

Harnessing social media



Topics covered in this webinar

- Why is social media an important tool for community rail?
- What are the most popular social media platforms?
- Common social media questions
- What should we be posting?
- Social media tips
- Social media dos and don'ts



Community Rail Network social media guidance

Take a look at our **social media guidance** especially designed for community rail partnerships and station groups



Click on
me to
download

Quick poll...

How many of you already use
social media for your community
rail activities?



Why is social media an important tool for community rail?

- Social media is everywhere
- A great way to promote what you do to a wider audience
- An efficient tool to communicate with like minded people / organisations
- Develop relationships outside of the traditional 'face to face' meeting



The big four popular social media platforms



Facebook



Twitter



Instagram



YouTube



Do we have to be on every platform?

No!

- At least one social media platform
- Ask what platforms your group members / partners / influencers use
- Facebook and Twitter are popular, with a large reach in community rail



Should our names be consistent?

Yes!

- Makes you easier to find / search for
- Reinforces who you are



Getting your image right



Have a recognisable profile image

← **North Staffs CRP**
453 Tweets

A group photograph of approximately 12 people, mostly men, standing outdoors in front of a white building with arched windows. Many of the people are wearing blue and yellow high-visibility safety vests. Some are holding mobile phones or cameras. The group is diverse in age and appearance.A circular profile picture for the North Staffs CRP. It features a stylized train on a track in the center, with a green background. The text "North Staffordshire" is written in a curve at the top, and "Community Rail Partnership" is written in a curve at the bottom.

⋮ ✉ 🔔 **Following**

North Staffs CRP
@NorthStaffsCRP Follows you

The North Staffs Community Rail Partnership works with volunteers and other community members to raise the profile of its stations and rail services.

📍 Crewe-Stoke-Derby 🔗 northstaffsrail.org.uk 📅 Joined July 2017

Show your activity on the header image



Five types of post



- Call to action
- Look what we've achieved
- Partnership building
- Signposting
- Day to day



Call to action



What is it?

Join our group

Come to our event

Sign up to our newsletter

Why?

More members

More visitors

More coverage



Call to action - example

- Tells followers what they need to do, with a link
- Include partners who can amplify the message
 - Striking image to set the tweet out from the crowd



Look what we've achieved

What is it?

We've
won an
award!

We did
this
project

Look at our
station

Why?

Tag
media for
coverage

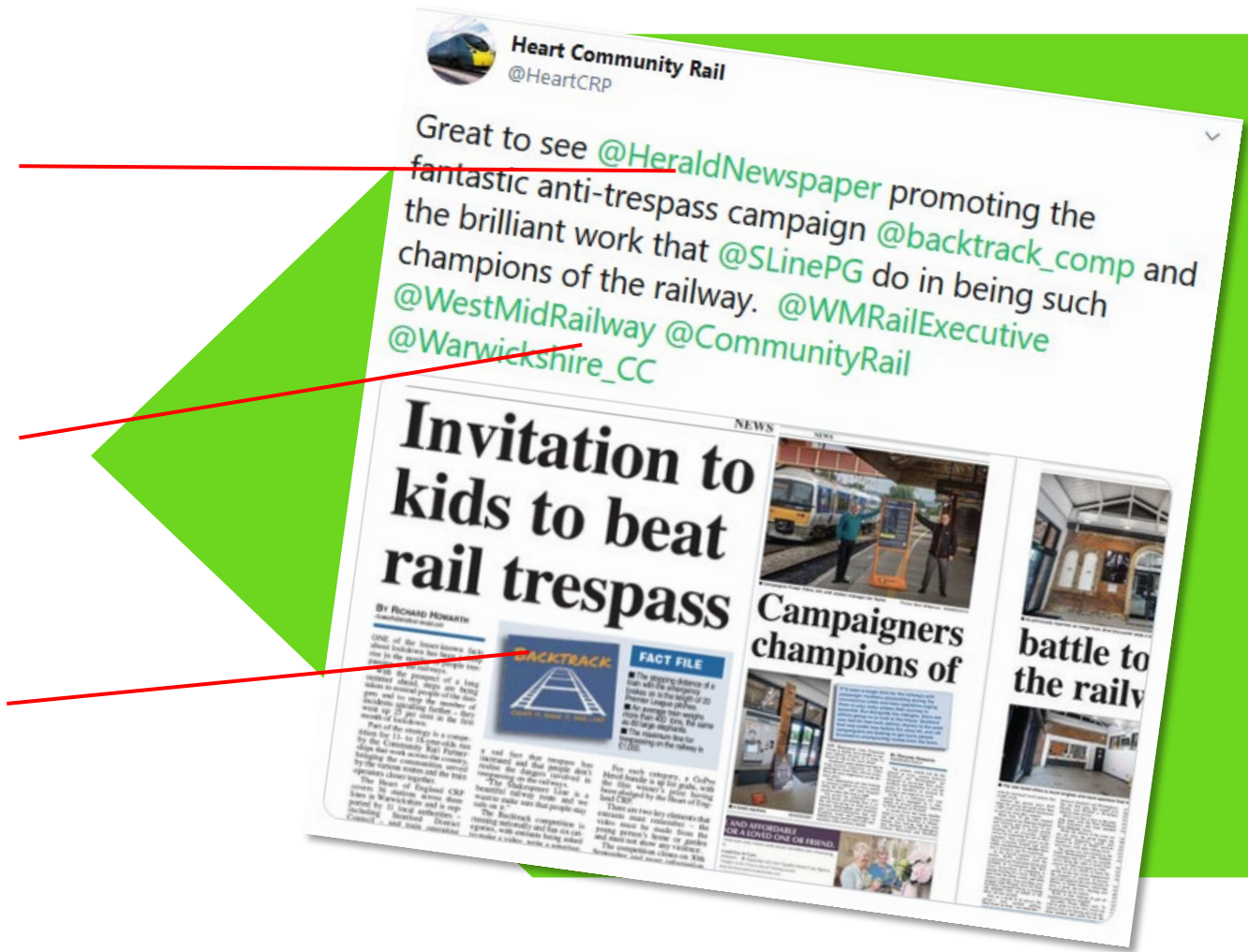
Media
and
partners

Awareness
and
community
pride



Look what we've achieved - example

- Who have you had coverage from?
- Let partners know so they can share your success
- Your success - visually



Partnership building

What is it?

Thank
you to
funders

Engage
the TOC

Tag
your
local
media

Why?

Credit
and trust

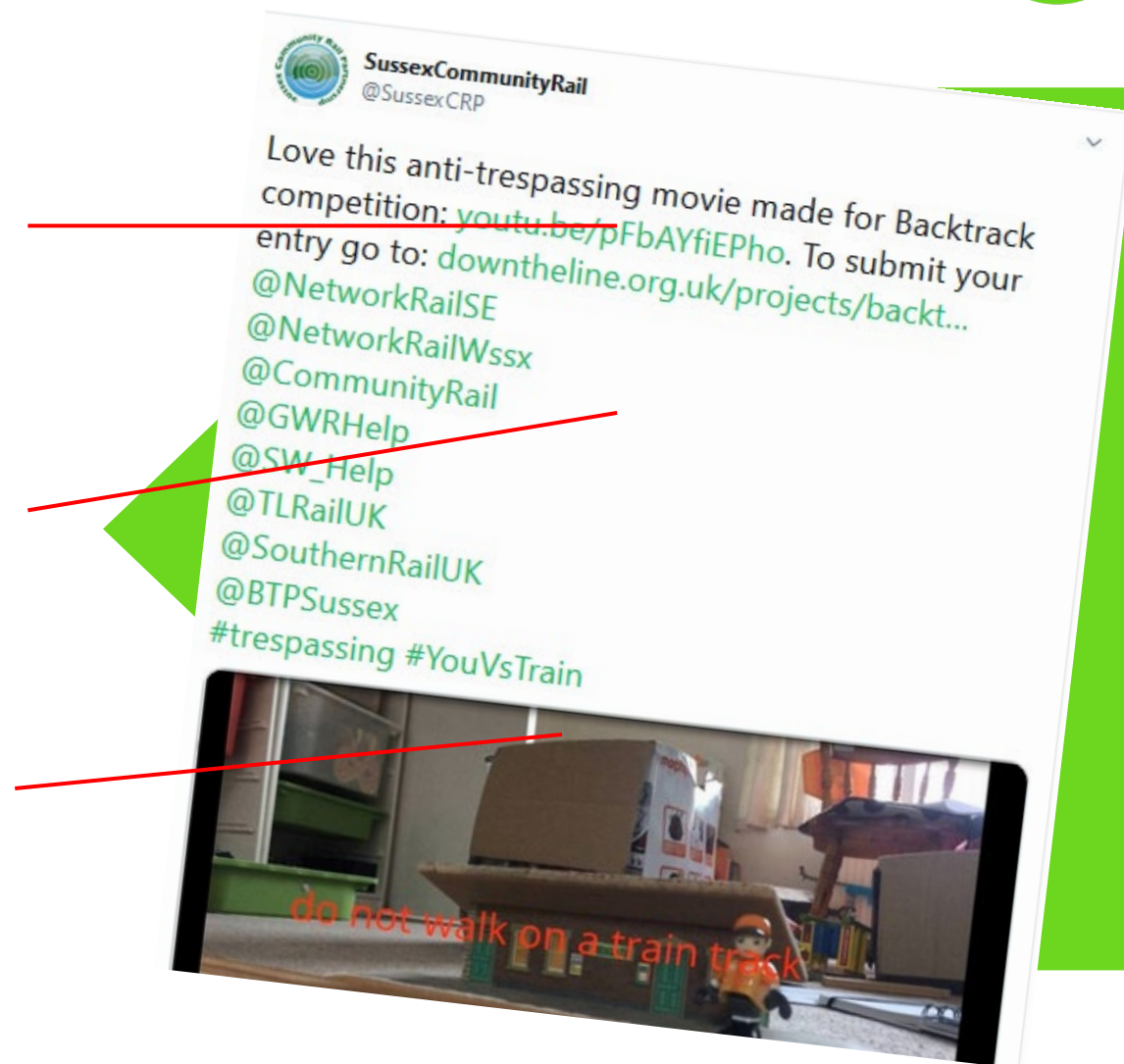
Increase
your
reach

Increase
your
coverage



Partnership building -example

- What you are doing?
- Tag partners so they can share your post
 - Something visual



Signposting

What is it?

Visit our
website

Visit our
group
page

Sign up to
our
newsletter

Why?

More
members

More
visitors

More
coverage



Signposting - example

- Tag your partners in: encourages retweets and follows
- Add an image: engage visually
 - Signpost: add a link to a website or other social media page



Day to day

What is it?

Talk
about
your
activity

Show
your
activity

Join a
hashtag

Why?

This is
what you
do

Acts as
an
online
journal

Increase
visibility



Day to day - example

- What happened
- The supporting TOC for the CRP and station group
 - Happy, smiling faces



Let's do a live post!



Facebook tips

Facebook posts can “linger” when liked and shared

Ideally a post every couple of days

If not weekly... keep your feed fresh. Give your followers a sense of activity

Ideal posting time... mid morning / early evening

Don't to forget to engage with comments... replies show on followers feeds and keep you peoples' minds.



Twitter tips

#HashTag

People use the hashtag symbol (#) before a relevant keyword or phrase in their tweet to categorize those tweets and help them show more easily in Twitter search.

Clicking or tapping on a hashtagged word in any message shows you other Tweets that include that hashtag.

Hashtags can be included anywhere in a Tweet.



Twitter tips

#HashTags

Live example



Social media dos and don'ts

- Be clear and concise about what you want to say
- Add images to stand out from the crowd
- Signpost wherever possible with a weblink
- Engage... replies, shares, retweets, likes
- Mention, tag, partners for shares and retweets



Social media dos and don'ts

- No posting of just a weblink, especially on Twitter
- Post criticism of your TOC or other organisations you work with... keep that to emails
- Post personal political opinion or other personal grievances on your CRP / station account





Get in touch

Need a specialist piece of advice or guidance? I'm here to help!

Email: erin@communityrail.org.uk

Facebook: [@CommunityRail](#)

Twitter: [@CommunityRail](#)

Telephone: [07376 124 964](tel:07376124964)



Book a Zoom social media session

- **Half hour / hour one to one on your social media**
- **Especially tailored to your needs**
- **Practical examples to get you started**

Book in by emailing me erin@communityrail.org.uk

