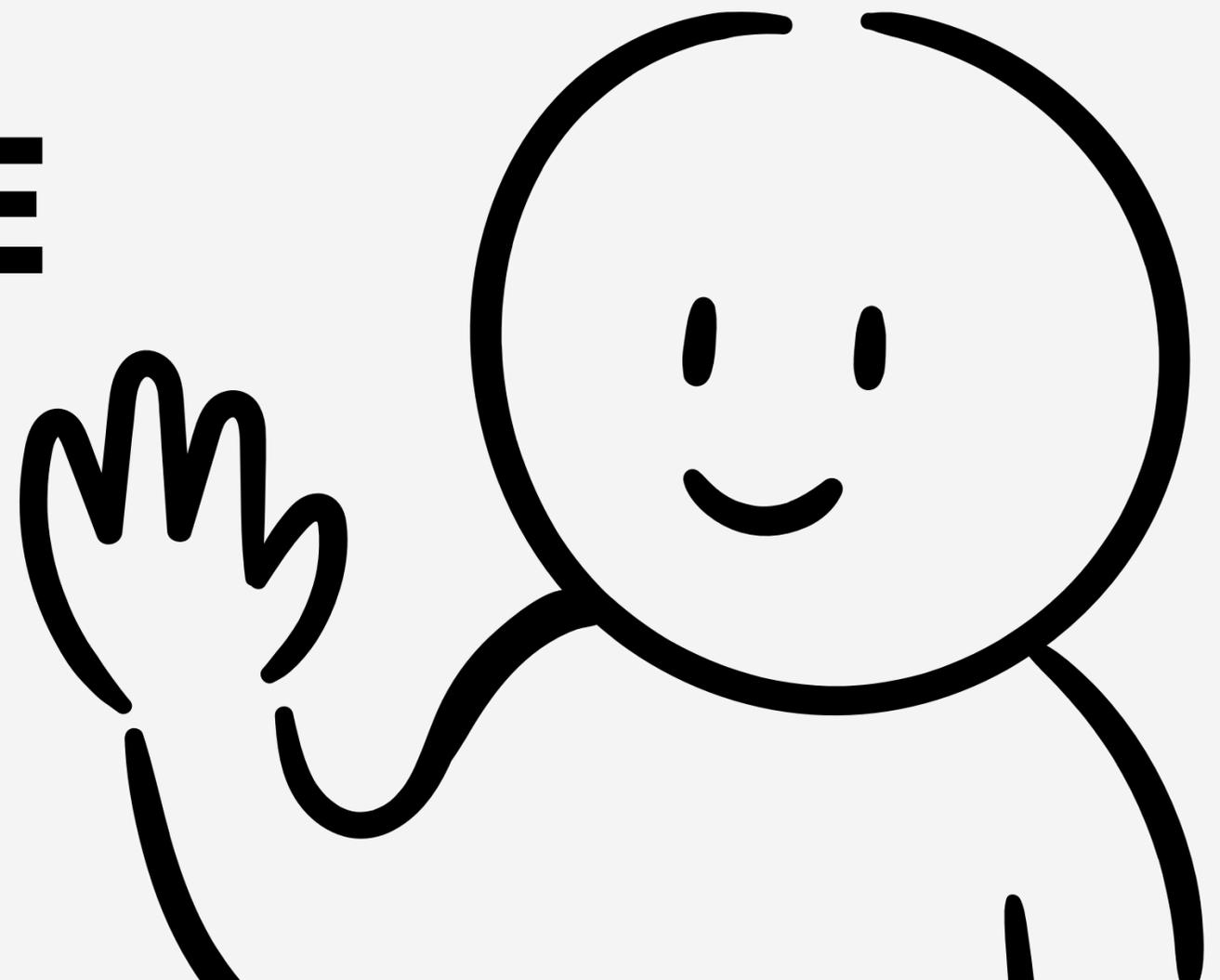


CREATIVE
ISLAND

SOCIAL MEDIA: INSIGHTS & MORE

SAM CATTEE



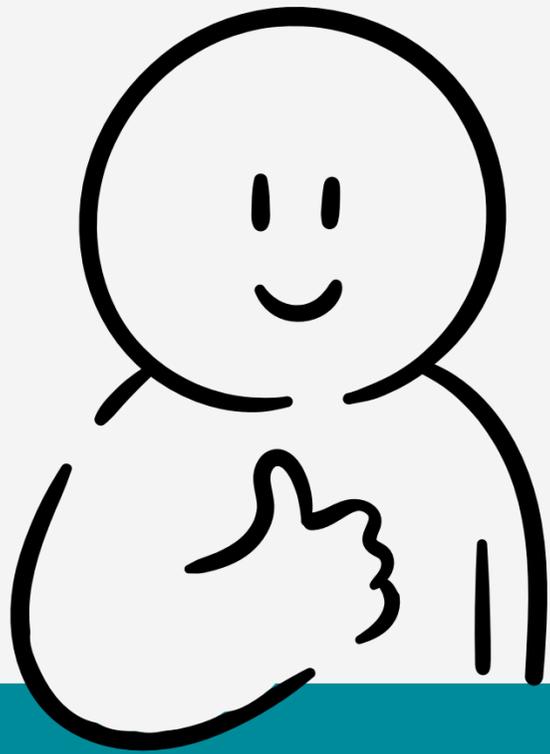
WE'LL BE COVERING:

ORGANISATION GOALS

CONTENT GOALS

UNDERSTANDING AUDIENCE

USING THE RIGHT PLATFORMS



INTRODUCTION TO SOCIALS: ORGANISATION GOALS

Always striving to make the world a better and happier place for everyone and everything our business touches
- **John Lewis**

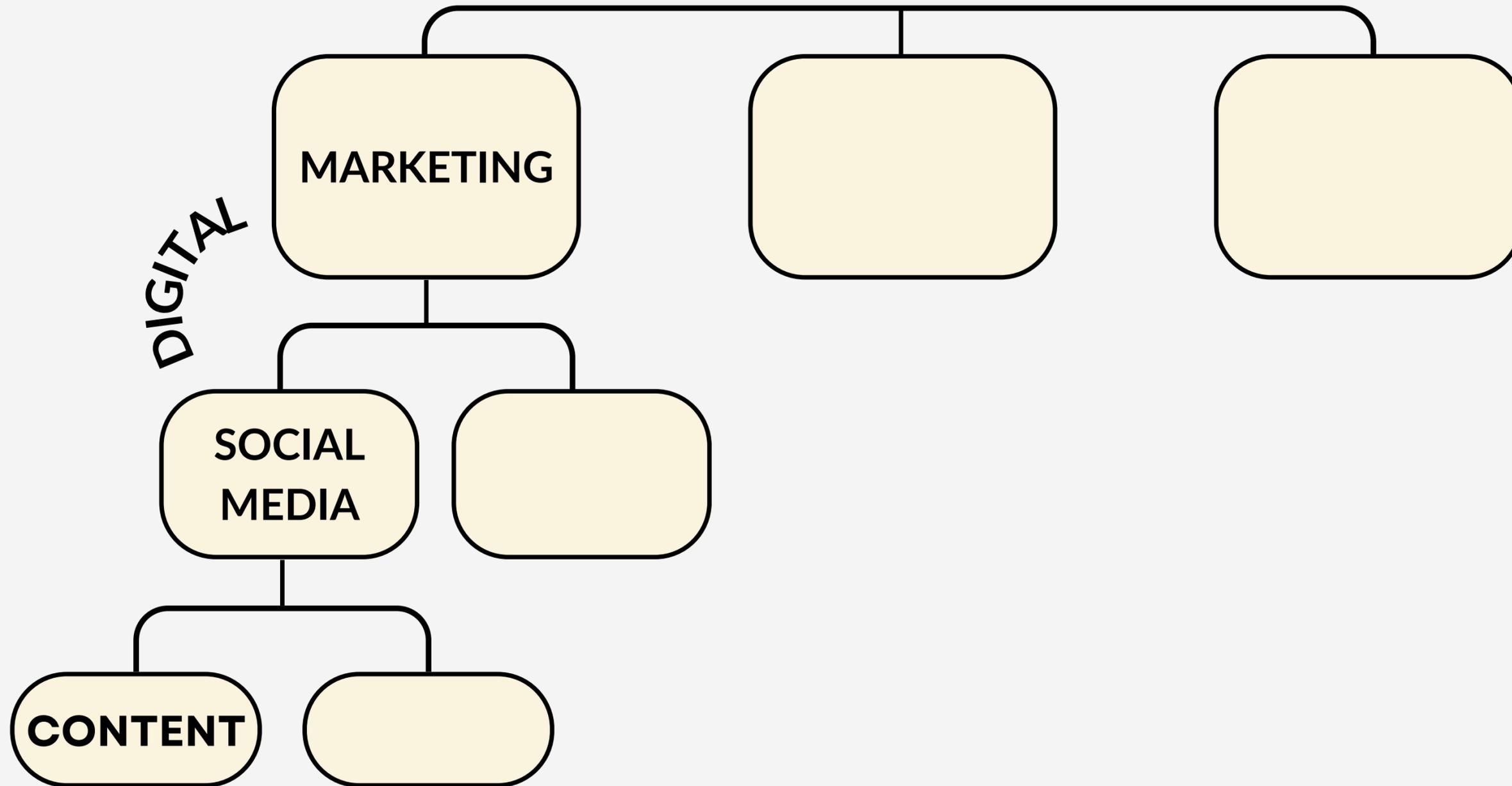
To make sustainable living commonplace - **Unilever**

To act in the public interest, serving all audiences through the provision of impartial, high-quality and distinctive output and services which inform, educate and entertain - **BBC**

We fight inequality to end poverty and injustice - **Oxfam UK**



ORGANISATION GOAL



INTRODUCTION TO SOCIALS: USING SOCIAL MEDIA

Content goals help provide clear objectives for your social media strategy, ensuring that every piece of content **serves a specific purpose** to help you achieve your organisation goal.

Creative Island is **committed to improving the quality of life for all those who live on the Island.**

One contributing element is to **better connect the community to it's heritage sector.**

Which can be achieved by **creating a social media campaign of digitalising recovered artefacts & their stories to share across platforms.** Making information readily available & accessible.



WHAT ARE YOUR CONTENT GOALS?



INTRODUCTION TO SOCIALS: CONTENT GOALS

Build a supportive online environment / Increase community interaction

My goal is to foster a positive & supportive atmosphere within the community that encourages members to participate in discussions and share experiences.

I'll achieve this by regularly posting content that offers support, encourages people to comment and I'll actively moderate to ensure respectful situations with my own account & the other accounts around me.

I'll measure success by setting a target to increase the average number of comments by +__%

Encourage user generated content

My goal is to motivate community members to create and share their own content.

I'll achieve this by launching campaigns or contests that encourage followers to upload their own photos, videos, or stories related to the community or Island-based stories.

I'll measure success by how many people take part in my contest & if my organic traffic has increased by __%.

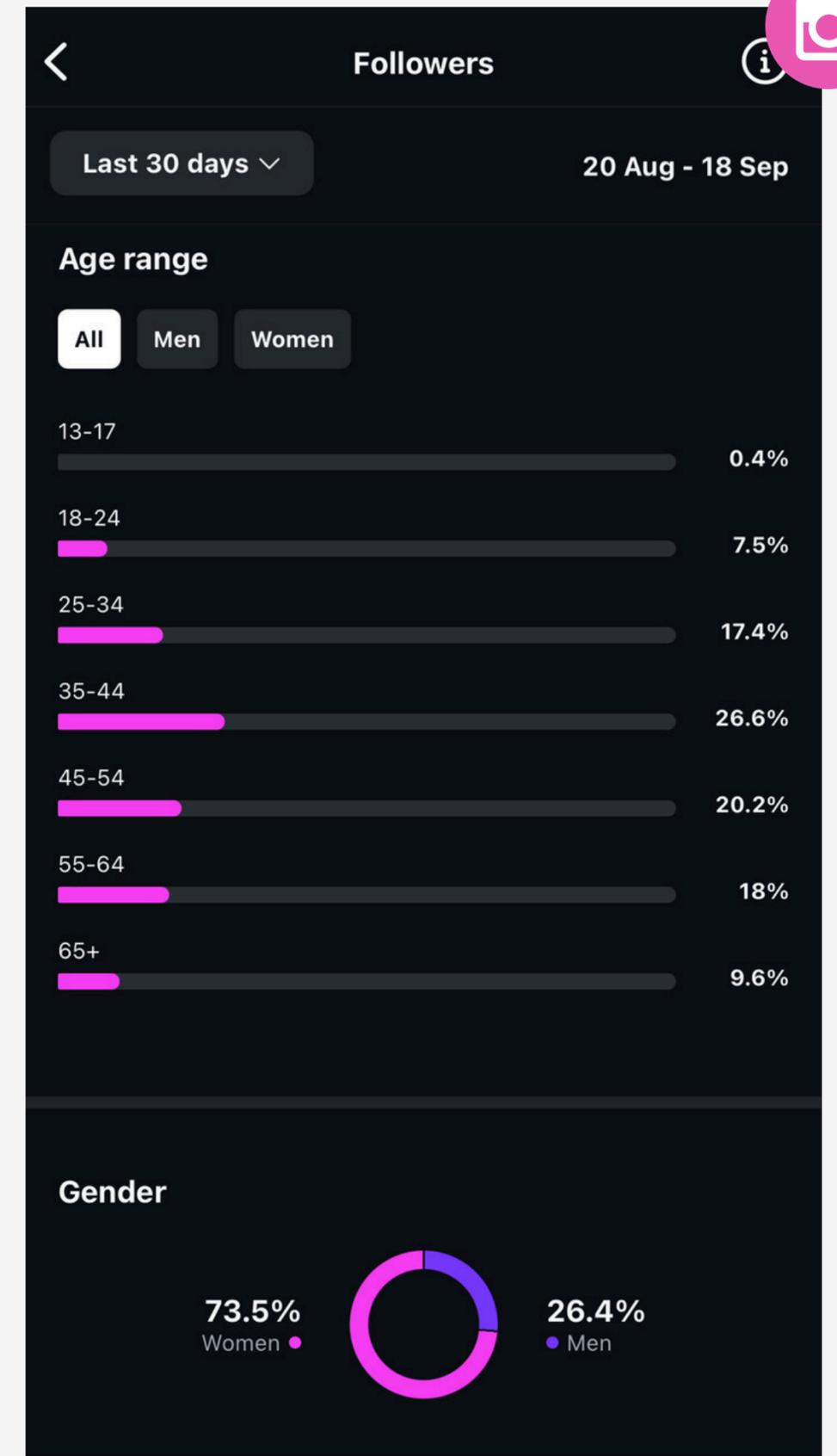
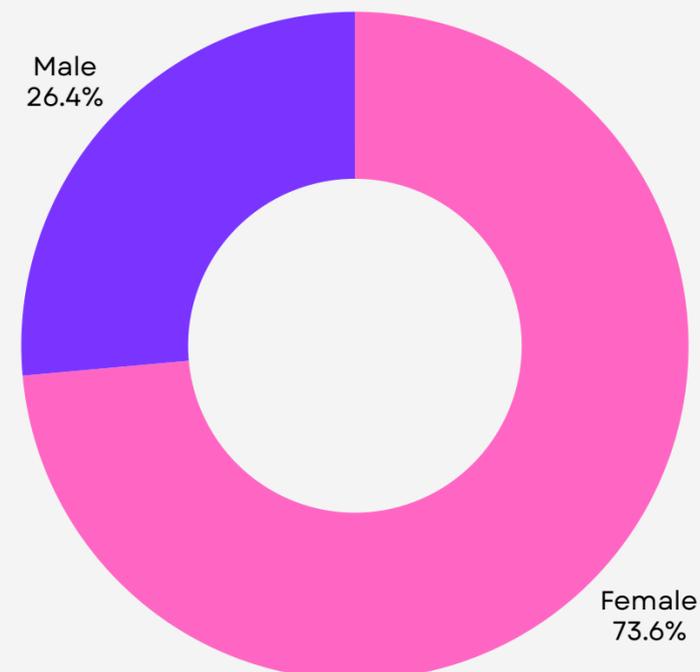
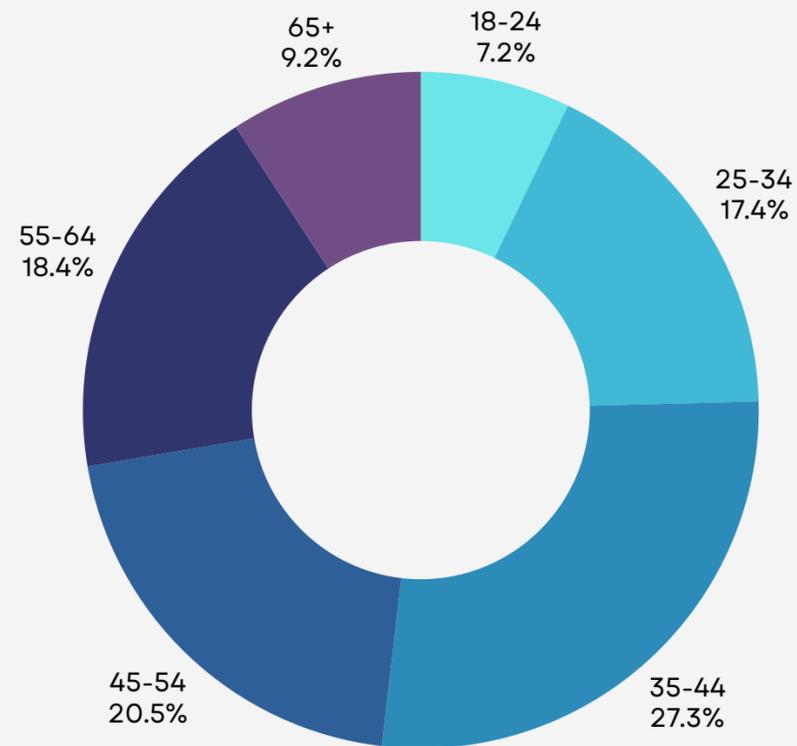
UNDERSTANDING YOUR AUDIENCE

Does your Social Media audience, match your organisations target demographic?

Your target audience forms the core of your social media strategy. By reviewing your insights, you can gather the analytics necessary to engage with your audience on a **personal** level. (Because people love people!)

Here's a screenshot from Creative Island's Instagram insights. It's a basic report of our followers linked to our posts from August 20th 2024, to September 18th 2024.

How can you adapt your content?



UNDERSTANDING YOUR AUDIENCE

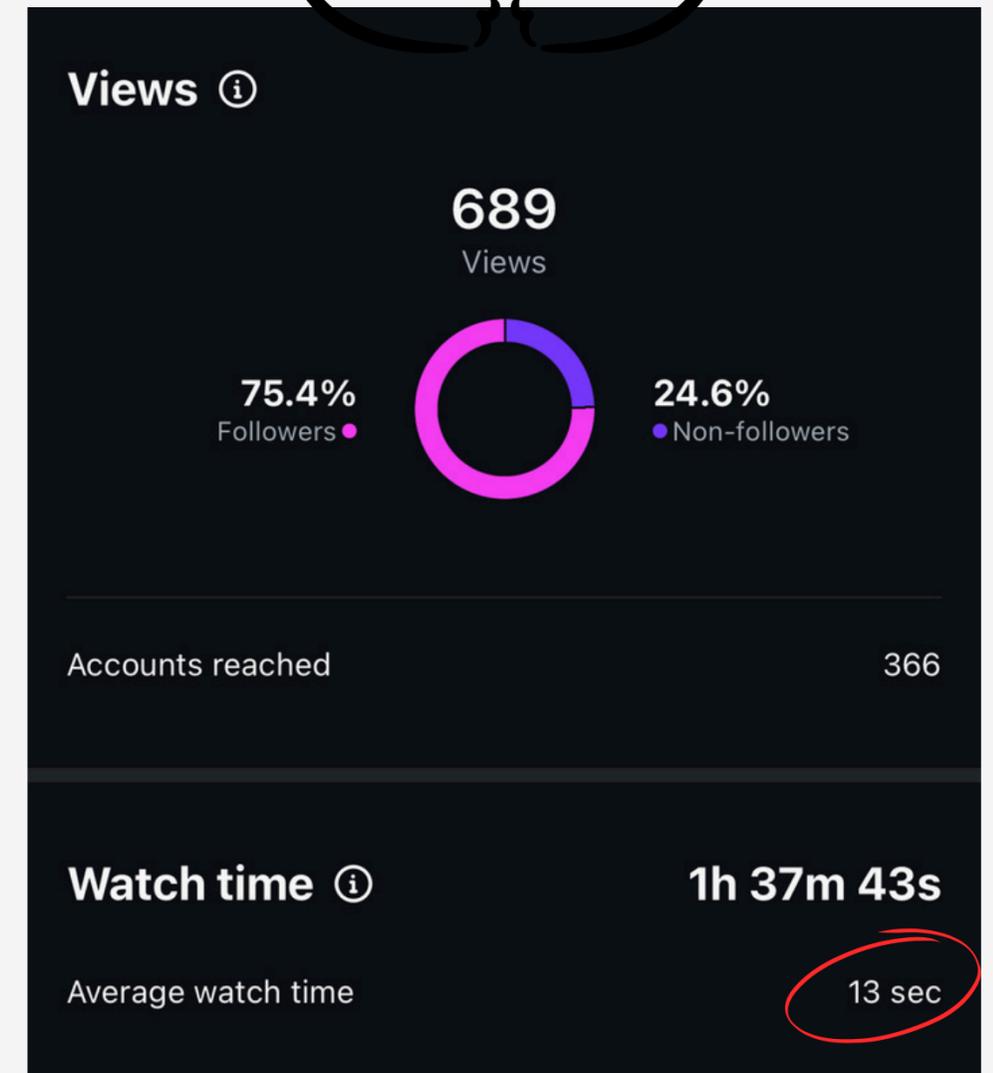
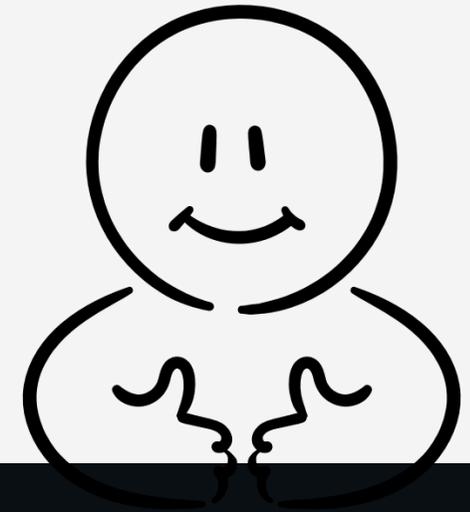
The answer is in your **target** audience.

For example, younger audiences (13-24) are in the era of short attention spans.

Before TikTok, there was Vine. A similar platform that limited users to create videos in 7 seconds or less. Videos like these paved the way to become the new norm. You can use this to your advantage by keeping videos to a shorter length, with some slang, meme type phrases, accompanied with trending tracks on platforms like TikTok, YouTube Shorts, Instagram etc.

Unlike a video that's targeted towards a 54 year old - which will be a slower pace, no jargon language, on platforms like Facebook or YouTube.

In short, a video for a 13-year-old would be shorter, faster, and trend-focused, around something entertaining, while a video for a 54-year-old would be more detailed, slower-paced, and focused on practical applications.

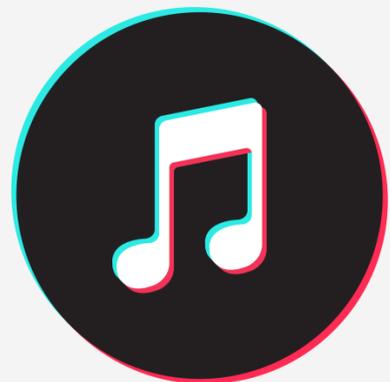


This videos duration was 27 seconds.

USING THE RIGHT PLATFORMS

Selecting the right social media platforms is like choosing the perfect tool for the job. Each platform has its unique strengths and audience demographics.

While younger platforms like TikTok & Instagram see less engagement from older age groups, Facebook and YouTube remain dominant as familiar and user-friendly spaces for staying connected and informed.



TikTok



Instagram



YouTube



Twitter
(I'm not calling it X)



Facebook

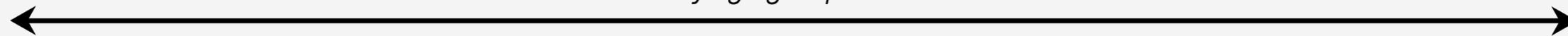


Pinterest



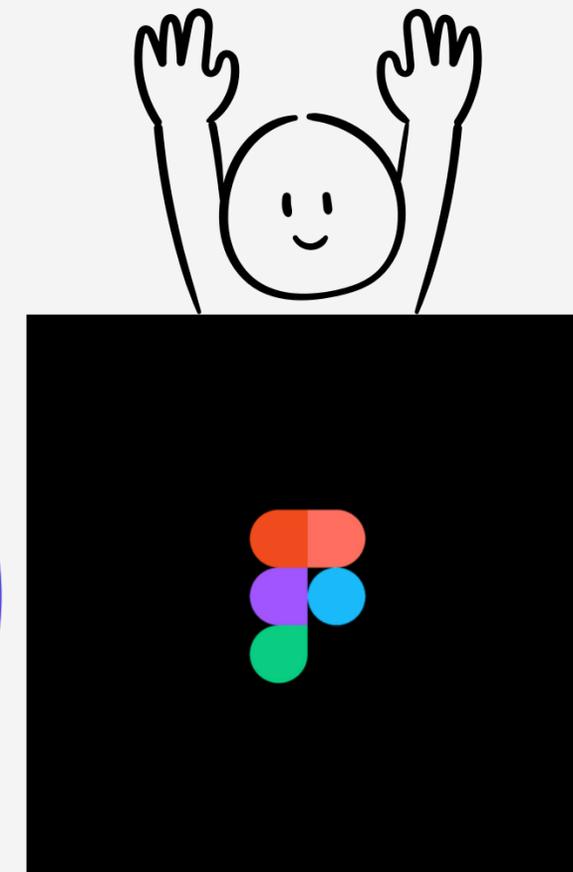
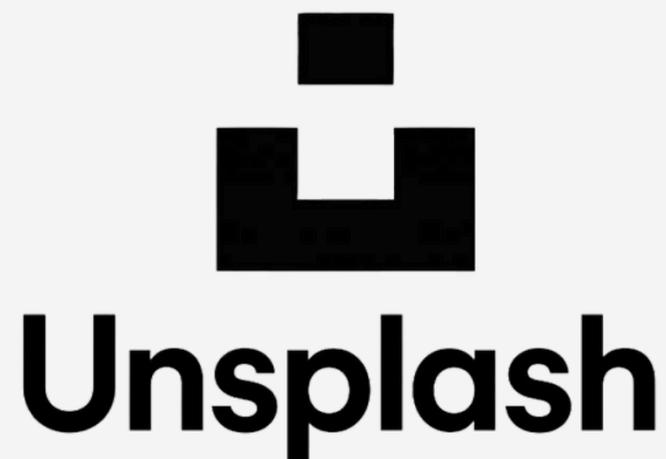
LinkedIn

Primary age group from 13-65+

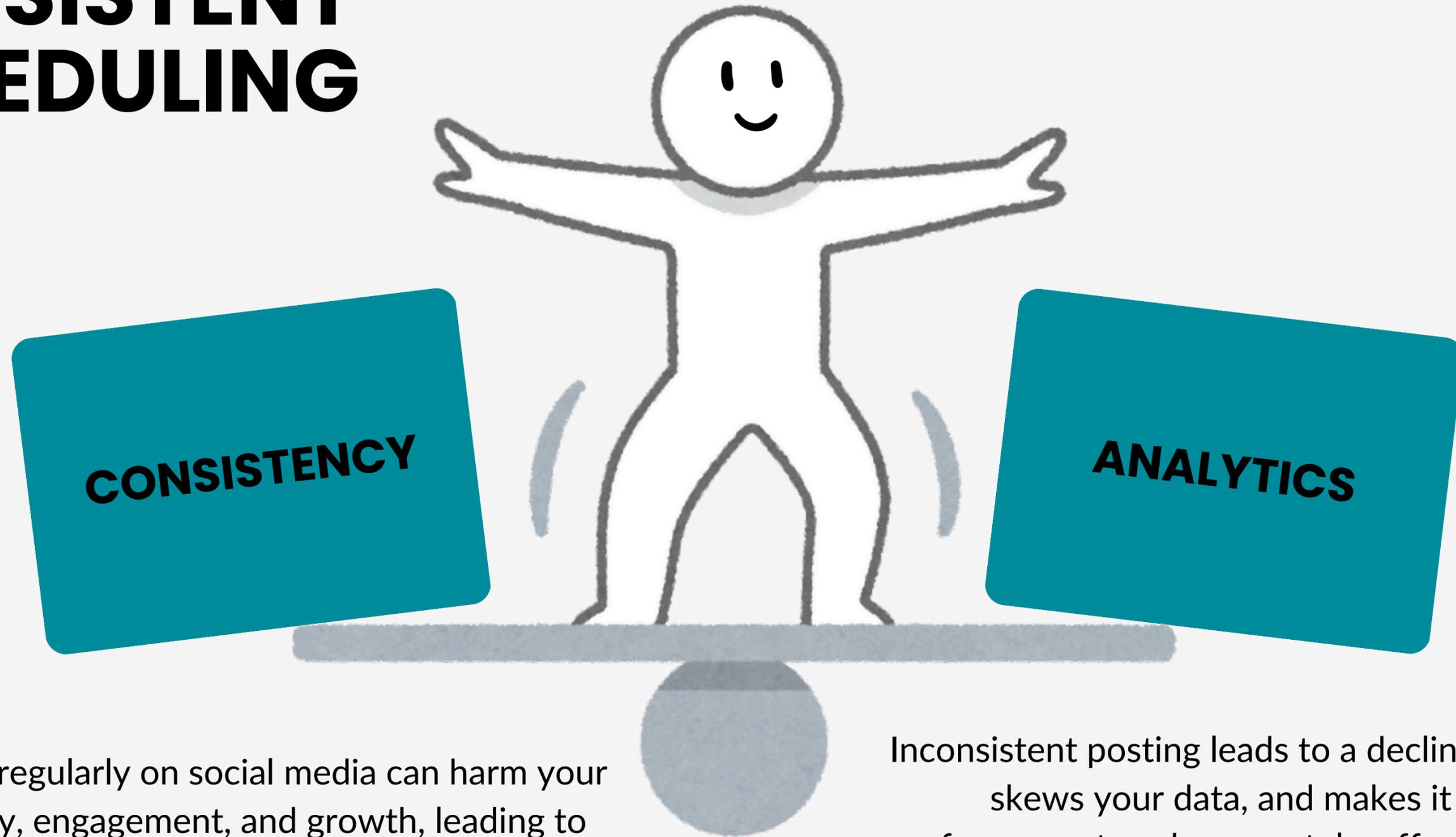


CREATING ENGAGING CONTENT: RESOURCES & TOOLS

- Accessible and user-friendly
- Cost effective (with free options!)
- Ready-made templates
- Collaboration made easy
- Versatility in content creation
- Time-saving features
- Scheduling intergrations



CONSISTENT SCHEDULING



Failing to post regularly on social media can harm your brand's visibility, engagement, and growth, leading to missed opportunities and a weaker online presence.

Inconsistent posting leads to a decline in key metrics, skews your data, and makes it difficult to track performance trends accurately, affecting your overall ability to analyse and improve your social media strategy.

Metrics

Engagement rate ▾

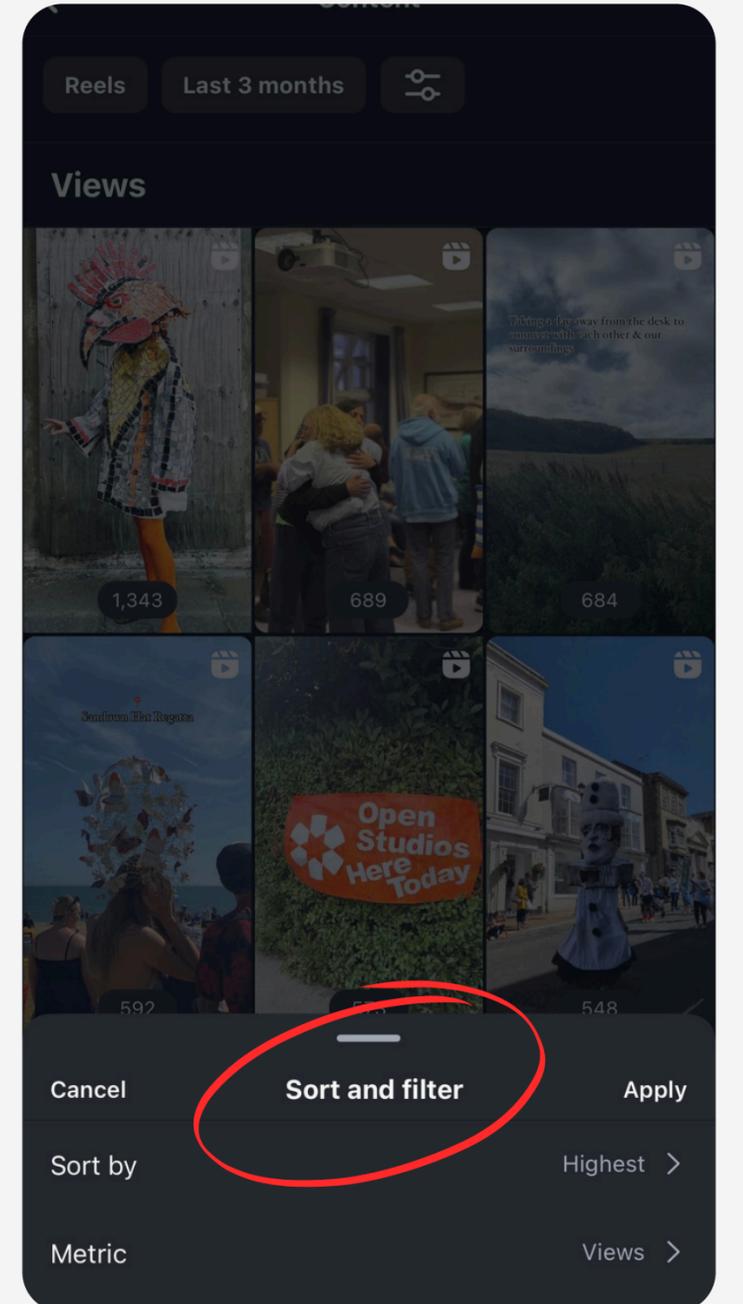
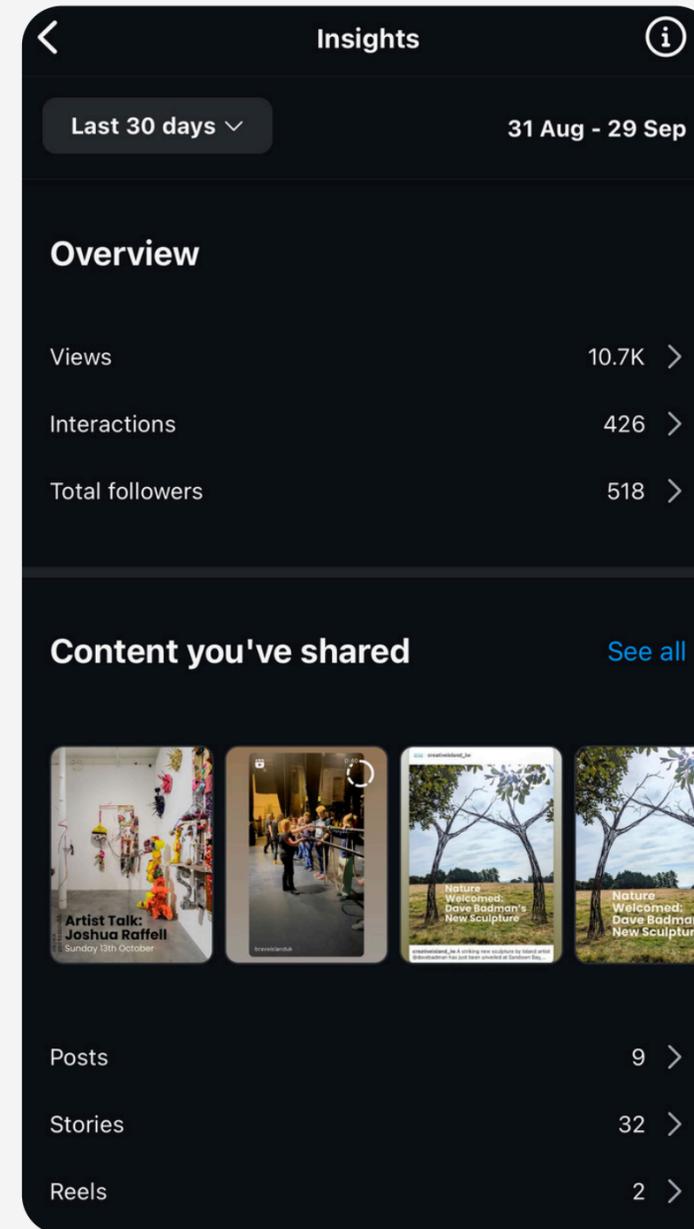
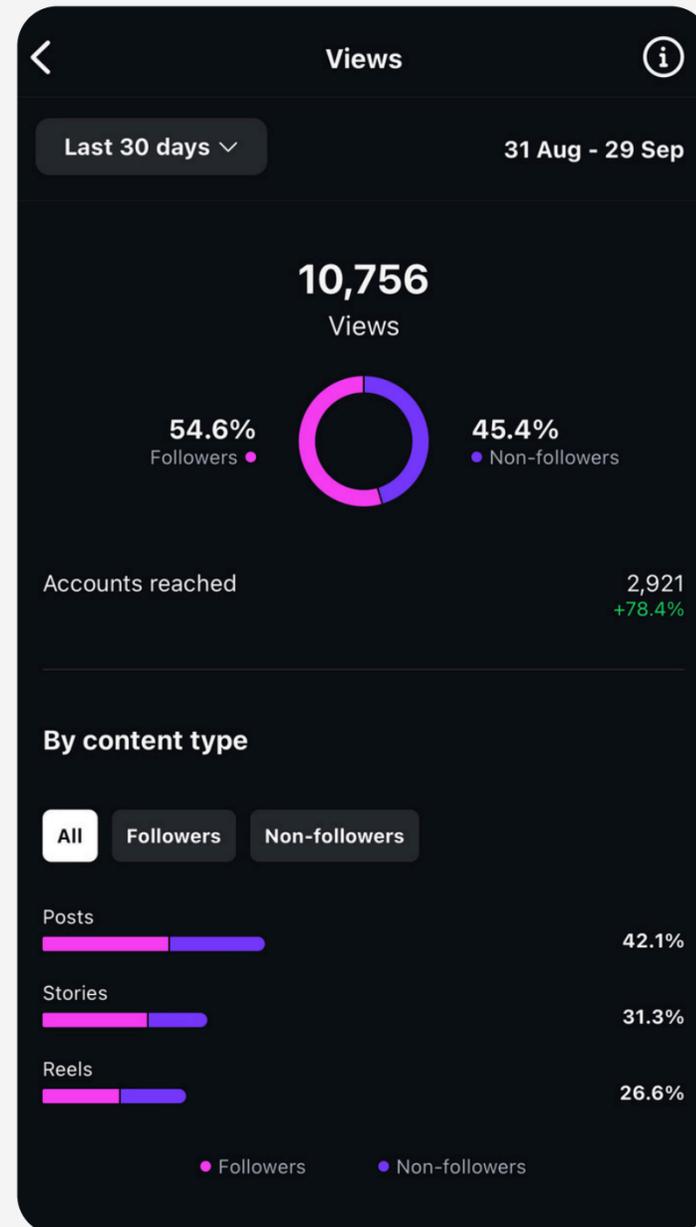


✓	Organic	8.573
✓	Sponsored	0

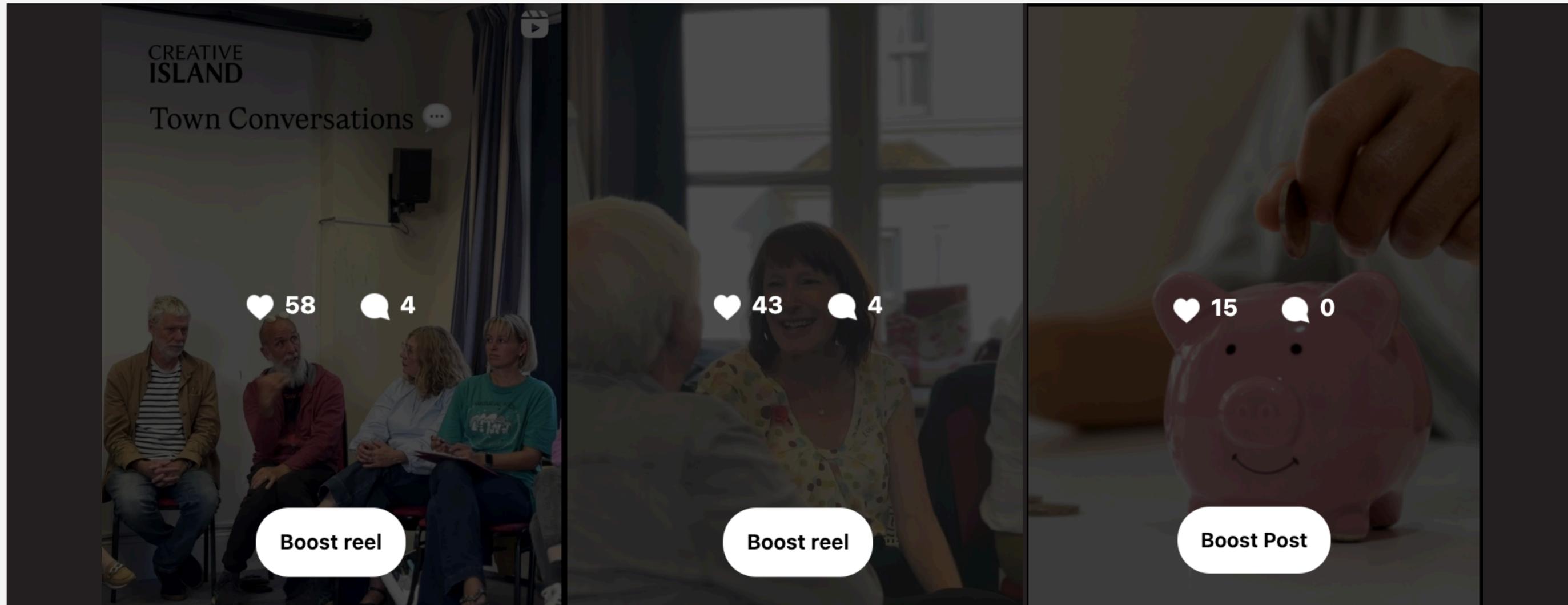
Sometimes, just posting something is better than nothing!

LETS GOOOOO

- Go through your analytics for May.
- What was your best performing post? ie, your most engaging?
- How many followers did you gain?
- Create content goals based on your analytics for June/July



WHAT WORKED AND WHAT DIDN'T?



TIPS AND TRICKS

- **Trial and error** is important, keep coming up with fresh ideas
- Analyse each post. You don't need to write down everything, just keep an eye on it
- **Edit your content in app.** If I've made a reel in Instagram, and post it on Facebook, it doesn't do as well. You need to adapt your messaging to tailor the audience on that platform.
- **People love people** - Monkton Arts is a great example!
- Film / take photos in **portrait**
- **If you're working with someone, tag them.** Invite them to collaborate - share audiences. If you tag the people you work with, they'll share it with their audiences.



THANK YOU

Feel free to ask me any questions now,
or when they pop into your head later on
at sam@creativeisland.org