



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:

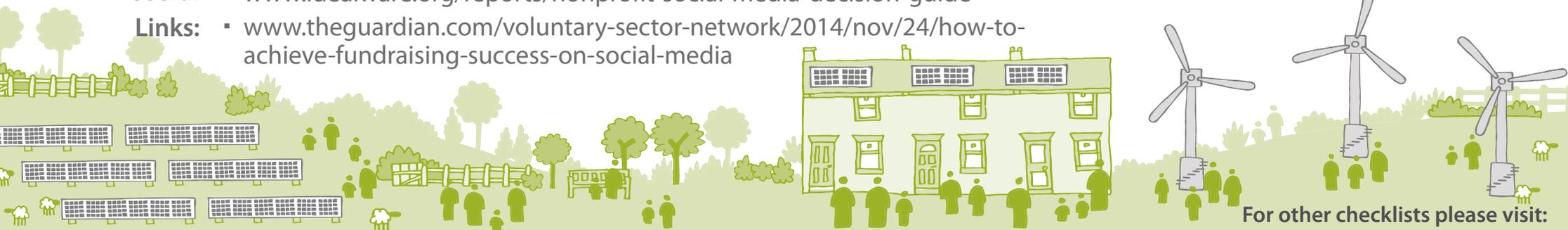
- LinkedIn – professional network
- Google+ – good video conferencing
- Blog - document your story

“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/