
The key to engaging social media content



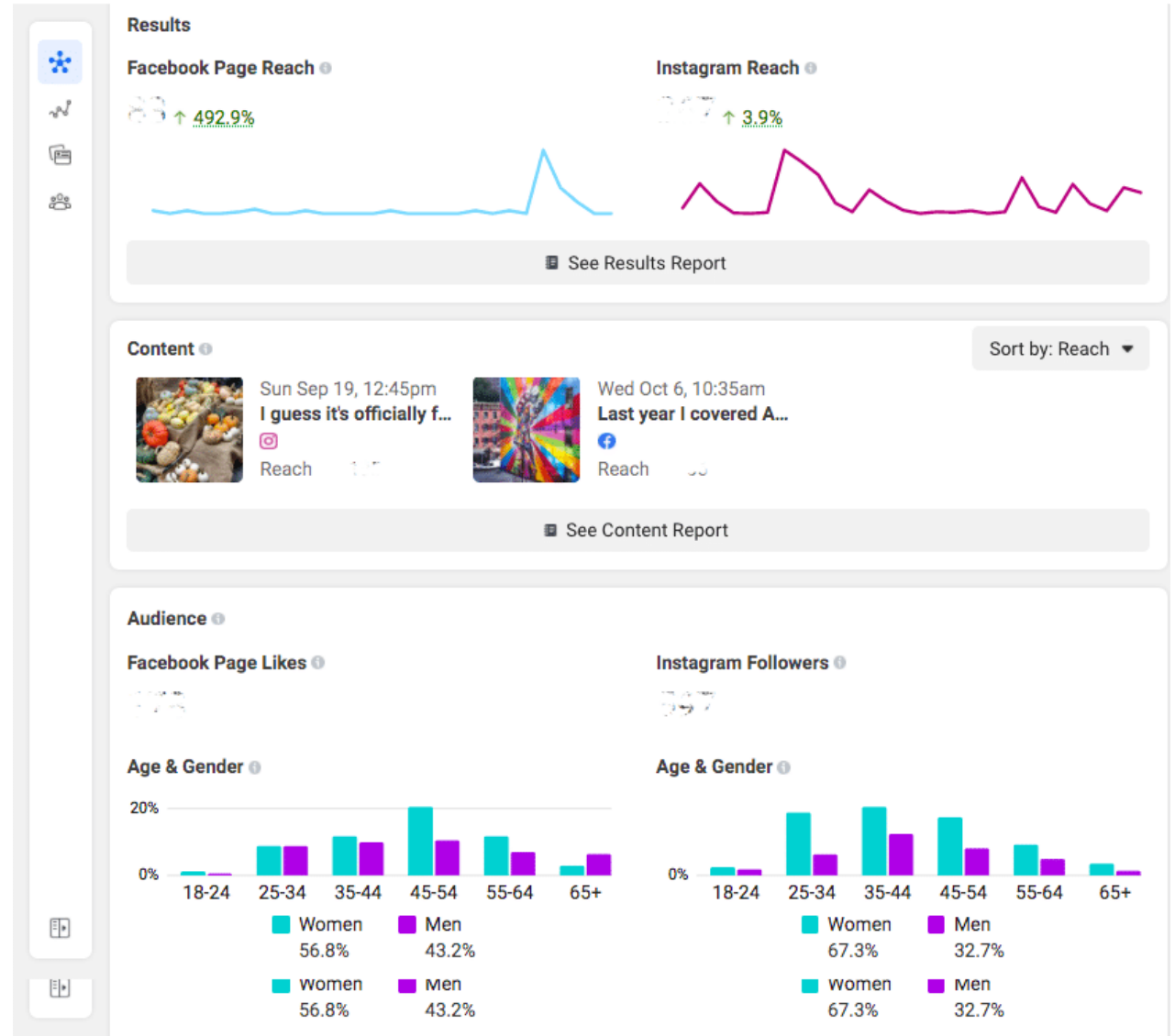


Analysis of Current Performance

-
- * A powerful learning tool across all platforms.
 - * What type of content do your audience respond BEST to?
 - * What content is working well for your competitors?
 - * What can you learn from your previous content performance?

Social Media Insights

Meta



Instagram



Instagram

The screenshot shows an Instagram 'Content' page with a dark theme. At the top, there is a back arrow and the word 'Content'. Below this are three filter buttons: 'All', 'Last 30 days', and a filter icon. The main section is titled 'Accounts reached' and displays a grid of nine posts. Each post includes a thumbnail image or graphic, a text overlay, and a circular engagement count at the bottom.

Post Content	Engagement Count
Children at a table with a yellow text overlay: "No young person should have to wait for mental health support."	229
Child in a ball pit with a red text overlay: "Do we cater for children with Additional Needs?"	173
Teacher testimonial: "The best investment we have made to our school in years"	154
Child testimonial: "I LOVE Bubble Club as much as cheese!"	141
Recruitment post: "Join Us Holiday Club Practitioners"	124
Children eating at a table with a blue text overlay: "How do we offer opportunities for our kids to try new taste textures?"	123
Blue graphic with text: "2023 exploration, creativity & self-discovery"	114
Blue graphic with text: "2023 exploration, creativity & self-discovery"	111
"Happy Moj's" logo and sign-up button	103



Analysis of Current Performance

**What type of content is the most successful for you? Does this differ across your SM platforms?*

**What type of content is the least successful for you? Does this differ across your SM platforms?*

**Do you notice a difference when sharing Promotional Vs Personal content?*

**Is LIVE content working for you? Are you using it?*

**Explore competitors content.*

**Explore your
insights...**



Software and Video Content

**Our recommended
software, apps
and video tools!**

**Canva*

**Boomerang*

**Photogrid*

**Time Lapse Video*

**Slow-mo Video*

**Panoramacrop*

Canva

- *Perfectly sized SM graphics for each platform
- *Free, easy & fun to use
- *Create and edit video content
- *ORIGINAL, branded content!
- * A great tool to ensure brand continuity

The Canva logo is displayed in a white, cursive script font, centered within a large teal circle. The circle is partially cut off by the right edge of the frame. The background of the slide is white, with a thin blue horizontal line above the title and a thin grey horizontal line below it.

“



Living with type 2 diabetes is a challenge for me, but I've learned that staying active keeps helps with my symptoms. Not only does exercise help me manage my blood sugar levels, but it also boosts my mood, increases my energy, and gives me strength. It's not always easy to find the motivation, but knowing that every step I take is contributing to my well-being keeps me pushing forward!

”

www.sasp.co.uk/things-to-do



Key Messages from the Children & Young People Active Lives Survey for Somerset



Wed,
28 Jun 2023



11:00 - 12:00



ALitchfield@sasp.co.uk /
07599654681





Another busy week for #TeamSASPI

SOMERSET HEALTH WALKS

Take a walk with us through the first 12 months of Somerset Health Walks with Somerset Activity and Sports Partnership (SASP)

APRIL - JUNE 2022

- **2,048** walk attendances across Sedgemoor, Mendip and West Somerset

JULY - SEPT 2022

- **1,932** walk attendances across Sedgemoor, Mendip and West Somerset

OCT - DEC 2022

- **3,141** walk attendances across Sedgemoor, Mendip and West Somerset

JAN - MARCH 2023

- **4,348** walk attendances across all districts of Somerset

APRIL 2022 - MARCH 2023

- **140%** increase in the number of Walk Leaders delivering Somerset Health Walks
- **4** new Somerset Health Walks launched

THAT'S **11,469** WALK ATTENDANCES ACROSS SOMERSET IN 12 MONTHS!

Boomerang

- *A mini video that plays forward and backward repeatedly.
- *Sees very high engagement levels.
- *On trend!
- *Popular on Instagram but can be shared on all platforms.



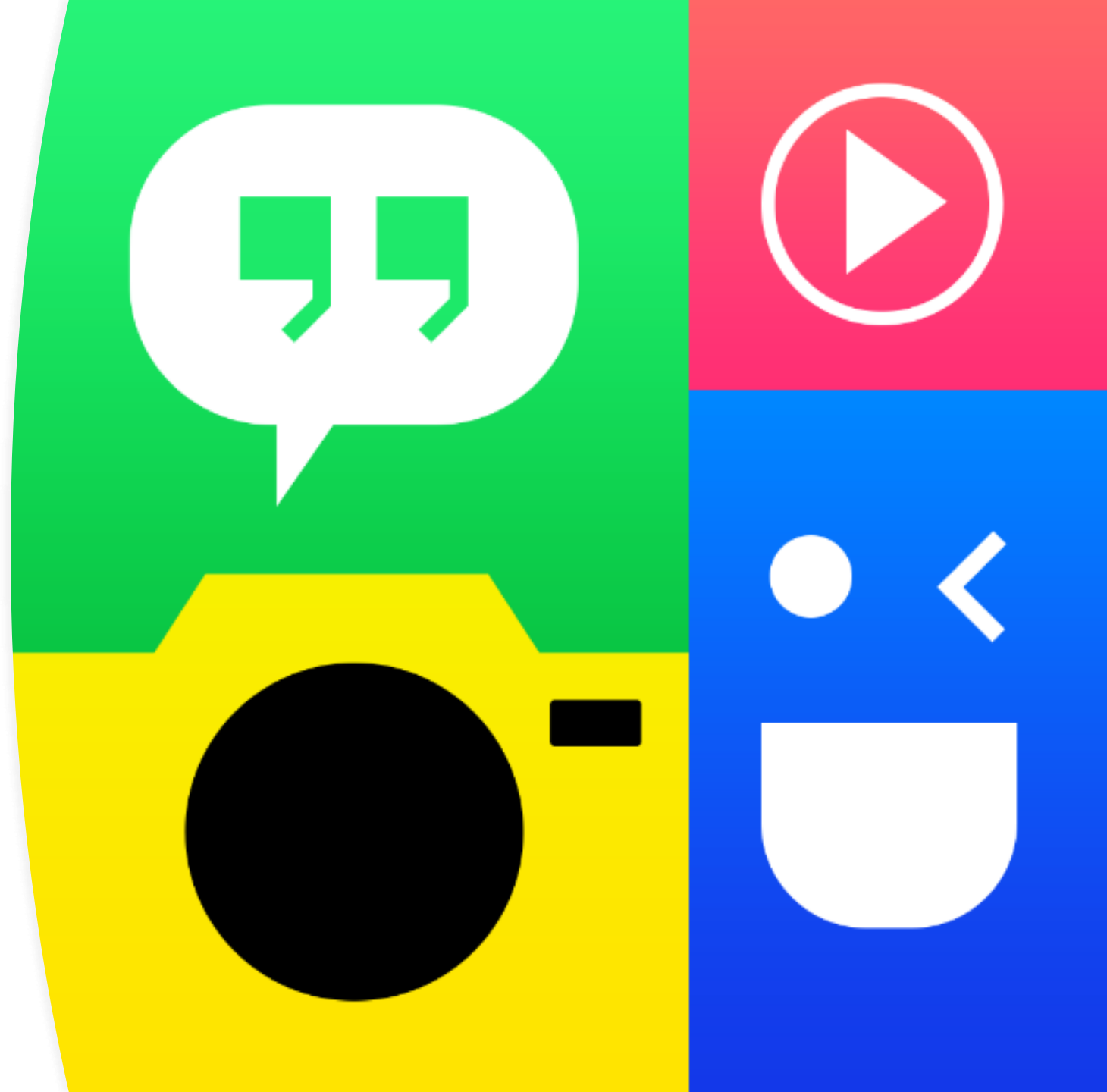


Photogrid

*Allows you to create a collage of videos & photos...

*Stand out from the crowd

*Do something different





- All Stars Cricket 
PhotoGrid

Timelapse

- *Shorten a long event into an interesting format
- *Perfect demos, makers, running events, setting up for events etc...
- *Free to use from most phones



Slow-motion

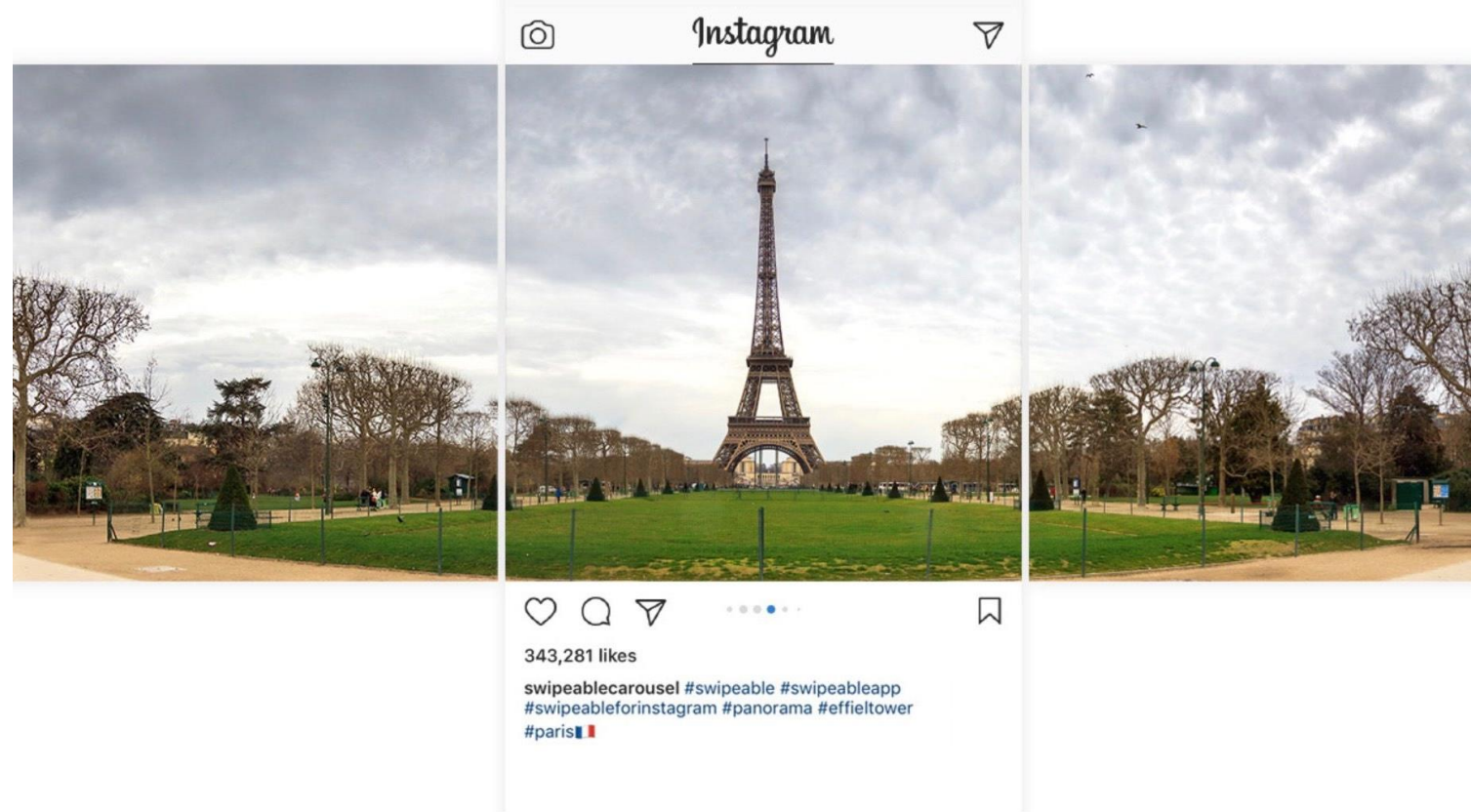
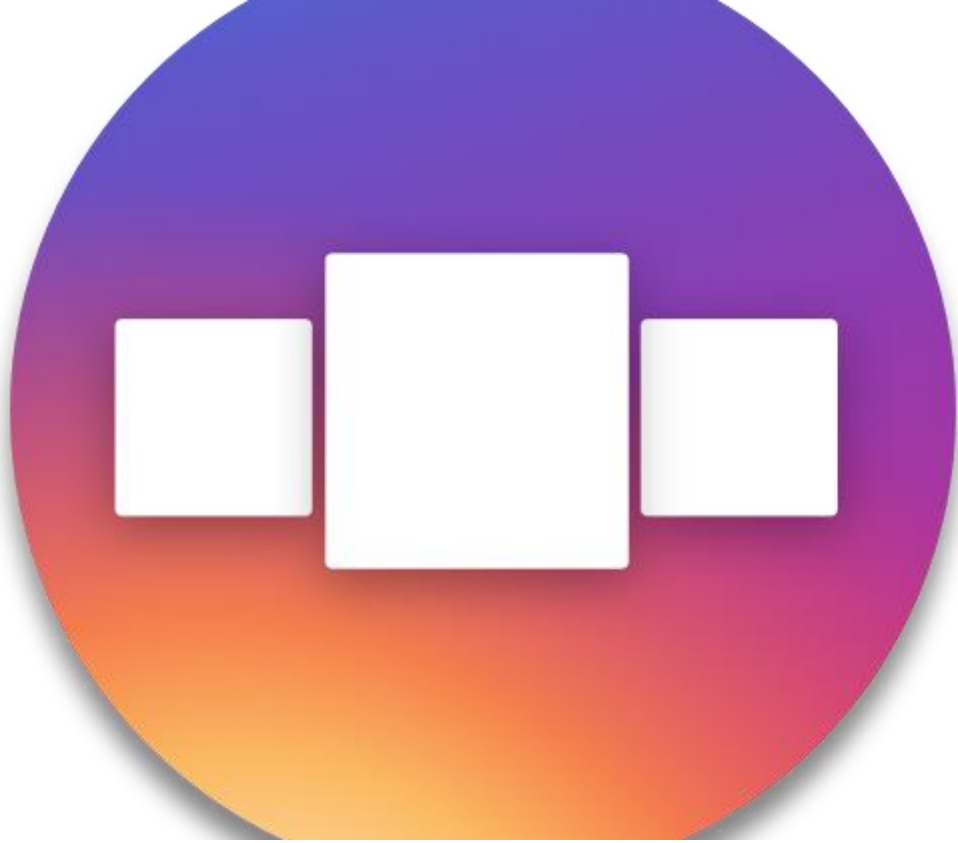
- *Visually interesting
- *Emphasise a process
- *Free to use from most phones





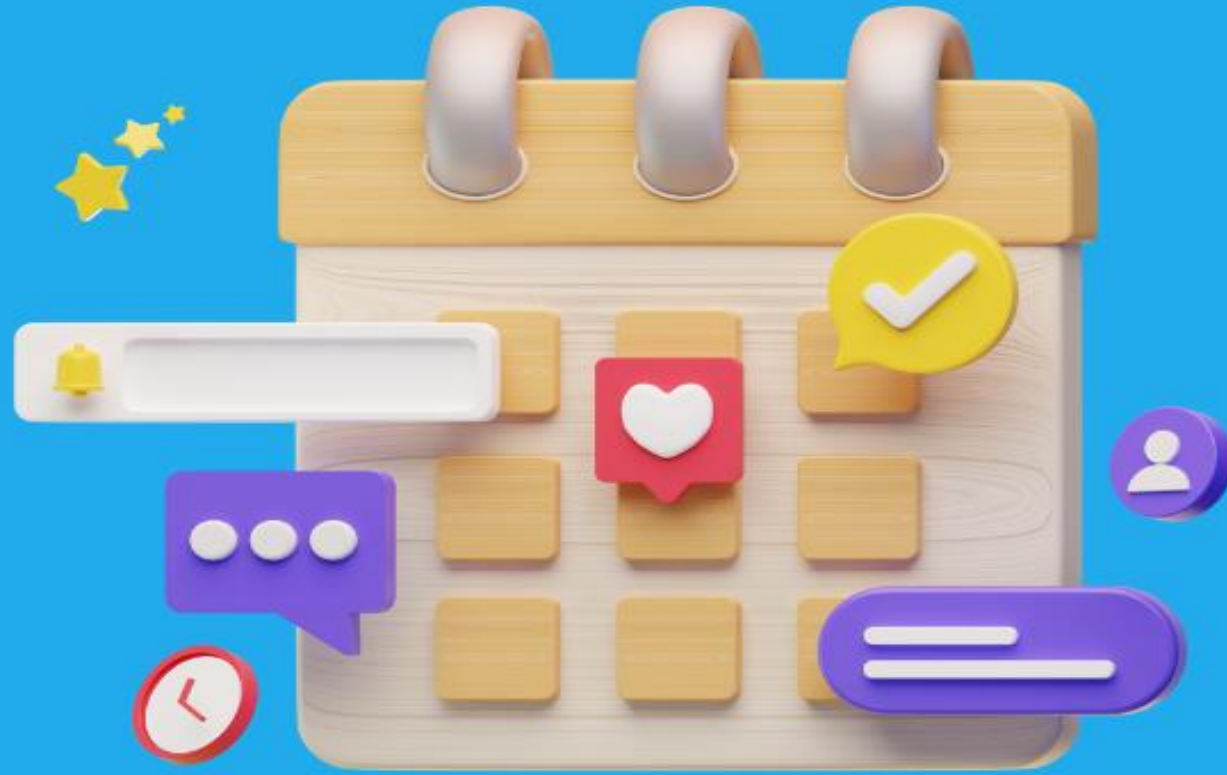
InShot

*Quickly and easily
edit video content
from you phone



Panoramacrop

- *Create swipeable panoramic shots – Insta, LinkedIn and Facebook (Carousel)**
- *Add frame to ensure your photo is the perfect dimension**
- *Create grid effect for your Instagram profile**



Content Strategy



Key Content Stats

*80% of audiences prefer watching live video from businesses as opposed to reading a blog.

*85% of non-live videos are watched with the sound off – subtitles are important!

*User generated content hugely builds trust in your brand & business!

*Infographics can increase website traffic by 15% & are used increasingly in the B2B sector.

*Tweets with images receive 150% more retweets than tweets without images.

*40% more engagement on posts with faces in the visual.

*



Content Themes

- *Give something back!
What do your audience want?
 - *Align content to your Social Media aims & wider business goals
 - *The majority of your content can be used across the platforms. But...
 - *Include key words/phrases/hashtags
-
- *Video, video, video!
 - *Showcase the people behind the business
 - *Consistent activity

Rule of Thirds

Business news/promo

Industry & Local news

Behind the Scenes



Business news & Promotion

-
- Website content & blog articles
 - Canva content creation
 - Testimonials
 - Quotes
 - Top tips
 - #MeetTheTeam
 - Consider Campaigns
 - How-to/Demo videos
 - Top 10s/countdowns (video/GIF)
 - Questions and polls – invite interaction

Don't forget to Look in the diary!



Industry & Local News

-
- Trending stories & National Days
 - Top tips from other sources
 - News stories
 - Blogs
 - Local news
 - Charitable news
 - User-generated content – customer pictures, reviews
-
- Consider your business – charity affiliations/sponsorship etc...



Behind the Scenes

The most important element!

- People like to see people – social media is social by definition
- Show the people behind the brand
- People are interested in processes and what goes on behind the scenes.
- Don't assume people are not interested in your day to day activities.
- Being spontaneous – “think Social Media” – WhatsApp groups
- Behind-the-scenes content – showcase personality
- Competitions

Homework!

Discuss and review content ideas for the rule of thirds:



**BUSINESS
NEWS/PROMO**



**INDUSTRY NEWS
& UPDATES**



PERSONALITY

- What sort of content will you include in each section? Discuss!



Q&A