

Social Media for Growth

Helping Legion Branches Use the Power of Social Media



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PRESENTATION NOTES

The Power of Social Media:

- Social media, when used effectively, can help your branch reach a wider audience, and can help turn that audience into membership growth.

Is it worth the effort?

Canada's population is around 35,749,600

- **70%** of all Canadians are on social media
- **62%** of Canadians check social media every day
- **27%** of Canadian seniors over the age of 75 are online



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Is social media worth the effort? Think about this...

- 70% of all Canadians are on social media – that's about 25 million Canadians
- 62% of Canadians check social media every day
- A recent report from Revera, a seniors service provider, found that 27% of Canadian seniors 75 years and older are online, and more than half of those seniors belong to a social networking site such as Facebook, and more than 1/3 of them go to those sites every day.
- Chances are, much of your current membership is online... and most definitely, your potential membership is online! Social media is your opportunity to reach out to those people and share who you are and what you do, and entice that audience not only to fall in love with your Branch, but to join it too.

Success is at your fingertips!

12,000  LIKES
ON FACEBOOK

10,000 FOLLOWERS
  



1.2 Million views on Facebook
in three months

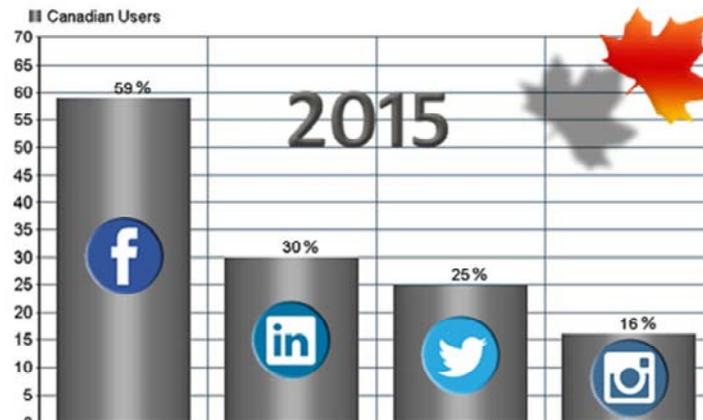
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Dominion Command has seen huge success on social media in a very short amount of time.

- We have been actively on social media since 2013
- In the fall of 2015, we ramped things up. We developed a social media strategy, setting social media goals, messaging objectives, and planned campaigns. And because our messaging was national, we put a budget behind our campaigns to help reach out to those 25 million Canadians who are online.
- Within about 6 months, we increased our followers on Facebook to over 12,000 and our followers on Twitter to over 10,000.
- From January to April 2016 alone, our Facebook posts reached over 1,200,000 users. That's a lot of Canadians seeing our messaging in just 3 short months. And our reach is growing.

Set up your online presence



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How do you get started?

Social media takes a bit of ongoing attention, so for those just starting out or with limited resources, I recommend starting with Facebook.

- As of 2015, Facebook was the number one social media platform with 96% of non-profits ranking it in their top three sites.
- 59% of Canadians are on Facebook.

What about Twitter?

- Twitter is good for quick and frequent updates, however the lifespan of a tweet is very short. Twitter requires multiple tweets every day to see results.
- Facebook posts have a longer lifespan and receive wider engagement. You can post just a couple of times a week and still build your brand.

Facebook allows people to find information, share it with their friends and followers, and show their support through the 'like' and comments features. Given the nature of what we do, from supporting Veterans, to promoting Remembrance, to engaging with our community through events and activities, Facebook is a natural choice when getting started in social media. Even in our own stats, Dominion Command has seen our greatest growth in followers and engagement through Facebook.

- We recommend Branches start a Facebook 'page'. Although some Branches have set up Facebook groups, which require people to join the group to participate, if you are reaching out to an audience beyond just your members, we recommend using a page. Pages give the Branch control over the content, and provides important data and analytics on your post and your audience.



After you set up your Facebook page, set some high level social media objectives. This doesn't have to be complicated, but will help guide you in what to post, and will help ensure you are making the most of your social media efforts.

Some common objectives to consider are:

- Raising awareness of your mission and educating the audience about who you are and what you do
- Acquiring new members
- Retaining current members
- Increasing 'sales'... getting the audience to attend your events, or buy Legion and Poppy Store products
- Increasing donations to your fundraising activities

Once you choose your goals, you can focus on creating messages that support those goals.

DOs for successful Facebook posts

- ✓ Create a Legion-branded profile
- ✓ Keep messages short
- ✓ Vary the types of messages
- ✓ Post images or links
- ✓ Engage your followers



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When it comes to developing effective messages for Facebook, there are a few dos and don'ts to keep in mind.

DOs

1. Do create a branded, recognizable profile picture and header. This will help that those who see your messages know who you represent and what you stand for.
2. Do keep messages short and powerful. Long winded posts are rarely shared.
3. Do vary the types of messages you posts. Mix it up with messages of:
 - Veteran support and Remembrance
 - The great work you do in your community
 - How membership makes a difference for Veterans
 - Stories of your Legion members in actionYou can follow the Dominion Command Facebook page and share the Legion's national messaging as well.
4. Do post an image or a link when possible. A picture tells a thousand words... or when it comes to social media, a picture attracts a thousand likes.
5. Do participate in the online conversation and engage your followers. Monitor your page daily or at least a few times a week, and respond to questions, comments and feedback as quickly as possible.

DON'Ts for successful Facebook posts

- ✘ Don't leave the 'About' section blank
- ✘ Don't post too often
- ✘ Don't post too little
- ✘ Don't repeatedly ask people to join
- ✘ Don't respond before thinking



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A few key don'ts are important to keep in mind when developing messages.

DON'Ts

1. Don't leave your 'About' section blank. Let the audience know about your Branch, what you stand for and how to contact you. For ideas, check the About section of Dominion Command Facebook page.
2. Don't post too often. On Facebook, a few times per week is a good start. More than a few times a day could cost you followers.
3. Don't post too little. If you go too long without an update, or your messages are sporadic, you lose your online presence.
4. Don't repeatedly ask for people to join, or donate, or volunteer. Social media is about connecting with the audience, allowing them to experience what your branch is all about. Through that, they will be motivated to join and get involved.
5. Don't respond hastily - Remember your messages are public. Well thought out answers that are in line with your Branch's policies and values are vital.

Give your messages a boost

ORGANIC VS PAID REACH



.....> ORGANIC REACH = UP TO 16% OF FAN BASE^{*}



.....> PAID REACH = UNLIMITED[^]



BUDGET>

^{*} Determined by post type and fans online at time of posting
[^] Determined by budget and targeting

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Facebook allows you to ‘boost’ a post, which means you pay to have it show up on other people’s Facebook feeds, even though they are not direct followers of your page. If you have a small budget that you can put towards your social media efforts, the impact can be tremendous. You can target who you want to see the posts by where they live, their age, their gender, their interests, and drastically increase your reach, for a very small amount of money.

For example, let’s say your Branch is hosting a community BBQ fundraiser in Saskatoon Saskatchewan in support of Veterans and you want to invite the community to join. If you have 100 followers on your page, your post will typically reach about 16% of your followers, or around 16 people in this case. Now say you boost that post... Through Facebook, you can narrow down the boosted audience to people who:

- live near Saskatoon
- are 25 years of age and older
- includes both males and females
- with interests in Veterans, family, BBQs, community events, and volunteering

Currently, that audience on Facebook is around 47,000 people. For just \$25, you can boost that post for a week and your message jumps from being seen by 16 people, to being seen by between 800 to 2000 people over the week! And the more money you put behind it, the more people it will reach.



Remember, once you get started, keep the momentum going!

Social media can help you widen your audience, engage your members and potential members, and create positive relationships that will help turn that effort into membership growth. Take baby steps and work your way into the online world through:

- planning
- writing great posts
- engaging with your online community,
- and working to grow your reach.

And as a final tip... Promote your social media – Let your members and the community know where to find you online. Put a link to your Facebook page in all your Branch communications, on your email signature, and on your website. Announce it at monthly meetings and events and share it widely. And if you have a budget, grow your reach online through boosted posts. The wider you reach out, the more people who will discover you, and the bigger the audience that sees your messages will be.

See you online!

find us on **facebook.**

facebook.com/CanadianLegion

follow us **twitter**

twitter.com/RoyalCdnLegion

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Without a doubt, social media can help your branch reach out to and connect to a wider audience.

The Marketing Team at Dominion Command is here to help you and your Branch succeed.

Thank you, and we hope to see you all online.