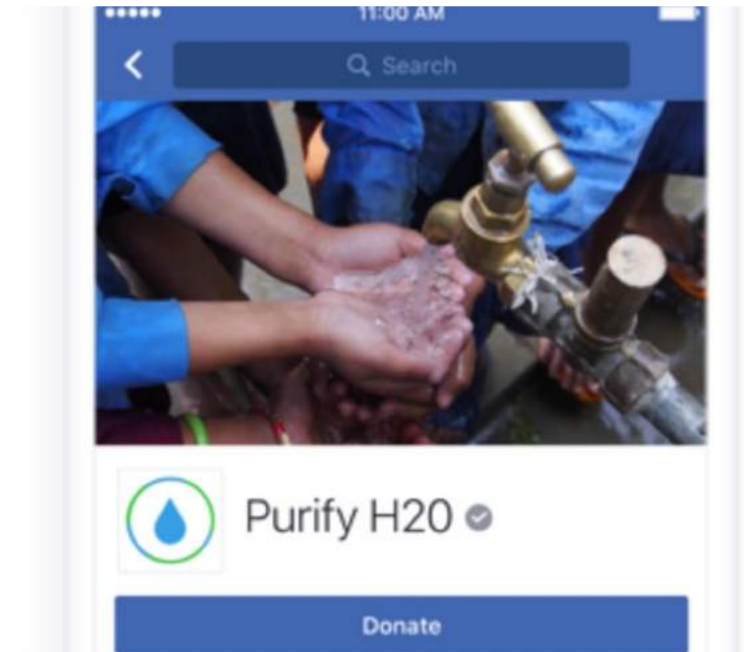
\$50,045,300 raised of \$50,000,000 

There are 3 ways to
collect donations

Donate Button

The donate button is a quick way for people to donate to your organization without leaving Facebook. You'll be able to add the donate button to your page, posts and live video, making it easy for supporters to contribute in a few taps. Donors can now choose to give a one-time or monthly recurring gift.

[Learn More](#) ▶



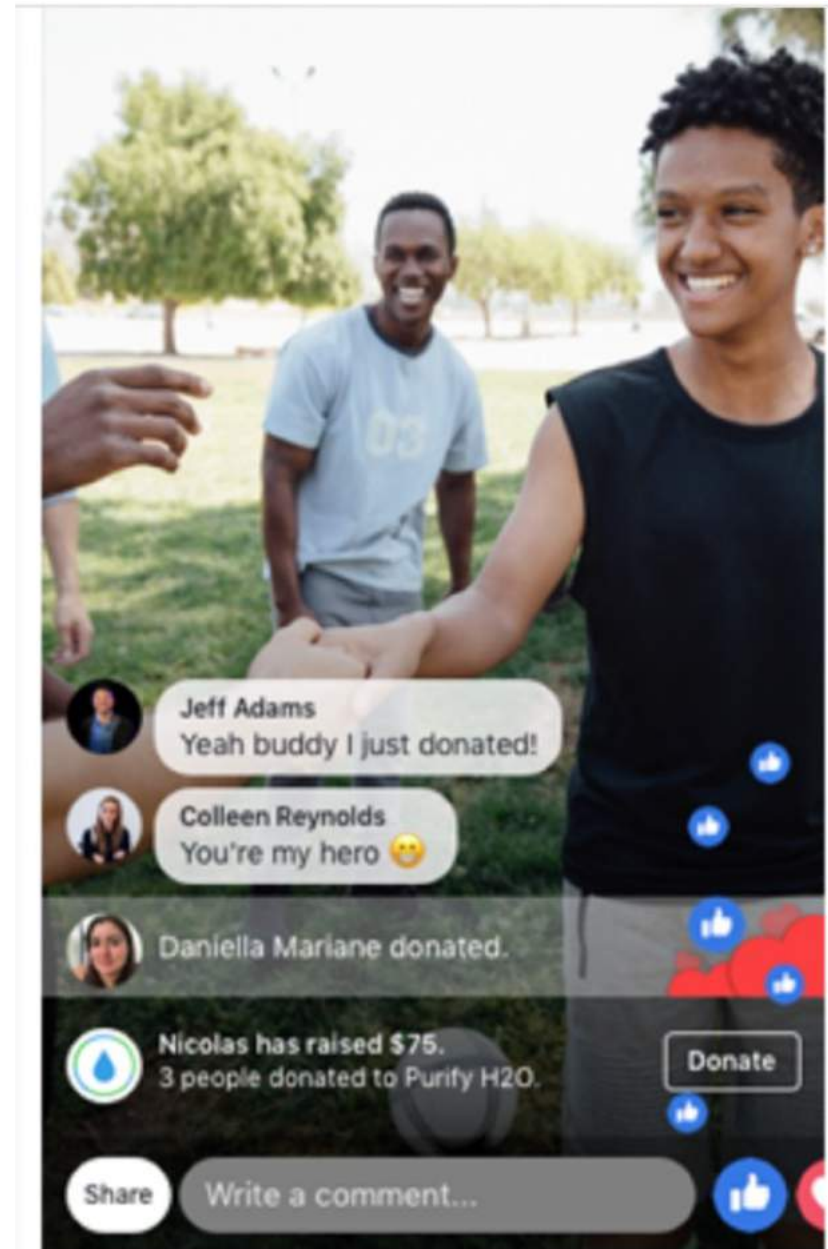
Page Fundraisers

Verified Facebook Pages in the US and parts of the EU can now create Fundraisers for nonprofits. Tell others about your mission and rally around a fundraising goal.



Live Video Donate

More and more people are going Live on Facebook to share their experiences. You can add a donate button to Live video on Facebook. Give people an inside look into your organization and share the impact you've made in real-time.



tactic

GO LIVE

One third of all online activity is
watching video



Kelley Chisholm

Executive Director, FoxGlove Project



GGROWTH

01

FUNNELS

Awareness

- Host webinars at key conferences to attract interest.
- Research top three pain points for key personas/industries to prepare for discovery with interested prospects.
- Secure a meeting or call with a prospective customer who fits the profile and has a pain.



Content campaigns
Events/trade shows
Webinars

Interest

- During discovery, diagnose the pain, identify the urgency, and determine if we can help the customer.
- Empathize—don't pitch!
- Identify decision-makers in the organization, and secure a follow-up appointment to demo product.



Discovery
Contact warm
leads/MQLs

Decision

- Demo product to decision-makers to educate them about the ways it can relieve their main pain points.
- Use previous customers as case studies to prove authority and impact.
- Create and present proposal to show cost and, again, impact.
- Rather than negotiate, trade with the customer.



Demos
Case studies
Proposal
Trade

Action

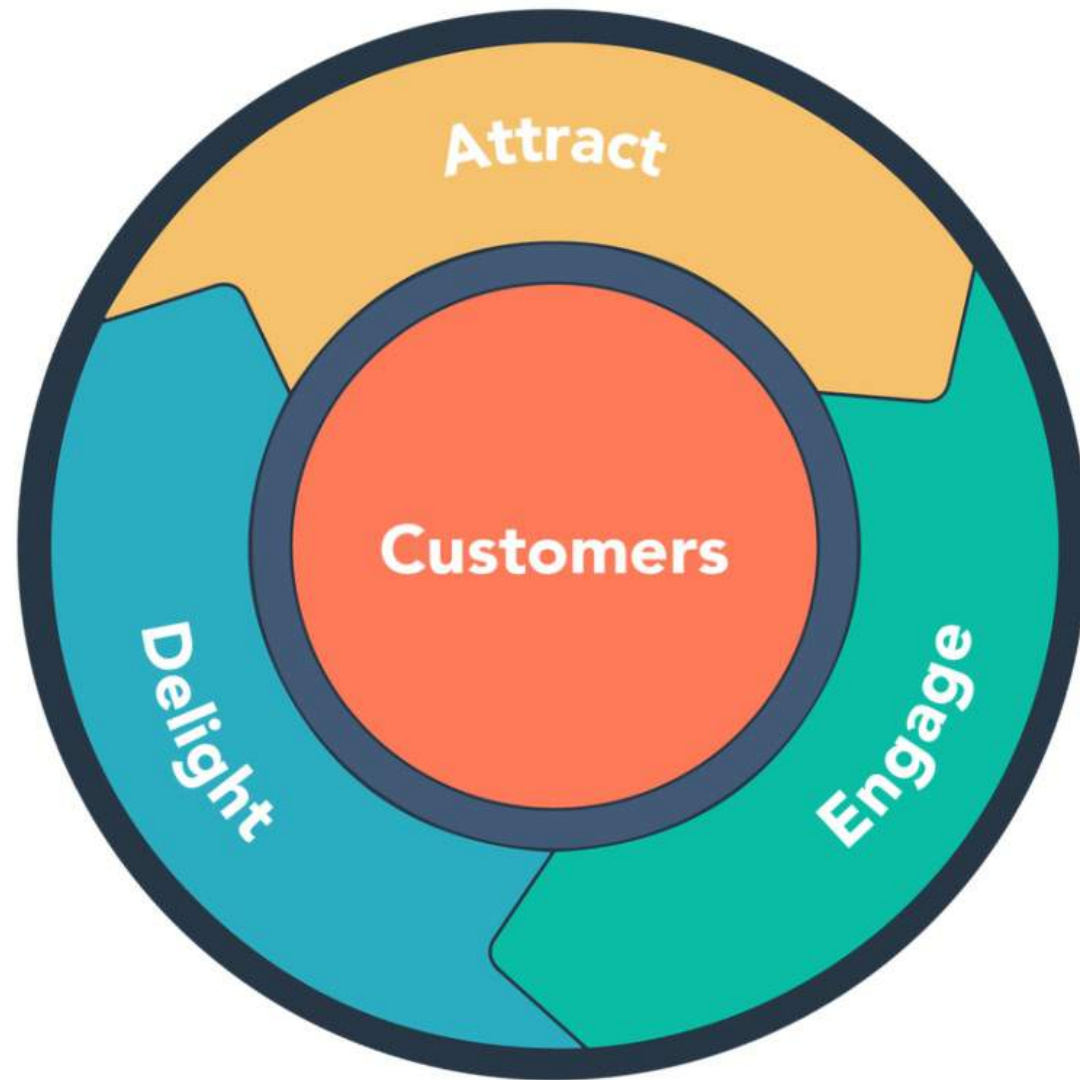
- Set up training sessions with the customer to establish onboarding.
- Keep paperwork turnaround time to less than XX days.



Training sessions
Paperwork

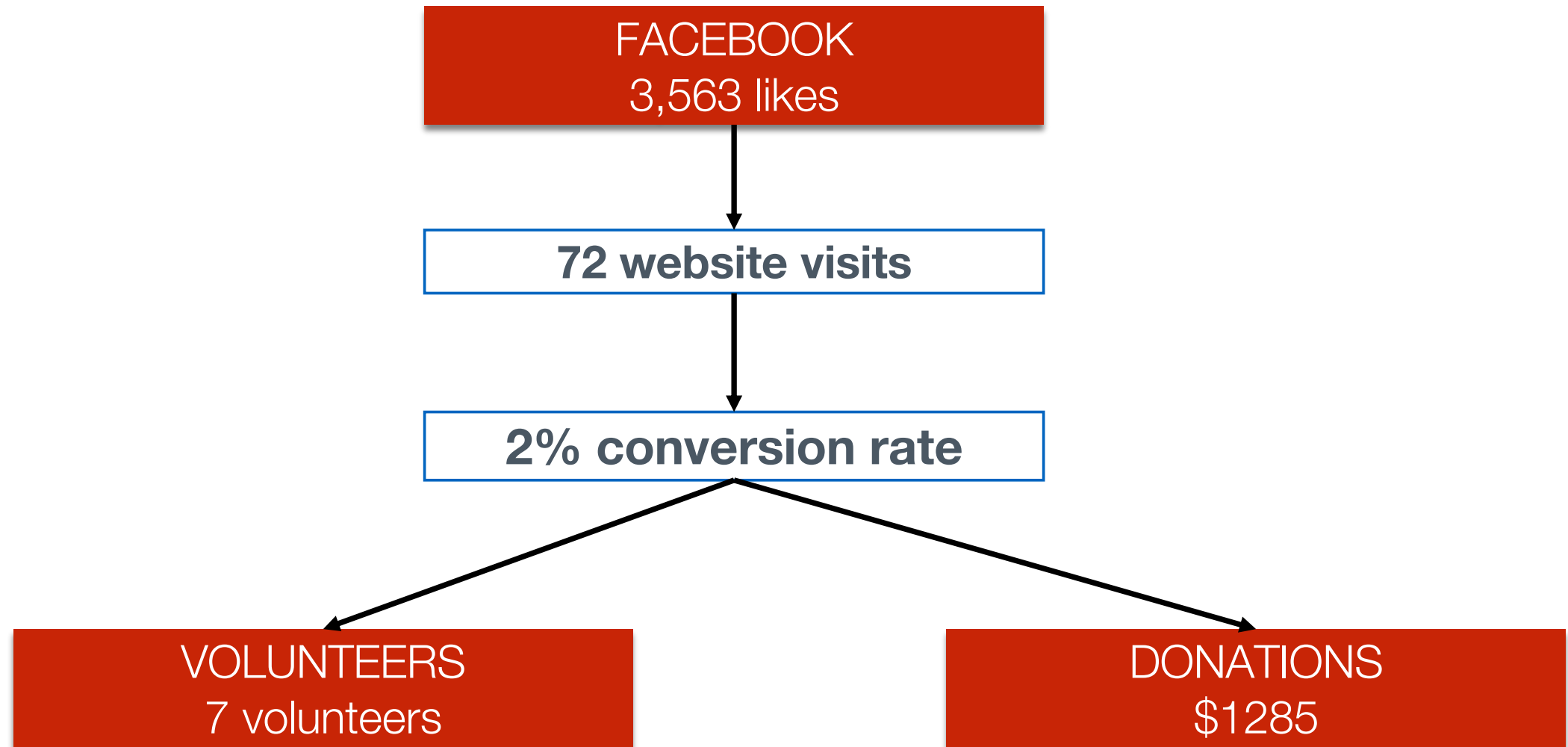
KNOW,
LIKE,
TRUST

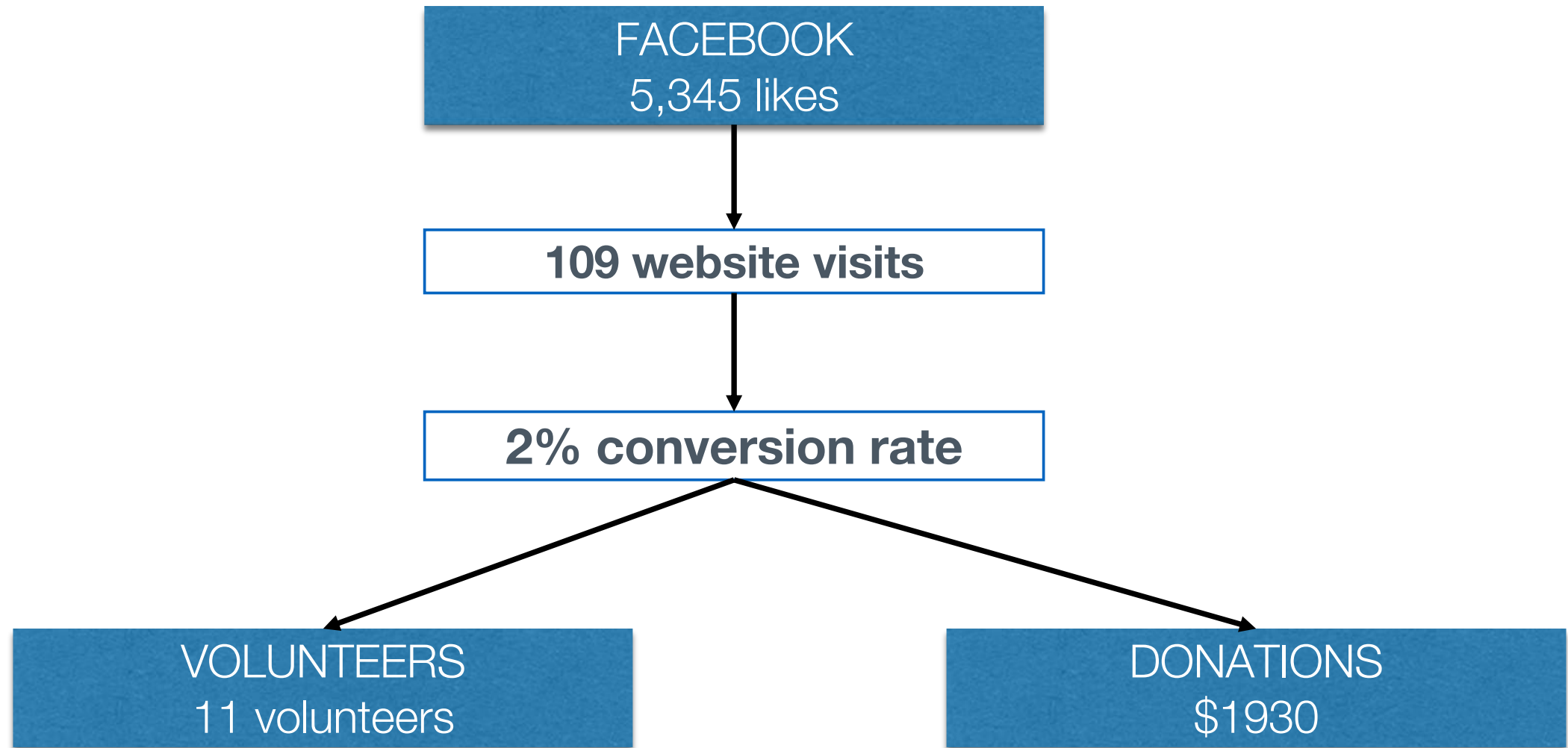




TIP

Google Analytics is a vital tool in
budgeting your social media!





02

ADS

Facebook ad stats

22. The average price for an ad **decreased 4% in Q2 2019**

This is good news for advertisers, since it means you get (slightly) more bang for your buck. More importantly, this is a change in the trend, which had seen Facebook ad prices increasing for some time.



Hancock Creative

Written by Larissa Zip | 14 October · 🌐

👍 Like Page



Do you work for a Not for Profit or Social Enterprise?

Marketing experts from across Australia are flying into Perth & Brisbane for this FREE event. 🗨️

Secure your tickets to Change the World today! 🌟



[i About This Website](#)

HANCOCKCREATIVE.COM.AU

Change the World Event

Secure Your Free Tickets Today!

[Learn More](#)



Hancock Creative

Written by Larissa Zip 191 · 2 October · 🌐

👍 Like Page



Not for profits wear A LOT of hats. There can be lots of pressure to know how to do 'all of the things'. Social media can feel like just one more task adding pressure to your workload.

I want to show you the three steps to overcome overwhelm- specifically tailored to not for profits. I've worked with over 1000 causes this year. You'll find out what I have learned works- and what doesn't, so you can save time learning!

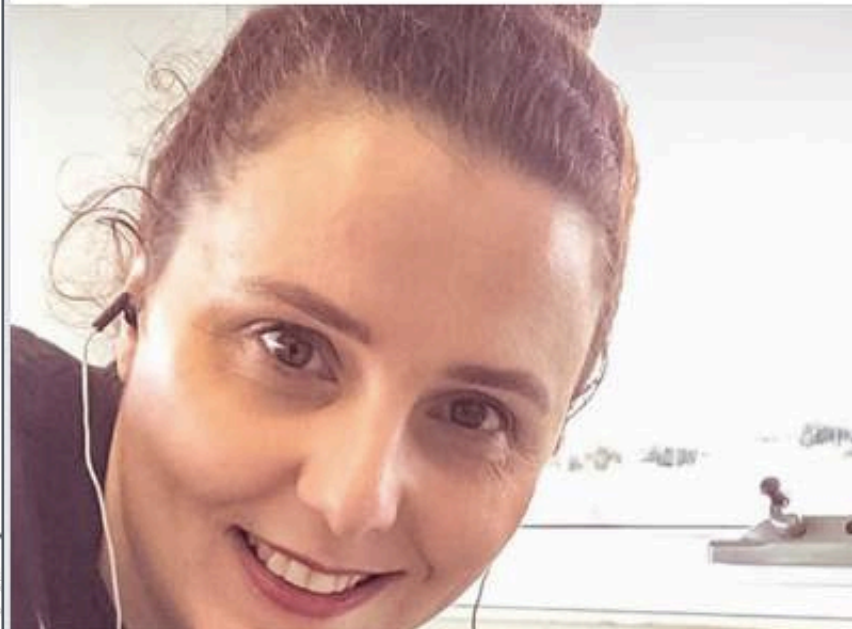
You'll learn how to:

- 👉 Build better awareness & reach for your organisation
- 👉 Create sustainable fundraising campaigns
- 👉 Attract quality volunteers
- 👉 Utilise Facebook Giving to quickly & easily make money
- 👉 Learn how to stop spreading yourself too thin
- 👉 And achieve more in less time!!

Hands up if all of that sounds AMAZING 🙋

Jump on my Masterclass & I will teach you how to kick your goals on Social Media! Register now to secure your spot:

🕒 October 3 @ 4:30 AEST: <https://bit.ly/2nhfxkf>



<input type="text" value="Search"/>		<input type="text" value="Filters"/>	+ Add filters to narrow the data you are seeing.			
Account Overview		Campaigns 1 selected		Ad Sets 1 selected		
+ Create		Duplicate		Edit		View Setup
<input type="checkbox"/>		Ad Set Name	Results	Reach	Impressions	Cost per Result
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Social media interactions	194 Link Clicks	2,215	17,276	\$0.88 Per Link Cli...
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Website visits	6 Link Clicks	107	562	\$0.92 Per Link Cli...
<input type="checkbox"/>	<input checked="" type="checkbox"/>	LinkedIn connections	2 Link Clicks	315	1,283	\$2.34 Per Link Cli...

Audiences

Search business

Hancock Creative

Hancock Creative (1100305958...)

Create Audience

Custom Audience

Lookalike Audience

Special Ad Audience

Saved Audience

Quick Look

Type

Availability

Source

Name

Type

Size

Availability

Date

<input type="checkbox"/>	Lookalike (AU, 1%) - CTW registered 2016-19 Jan 2020	Lookalike Audience Custom Audience: CTW reg...	170,000	Ready Last edited 01/02/2020	01/03/2020
<input type="checkbox"/>	CTW registered Sydney 2016-19 Jan 2020	Custom Audience Customer List	Not available	Ready Last edited 01/02/2020	01/03/2020
<input type="checkbox"/>	CTW registered 2016-19 Jan 2020	Custom Audience Customer List	Not available	Ready Last edited 01/02/2020	01/03/2020
<input type="checkbox"/>	Website Visits Past 7 Days	Custom Audience Website	Below 1000 Low website traffic	Ready Last edited 01/02/2020	01/03/2020
<input type="checkbox"/>	Australian Social Media Mangers	Saved Audience	180,000	Ready Last edited 12/17/2019	12/10/2019
<input type="checkbox"/>	Lookalike (AU, 1%) - 5.12.19: IG Audience engaged 65 days	Lookalike Audience 5.12.19: IG Audience engag...	170,000	Ready Last edited 12/05/2019	12/04/2019
<input type="checkbox"/>	Lookalike (AU, 1%) - 5.12.19 Facebook Engaged Audience: 65 days	Lookalike Audience 5.12.19 Facebook Engaged ...	170,000	Ready Last edited 12/05/2019	12/04/2019
<input type="checkbox"/>	5.12.19: IG Audience engaged 65 days	Custom Audience Engagement - Instagram	Below 1000	Ready Last edited 12/05/2019	12/04/2019

The image shows a screenshot of the Facebook Ads Manager interface with a 'Create a Custom Audience' modal open. The modal is divided into two main sections: 'Use your sources' and 'Use Facebook sources'. Under 'Use your sources', there are four options: 'Website' (globe icon), 'App activity' (phone icon), 'Customer list' (people icon), and 'Offline activity' (person with gear icon). Under 'Use Facebook sources', there are six options: 'Video' (play button icon), 'Lead form' (document icon), 'Instagram business profile' (Instagram logo icon), 'Events' (star icon), 'Instant Experience' (curved arrow icon), and 'Facebook Page' (flag icon). To the right of these options is an illustration of three stylized people in pots being watered by a watering can. Below the illustration, the text reads 'About Custom Audiences' followed by 'Create the most relevant audiences by adding people from the sources that matter to you.' At the bottom of the modal, there is a lock icon and the text 'This process is secure and the details about your', followed by a 'Cancel' button.



OPTIONS

- ▶ **Website:** Interest in, do you need, you might like...
- ▶ **Customer list:** Donors, volunteers, attendees, clients
- ▶ **Video:** Explainer, campaign, case study
- ▶ **Social media engagement:** Identify hot prospects
- ▶ **Lead form:** Customer acquisition, volunteer recruitment
- ▶ **Event:** Convert from interested

03

ECOMMERCE



Celine Dubois • 2nd

Digital Marketing Specialist | Black Cockatoo Conservation

1w • Edited •



Thank you [Anna Hill](#) for the social media mentoring sessions we had in the past 12 months! It's been great to bounce back ideas with you and to further develop my social media knowledge and strategy for Kaarakin. Not only did it help me with social media but it also gave me a lot more confidence in "maneuvering" Kaarakin to think more as a business in order to become more sustainable. I would highly recommend the Gain & Retain program to any not for profits looking at growing and implementing change.

Also a big thank you to [Alecia Hancock](#) for the extra online workshops I participated in and the great conversation on the phone before we even signed up to the program!

I have seen a 200% increase in donations in 2019, a 56% increase in new visitors on the website, an 86% increase of revenue via e-commerce. Social media contributed to an increased 46% of online sales!

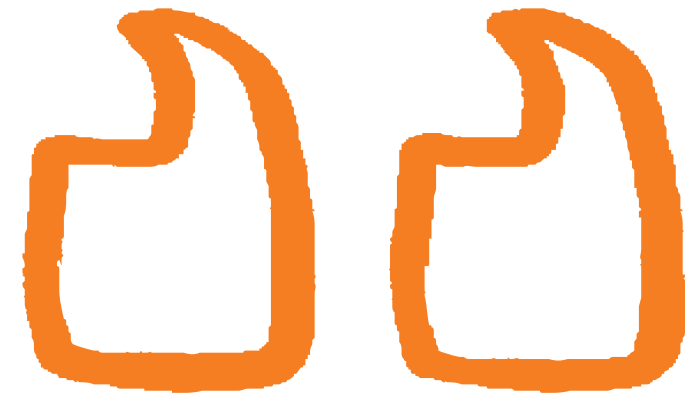
Thank you [Hancock Creative](#) for all the work you do for not for profits! My next challenge this year is launching a new website with fresh content!

5 • 1 Comment

Reactions



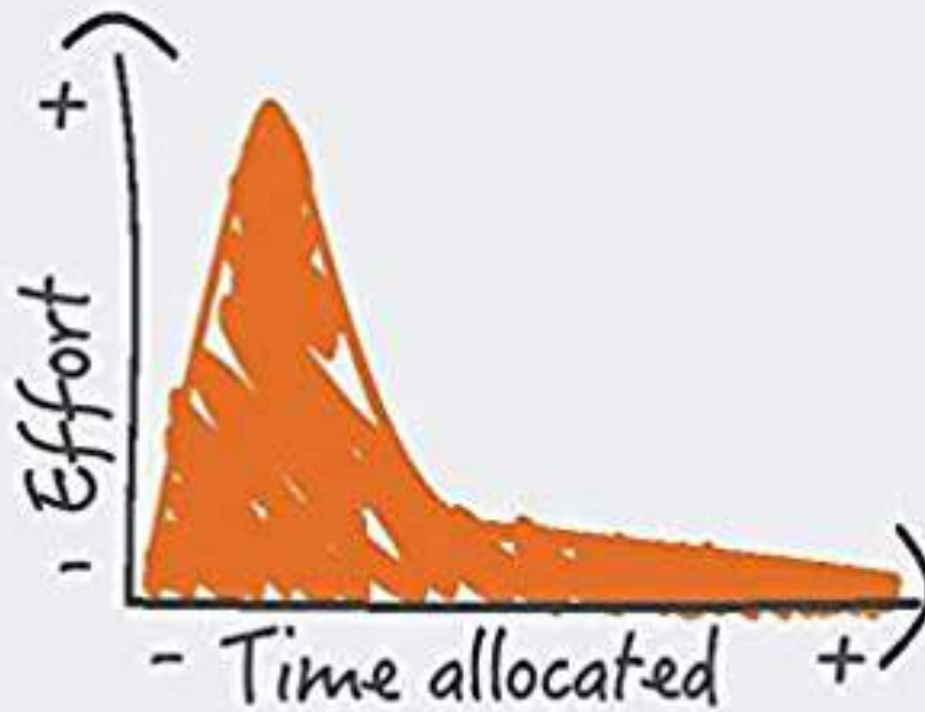
ACCOUNTABILITY



RESULTS INCREASE MONTH ON
MONTH, YEAR ON YEAR

PARKINSON'S LAW

Master time management
and increase productivity

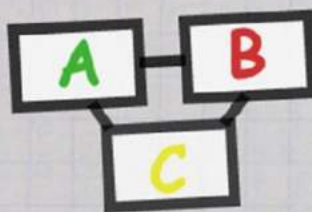




Check List

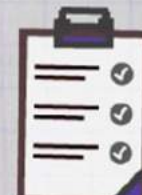
- ☒ Procedure
- ☒ Interview
- ☒ Record

Procedure



AUDIT

Scope





OPTIONS

- ▶ Mentorship
- ▶ Regular training
- ▶ Monthly meetings
- ▶ Monthly planning & analytics

Systems



01

Connect the team

02

Checklists

03

End of month reporting

04

Social planning

05

Create corporate memory

06

Internal training

07

Create file management

08

Do a content audit

09

Plan goals & budgets

10

Stay up with what's new





Learn more on Facebook
facebook.com/hancockcreative

Instagram
[@hancockcreative](https://instagram.com/hancockcreative)

Twitter
[@aleciahancock](https://twitter.com/aleciahancock)



Individual or small group
training available.

Have Questions?
wow@hancockcreative.com.au