



Social media

Community energy checklist



A free tool to market your group and engage with your community, the community energy sector and the renewable industry.

- ☐ Consider audience
- ☐ Create a strategy
- ☐ Find volunteers
- ☐ Links/widgets on website
- ☐ Analyse, adapt and improve
- ☐ Adverts (costs)

Content:

- ☐ Engaging and fun
- ☐ Use pictures and art
- ☐ Concise messages
- ☐ Interactive – invite participation
- ☐ Schedule for peak audience
- ☐ Link back to website
- ☐ Ask questions

Facebook:

- ☐ Set up profile
- ☐ Create organisation page – free web presence
- ☐ Post (use hashtags)
- ☐ Share/like/comment other content

Twitter

- ☐ Follow others
- ☐ Tweet others - e.g. use @RSWcommunities
- ☐ Tweet (use hashtags) and grow followers
- ☐ Retweet/reply/favourite other content
- ☐ Create lists

Photo sharing:

- ☐ Flickr
- ☐ Instagram

Video sharing:

- ☐ Youtube
- ☐ Vimeo

Optional but useful:

- ☐ LinkedIn – professional network
- ☐ Google+ – good video conferencing
- ☐ Blog - document your story

“Marketing is no longer about the stuff you make, but the stories you tell.”

—Seth Godin

Useful ▪ www.idealware.org/reports/nonprofit-social-media-decision-guide

Links: ▪ www.theguardian.com/voluntary-sector-network/2014/nov/24/how-to-achieve-fundraising-success-on-social-media



For other checklists please visit:
www.regensw.co.uk/communities/your-journey/