



# Social Media Strategy January 2019 V4

**Where  
do we  
want to  
get to?**



# We Have An Opportunity...

- People with a visible difference are underserved
- Body image is a current zeitgeist in the UK
- Social Media plays an import part of this zeitgeist. We can use it for positive affect to buck the trend.
- Visible difference is an easy subject to get across visually on social media
- We have no close competition - we can be the definitive voice to lead the conversation on visible difference

**We have  
1.3 million  
stories  
to tell**

# ... But We Need To Adapt in 2019

The social media landscape is changing

-42%

Organic reach  
has fallen **more**  
**than 40% on**  
Facebook Pages

-27%

Opinion of  
social ads **has**  
**fallen 27%**

16x

People are 16x  
more likely to read  
a post from a  
friend than an  
organisation

135

135 people have  
the same reach as a  
Facebook page  
with **1 million likes**

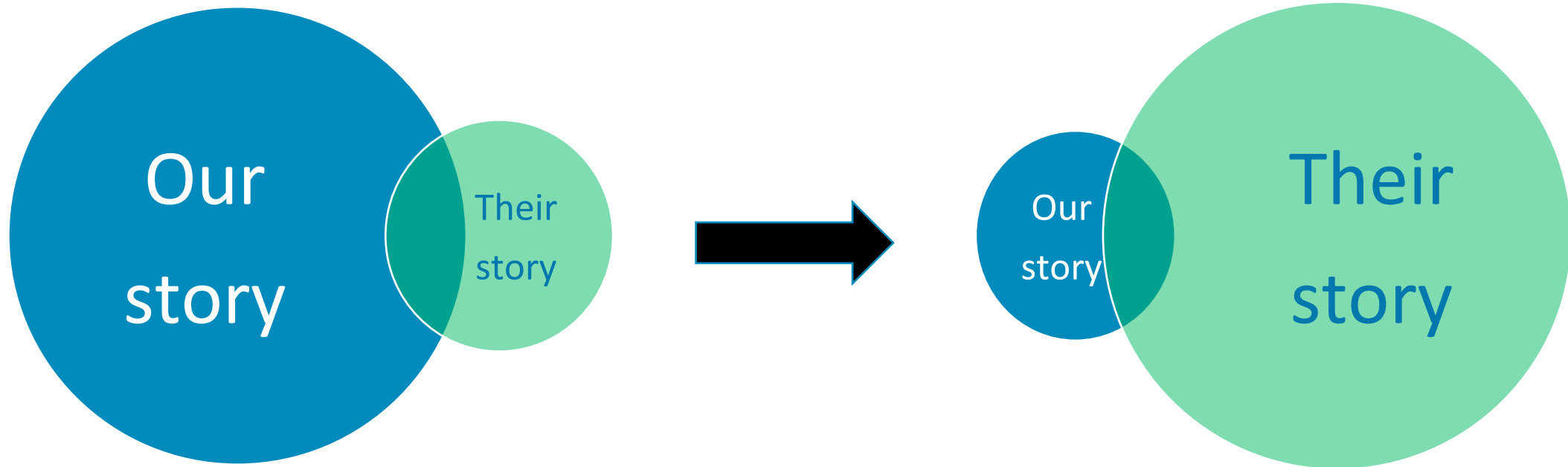
**How are  
we going  
to get  
there?**



# Old Vs New Social Media Content

Looking over our timelines, the best performing posts have the audience front & centre (**their story**) and posts that had been requested internally to serve a specific need: thank yous to corporate sponsors, promotions for fundraising challenges, job openings and so on (**our story**). Often necessary, but never as popular.

In 2019 we'll look to expand the share of content centred around our audience (**their story**)

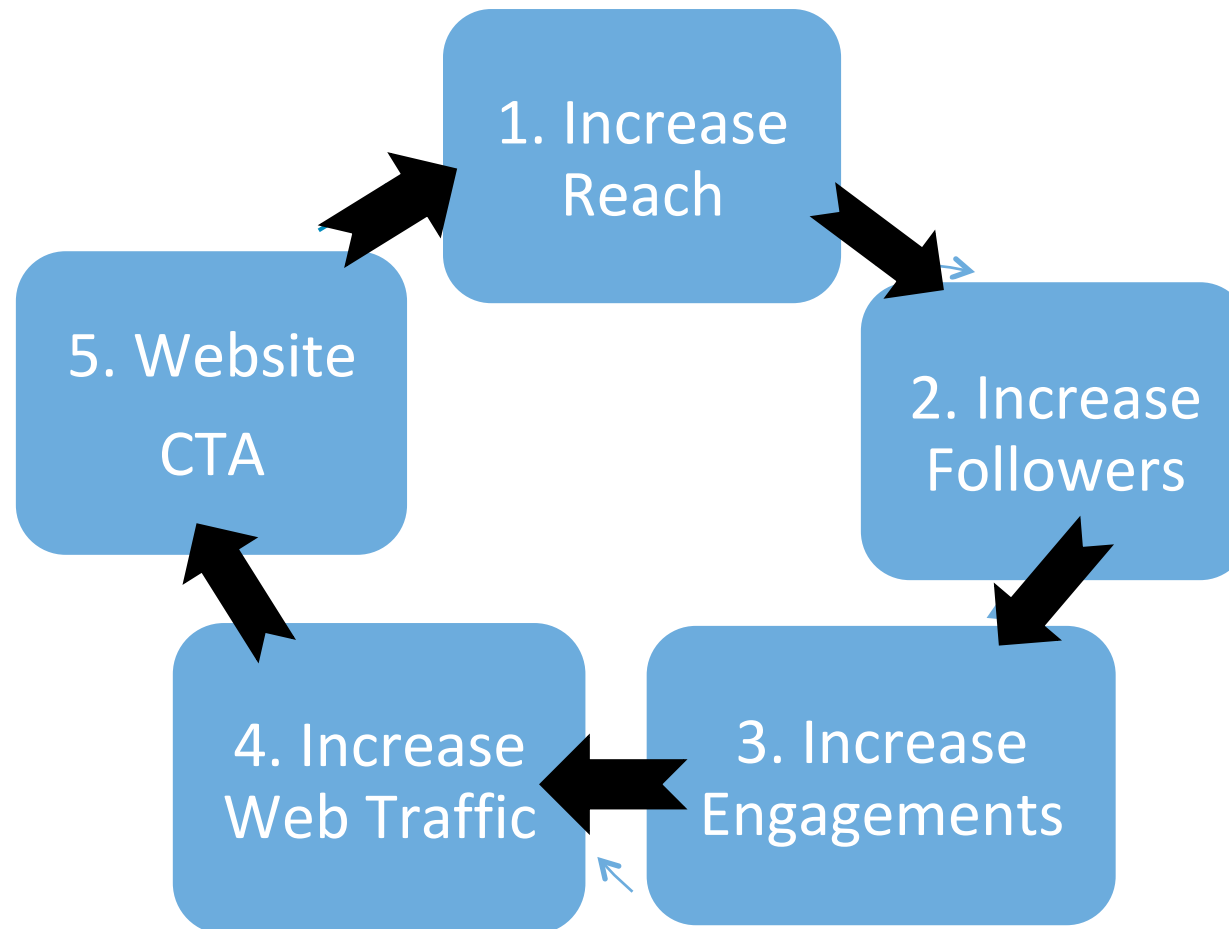


2018: % of our current content

2019: % of our new content

# Social Media Goals 2019

To strengthen our Strategic Vision, we need clear social media goals....



# NEW: Social Media Strategy 2019



Putting  
Our  
Audience  
First





# Defining our Target Audience for 2019

## Step 1: Who is our audience?

This is a starting list...

### Jenny

Has a visible difference



Age: 20-35

Favourite channels: Instagram, Twitter, Facebook

Values: Worried what other people think, doesn't want to feel alone, looking for relevant services, looking for opportunities, wants respect

### Sally & David

Parents of Jenny



Age: 40 -50

Favourite channels: Facebook, Twitter

Values: Want to help Jenny, looking for relevant services, don't want to feel alone

### Bella

Influencer, press, fundraiser



Age: 20–50

Favourite channels: Instagram, Twitter, YouTube, Facebook

Values: Ethically aware, keen to help others, loosely aware of medical conditions, keen to be educated, open to being involved

### Dr Mo

GP



Age: 30-60

Favourite channels: LinkedIn, Twitter

Values: Wants to be educated on Changing Faces, our support services, campaigns

### Jake

Lacks awareness



Age: 18-70

Favourite channels: Facebook, Twitter, Instagram, LinkedIn, YouTube

Values: Has no visible difference experience, doesn't know what to do to help, needs educating

# Audience Buckets

**Step 2:** Distilling our audience, we have three basic target buckets...  
... and all of our content we post should be for at least one of these targets.

**BUCKET 1:**  
1.3m people  
affected by  
visible  
difference



Jenny and  
her parents

**BUCKET 2:**  
People  
who lack  
awareness



Jake and  
wider UK  
population

**BUCKET 3:**  
People  
who can  
make  
change



Dr Mo and  
Influencers

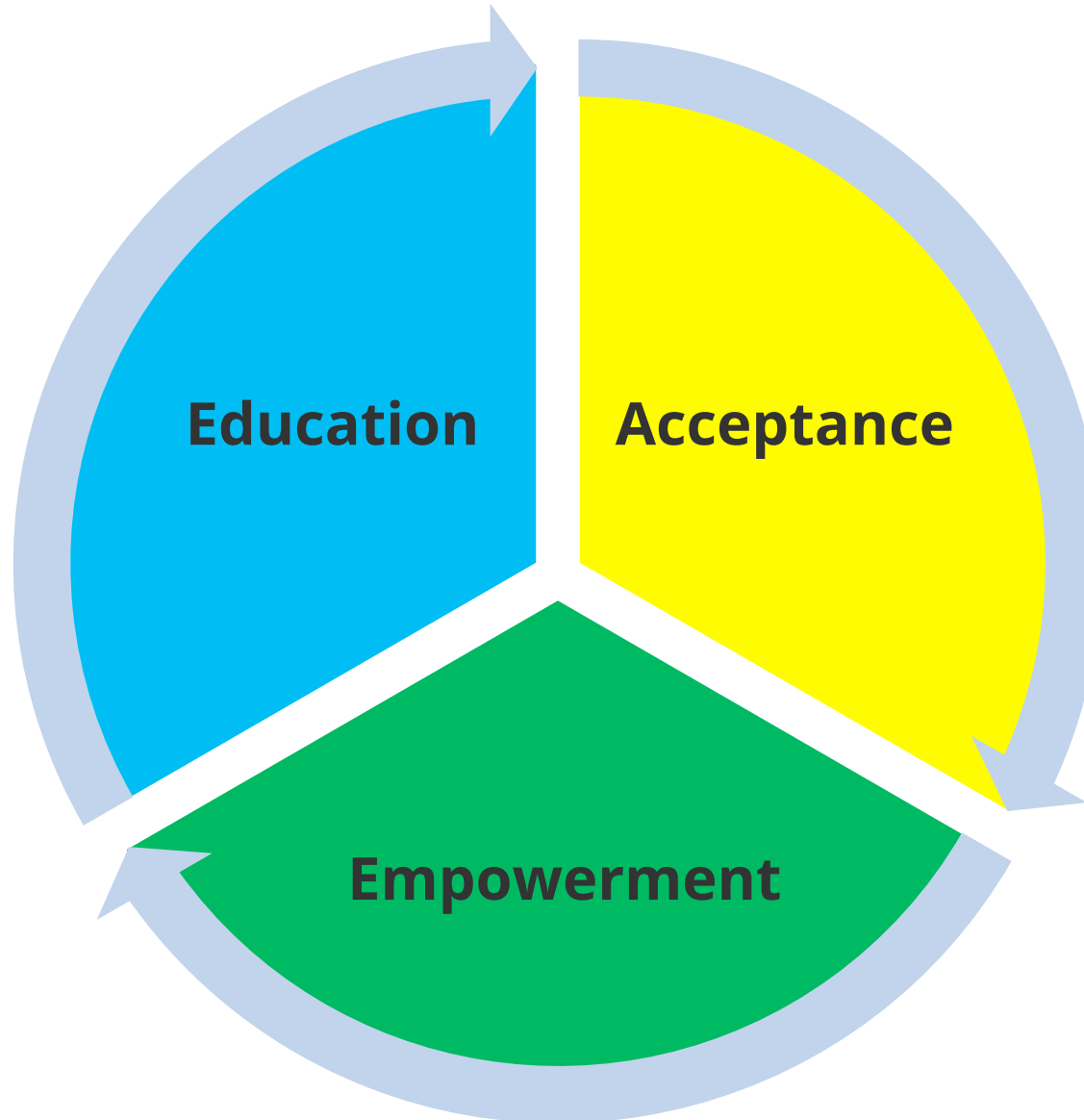
# New: Social Pillars 2019

What content do we  
show our targets?

## Education

A deeper  
understanding of  
visible difference

**Target:** the unaware  
+ influencers



## Acceptance

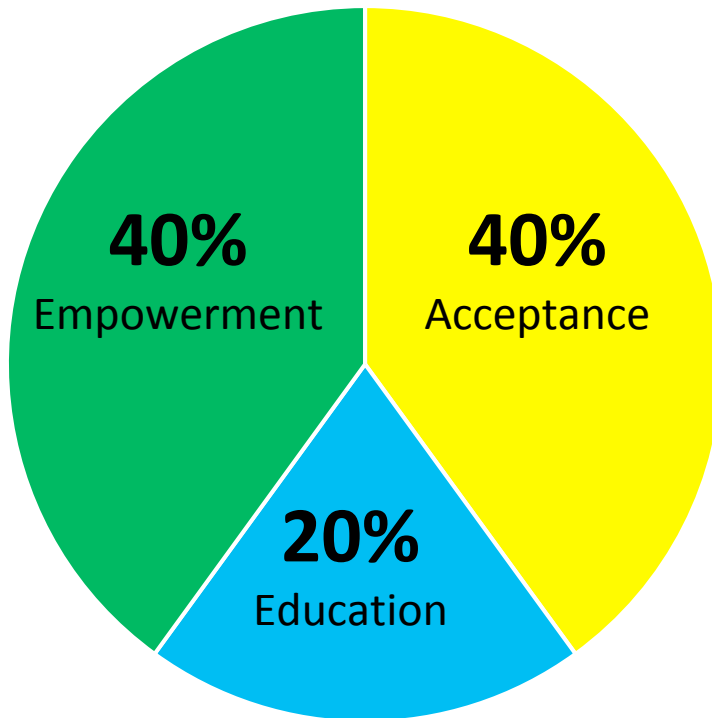
**Acceptance**  
When positive  
visible difference  
goes mainstream  
**Target:** all targets

**Empowerment**  
Giving people the  
power to make change  
**Target:** visible  
difference +  
influencers

# Social Media Content Mix

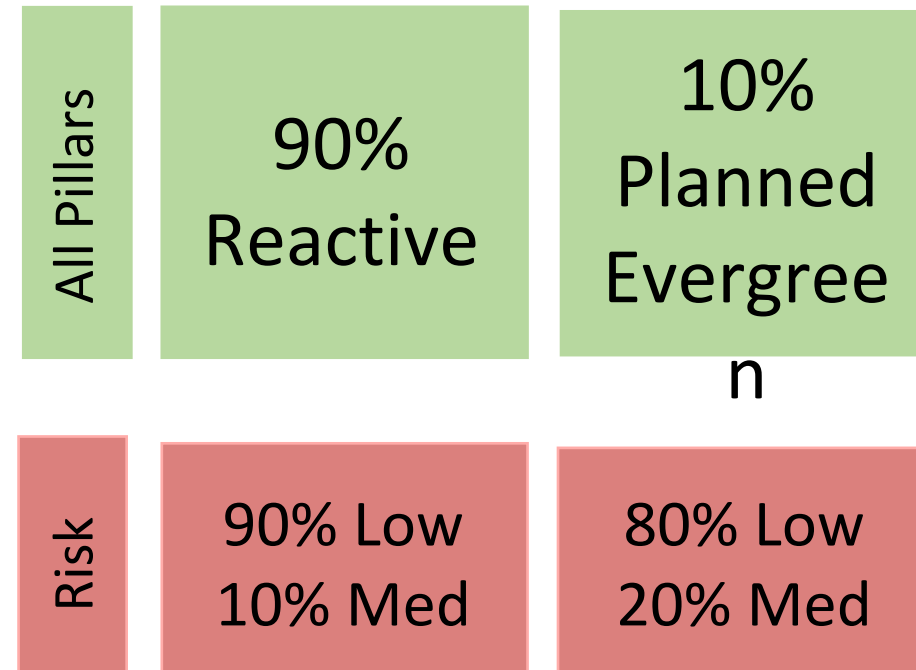
How much (in %) of this content should we post?

## Content Mix



Every piece of content we post falls under at least one pillar

## Reactive / Planned and Test & Learn Mix



Within those pillars there are different content types and room to test & learn new ideas

# When positive visible difference goes mainstream

- Primark use model with vitiligo
- Fashion blogger opens up about their visible difference
- Our Champions in the news



# Pillar: Education 20%

## A deeper understanding of visible difference

### Content examples:

- Personal blogs from people about their experience of visible difference
- Skin Cam practitioner explaining how to apply make up
- Short-form video / infographic / blog... "Everything You Wanted To Know About Vitiligo But Were Afraid To Ask..."
- Our Champions talking about their condition and experience

## Need more content

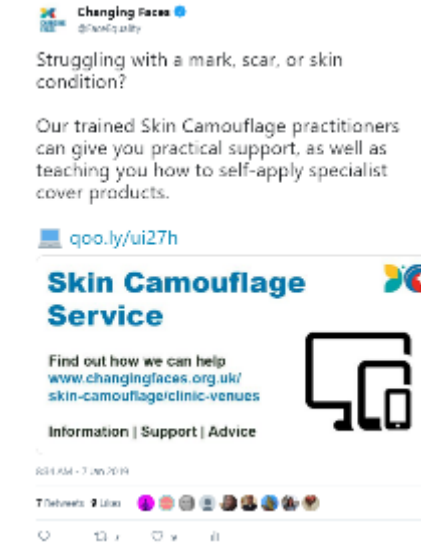
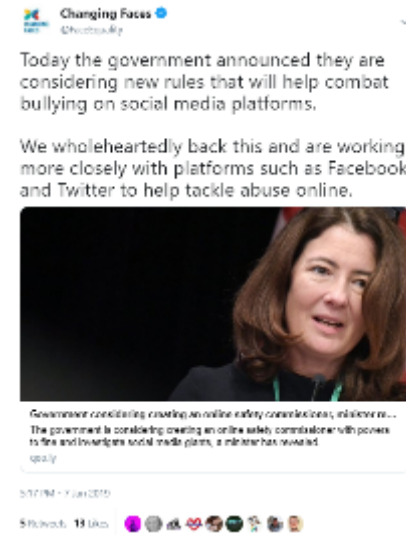


# Pillar: Empowerment 40%

## Giving people the power to make change

### Content examples:

- Talking about our services; skin cam, wellbeing, the forum
- 3 Tips For Helping With Anxiety
- How people can contact their MP
- How people can report a hate crime
- Donations and fundraising
- How GPs can help



Need more  
content

# Social Media Monthly Calendar Example

To give some structure, this shows when we post planned evergreen content (10%)

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Skin Cam			Your Story Blog			
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
		Wellbeing Top Tips	Your Story Blog			
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Skin Cam			Your Story Blog			
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
		Wellbeing Top Tips	Your Story Blog			

**Key:**

Education








Acceptance

Empowerment

The other 90% of content we create and post is reactive



# Social Media Channel Purpose and Content

	Audience on channels	What to post	When to post	How often to post	What Mind do
	All targets	Social Pillars	Monday – Friday Afternoon – Evening	5 times a week	5 posts a week. 1 each day Mon - Fri
	All targets + influencers	Social Pillars + Engage with influencers + partners	Monday – Friday Afternoon	3 times a day (including RTs)	3 times a day (including RTs)
	All targets + influencers	Social Pillars + authentic in the moment visible difference photos and videos	Monday – Friday Afternoon – Evening	2- 3 times a week	2- 3 times a week
	All targets + working professionals; teachers, GPs	Social Pillars + Our Story Comms e.g. Job openings	Monday – Friday Moring + Afternoon	2- 3 times a week	When necessary
	Subscribers + everyone searching	Videos	Anytime	When necessary e.g. appropriate video	When necessary
	People affected by visible difference	Seeder questions under a topic + social media content	Monday – Friday Moring + Afternoon	2 – 3 times a week	Mind receive 1 message from the community every minute.
	Visible difference + influencers (fundraising donors)	Charity news; e.g. forum launch, campaign launch etc	When necessary During the day.	When necessary / quartely	Only post when they have news

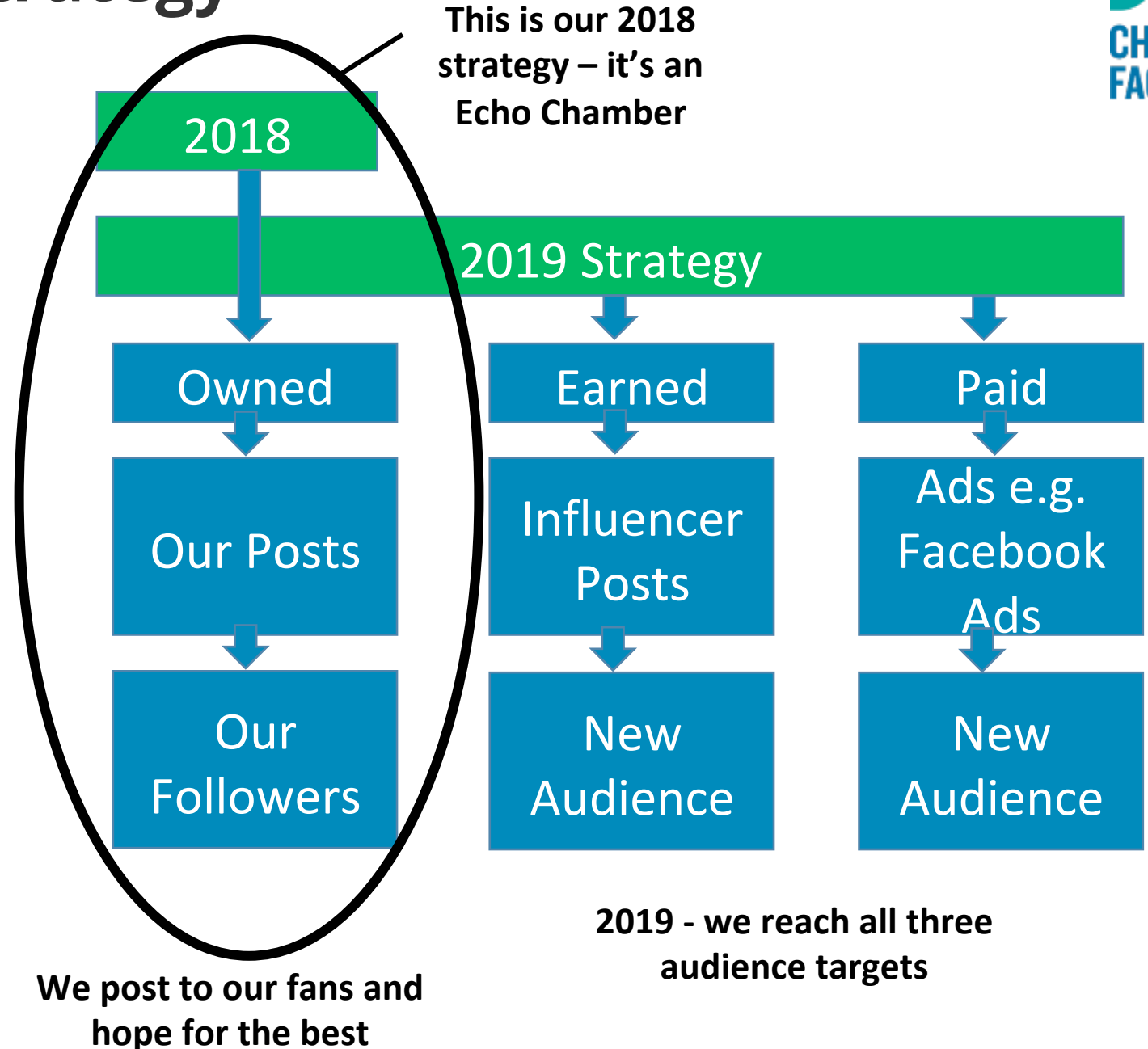
# Outreach and Paid Strategy

To reach our three target buckets (visible difference + unaware + influencers), we need to harness the reach of social media influencers.

Three major benefits of these social influencers...

1. Reach new target audience
2. Influencers create the content for us
3. Content they create for us costs us nothing

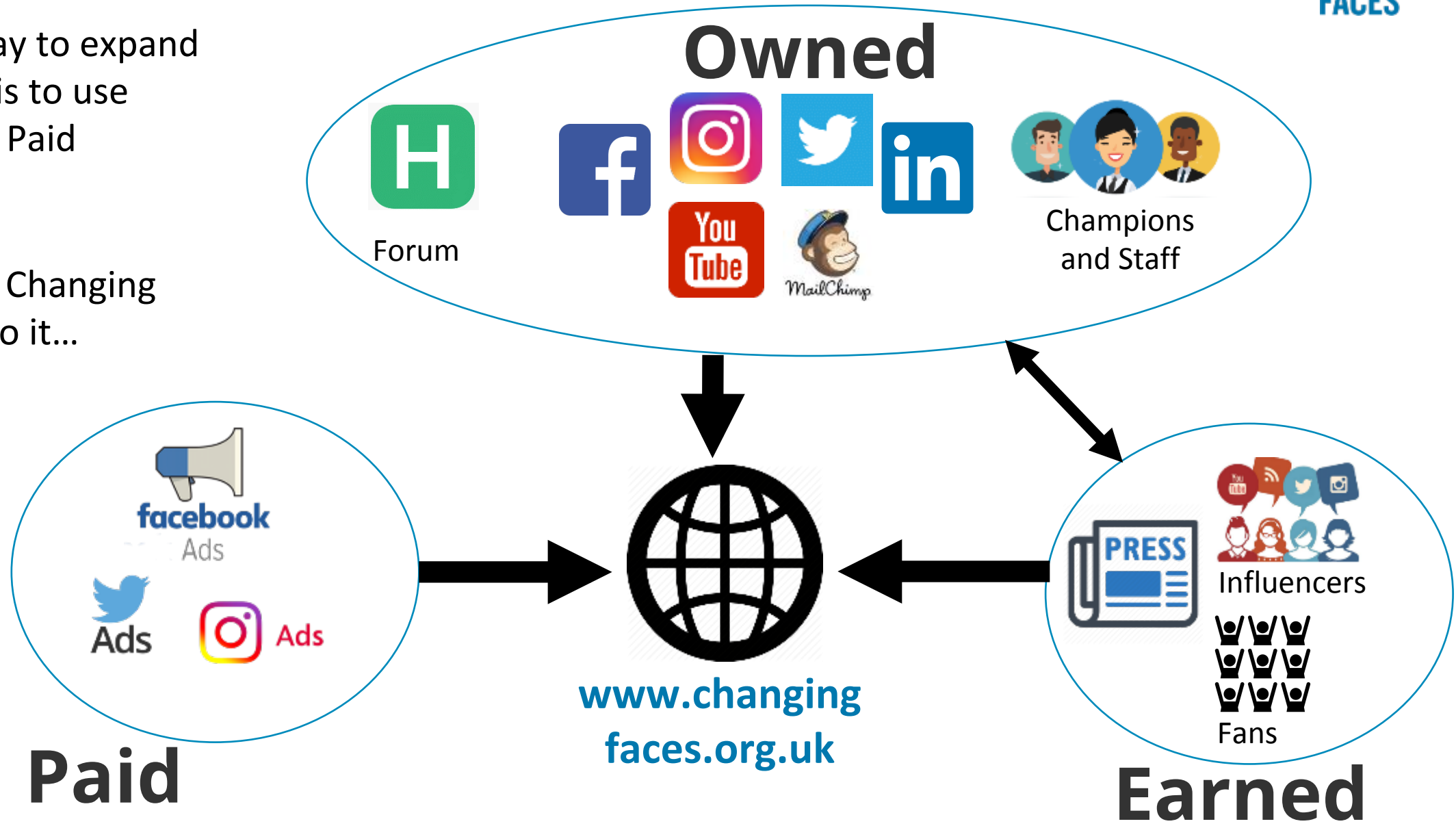
It's WIN WIN WIN



# Owned, Earned and Paid Strategy

The best way to expand awareness is to use Earned and Paid channels.

Here's how Changing Faces can do it...

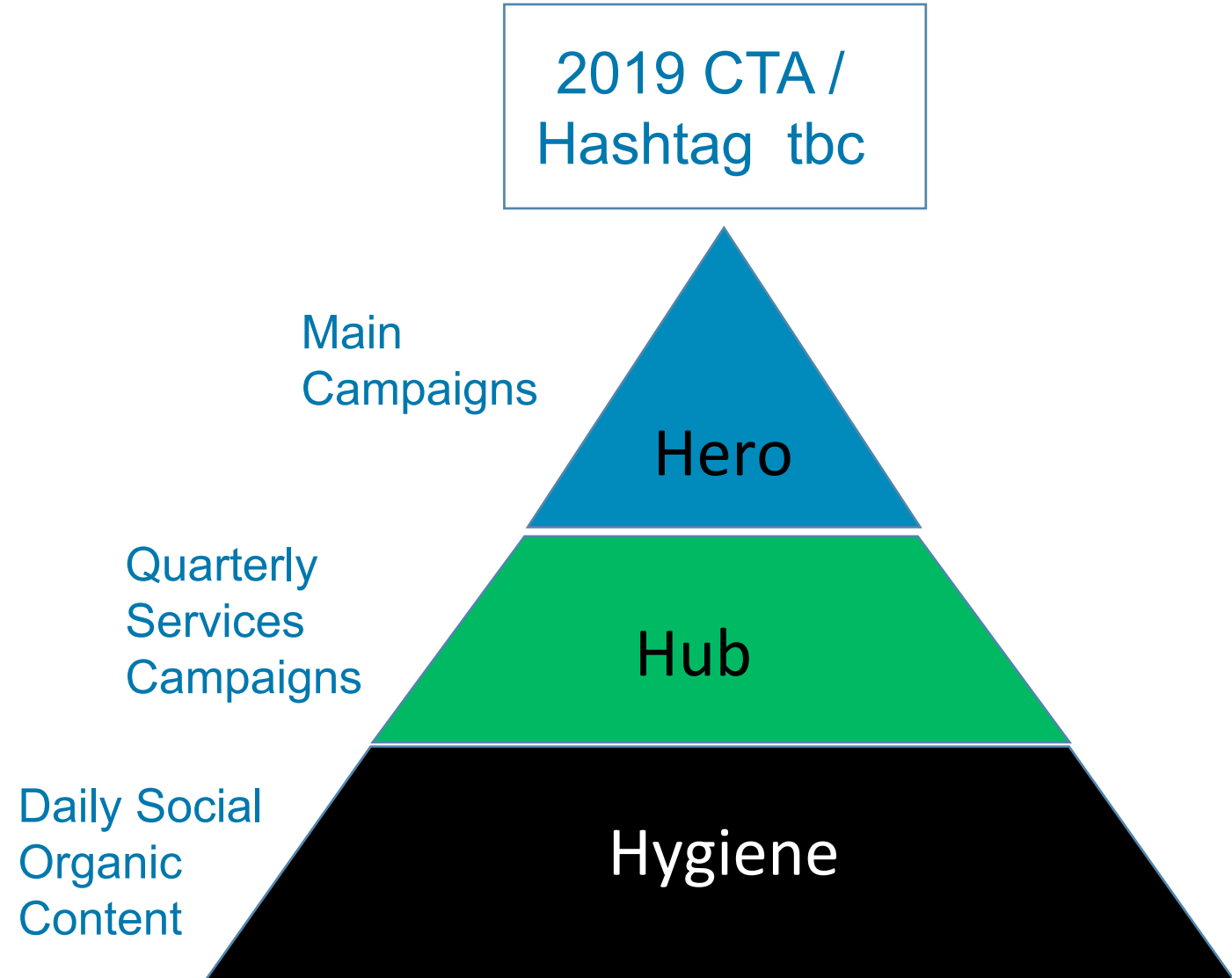


# Campaigns and Weighting Structure

As well as daily organic social media content (hygiene), we need Hero and Hub campaigns to cut through the noise and land our CTA.

Each Hero and Hub campaign will be Owned, Earned and Paid;

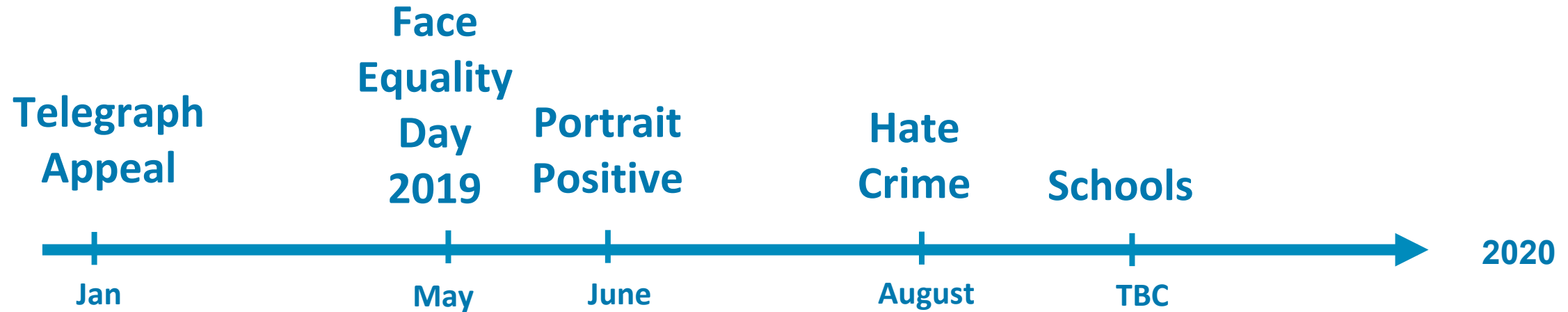
1. Budget to create content (video)
2. Budget to boost that content
3. Influencer outreach (earned)



# Hero: Campaign Timeline 2019

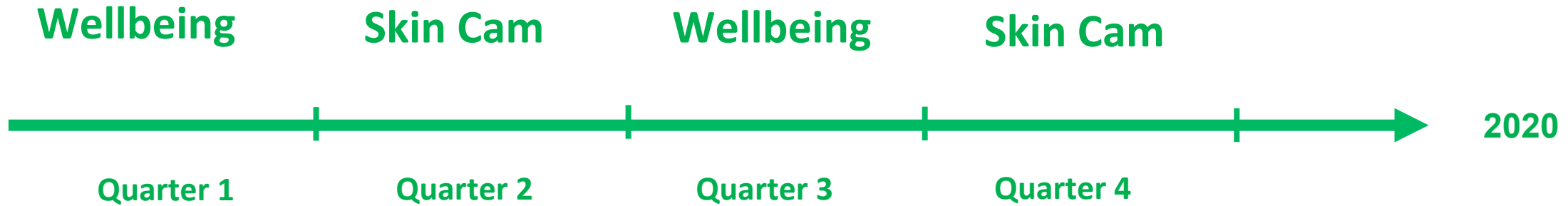


This is our Hero campaign timeline...



# Hub: Campaign Timeline 2019

Proposed Hub campaign timeline... focusing on our services



Each quarter will have a lead piece of content (video) to promote our services. And each video has a social budget to boost that piece of content.

## **Estimated cost:**

4 x videos = £2,000 total

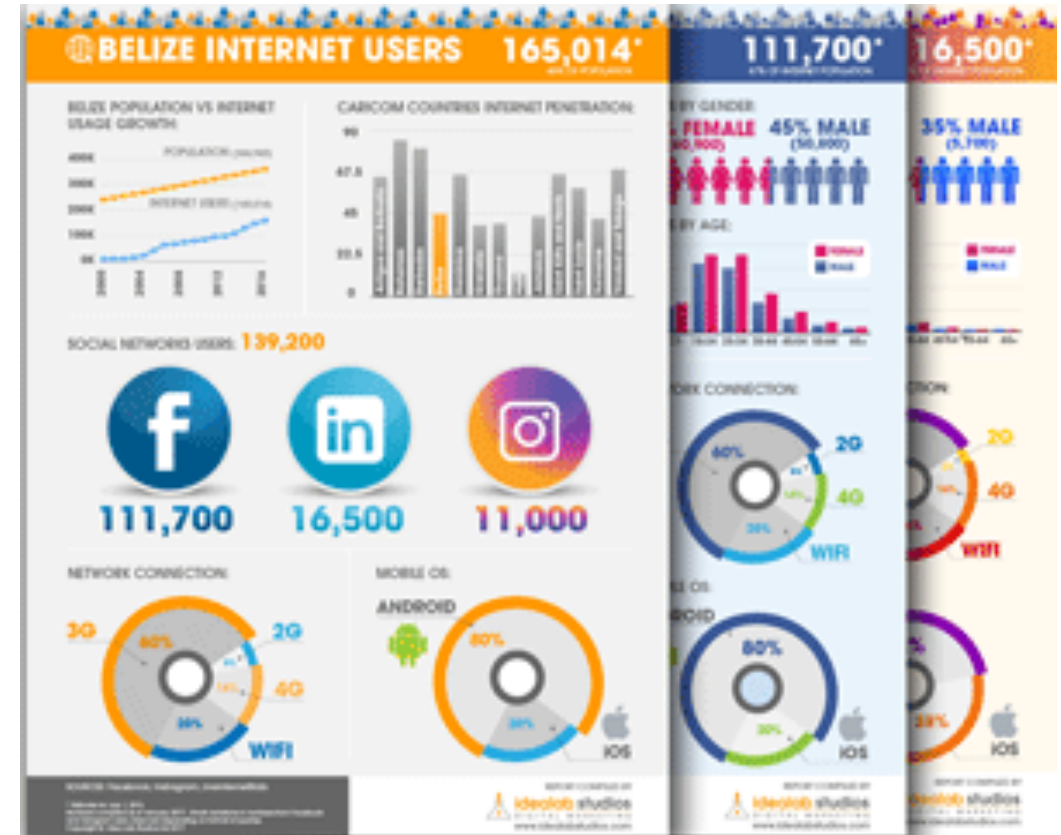
Boosts videos with Facebook Ad spend: £2,000 total

# Reporting and Measuring Success

Once a month a social media planning and reporting meeting will be held, for all staff.

Chaired by the Digital Comms Manager, this meeting will show...

1. The previous months performance on social media
2. Any new developments in the world of social media
3. A look forward at what's coming up in the next month's calendar
4. And people can chip in with their social media requests



# Summary

We're a **very small** charity with **very limited** resource.

- ✓ We will miss opportunities, and that's OK.
- ✓ We don't need to be heard in every conversation, that's also OK.
- ✓ We don't need to tweet every time we're in the news. That's fine.
- ✓ We do need to be **smart** about how we use our resource to hit our **goals**.

